



UNIVERSITY OF AGDER

**CURRENT AND EXPECTED ROLE OF
NONGOVERNMENTAL ORGANIZATIONS
IN IMPROVING QUALITY OF LIFE
THROUGH HUMAN DEVELOPMENT IN
SRI LANKA: THE BENEFICIARY
PERSPECTIVE**

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This Master's Thesis is carried out as a part of the education at the University of Agder and is therefore approved as a part of this education. However, this does not imply that the University answers for the methods that are used or the conclusions that are drawn.

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ABSTRACT

The world has seen a tremendous growth of Non Governmental Organizational activities during last few decades. Irrespective of being in the industry for so long and having access to billions and billions of dollars, some argue that NGOs still have not shown satisfactory progress and therefore questions the effectiveness of NGOs in human development. Quality of life (QOL) has been long regarded as one of the main indicator of human development. Hence the main objectives of the study was the determination of the role of NGOs in improving quality of life of its beneficiaries as well as to identify possible gaps among NGO and beneficiary interpretation of barriers for a quality life. The study was conducted in Southern Province of Sri Lanka, employing both quantitative and qualitative methods for better understanding of the issues. Quantitative study was carried as a survey, where a researcher administered questionnaire was used among a sample of 215 respondents. Four focus groups were used for the qualitative study, which each had five respondents. Quantitative study used 6 main areas, namely Social Freedom, Political Participation, Economic Access, Community Involvement and Personal Development to evaluate the role of NGOs. It concludes that NGOs should refrain themselves working related to securing Political Participation. There is no immediate need to improve Social Freedom; therefore current silence NGOs maintained in this area should be maintained. NGOs should keep up the good work and further expand their activities in relation with increasing Economic Access, increasing Community Involvement and improving Personal Development. While working with relation to Family Involvement should be done with lot of caution. Beneficiaries defined Quality of Life as Progress & Flourishing of the Children, ability to spend a Decent Life and spend that Life with Peace and Harmony. As far as first two components are concerned, NGOs are in the right track and doing a decent job, even though there are slight expectation differences. As far as spending a Peaceful and Harmonious life with family is concerned, NGOs are not expected to play a role. The study finally recommends the NGOs to apply a marketing oriented strategy by giving due consideration to donors as well as beneficiaries, thus allowing NGOs to narrow possible mismatches arising between two groups. This will increase the effectiveness of NGOs in improving quality of life of its beneficiaries.

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ABBREVIATIONS

ADB	Asian Development Bank
AER	Access to Economic Resources
CI	Community Involvement
CIM	Chartered Institute of Marketing
FG	Focus Group
FI	Family Involvement
GDP	Gross Domestic Product
HD	Human Development
HDI	Human Development Index
HDR	Human Development Report
IMF	International Monetary Fund
IMF	International Monetary Fund
INGO	International Non Governmental Organization
LTTE	Liberation Tigers of Tamil Eellam
NGO	Non Governmental Organization
PD	Personal Development
PP	Political Participation
PPP	Purchasing Power Parity
QLC	Quality of Life Components
QOL	Quality of Life
SF	Social Freedom
SP	Southern Province
UN	United Nations
UNDP	United Nations Development Programme

CHAPTER 1: INTRODUCTION

1.1 Introduction

"A government whose leading object is to elevate the conditions of men... to clear the path for laudable pursuits for all; to afford all an unfettered start, and a fair chance in the race of life... this is the leading object of the government for whose existence we contend"

(Abraham Lincoln, 1861)

In reality, especially considering the developing countries, government's provisions are always not enough for its citizens to achieve their full potentials. This scenario gives birth to different other mechanisms which can help these people whose governments found themselves difficult to elevate the conditions of its own citizens. One of the most common and popular type of help, comes in the form of Non Governmental Organizations (NGOs). Some of these NGOs are very big that they are sometimes even bigger than smaller nations. The world has seen a tremendous growth of NGO activities during last few decades especially in the developing world. Increased interest in NGOs in these developing countries is in part a response to growing awareness of the limitations of the state as an agent of development (Hyden, 1997; Lindenberg & Dobel, 1999) at the same time NGOs are increasingly being recognized as important actors in social, political, and economic development (Clark, 1990; Edwards & Hulme, 1992; Riddell & Robinson, 1995). International Non Governmental Organizations (INGOs) have proliferated from about 200 active organizations in 1900 to about 800 in 1930, over 2,000 in 1960, and nearly 4,000 in 1980, around 8000 in 1990 and to a staggering 25000 as of the millennium (Boli & Thomas, 1997; Anheier et al., 2001) and this number is still growing exceeding to 37000¹ by 2010 (Polman, 2010). Political perspectives are interpreting this growth, frame civil society

¹ Estimates vary considerably among different authors.

evolution including the mechanism like NGOs as a response to the state and its power over citizens (Berger & Neuhaus, 1977; Bratton, 1989). Economic perspectives on the other hand analyze the evolution and the growth of the NGO sector with response to unmet demands or market failures (Hansmann, 1987; Weisbrod, 1988). Other viewpoints have focused on the central roles of values and ideological commitments in mobilizing resources and action on civil society issues (Lohmann, 1992; Tandon & Naidoo, 1999; van Til, 2000). Moreover some explain the character of the sector as consequences of the complex interplays between social, economic and political forces during long periods of time (Putnam, 1993; Salamon & Anheier, 1998). Further events of mega portions, for an example natural disasters on rise during last decade (like floods, earthquakes, tsunamis) also call for more flexible and dynamic response mechanisms which specially developing states find themselves difficult to manage, also have increased importance as well as activities of NGOs.

1.2 The Background of the Study

Like the other organizations, NGOs too need to satisfy multiple stakeholders², but what is different here is NGOs are nonprofit organizations. Therefore donors, who provide operating funds for these organizations have to be placed in the center for any NGO activity. This might result a main source of incompatibility, if the objectives of beneficiaries and donors are different from each other. The situation is made further complex by the fact that most of the donors who are from North come from a quite different culture compared to the beneficiaries who live in South with a relatively different setting. Culture according to Hofstede (1991) is the “collective programming of the mind which distinguishes the members of one group or category of people from the other”. Culture influences and determines the moral compass of a

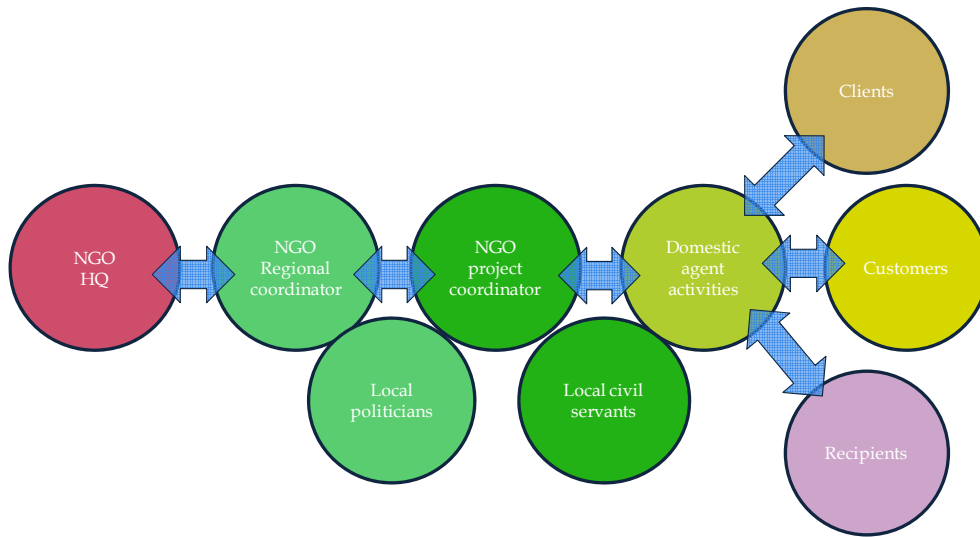
² Anybody who affects or can be affected by an organization's actions.

person which in turn determines what is right and wrong for that particular person. Therefore in a transaction that is dominated by donors and beneficiaries have very little say, there is a natural tendency to offer what donors think is right rather than looking for what beneficiaries really prefer. But ultimate objective of each and every NGO should be to help people flourish. Therefore it is of vital importance to understand whether activities of these NGOs are interpreted and looked at from a beneficiaries' perspective. In other words it is important to understand whether beneficiaries get what is really needed for them to spend a quality life or there is a gap in the services provided. Irrespective of the importance, there have been very few studies done in this area examining the beneficiaries' perspective. However it is important to note here that, there is substantial knowledge in the area of evaluating NGO performance however, most of these studies have focused on comparing the performance with the objectives set by the donors themselves.

The definition of marketing according to the Chartered Institute of Marketing (CIM) is "Identifying anticipating and satisfying consumer needs better than the competitors at a profit" and for a NGO who defines donor satisfaction as their main priority might see nothing is wrong with achieving donor objectives. What is important here is the role of beneficiaries as the customers since the organization is by definition not for profit. However, how influential beneficiaries can be in shaping the NGO's behavior is quite questionable, handful of donors and millions of beneficiaries will make this issue further complex.

Falkenberg (2010) explains the problem faced by an operating NGO is multifold depending on the macro, mezzo and micro environment it operates. Figure 1.1 illustrates the different aspects involved. For an example, NGO is operated with a headquarters in its origin country and both bind and influenced by the macro, mezzo and micro institutions of that country. Figure 1.2 illustrates the idea graphically.

Figure 1.1: Different actors operating in a NGO's working environment

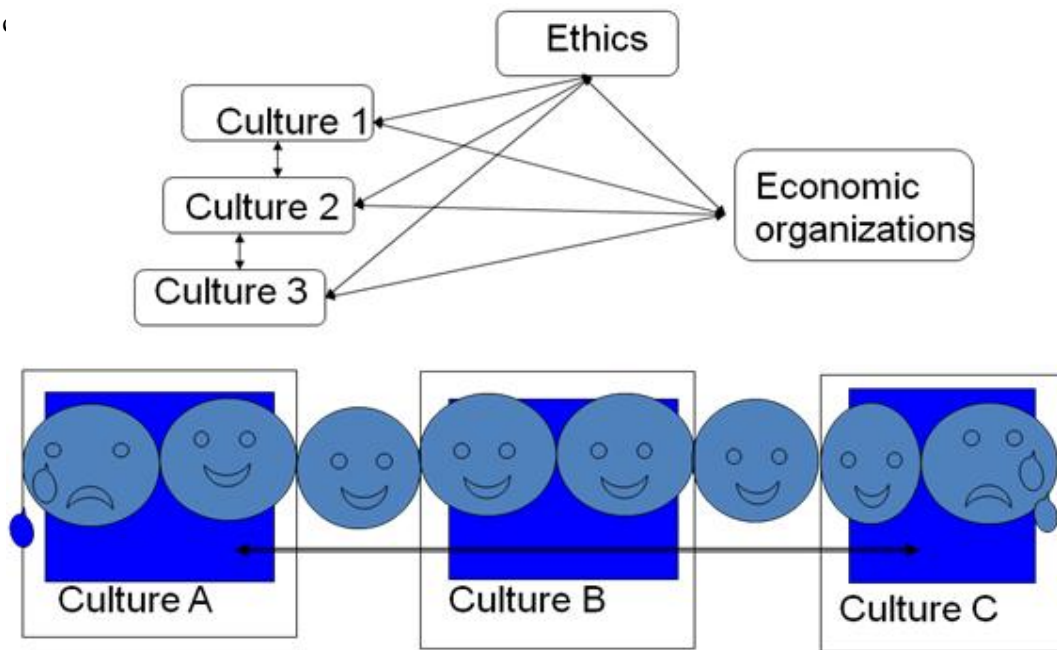


Source: Falkenberg, A. (2010) *NGO and its working environment*

This headquarters deals most of the times with a regional coordinator who accordingly influenced by its own macro, mezzo and micro institutions. This relationship is both mediated and moderated by local and national politicians who may be sharing different agendas; these relationships may be in terms of support, direction or even in extreme cases can be in the form of opposition. These regional project coordinators then will be dealing with local services providers who basically have to manage with ground realities, this relationship too is both mediated and moderated by local civil servants who has the authority under formal governmental structure.

As far as the author's understanding is considered by this time everything is specified, there is very little freedom for the local service provider. His role is a mere distributor's role as oppose to an active contributor's role. The study looks at this problem from a marketing perspective as well and since it emphasizes the importance of listening to the customer/client.

Figure 1.2: Potential mismatches arising when economic organizations work across different



Source: Falkenberg, (2010), *working across different cultures*

When referring to the nature of the product offered by NGOs the study use the term “service” due to the fact that the non-profit offer is fundamentally intangible, social and/or psychological (Kotler and Andreasen, 1996), though it may also take the form of material goods on occasion (Lovelock and Weinberg, 1984). In fact, the majority of NGOs offer services rather than material goods. Further complicating the above discussed scenario NGOs do not generate services in the sense that these would be understood in the profit-making scenario rather the objective is to attempt to modify certain types of social behavior. Lovelock and Weinberg, (1984) identifies five special characteristics applied for non for profit social service organizations.

1. The need to attract resources to attain their objectives
2. The existence of multiple relevant publics.

3. The possible conflict between the organizational mission and the consumer satisfaction.
4. The existence of pressure from outside the market (legal regulation).
5. The frequent existence of several groups involved in the organizations' management.

Applying conventional marketing mix which is primarily developed by targeting profit oriented entities to a NGO, which is nonprofit oriented requires careful analysis and consideration. Since NGOs are mainly providing services, study will look at the extended marketing mix which included People, Process and Physical Evidence other than the conventional 4 P's³. For commercial products the actual product is tangible and the augmented product is intangible (Kotler et al. 2005, p 539), however in this situation the target market is unlikely to be buying an actual product rather is being asked to make a voluntary behavior change (Wood, 2008). The benefits of this change may not be obvious, may accrue to someone else other than the actual target, and or may occur sometime into the future (Peatty and Peatty 2003). For an example when an NGO increases awareness among women on their rights they might not immediately notice a benefit, same thing applies for most of the advocacy products. On the other hand livelihood development products are immediately seen as providing a benefit. Marketing concept itself argues that, product development should be started in the target market. But as far as most of the NGOs are concerned in most of the cases the product development takes place in a different location other than among beneficiaries. Careful examination of social product/service combinations NGOs are promoting, it is evident that those products were based on themes which are currently in discussion among communities in the developed world. Therefore to what extent these products/services match with the real needs of the beneficiaries and thereby to what extent they help improve the lives of these beneficiaries' remains a mystery.

³ Product, Price, Place and Promotion

1.3 Objectives of the Study

With the above observations, the study established seven objectives out of which first three were to be achieved by the quantitative study while the remaining three were to be achieved by the qualitative study. Following were those objectives.

1. To examine the existing level of barriers faced by beneficiaries in achieving a quality life.
2. Level of work NGOs have done to help beneficiaries reduce those barriers faced by them in achieving quality of life.
3. To examine whether there is a gap between what beneficiaries want NGOs to do and what NGOs are actually doing in terms of improving quality of life.
4. To understand the meaning of quality of life from a Sri Lankan beneficiary perspective
5. To understand the role of NGOs in helping to achieve beneficiary defined quality of life
6. To understand possible gaps in terms of beneficiary expectations and NGO delivered products/programmes in achieving beneficiary defined quality of life.

1.4 Research Questions

1. What is/are the level/s of barriers faced by beneficiaries in achieving quality of life?
2. What is/are the level/s of work NGOs have done to help beneficiaries to achieve a quality of life?

3. Is there a gap between what beneficiaries want from NGOs and what NGOs are actually doing?
4. How can quality of life be defined from a Sri Lankan beneficiary's perspective?
5. What is the role of NGOs in helping to achieve Sri Lanka's perspective of quality of life?
6. What kind of gaps exist in beneficiary expectations and NGO delivered products and services in achieving beneficiary defined quality of life?

1.5 The Study Context

Sri Lanka has a multi ethnic population. Comprised with, Sinhalese (74 percent), Tamils of Sri Lankan origin (12 percent), Tamils of Indian origin (6 percent), Moors (7 percent), and others (1 percent). The religious composition is Buddhists (69 percent), Hindus (15 percent), Christians (8 percent), and Muslims (8 percent). Roughly 21.5 percent of the population resides in urban areas, while 72.2 percent live in rural areas and 6.3 percent in estates. Sinhala and Tamil are national languages. But English is gaining popularity both as an official as well as a business language. Sri Lanka has a population of around 20 million and The GDP per-capita at market prices is estimated at US\$ 2,399 in 2009 (Department of statistics, 2010). Between 25 and 39 percent of the population can be classified as poor, depending on whether or not poverty is measured with a low or twenty percent higher poverty line. Poverty is predominately a rural phenomenon with nearly 90 percent of the poor residing in rural areas.

From 1983 to 2009, Sri Lanka was badly affected by a serious conflict between the government of Sri Lanka and the Liberation Tigers of Tamil Eellam (LTTE). The conflict finally ended in May 2009 with the defeat of the LTTE by the Sri Lankan military. This

conflict which was there for almost three decades has significantly increased poverty, particularly by undermining economic development and investment. Although Sri Lanka's health and education systems are good and ahead compared to other regional countries, their quality was under threat because of a lack of government investments during last decades. Sri Lanka currently is in a path of a rapid development in the aftermath of the ending of war, GDP has doubled since 2005, and the government plans to double it again by 2016 and current picture looks promising.

“Sri Lanka’s social indicators are among the best in the South Asian region. The country has achieved near universal literacy and, perhaps more remarkably, girls are on par with boys. Sri Lanka’s poverty level is comparatively low at 15.2%. Sri Lanka is now categorized as a middle-income status country by the International Monetary Fund. With the end of military operations in mid-2009, Sri Lanka’s economy is expected to perform better, recording growth of about 7% per annum over the period 2010–2011”. (ADB. 2010)

Irrespective of these promising prospects, Sri Lanka still has a long way to development and it needs a lot of assistance from external sources to achieve its developmental objectives. Sri Lankan governments at times during last decades have more or less found difficult to stand up alone, and help its people. Thus the government was helped and supported by international communities often in the form of both governmental and nongovernmental initiatives. Countries like Japan, United States, South Korea as well as organizations like International Monetary Fund (IMF), United Nations Development Programme (UNDP), and Asian Development Bank (ADB) were main sources for both loans as well as grants during last decades for Sri Lanka. For an example Sri Lanka has received \$4.69 billion for 148 sovereign and non sovereign loans and \$104.8 million for 238 technical assistance (TA) projects since joining the ADB (ADB, 2010). While the study appreciates the immense contribution made

by these NGOs operated and operating in Sri Lanka in rebuilding the nation and the lives of the people, would like to evaluate the current work of these NGOs from the beneficiary perspective, in order to determine to what extent these organizations have helped these communities to flourish. It is important to note here that the study mainly deals with development aids and will be evaluating programmes conducted during last 5 to 10 years.

1.6 Significance of the Study

1. *Empirical gap*: Customer's perspectives have been ignored in most of the studies carried out in the area of evaluating NGO performances. Most of these studies have evaluated NGO's performance with their set objectives, objectives which are normally set by NGOs or their donors themselves. Therefore it is of vital importance that the activities of these NGOs are evaluated using the beneficiaries' perspectives.
2. *Performance Gap*: NGO sector has been growing unprecedentedly for the last few decades attracting billions of dollars. For an example annual budget are as follows for following NGOs, World Vision \$2.1 billion (2006), Save the Children Federation \$863 million (2006), CARE \$624 million (2005), Doctors without Borders, \$568 million (2004). However the effectiveness of some of the NGOs have being under scrutiny for some time now. Therefore it is of vital importance to understand the role of these NGOs towards development and flourishing.
3. *Contextual Gap*: There have being very few studies done in Sri Lanka covering the respective study area, thus there exists a significant contextual gap. Since human development itself is a to a greater extent shares a subjective interpretation it is very important to understand the determinants from the local cultural perspective. Therefore this study is supposed to cover a significant contextual gap as well.

1.7 Limitations of the Study

As a result of resource limitations mainly in terms of time and money qualitative study was limited to 20 respondents, and the quantitative survey was limited to 215 respondents. Researcher would like to acknowledge that with a larger sample more insights would have being drawn. Further more study was carried out in the Southern province of Sri Lanka and data would have being richer if the study could have been conducted covering more provinces of the country. Furthermore, one variable used for the development of the questionnaire had reliability issues, thus needed to be replaced in a future study.

1.8 Structure of the Study

Chapter one of the thesis introduces the topic, to the background of the study, to the research objectives, to research questions, to the study context, to the significance of the study and finally to the limitations of the study. Rests of the chapters are organized as follows.

Chapter two comprises with literature review. The study mainly looks at United Nations (UN) work on human development as well as other famous authors work on the same. Furthermore the chapter looks at different roles specified by different authors regarding roles of NGOs.

Chapter three specifies the methodology of the study. Research was undertaken combining both qualitative and quantitative studies. Researcher expected that this is necessary due to the nature of the study and furthermore because of the fact that it will increase the validity of the study. Focus group interviews were carried out as a part of the qualitative study while questionnaire based survey was carried out as a part of the quantitative study.

Chapter four dealt with data analysis. The quantitative study was aimed at testing 18 hypotheses which were developed by the study in order to find possible gaps among expected and actual role of NGOs. Second part of the analysis tried to find out themes generated through conducted focus groups. Here the objective of the analysis was to further deepen the understanding of gaps identified by the quantitative study, as well as to explain the phenomena in general.

Chapter five explains the conclusions. The study concludes that NGOs have understood beneficiary needs to a greater extent in most of the areas. Beneficiaries are happy about the role played by NGOs and will like NGOs to play the same in the future as well. But at the same time there is significant room for improvements in all most all areas. Furthermore, it is important to note that there are contradictions between the quantitative and qualitative studies towards the NGOs' involvement in more sensitive areas like family, attitudes, and values. With local beneficiaries defining quality of life in a much narrower manner it is obvious to expect certain gaps in terms of expected and current roles of NGOs.

Chapter 6 dealt with recommendations. Main recommendation of the study is for NGOs to become market oriented. As the study found out, the major source of possible improvements to NGO effectiveness should come from increasing beneficiary inputs for decision making, while balancing donor expectations.

CHAPTER 2: LITERATURE REVIEW

“The NGO sector is now the eighth largest economy in the world, worth over \$1 trillion a year globally. It employs nearly 19 million paid workers, not to mention countless volunteers. NGOs spend about \$US15 billion on development each year, about the same as the World Bank.”

(Peter, 2008)

2.1 NGOs and their Role in Human Development

The term "NGO" was first used by the United Nations in 1949 (Fernando, and Heston, 1997). NGOs are autonomous organizations that are nongovernmental, that is, they are not instrumentalities of government; and non-profit, that is not distributing revenue as income to owners; and formal, legal entities (Salamon and Anheier 1997). Wikipedia defines a non-governmental organization (NGO) as a legally constituted organization created by natural or legal persons that operates independently from any government and a term usually used by governments to refer to entities that have no government status. At the same time World Bank Handbook on NGO Laws defines an NGO as:

“an association, society, foundation, charitable trust, non-profit corporation, or other juridical person that is not regarded under the particular legal system as part of the governmental sector and that is not operated for profit -- viz., if any profits are earned, they are not and cannot be distributed as such. It does not include trade unions, political parties, profit-distributing cooperatives, or churches.”

(International Center for Not-for-profit Law, 1997, p. 19.)

In order to be effective, it is important that NGOs are primarily accountable and responsive to their target group, or in other words their main beneficiaries, and not necessarily to external donors (Johansson et al., 2010). However, despite the increase in number as well as in size of funds they attract NGOs are being more often criticized for their increasing influence in different political arenas (Jordan and van Tuijl 2006), and failure to deliver intended impacts (Edwards and Hulme 1995, 1996; Salamon and Anheier 1996; Gibelman and Gelman 2001). With these criticisms there is a growing demand for increased transparency, tightened accountability (Brown and Moore 2001; Choudhury and Ahmed 2002; Jordan 2005) and a reinforced government framework for NGO control (Gibelman and Gelman 2001).

“The Grameen Bank in Bangladesh, often cited as a model NGO, accounts for only 0.1 percent of national credit, and all NGOs in Bangladesh together provide only 0.6 percent of total credit
(Streeten, 1997, p.197)

However, one of the contemporary themes widely discussed in modern development discourse is the role Non-Governmental Organizations (NGOs) play in providing mechanisms for strengthening/developing civil society (White, 1999; Jorgensen, 1996). As well as the contribution towards local governance to improve marginalized communities in developing world out of poverty (Nelson, 1995 and Krut, 1997).

Despite those earlier claims NGOs suppose to have following advantages in promoting development over large foreign government donors, public sector organizations, and state interventions (Streeten, 1997).

1. They are good at reaching and mobilizing the poor and remote communities. NGOs are seen to be ideally placed to perform this task; given their relatively closer proximity to the poor communities they serve (Tandon, 2001; Najam, 1999).
2. They themselves participate in their organization and use participatory, bottom-up, grassroots processes of project implementation; they help empower poor people to gain control of their lives; they work with and strengthen local institutions.
3. They are more innovative, flexible, and experimental than governments.
4. They carry out projects without governments, at lower costs and more efficiently.
5. They promote sustainable development
6. They are potentially organizing and representative bodies in civil societies.

But at the same time NGOs are also criticized for not following processes in order to reap the same listed advantages (ibid).

1. Frequently they do not reach the poor, and hardly ever the poorest.
2. They often involve enlightened (and occasionally not so enlightened) top-down control.
3. Many cases, projects are not innovative but extensions and applications of well-known approaches.
4. Many NGO projects are not only top-down, non-participatory, and dependent on known and established techniques but also depend on complementary financial support from governments and replication by governments.
5. The projects are often not sustainable because they depend on a charismatic leader or a dedicated volunteer workforce.
6. NGOs and civil society in general can create and guarantee human security, but they can also threaten and destroy.

Finally another major weakness of NGOs' is that they lack a defined accountability path to their constituency that a representative structure would provide (Najam, 1996; Salamon et al., 2000; and Mulgan, 2003).

Fernando, and Heston, (1997) explains following themes which are also part of this particular study. These themes also, to a certain degree explain the roles of NGOs as well as problems and controversies NGOs have to deal with in their day to day operations.

1. NGOs and the international community

NGOs' criticism of government practices in international forums is a fundamental reason for the antagonism between governments and NGOs. The wider acceptance NGOs' receive among international community as independent organizations that represents less able, has made the criticisms more viable and reliable. Therefore it is very important for NGOs to make sure their criticisms are well thought out and researched.

2. NGOs and national politics

The history has witnessed situations where some political parties have been offshoots of NGOs', and many aspiring leaders have used an NGO as a first step in their political careers and this has being very common in the developing world. Although direct intervention of NGOs in politics has been prohibited in recent years, in Bangladesh and Sri Lanka, some leading NGOs have openly given their support when congenial new governments have come to power.

“The Sarvodaya Sharamadana Movement in Sri Lanka openly declared its intentions to enter into competitive party politics through mass mobilization, which led the

government, under the late President Ransinghe Premadas, to take serious action to investigate the activities of NGOs and to enact legislation to control their activities.”

(Fernando and Heston, 1997, p. 13)

In another instance in Chile, NGOs helped Popular Economic Organizations (Organizaciones EconoÁmicas Populares) and Self-Help Organizations (Organizaciones de Auto-Ayuda) to contest the 1992 local elections and subsequently to participate in local government structures (Clarke, 1998).

3. NGOs and the market economy

Rapid growth of NGOs is often seen as a response to the failure of the state and the market economy. However, in recent years there is much evidence that the boundaries between the for-profit sector and the non for-profit sector are becoming increasingly blurred. Widely quoted success stories of income generation projects such as microfinance programmes (eg: Grameen Bank in Bangladesh) depend on the competitiveness of the products they offer to the market. Today most of the NGO managed programmes are oriented toward facilitating the effective participation of the destitute poor in the market economy, rather than trying to provide alternatives to it. This actually has helped increasing the sustainability of the programmes.

4. Women and NGOs

The contribution women can make towards development of countries has being long recognized. However, recently there has been more interest in this area thus, empowerment of women through programmes like credit-based income-generation programmes, is viewed as a new orthodoxy in development. Further it is commonly

accepted that economic independence will eventually and automatically lead into social independence or in other words economic independence is a prerequisite for larger social changes, which is part of overall quality of life.

5. Social change and NGOs

One of the main roles expected to play by NGOs are for undertaking broad-based structural changes in society through education and social mobilization of the oppressed. In India and Bangladesh, for example, NGOs influence legislation in areas such as minimum wages, feudalism and bonded labour which leads into larger social changes.

6. Charity and giving

“Philanthropy has played a crucial role in the evolution of NGOs” (Fernando, and Heston, 1997, p 18). But this does not always guarantee that these organizations are entirely isolated from their donor interests but most successful were the ones who were able to maintain at least significant amount of autonomy.

2.2 Human Development

“So act as to treat humanity, whether in thine own person or in that of any other, in every case as an end, never as means only.” (Kant, 1977, p865)

Streeten (1994) provides six reasons why human development should be at the centre of any development programme. First as Kant has mentioned “it is an end itself”. Second it is a means to higher productivity; a well-nourished, healthy, educated, skilled, assertive, motivated labor force is undoubtedly the most important asset for any given entity. Especially the first two aspects have many important and strong economic reasons for backing human

development as pivotal. Third it reduces human reproduction; with greater knowledge comes greater wisdom which automatically leads into more manageable family sizes. Fourth, human development is good for the physical environment, normally poor are considered as both a cause and as well as the main victim of environmental degradation. Deforestation, desertification, and soil erosion are reduced with increasing human development. Fifth, reduced poverty contributes to a healthier civil society, democracy, and greater social stability and finally, it has political appeal, for it may reduce civil disturbances and increase political stability. Therefore the need of focusing on Human development should be given main priority of any NGO activity as long as development is listed as their ultimate objective. The researcher likes to point out at different approaches of defining human development as this develops the key framework for the respective study. As traditional definitions are too much associated with material well being the study will adapt human development definitions which are broader and takes total quality of life of human beings into consideration when defining human development.

"Value of the living standard lies in the living, and not in the possessing of commodities, which has derivative and varying relevance" (Sen , 1987, p. 25)

Sen (1987) made the above statement, criticizing the then dominated definitions of Human development which was mainly dealt with a given person's well-being with his or her command over commodities (Sen, 1984:1987). Human development since then has been defined as human flourishing in its fullest sense, in terms of public, private, economic, social, political and spiritual (Alkire, 2002). At the same time Streeten (1994) defines Human development as the enlargement of the range of choices available for a given person. United Nations Development Programme (UNDP) defines human development as creating an environment in which people can develop their full potential and lead productive, creative

lives in accordance with their needs and interests. It also stresses the importance of developing human capabilities.

“The primary objective of development is to benefit people and income is not the sum total of human life”
(United Nations Development Programme, 1990, p. 9)

UNDP highlights following issues and themes as most central to contemporary human development.

1. Economics – the importance of economic growth as a means to reduce inequality and improve levels of human development.
2. Efficiency - in terms of resource use and availability. Human development is pro-growth and productivity as long as such growth directly benefits the poor, women and other marginalized groups.
3. Equity - in terms of economic growth and other human development parameters.
4. Participation and freedom - particularly empowerment, democratic governance, gender equality, civil and political rights, and cultural liberty, particularly for marginalized groups defined by urban-rural, sex, age, religion, ethnicity, physical/mental parameters, etc.
5. Sustainability - for future generations in ecological, economic and social terms.
6. Human security - security in daily life against such chronic threats as hunger and abrupt disruptions including joblessness, famine, conflict, etc.

UNDP publishes a report every year since 1990 measuring human development. This composite index is known as Human Development Index (HDI). UNDP explains the index as it “captures the three essential components of human life: longevity, knowledge, and basic income for decent living standard”.

It measures the average achievements of a country in three basic dimensions of human development.

1. A long and healthy life,
2. Access to knowledge
3. A decent standard of living.

Figure 2.1: Graphical Presentation of the HDI

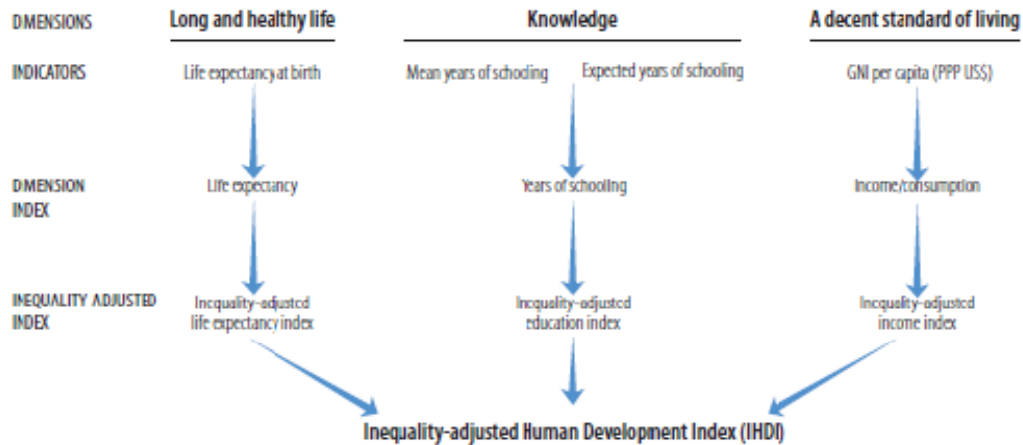


Source: UNDP Publication <http://hdr.undp.org/en/statistics/hdi/>

The HDI is the geometric mean of normalized indices measuring achievements in each of the above dimensions. The life expectancy at birth component of the HDI is calculated using a minimum value of 20 years and maximum value of 83.2 years. These are the observed maximum value of the indicators from the countries in the time series, 1980–2010. Mean years of schooling is estimated based on duration of schooling at each level of education and expected years of schooling estimates are based on enrolment by age at all levels of education and population of official school age for each level of education. Economic component is calculated using income levels, minimum income is \$163 (PPP) and the maximum is \$108,211 (PPP), these are the observed minimum and maximum value of the indicators from

the countries in the time series, 1980–2010. UNDP also develops an equality adjusted HDI. Figure 2.1 & Figure 2.2 respectively illustrates the two indexes and their differences.

Figure 2.2: Graphical Presentation of the Inequality adjusted HDI



Source: UNDP Publication <http://hdr.undp.org/en/statistics/hdi/>

2.3 Quality of Life (QOL)

Quality of life is defined "as the satisfaction of an individual's values, goals and needs through the actualization of their abilities or lifestyle" (Emerson, 1985, p. 282). Borthwick Duffy (1992) has presented three perspectives on quality of life, namely 1. Quality of life defined as the quality of one's life conditions, 2. Quality of life defined as one's satisfaction with life conditions and 3. Quality of life defined as a combination of both life conditions and satisfaction. Brock, (1993) also provides three major philosophical approaches to the quality of life, which is more relevant to social sciences.

1. The first approach describes characteristics of the good life and comprised with normative descriptions based on a religious, philosophical, etc. Here rational choices are believed to be at the heart of a good life.

2. The second approach explaining the good life using the extent to which preferences are satisfied. With resource limitations there is always a choice. People will select things which best help them to achieve quality of life. Thus depending on whether citizens can obtain what they want, one can define quality of life.
3. The third and the final approach explain the good life using experiences of individuals. Feelings like joy, pleasure, contentment, and life satisfaction becomes critical here. A person who assumes he is happy as a result of presence of those feelings in fact would define quality of life using his experiences.

Development of subjective as well as objective wellbeing was an extension and provides a more conclusive approach for measuring quality of life. As Land, (1996) argues that objective measures were more involved with focusing on economic growth and increased purchasing power while subjective wellbeing dealt with subjective experience of individuals. Both these measures have their merits and demerits. However it is important to note that social indicators and subjective wellbeing measures are complementary and gives a much clearer picture about quality life when analyzed with economic indicators.

Table 2.1: Summary of different measures of Quality of life/Happiness of Life

Author	Sub Dimensions
Narayan et al. (2000) Dimensions of wellbeing	Material well-being
	Bodily well-being
	Social well-being Security
	Freedom of choice and action
	Psychological well-being

Cummins (1996) Domains of life satisfaction	Material well-being
	Health
	Productivity
	Intimacy/ friendship
	Safety
	Community
	Emotional Well-being
Allardt (1993) Comparative Scandinavian welfare study	Education
	Loving
	Attachments/ contacts with local community, family and kin, friends, associations, work mates
	Self determination
	Political activities
	Leisure-time activities
Doyal and Gough (1993) Intermediate Needs	Nutritional food/water
	Protective housing
	Work
	Physical environment
	Health care
	Security in childhood
	Significant primary relationships
	Physical security
	Economic security
	Safe birth control/childbearing
	Basic education

Source: literature survey, 2011

2.4 Human Development and Quality of Life

Falkenberg, (1998) argues that human development is closely related or to a large extent can be explained by using quality of life. Quality of life is an indicator of the extent of the human development. Falkenberg, while refereeing to Richard Coleman (1977) work, argues that quality of life is primarily depending upon relative access to arenas. The study first looks at Coleman's identification of resources.

1. Freedom of social action (civil rights, non-discrimination etc.)
2. Economic resources (employment, income distribution, occupational distribution)
3. Political resources (voting, participation, political organizing, elected officials)
4. Community resources (social cohesion, solidarity, collective action)
5. Family resources (nuclear families, extended families, role models, care)
6. Personal resources (academic achievement, job skills, degree of self efficacy)

Then the study looks at certain arenas listed by Coleman. This includes occupation, family, school, local community, elections, courts, civil rights groups and black advocacy groups. Analyzing the relevant strength and weaknesses of a group's resources and how these resources are used in the different arenas, will give an indication about the quality of life present in a given community (Falkenberg, 1998).

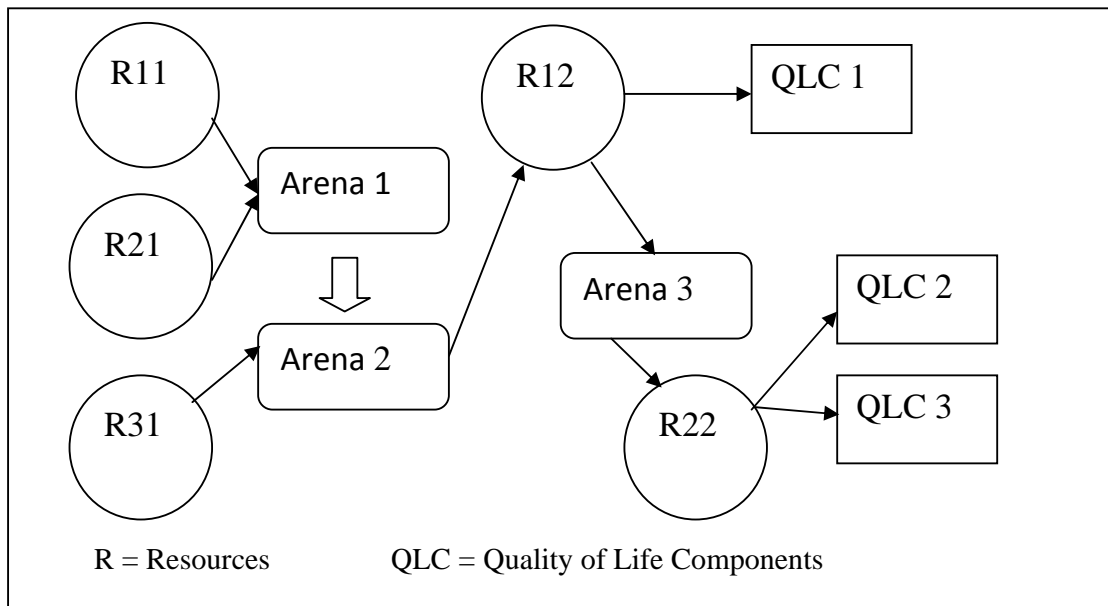
Figure 2.3 explains the situation as explained by Falkenberg, (1998); this includes people who are born with different resources, different skills & capabilities and into different socio-economic conditions. These different conditions are denoted by R11, R21 and R31. Then these people have to take these different skills and resources to different arenas (denoted by arena 1, arena 2 and arena 3) in which they put those to use. Arenas as explained earlier using Coleman's work could be the educational system, the labor market, etc. Here people try to

convert their resources into other resources (denoted by R11 and R22) which will be of greater value to them or convert them directly into quality of life (QLC) components (denoted by QLC1, QLC2, and QLC3). Falkenberg (1998), explains the framework as follows,

“For example, we take our talent for learning (e.g. R11) our financial resources (R21) and our social background (R31) into the school system (arena 1) and later into the university system (arena 2) and convert this talent into a law degree (R12). Then we enter the arena of the legal profession (A3), where we convert our law degree (R12) into another resource, for example income (R22), which in turn is used to buy a nice place to live (QLC1) and a social standing in the local community in the form of a country club membership (QLC2).”

(Falkenberg, 1998, p 10)

Figure 2.3: Resources, Arenas and Quality of Life



Source: Falkenberg, 1998

Here Falkenberg, (1998) explains the importance of providing relevant arenas and keeping the access open to public, will be quite critical in improving quality of life and thus will lead

into human development. This gives an indication of importance of social institutions in human development.

2.5 Institutions and Human Development

“Individuals live and operate in a world of institutions. Our opportunities and prospects depend crucially on what institutions exist and how they function.” (Sen, 1999, p 8)

North (1990) defines Institutions as “constraints that human beings impose on themselves”. According to this definition, institutions stop, allow or request specific course of action, which either be political, economic or social, that are important for reducing transaction costs, improving information flows and for defining & enforcing property rights (Jütting,2003). Table 2.2 provides a hierarchy based classification of institutions. Normally NGOs are listed under level 4.

Table 2.2: Hierarchy Based Classification Scheme for Institutions

Level	Examples	Frequency of Change	Effect
Institutions related to the social structure (level 1)	Mainly informal institutions such as traditions, social norms, customs. Exogenous	Very long horizon (10 ² and 10 ³ years)	Defines the way a society conducts Itself.
Institutions related to rules of the game (Level 2)	Mainly formal rules defining property rights and judicial system. Exogenous or endogenous	Long horizon (10 to 100 years)	Defines the institutional environment
Institutions related to play of the game (Level 3)	Rules defining the governance private structure of a country and contractual relationships, e.g. business contracts, Endogenous	Mid-term horizon (1 to 10 years).	Leads to the building of organizations.
Institutions related to allocation	Rules related to resource allocation, e.g. capital flow	Short term horizon and continuous.	Adjustment to prices and

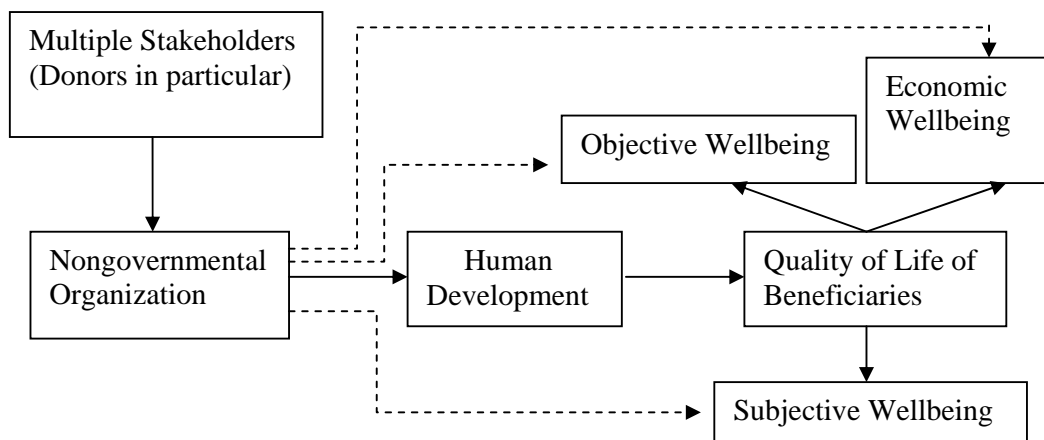
Mechanisms (Level 4)	controls; trade flow regimes; social security systems. Endogenous		outputs, incentives
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Source: Jütting, (2003)

2.6 Summary of the Literature Review

As figure 2.4 explains, literature highlights that NGOs are in fact playing a role in helping beneficiaries to achieve human development. Literature highlights many reasons which gave birth to the NGOs and at the same time stresses the NGOs' dependency towards multiple stakeholders especially donors. Further literature shows how human development leads into quality of life. It is interesting to mention that while, NGOs are trying to improve quality of life through increased human development; there are instances where they are directly trying to improve quality of life aspects as well. However, the instances where the role of NGOs have been evaluated or studied from the perspective of beneficiaries are very rare.

Figure 2.4: Summary of the Literature Review



Source: Literature review of the study, 2011

CHAPTER 3: METHODOLOGY

3.1 Research Paradigms & Methodology of the Present Study

3.1.1 The Two Paradigms

The quantitative paradigm is based on positivism. This believes that there is only one truth, which is an objective reality and exists independent of human perception, thus knowing can be separated from the knower. Such that, the researcher is capable of studying a phenomenon without influencing it or being influenced by it (Guba and Lincoln, 1994). As a result of these, quantitative methods look for prediction, bias minimization, separation of knowledge, measurement & testing and focus on content & certainty. On the other hand the qualitative paradigm is based on interpretivism (Altheide and Johnson, 1994; Kuzel and Like, 1991; Secker et al., 1995). Here the reality is expected to be socially created thus the researcher and the object of study are already linked so that, findings are also mutually created within the context of the circumstances which shapes the inquiry (Denzin and Lincoln, 1994). As a result of this qualitative methods look for explanation, bias incorporation, integration of knowledge, understanding, involvement, focus on process and reliance on good faith. The study will explain different, theoretical, epistemological teleological and ontological aspects relating to these two main paradigms since the present study employs a combination of both methods. Table 3.1 explains the major differences between quantitative and qualitative paradigms.

3.1.2 Theoretical Dimension

"The quantitative paradigm is said to have a positivistic, hypothetico-deductive, particularistic, objective, outcome-oriented, and natural science world view. In contrast, the

qualitative paradigm is said to subscribe to a phenomenological, inductive, holistic, subjective, process-oriented, and social anthropological world view"

(Reinhardt and Cook, 1979, p. 9)

Theoretical considerations can be either inductive or deductive, where with the deductive approach to theory, the researcher comes up with a hypothesis which will be in accordance with empirical proof and may be with a possible modification for the theory which is already in place (Bryman, 2004). This particular study will use a mix of both methodologies. "With an inductive stance, theory is the outcome of research. The process of induction involves drawing generalizable inferences out of observations" (Byrman, 2008, p.11).

Table 3.1: Characteristics of Quantitative and Qualitative Paradigms

Qualitative Paradigm	Quantitative Paradigm
Qualitative methods preferred	Quantitative methods preferred
Concerned with understanding human behavior from the actor's frame of reference	Seeks the facts or causes of social phenomena without advocating subjective interpretation
Phenomenological approach	Logical-positivistic approach
Uncontrolled, naturalistic observational	Obtrusive, controlled measurement.
Subjective; "insider's" perspective; close to the data	Objective; "outsider's" perspective; distanced from the data
Grounded discovery-oriented, exploratory, expansionist, descriptive, inductive	Ungrounded, verification-oriented, confirmatory, reductionist, inferential, hypothetico-deductive
Process oriented	Outcome oriented
Validity is critical; "real," "rich," and "deep" data	Reliability is critical; "hard" and replicable data
Holistic - attempts to synthesize	Particularistic - attempts to analyze

Source: Deshpande, (1983)

3.1.3 Ontological Dimension

The term ontology refers to “study of being or reality” (Mouton and Marais, 1996, p.11). Ryen (2008), explains ontology as elaborating issues regarding to reality in terms of what is it, what consists it and what is there to know. Objectivism and constructionism are the two ontological positions where the former “implies that social phenomena may confront us as external facts that are beyond our reach or influence”, and latter is based on realism where social phenomena is believed to be handled and accomplished by social actors, and presumes that reality is subjective and depend upon the individual (Bryman, 2004, p.16). Furthermore Mouton and Marais (1996), provides following examples where ontological dimensions can be used for defining and classifying research domains; behaviorists vs. cognitive approaches, realist vs. instrumentalist approaches and individualistic vs. holistic approaches.

3.1.4 Teleological Dimension

Social science assumed to be goal driven (Mouton and Marais, 1996). This should not be surprising since human beings themselves are goal driven. Traditional classifications of teleological dimension into theoretical and practical, is still used and proved to be useful. Within a more specific study environment, Mouton and Marais, (1996) explains and classifies the teleological dimension further into following. 1. Theoretical: Exploratory, descriptive and explanatory research and 2. Practical: to provide information diagnose & solve problems and planning & monitoring social programmes. The respective study will both be a theoretical study as well as a practical study.

3.1.5 Epistemological Dimension

Epistemology is concerned with knowledge generation/construction using the relationship between knower and what can be known, this also explains theories on how to obtain knowledge about the world (Ryen, 2008). Different researchers has used slightly different terminologies explaining epistemological dimension i.e. Search for truth (Plato and Aristotle), certain & indubitable knowledge (Descartes), empirical adequacy (Fraassen, 1977), problem solving (Kuhn, 2000) and wisdom/insight (Maxwell, 2005). Epistemological considerations raise important questions such as, in this particular type of study whether the same rigorous procedures which are applied in the natural sciences can be applied. At the same time whether such procedures may fit well into the study of a social phenomenon like people perceptions towards a specific organizational type. The researcher's decision to use triangulation in terms of methodologies stems from epistemological dimensions.

3.1.6 Methodology for the Research

The study employed both qualitative and quantitative methodologies with the objective of achieving the best in terms of both methodologies as well as to use them in a complementary manner. Bellenger, et al. (1976) points out quantitative methods have been developed most directly for the task of verifying or confirming theories and on the other hand qualitative methods were purposely developed for the task of discovering or generating theories. Therefore the uses of both methods are justified. Further as Taylor and Bodgan (1990), have pointed out that the qualitative method is used since there is a need to interpret a situation or, a state of things, from the point of view of those involved; in this case the point of views of beneficiaries'. Quantitative study will help triangulation thus making the study more valid. At

the same time Pope and Mays (2006, p. 87), defines triangulation as use of “results from either two or more different methods of data collection (e.g. interviews and observations) or, more simply, from two or more data sources (e.g. interviews with members of different interest groups)”.

According to Patton (2002) triangulation help protect against several biases namely,

1. Researcher bias (researcher's pre-understanding or prejudices)
2. Information bias (imbalance or systematic exclusion of data)
3. Selection bias (imbalance in subjects or materials)

There are four types of triangulation (Holstein 1995; Pope and Mays 2006).

1. Method triangulation (using several methods) was employed for the study
2. Source triangulation (several samples are used for data collection)
3. Observer triangulation (several researchers are employed for the study) was employed for the study.
4. Theory triangulation (several theories applied with relevant to the same data).

The mixing of methodologies, e.g. mixing the use of survey data with interviews, is the most profound form of triangulation. However using method triangulation was not without its problems, simply because, different methods share different ontological and epistemological considerations.

3.2 Research Site

Southern Province of Sri Lanka was selected as the main research site to collect data. Southern Province comprises with three districts namely Galle, Matara and Hambantota. Reason for selecting Southern Province was the low human development levels found among its inhabitants. Appendix I explain more details why Southern province was selected.

3.3 The Quantitative Study

Survey method was used for the study, where data was collected using researcher administered questionnaires. Questionnaire comprised with three sections. In the first section, data was collected about demographic factors of respondents. In the second section, data was collected to examine the existing level of barriers faced by respondents in achieving a quality life. In the third and the final section, data was collected on the level of work NGOs have done to help respondents reduce those barriers for quality of life. The second part and the third part of the questionnaire carried Likert scale type questions.

3.3.1 The Questionnaire Development

Questionnaire was developed based on contemporary human development issues & themes highlighted by UNDP and using Richard Coleman's (1977) work which deals with identifying relevant resources needed for human development & flourishing. Operationalization of variables were done using relevant literature and using two In-depth

interviews carried out with two industry experts⁴, who combined, had over 30 years of direct exposure in the relevant field. Table 3.2 explains the operationalization details.

Table 3.2 Operationalization of Variables

Social freedom (SF)	(SF1) There is a problem of gender discrimination
	(SF2) There is a problem of religious discrimination
	(SF3) There is a problem of ethnic discrimination
	(SF4) There is a threat to freedom of thought and conscience
	(SF5) There is a threat to freedom of speech and expression
	(SF6) There is a threat to freedom of press ⁵
	(SF7) There is a threat to freedom of movement
NGO orientation towards improving Social Freedom (NSF)	(NSF1) NGOs help overcome gender discrimination
	(NSF2) NGOs help overcome religious discrimination
	(NSF3) NGOs help overcome ethnic discrimination
	(NSF4) NGOs help promote freedom of thought and conscience
	(NSF5) NGOs help promote freedom of speech and expression
	(NSF6) NGOs help promote freedom of press ⁶
	(NSF7) NGOs help promote freedom of movement
Political Participation (PP)	(PP1) There is a threat to the right to seek redress or a legal remedy
	(PP2) There is a threat to freedom of association
	(PP3) There is a threat to right of assembling
	(PP4) There is a threat for the right to petition

⁴ These two experts were working as consultants to the NGO industry

⁵ This item was removed due to low reliability.

⁶ This item was also removed due to low reliability.

NGO's orientation in improving Political Participation (NPP)	(NPP1) NGOs help secure the right to seek redress or a legal remedy
	(NPP2) NGOs help promote freedom of association
	(NPP3) NGOs help promote the right to assemble
	(NPP4) NGOs help promote the right to petition
Access to Economic Resources (AE)	(AE1) There is a need for child care programmes which help women to work
	(AE2) There is a need for youth employment programmes
	(AE3) There is a need to increase the access to capital
	(AE4) There is a need for housing programmes
	(AE5) There is a need to increase the access to market
	(AE6) There is a need to increase the quality of social security programmes
NGO's orientation towards improving Access to Economic Resources (NAE)	(NAE1) NGOs help improve child care programmes which helps women to work
	(NAE2) NGOs help develop youth employment programmes
	(NAE3) NGOs help to increase the access to capital
	(NAE4) NGOs help develop housing programmes
	(NAE5) NGOs help in increasing the access to market
	(NAE6) NGOs help in increasing the quality of the social security programmes
Community Involvement (CI)	(CI1) There is a need to increase links among community
	(CI2) There is a issue in participation in community development activities
	(CI3) Under-represented groups have no voice
	(CI4) There is a need to address common barriers to community participation
	(CI5) There is a need to Promote effective communication among people
	(CI6) There is a need to foster social ties and a sense of community identity

	(CI7) There is a need to foster networking and collaboration between neighborhood & stakeholders
	(CI8) There is a need to make public decision-making more responsive and accountable to community input
NGO's orientation towards improving Community Involvement (NCI)	(NCI1) NGOs help increase links among community
	(NCI2) NGOs help to increase participation in community development activities
	(NCI3) NGOs Increase the power and voice of under-represented groups
	(NCI4) NGOs help address common barriers to community participation
	(NCI5) NGOs help promote communication to keep the community informed
	(NCI6) NGOs help foster social ties and a sense of community identity
	(NCI7) NGOs help foster networking and collaboration between neighborhood and other
	(NCI8) NGOs Make public decision-making more responsive and accountable to community input
Family Involvement (FI)	(FI1) There is a need to run programmes to minimize alcohol usage
	(FI2) There is a need to increase family solidarity
	(FI3) There is a need to reduce domestic violence issues
	(FI4) There is a need for family counseling units
	(FI5) There is a need for legal advises on issues
	(FI6) There is a need for family planning programmes
NGO's orientation towards improving Family Involvement	(NFI1) NGOs help run programmes to minimize alcohol usage
	(NFI2) NGOs help increase family solidarity
	(NFI3) NGOs help reduce domestic violence issues
	(NFI4) NGOs help setup family counseling units
	(NFI5) NGOs help provide legal advises on issues

(NFI)	(NFI6) NGOs help conduct family planning programmes
Personnel Development (PD)	(PD1) There is a need for opportunities for formal education
	(PD2) There is a need for increased opportunities for vocational training
	(PD3) There is a need for increased opportunities to soft skills development
	(PD4) There is a need for developing networking capabilities
	(PD5) There is a need for business development services
	(PD6) There is a need for communication skill development ⁷
NGO's orientation towards improving Personal Development (NPD)	(NPD1) NGOs help increase opportunities for formal education
	(NPD2) NGOs increase opportunities for vocational training
	(NPD3) NGOs increase opportunities to soft skills development
	(NPD4) NGOs develop networking capabilities
	(NPD5) NGOs provide business development services
	(NPD6) NGOs increase opportunities to communication skill development ⁸

Initially developed questionnaire carried 81 items. The first section had 7 questions on demographic factors of beneficiaries. The second section carried 37 specific questions to measure the level of beneficiary perception on existing barriers for a quality life. While the third section carried 37 specific questions to measure the level of beneficiary perception on current role of NGOs in assisting to reduce those barriers. Researcher decided to drop 4 items due to low reliability. For the remaining 70 items covering both the second and the third section respondents were provided with statements where they can Strongly Agree, Agree, Slightly Agree, Neither Agree nor Disagree, Slightly Disagree, Disagree and Strongly Disagree and scores of 7, 6, 5, 4, 3, 2 and 1 were assigned respectively for the above

⁷ This item was removed due to low reliability.

⁸ This item was also removed due to low reliability.

mentioned categories. Questionnaire was initially developed in English, and later translated into Sinhala by a bilingual expert and again back translated into English by another expert in order to minimize possible errors in translations. See Appendix II for the English version of the questionnaire. In order to minimize the possibility of moderate answers the author decided to use a seven point anchored questionnaire instead of a 5 point scale. SPSS quantitative analytical tool was used to analyze the data, where mean comparison and correlation analysis were carried out to prove following hypotheses.

3.2.2 Hypotheses Development

First set of hypotheses were developed in order to determine whether there is a need to improve social freedom among beneficiaries. Social freedom has long recognized an important determinant of quality of life which can be regarded as one of the end results of human development. Furthermore, it is important to note that the social freedom is a direct indicator of human development.

H1_a: There is a need among community to improve social freedom.

H1_b: NGOs have helped its beneficiaries to improve social freedom.

H1_c: There is a gap in terms of beneficiary expectations and NGO's orientation as far as social freedom is concerned.

Second set of hypotheses were developed in order to determine whether there is a need to help to secure political participation for beneficiaries. Political participation is also a critical indicator of human development as well as quality of life since it allows the people to democratically elect people to rule countries. Democratically elected leaders generally take

care of their people because they are aware that unless they do so they will lose any potential possibility of re-electing.

H2_a: There is a need among community to secure political participation.

H2_b: NGOs have helped its beneficiaries to secure political participation.

H2_c: There is a gap in terms of beneficiary expectations and NGO's orientation as far as securing political participation is concerned.

Access to economic resources again determines the individual's ability to live a satisfactory life. With access to economic resources quality of life automatically increases. Therefore while increase access to economic resources determines quality of life, a higher level of human development ensures greater access to economic resources. Therefore third set of hypotheses were developed in order to determine whether there is a need for increased access for economic resources.

H3_a: There is a lack of access to economic resources among community.

H3_b: NGOs have helped its beneficiaries to access economic resources.

H3_c: There is a gap in terms of beneficiary expectations and NGO's orientation as far as increasing access among community to economic resources is concerned.

As people are social animals, they require living in a community. At the same time, increased community involvement increase the chance for the community for development. Therefore the fourth set of hypotheses were developed in order to determine possible gaps in beneficiary understanding of issues related to community involvement and NGO's understanding of issues related to community involvement.

H4_a: There is a lack of involvement among community.

H4_b: NGOs have helped its beneficiaries to become more involved with community.

H4_c: There is a gap in terms of beneficiary expectations and NGO's orientation as far as improving involvement among community is concerned.

Fifth set of hypotheses were developed in order to determine possible gaps between beneficiary understanding of the need for improved family involvement and the NGO's understanding of need for improved family involvement. Happiness and harmony among family is a clear indication of human development, which result in improved quality of life.

H5_a: There is a need for improved family involvement among community.

H5_b: NGOs have helped its beneficiaries to become more involved with family.

H5_c: There is a gap in terms of beneficiary expectations and NGO's orientation as far as improving involvement among family is concerned.

Six and the final set of hypotheses determine the need for personal development. Personal development is a direct measure of human development. Moreover, personal development is directly influencing the quality of life as well.

H6_a: There is a need among community to personal development.

H6_b: NGOs have helped its beneficiaries to develop themselves personally.

H6_c: There is a gap in terms of beneficiary expectations and NGO's orientation as far as developing individuals are concerned.

3.2.3 Sample Composition

The sample was selected during different micro entrepreneurial workshops held in the three districts targeting micro entrepreneurs. Potential respondents were provided with a screening question where only the respondents who had exposure to at least 5 different NGOs were selected. Total numbers of respondents were 221, out of which 6 questionnaires were removed due to lack of clarity which resulted from interviewers' errors. Table 3.3 provides a detail analysis of the sample.

Table 3.3: Sample Composition

	Category	Number	Percentage
Gender	Male	141	65.6
	Female	74	34.4
Age	18-25	16	7.4
	26-35	62	28.8
	36-45	72	32.6
	46-55	55	25.6
	Above 55	12	5.6
Education	Up to O/L	120	55.8
	Passed O/L	24	11.2
	Up to A/L	66	30.7
	Passed A/L	4	1.9
	Graduate	1	0.5
Occupation	Micro Retailing	42	19.5
	Tailoring/Sewing	7	3.2
	Animal Husbandry	17	7.9
	Agriculture	53	24.4
	Carpentry	9	4.2
	Fishing	6	2.8
	other	81	37.7

Years in the Business	< 2 yrs	72	33.5
	2 - 5 yrs	51	23.7
	5 - 10 yrs	53	24.7
	10 - 20 yrs	28	13.0
	>20 yrs	11	5.1
Marital Status	Married	166	77.2
	Single	49	22.8
Number of Children	0	49	22.8
	1	39	18.1
	2	51	23.7
	3	32	14.9
	4	30	14.0
	5	14	6.5

Source: survey data 2011

3.2.4 Reliability of the Study

The internal consistencies of the variables were evaluated using Cronbach's Alpha. The Alpha formula is one of the methods that are being used to measure the reliability of psychological measurements (Cronbach & Shavelson, 2004). Table 3.4 provides more details on individual construct reliability. The study founds out two variables with low Cronbach's Alpha values NPP (-0.336) and NAE (0.255). Even though this was highlighted as a limitation of the study researcher did not remove these two variables as it will compromise the construct validity of the measure.

Table 3.4: Reliability values

Variable	Cronbach's Alpha	No of Items
Social Freedom (SF)	.960	6
NGO's orientation towards improving Social Freedom (NSF)	.789	6
Political Participation (PP)	.534	4
NGO's orientation towards improving Political Participation (NPP)	-.336 ⁹	4

⁹ There is an issue of reliability, should be replaced in future studies.

Access to Economic Resources (AE)	.614	6
NGO's orientation towards improving Access to Economic Resources (NAE)	.255 ¹⁰	6
Community Involvement (CI)	.585	8
NGO's orientation towards improving Community Involvement (NCI)	.565	8
Family Involvement (FI)	.804	6
NGO's orientation towards improving Family Involvement (NFI)	.565	6
Personal Development (PD)	.556	5
NGO's orientation towards improving Personal Development (NPD)	.576	5

Source: survey data 2011

3.3 The Qualitative Study

“Approaching fieldwork without being constrained by predetermined categories of analysis contributes to the depth, openness, and detail of qualitative inquiry”. (Paton, 2002, p.14)

Further according to Pope and Mays (2006) qualitative research tries to interpret social phenomena, using the meanings people attach to their experiences of the social world and how they make sense of the world. According to Hernández et al, (2003, p.448) “ Qualitative approach seeks is to obtain information from subjects, communities, contexts, variables or situations in the depth of the ‘words’, ‘definitions’ or ‘terms’ of the subjects in their own context”. The qualitative research stresses that human behavior cannot be understood separately from context, and thus, people must be studied in their cultural and social contexts (Kvale, 1992).

Rubin and Rubin (1995) highlight at least three instances where qualitative methodologies should be adapted.

1. To understand on subjects which have not been widely researched

¹⁰ There is an issue of reliability, should be replaced in future studies.

2. To understand an ongoing and evolving phenomena like the one studied by this particular study.
3. To understand situations which are needed to be explained in detail.

3.3.1 Focus Groups

The research method used to carry out the qualitative study was focus group interviews. Focus groups can be defined as a research technique that collects data through group interaction on a topic determined by the researcher (Morgan, 1998). Carey (1994), define focus groups as “ using a semi structured group session, moderated by a group leader, held in an informal setting, with the purpose of collecting information on a designated topic “ (p. 226). A focus group interview is a qualitative research technique that includes 8-10 persons brought to a centralized location to respond to questions on a topic of particular interest to a sponsor or client (Greenbaum, 1988). It further involves organized discussion with a selected group of individuals to gain information about their opinions and experiences of a topic, and is particularly suited if a researcher is interested in obtaining several perspectives about the same topic (Morgan, 1998; Gibbs, 1997). Focus groups are widely employed and very popular in marketing (Goldman & McDonald 1987; Greenbaum 1993). Other disciplines in which focus groups are relatively widespread include, communication studies (Albrecht et al 1993), education (Flores & Alonso 1995), political science (Kullberg 1994), and public health (Basch 1987). Marketing’s legacy of using focus groups to hear from consumers has carried over their use in to the development and evaluation of programs ranging from substance abuse (Lengua et al 1992) to curricular reform (Hendershott & Wright 1993). On the program evaluation side, focus groups have become an important tool in qualitative evaluation research, including not only post-program evaluation, but also needs assessment

and strategic planning (Krueger, 1994) qualifying focus groups as a prime tool for this study. Literature explains how focus groups have been used for developing surveys (Wolff et al., 1993), improving surveys (O'Brien, 1993), and adapting surveys (Fuller et al., 1993) Materials from Sociological Abstracts revealed that over 60% of the empirical research using focus groups during the past decade combined them with other research methods (Morgan, 1996). More over Focus groups can supplement quantitative or other qualitative techniques; or they can be utilized as a self-contained technique, resulting in data that are useful in and of itself (Morgan, 1988 & Vaughn, et al., 1996). Calder (1977) who reinforces the idea of using focus groups for both qualitative and quantitative studies categorizes them into different types.

1. They can be exploratory and aimed at generating hypotheses
2. They can be used to identify constructs prior to a quantitative study
3. They can be phenomenological, in that they give access to people's common sense conceptions and everyday explanations.

As a result of above advantages pertaining into this particular study researcher decided to carry out focus group studies to collect data for the qualitative study.

3.3.2 Selection of Interviewees for Focus Groups

The interviewees were selected based on a criterion outlined by Rubin and Rubin (1995) which specifies three requirements for selection with qualitative interviewing: 1. the interviewees have knowledge about what is being studied, 2. they have willingness to talk and 3. They should represent a wide range of points of views. This also covers principles of purposive sample, where the participants were recruited according to the purpose and goal of

this study (Morgan & Scannel, 1998). As far this particular study is concerned suitability was determined using informal conversations carried out with potential respondents prior to selection. These conversations and the selection process were handled by four research assistants during two separate workshops conducted for micro entrepreneurs. These workshops were organized by a Chamber of Commerce in the region as part of their ongoing programme on development of successful entrepreneurship in Southern province. Total number of respondents recruited for the study was twenty. The recruitment of participants was finalized at least a week prior to the focus group interview. This allows the researcher to find the most suitable location, and at the same time helped in providing the respondents with general idea about the study well in advance. Fewer participants were selected for each focus group in order to harness the benefits of small groups as highlighted by Krueger & Casey, (2000). Especially this gives each participant more time to share their experiences and personal stories; moreover it gives a greater opportunity to the moderator to pay more attention to each participant's needs. Table 3.5 specifies general details relevant to the four focus group interviews. Accordingly 5 respondents each were selected to the four focus groups. Table 3.6 illustrates the respondent details regarding focus group No.1, Table 3.7 illustrates the respondent details regarding focus group No.2, Table 3.8 illustrates the respondent details regarding focus group No.3 & finally Table 3.9 illustrates the respondent details regarding focus group No.4.

Table 3.5: Details of Focus Group Interviews

FG No.	Location	Participants	Nature of Participants
01.	Hambantota	5	Female Micro Entrepreneurs
02.	Hambantota	5	Male Micro Entrepreneurs
03.	Hambantota	5	Male Micro Entrepreneurs
04.	Hambantota	5	Female Micro Entrepreneurs

Table 3.6: Respondent details regarding Focus Group No.1

Respondent No.	Livelihood	Age	Marital tatus	Yrs in Business	NGOs interacted	Education Level
FG11	Fish related	52	Married with 4 children	8	5	O/L ¹
FG12	Agriculture	32	Married with 1 child	4	4	A/L ²
FG13	Mgt Trainee	27	Single	5	4	Graduate
FG14	Retailing	32	Married with 2 Children	2	5	A/L ²
FG15	Horticulture	36	Married with 3 Children	6	6	O/L ¹

Table 3.7: Respondent details regarding Focus Group No.2

Respondent No.	Livelihood	Age	Marital status	Yrs in Business	NGOs interacted	NGOs interacted
FG21	Fishing	28	Married with 2 children	10	6	O/L ¹
FG22	Agriculture	38	Married with 2 children	20	7	O/L ¹
FG23	Agriculture	57	Married with 3 children	30	6	O/L ¹
FG24	Retailing	47	Married with 4 children	5	5	A/L ²
FG25	Animal Husbandry	36	Married with 2 children	10	6	O/L ¹

Table 3.8: Respondent details regarding Focus Group No.3

Respondent No.	Livelihood	Age	Marital status	Yrs in Business	NGOs interacted	Education Level
FG31	Fish	32	Married with 3 children	12	6	O/L ¹
FG32	Agriculture	56	Married with 2 children	36	6	A/L ¹
FG33	Agriculture	40	Married with 3 children	20	7	A/L ¹
FG34	Carpentry	35	Married with 2 children	8	5	O/L ²
FG35	Retailing	58	Married with 3 Children	5	6	O/L ¹

Table 3.9: Respondent details regarding Focus Group No.4

Respondent No.	Livelihood	Age	Marital status	Yrs in Business	NGOs interacted	Education Level
FG41	Agriculture	29	Married with 3 children	13	5	O/L ¹
FG42	Agriculture	32	Married with 2 children	14	8	O/L ¹
FG43	Sewing	31	Married with 2 children	9	8	O/L ¹
FG44	Retailing	30	Married with 1 Child	10	7	A/L ²
FG45	Retaling	30	Married with 3 Children	8	6	O/L ¹

¹ Ordinary Level ² Advance Level

3.3.3 The Focus Group Interviews

The focus groups were conducted using the interview guide developed by the researcher. According to Charmaz (2008), interview guides especially helps novices researchers by logically pacing questions, avoiding leading questions and also by giving direction to both the moderator and the respondents. The detail interview guide is in Appendix III. As explained in the interview guide a general introduction was given to all the respondents prior to the focus group interview session. This included information about the schedule of the focus group interviews, what the participants were expected to do, and about the purpose and the objectives of the study. However it is important to note that the interview guide was constantly updated with every new interview in order to accommodate respondent's views as well as to capture fresh insights. Average focus group interview lasted for one hour and thirty minutes. All four focus groups were tape recorded for future references. All four focus groups were moderated by the researcher himself and were supported and notes were taken down by two research assistants. Immediately after each session, reflections, thoughts and insights on various observations made during the focus group interviews were written down in order to

capture authenticity of impressions that cannot be discovered listening to the tape recorder (Rabiee, 2004). All four focus groups were carried out in Sinhala¹¹, and were later translated into English by a bilingual expert in order to keep the quality of the transcriptions. Then the English version was back translated into Sinhala by a different bilingual expert. Research assistants went through the two transcripts and made few minor adjustments to the English transcript.

3.3.4 Analysis of the Qualitative Data

Thematic analysis was used to analyze the qualitative data. Thematic analysis according to Roulston (2001) is a poorly demarcated and a rarely acknowledged method, however, a widely used qualitative analytic method. Thematic analysis is a systematic search for themes which emerge as critical to the description of the phenomenon (Daly, et. al., 1997). This process involves the identification of themes through careful and thorough reading and re reading of the data. A theme can be defined as “a pattern in the information that at minimum describes and organizes the possible observations and at maximum interprets aspects of the phenomenon” (Boyatzis, 1998, p.161) or according to Braun and Clarke (2006, p. 77) a theme is “which captures something important about the data in relation to the research question, and represents some level of patterned response or meaning within the data set”. Themes or patterns within data can mainly be identified using two ways, an inductive approach (Frith and Gleeson, 2004), or in a deductive approach. In an inductive approach themes identified are strongly linked to the data themselves (Patton, 1990) while, a deductive thematic analysis is driven by the researcher’s interests and therefore analyst driven (Braun

¹¹ One of the two official languages used in Sri Lanka and spoken by more than 80% of the population.

and Clarke, 2006). Following five phases were identified by Braun and Clarke, (2006) in conducting a successful thematic analysis.

1. Familiarizing yourself with your data: Transcribing data (if necessary), reading and re-reading the data, noting down initial ideas.
2. Generating initial codes: Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code.
3. Searching for themes: Convert codes into potential themes, gathering all data relevant to each potential theme.
4. Reviewing themes: Checking if the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic 'map' of the analysis.
5. Defining and naming themes: Ongoing analysis to refine the specifics of each theme, and the overall story the analysis tells, generating clear definitions and names for each theme.
6. Producing the report: The final opportunity for analysis. Selection of vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a scholarly report of the analysis.

Above steps were followed by the study in order to increase the quality of the findings. Transcripts were analyzed by another person other than the researcher himself in order to increase the validity of the study. Once finished two investigators discussed the themes and made few adjustments for the separately developed themes, which made the final list of themes.

3.3.5 Establishing Trustworthiness

“Without rigor, research is worthless, becomes fiction, and loses its utility.”

(Morse et.al, 2002, p.1)

Guba and Lincoln (1982) explained the concept of “trustworthiness,” as it comprises with four aspects: credibility, transferability, dependability, and confirmability. The study employed several strategies to increase the trustworthiness of the study. Triangulation was used in terms of using both interviews and literature review as well as using multiple investigators. Peer debriefing were also conducted during the analysis phase where the peers were given the opportunity to go through the transcripts and give their views. Whenever possible, researcher tried to provide a thick description to data as well as for the sample in order to increase the transferability of the findings.

3.4 Research Ethics

Following were considered during the study in order to be ethical throughout the total research process.

1. Informed Consent: all the respondents were requested to sign an informed consent form prior to the focus group interviews. This makes sure that the respondents are given sufficient information about the study and potential risks and benefits of participating.
2. Confidentiality and anonymity: This makes sure that any data that can identify the respondents involved or can be back traced to the respondents in the research will not be disclosed (Kvale, 1996). During the analysis participants names were replaced by

numbers and their comments and insights were altered in such a manner so that their identity is preserved.

3. Interpretation of Data: Impact of researcher's personal biases might affect the interpretation of data and at the same time respondents might distort or even exaggerate their claims (Cieurizo & Keitel, 1999). This was given due consideration during that analysis in order to minimize these effects. But this doesn't guarantee the elimination of these biases. Researcher provided a thick description about the respondents which will allow future readers to be more vigilant.
4. Data Storage and future references: Data is saved in the researcher's private computer and was protected by a password. Researcher decided to destroy all possible affiliations to individual respondents as soon as the thesis is accepted.

CHAPTER 4: ANALYSIS

The analysis of the data will reflect the opinions held by members of the local culture. It should be kept in mind that most people are reasonably well adjusted to the local institutions¹² and feel that the traffic rules for behavior are both “good and normal”; i.e. as is expected in the local culture. Only in cases of unrealized expectations, will one can express dissatisfaction. This means that there could be room for improvement in an absolute sense, even if local expectations are met. An example might be that in some cultures, women could be quite satisfied with their roles as mothers and homemakers as this is the way the local culture has calibrated their expectations. In other cultures, women might expect that all arenas should be opened to them, and they would be disappointed, if not angry, if these expectations were not met.

4.1 Quantitative Study

Questions were based on Likert type scale and respondents were provided with following options for each statement, Strongly Agree, Agree, Slightly Agree, Neither Agree nor Disagree, Slightly Disagree, Disagree and Strongly Disagree and scores of 7, 6, 5, 4, 3, 2 and 1 were assigned respectively for the above mentioned categories. Therefore mean score values above 4 signals agreement with statements and mean score values below 4 signals disagreement with statements while closer to 4 signals indifference.

¹² See 2.5 Institutions and Human Development

4.1.1 Threats to Social Freedom

Social freedom was measured using seven variables, namely There is a problem of gender discrimination (SF1), There is a problem of religious discrimination (SF2), There is a problem of ethnic discrimination (SF3), There is a threat to freedom of thought and conscience (SF4), There is a threat to freedom of speech and expression (SF5), There is a threat to freedom of press¹³ (SF6) & There is a threat to freedom of movement (SF7). Respondents disagree with all the statements stating that there are threats to social freedom (overall mean score = 1.01); low standard deviation further ensures that most of the respondents disagree with the statements. Therefore, there is no evidence to accept the first hypotheses, which means that “There is no need among community to improve social freedom”. Hence H1_a is rejected.

NGO’s orientation towards improving social freedom was also measured using seven variables namely, NGOs help overcome gender discrimination (NSF1), NGOs help overcome religious discrimination (NSF2), NGOs help overcome ethnic discrimination (NSF3), NGOs help promote freedom of thought and conscience (NSF4), NGOs help promote freedom of speech and expression (NSF5), NGOs help promote freedom of press¹⁴ (NSF6) & NGOs help promote freedom of movement (NSF7). Evaluating respondents mean scores reveals very low orientation by NGOs towards improving social freedom (overall mean score = 1.31). While noting slightly high standard deviation for the responses regarding last three items, (NSF4=1.93, NSF5=1.93 & NSF7=1.58), which signals differing opinions by respondents, the study still highlights the very low orientation by NGOs towards improving social freedom towards its beneficiaries. Therefore there is no evidence to accept the second hypotheses, or explaining it using other words “NGOs have not helped its beneficiaries to

¹³ This item was removed due to low reliability.

¹⁴ This item was removed due to low reliability.

improve social freedom”. Hence H1_b is rejected. Table 4.1 provides the grand means with standard deviations with regard to first two constructs. Refer Table 1 of Appendix IV for the individual mean scores.

Table 4.1 Mean scores for issues regarding social freedom & NGO’s orientation towards improving Social Freedom

	Mean	Std. Deviation
Overall Mean scores for Social Freedom	1.0078	.11367
Overall Mean scores for NGO activities related towards helping beneficiaries achieve Social Freedom	1.3078	.77439

Source: survey data, 2011

Table 4.2: Correlations among threats for social freedom & NGO’s orientation towards improving Social Freedom

	Threats to Social Freedom (SF)	NGO activities related towards helping beneficiaries achieve Social Freedom (NSF)
Pearson Correlation	1	.164*
Sig. (2-tailed)		.016
N	215	215

Source: survey data, 2011

* Correlation is significant at the 0.05 level (2-tailed).

The last hypothesis under social freedom was developed with the objective of finding out possible mismatches between needs and orientations of NGOs towards fulfilling those needs and it stated that “There is a gap in terms of beneficiary expectations and NGO’s orientation as far as social freedom is concerned”. As depicted by Table 4.2 there is a significant positive correlation among two constructs (0.164, $p=0.05$) which gives the study no evidence to accept the above stated hypotheses. Hence H1_c is rejected. Both NGOs and respondents have understood that there is no immediate need to improve social freedom among beneficiaries.

4.1.2 Threats to Political Participation

The second construct of the study measures the threat to political participation. This was measured using 4 items, namely there is a threat for the right to seek redress or a legal remedy (PP1), there is a threat to freedom of association (PP2), there is a threat to right of assembling (PP3), there is a threat for the right to petition (PP4). When evaluating mean scores the study found out that respondents have disagreed that there are threats to political participation (overall mean score = 1.22). The study notices slightly high standard deviations in certain items signals slightly different opinions even though they have no impact on the results. With the above observations there is no evidence to accept the second hypotheses, or in other words “There is no need among community to secure political participation”. Hence the hypothesis H2_a is rejected.

The level of orientation of NGOs towards securing/ improving political participation was measured using 4 items namely, NGOs help secure the right to seek redress or a legal remedy (NPP1), NGOs help promote freedom of association (NPP2), NGOs help promote the right of assembling (NPP3) & NGOs help promote the right to petition (NPP4). Here respondent’s mean scores reveals that significant amount of activities carried out by NGOs are oriented towards improving political participation (overall mean score = 4.87). Except for the item, help securing the right to seek redress or a legal remedy (NPP1, mean score = 2.90). With the above evidence, the study accepts the fifth hypotheses (H2_b). In other words “NGOs are helping their beneficiaries to secure political participation”. Table 4.3 provides the grand means with regard to both those constructs. Refer Table 2 in Appendix IV for individual mean scores.

Table 4.4 provides the results of the correlation analysis. Figures indicates a negative correlation (-.141) which signals that there is a negative correlation between these two

constructs. With these results the study accepts the last hypothesis under political participation (H2_c), which stated that “There is a gap in terms of beneficiary expectations and NGO’s orientation as far as securing political participation is concerned”. In other words respondents do not see an immediate need to secure political participation but NGOs are oriented towards helping beneficiaries to secure political participation.

Table 4.3 Mean scores for Threats to Political Participation and NGO’s orientation in securing/improving Political participation

	Mean	Std. Deviation
Overall Mean scores for Political Participation	1.2209	.63579
Overall Mean scores for NGO activities related towards helping beneficiaries achieve Political Participation	4.8686	1.11091

Source: survey data, 2011

Table 4.4: Correlations among threats for political participation & NGO’s orientation towards securing/ improving political participation

	Political Participation (PP)	NGO activities related towards helping beneficiaries achieve Political Participation (NPP)
Pearson Correlation	1	-.141*
Sig. (2-tailed)		.038
N	215	215

Source: survey data, 2011

* Correlation is significant at the 0.05 level (2-tailed).

4.1.3 Access to Economic Resources

Another construct which study identified critical for a quality of life was the amount of access respondents have in terms of economic resources. This construct was measured using six items namely; There is a need for child care programmes which help women to work

(AE1), There is a need for youth employment programmes (AE2), There is a need for increase the access to capital (AE3), There is a need for housing programmes (AE4), There is a need to increase the access to market (AE5) and There is a need to increase the quality of social security programmes (AE6). Responses clearly demonstrates that there are problems when it comes to accessing those relevant economic resources (overall mean score = 6.44). With the above evidence the study accepts the hypothesis (H3_a) or in other words “there is a lack of access to economic resources among community”.

The second hypothesis under the same construct was intended to measure the level of NGO’s orientation towards increasing access to their respective beneficiaries. This too was measured using six items namely, NGOs help improve child care programmes which help women to work (NAE1), NGOs help develop youth employment programmes (NAE2), NGOs help increase the access to capital (NAE3), NGOs help develop housing programmes (NAE4), NGOs help in increasing the access to market (NAE5) and NGOs help in increasing the quality of social security programmes (NAE6). A very high mean score recorded (mean score = 6.59) indicates that NGOs are doing a very good work in this particular area. With these observations study decided to accept the second hypotheses (H3_b). Explaining it in other words “NGOs have helped its beneficiaries to increase the access to economic resources”. Table 4.5 provides overall mean scores with regard to both constructs. Refer Table 3 in Appendix IV for individual mean scores.

Table 4.6 indicates significant positive correlations among two constructs namely, access to economic resources and NGO’s orientation towards improving access to economic resources (Pearson correlation = 0.188, $p=0.01$). Thus this indicates that there is a lack of access among respondents when it comes to economic resources and NGOs are working towards increasing the access to these communities. With the above results there is no evidence to accept the last

hypothesis under above construct. Hence (H3_c) which stated that “There is a gap in terms of beneficiary expectations and NGO’s orientations as far as increasing access among community to economic resources are concerned” is rejected.

Table 4.5 Mean scores for Access to Economic resources and NGO’s orientation towards improving Access to Economic Resources

	Mean	Std. Deviation
Overall Mean scores for Access to Economic Resources	6.4372	1.06592
Overall Mean scores for NGO activities in helping beneficiaries increase access to economic resources	6.5870	.65839

Source: survey data, 2011

Table 4.6 Correlations among Access to Economic resources and NGO’s orientation towards improving Access to Economic Resources

	Access to Economic Resources (AE)	NGO activities in helping beneficiaries increase access to economic resources (NAE)
Pearson Correlation	1	.188**
Sig. (2-tailed)		.006
N	215	215

Source: survey data, 2011

**Correlation is significant at the 0.01 level (2-tailed).

4.1.4 Community Involvement

Community involvement was measured using eight items namely, There is a need to increase links with in community(CI1), There is an issue in participation in community development activities (CI2), Under-represented groups have no voice (CI3), There is a need to address common barriers to community participation (CI4), There is a need to promote effective communication among people (CI5), There is a need to foster social ties and a sense of

community identity (CI6), There is a need to foster networking and collaboration between neighborhood, business associations, other local organizations & interest groups (CI7) and There is a need to Make public decision-making more responsive and accountable to community input (CI8). Across all eight items very high mean scores are recorded, high standard deviations also can be seen, which signals different opinions. Data shows that there are significant short comings on the level of involvement among community (overall mean score = 5.65). With above evidence the study accepts the first hypotheses (H4_a) under community involvement construct, or in other words “there is a lack of involvement among community”.

The level of NGO’s orientation towards improving Community Involvement was also measured through the same eight variables mentioned above, namely, NGOs help to increase links among communities (NCI1), NGOs help to increase the participation in community development activities (NCI2), NGOs increase the power and voice of under-represented groups (NCI3), NGOs help address common barriers to community participation (NCI4), NGOs help promote communication to keep the community informed (NCI5), NGOs help foster social ties and a sense of community identity (NCI6), NGOs help foster networking and collaboration between neighborhood and business associations and other local organizations and interest groups (NCI7) and NGOs Make public decision-making more responsive and accountable to community input (NCI8). Except for the two items NCI1 (mean = 3.97) & NCI6 (mean = 3.31), respondents feel NGOs are doing a decent job in improving the involvement among communities. With an overall mean score of 5.49 the study accepts the second hypotheses (H4_b) under community involvement. “NGOs have helped its beneficiaries to become more involved with the community”. Table 4.7 provides the grand mean values for the two constructs. Refer Table 4 Appendix IV for individual mean scores.

With a Pearson correlation of 0.240 ($p=0.01$) study rejects the last hypotheses (H_{4c}) under community involvement which stated that “There is a gap in terms of beneficiary expectations and NGO’s orientation as far as improving involvement among community is concerned”. There is a need among community to improve links among them and NGOs are helping community to build stronger links. Table 4.8 provides further details.

Table 4.7 Mean scores for Community Involvement and NGO’s orientation towards improving Community Involvement

	Mean	Std. Deviation
Overall Mean scores for Community Involvement	5.6558	1.22158
Overall Mean scores for NGO activities related towards helping beneficiaries achieve Community Involvement	5.4901	1.15490

Source: survey data, 2011

Table 4.8 Correlations among Community Involvement and NGO’s orientation towards improving Community Involvement

	Community Involvement (CI)	NGO’s orientation towards improving Community Involvement (NCI)
Pearson Correlation	1	.240**
Sig. (2-tailed)		.000
N	215	215

Source: survey data, 2011

**Correlation is significant at the 0.01 level (2-tailed).

4.1.5 Family Involvement

The construct of family involvement was measured through six items namely; There is a need to run programmes to minimize alcohol usage (FI1), There is a need to increase family solidarity (FI2), There is a need to reduce domestic violence issues (FI3), There is a need for family counseling units (FI4), There is a need for legal advices on issues (FI5) and There is a

need for family planning programmes (FI6). The study reveals that there are certain areas where respondents feel that involvement is lacking i.e. FI1 (mean = 5.96), FI5 (mean = 5.08) and FI6 (mean = 6.31), but overall answers tend to be in the neutral side. However, with slightly above neutral overall mean score (4.57) study has no evidence to reject the hypotheses which stated that “There is a need for improved family involvement among community”. Hence H_{5a} is accepted. However the study also would like to note the significantly high standard deviation recorded in this regard which signals differing opinions among respondents.

NGO’s orientation towards improving Family Involvement was also measured through six items, namely, NGOs help run programmes to minimize alcohol usage (NFI1), NGOs help increase family solidarity (NFI2), NGOs help reduce domestic violence issues (NFI3), NGOs help setup family counseling units (NFI4), NGOs help provide legal advices on issues (NFI5) and NGOs help conduct family planning programmes (NFI6). Except for NFI1 (mean score = 6.30), respondents have said that NGOs are not really oriented towards improving family involvement among their beneficiaries (overall mean score = 3.07). Therefore the study has to reject the second hypotheses under family involvement (H_{5b}) or putting it in other words “NGOs have not helped its beneficiaries enough to become more involved with family”. Table 4.9 provides overall mean scores. Please refer Table 5 in Appendix IV for individual mean scores.

Correlation analysis which carried out in order to find out whether there is a relationship among family Involvement and NGO’s orientation towards improving family involvement provides significant positive correlations among the two constructs (0.299, $p=0.01$). See Table 4.10 for details. With the above evidence the study rejected the final hypothesis (H_{5c}) under Family Involvement, which stated that “There is a gap in terms of beneficiary

expectations and NGO’s orientation as far as improving involvement among family is concerned”. Explaining it in other words there is a slight need for improved family involvements among beneficiaries, NGOs too have helped in few needed areas thus there is not a big gap in terms of expected and current.

Table 4.9 Mean scores for Family Involvement and NGO’s orientation towards improving Family Involvement

	Mean	Std. Deviation
Overall Mean scores for Family Involvement	4.5647	2.21352
Overall Mean scores for NGO activities related towards increasing Involvement among family	3.0679	1.28864

Source: survey data, 2011

Table 4.10 Correlations among Family Involvement and NGO’s orientation towards improving Family Involvement

	Family Involvement (FI)	NGO activities related towards increasing Involvement among family (NFI)
Pearson Correlation	1	.299**
Sig. (2-tailed)		.000
N	215	215

Source: survey data, 2011

**Correlation is significant at the 0.01 level (2-tailed).

4.1.6 Personal Development

Personal Development was also considered as one of the major constructs of a quality life and was measured through five items namely, there is a need for opportunities for formal education (PD1), there is a need for increased opportunities for vocational training (PD2), There is a need for increased opportunities to soft skills development (PD3), There is a need

for developing networking capabilities (PD4), There is a need for business development services (PD5) and There is a need for communication skill development¹⁵(PD6). Respondents have indicated higher mean scores across all five items. Significant amount of standard deviation was also observed, which signals different opinions. Very high overall mean score (6.21) signals that respondents believe that there is a significant need for personal development. Hence study decided to accept the first hypotheses (H6_a) under personal development which stated that “There is a need among community to personal development”.

Measuring respondent feelings on NGO’s orientation towards improving personal development was done using 6 items namely, NGOs help increase opportunities for formal education (NPD1), NGOs increase opportunities for vocational training (NPD2), NGOs increase opportunities to soft skills development (NPD3), NGOs develop networking capabilities (NPD4), NGOs provide business development services (NPD5) and NGOs increase the opportunities for communication skill development¹⁶(NPD6). NGOs are felt as doing a very good job at least across three sub areas NPD3 (mean = 6.40), NPD4 (mean = 6.53) and NPD 5 (mean = 7). It was not evaluated favorably under NPD1 (mean score = 2.65), that is reasonable since formal education in Sri Lanka is regarded as one of the best in the developing world and provided totally free and regarded as a government responsibility. With the overall mean score of 6.21, study found no evidence to reject the second hypothesis under personal development. Hence H6_b is accepted. Explaining in other words NGOs are helping their beneficiaries to develop themselves. Table 4.11 provides overall mean values. Refer Table 6, Appendix IV for individual mean scores.

Last hypotheses under personal development dealt with finding out whether there is a gap in terms of beneficiary expectations and NGO’s orientation as far as developing individuals are

¹⁵ This item was removed due to low reliability

¹⁶ This item was removed due to low reliability

concerned. The study found out significant positive correlations (0.358, $p=0.01$) among the two constructs namely personnel development and NGO's orientation towards improving personal development. Therefore the study rejects the final hypotheses ($H6_c$) under personal development or in other words "There is no gap in terms of beneficiary expectations and NGO's orientation as far as developing individuals are concerned". The accepted/rejected hypotheses are summarized in Table 4.13.

Table 4.11 Mean scores for Personnel Development and NGO's orientation towards improving Personal Development

	Mean	Std. Deviation
Overall Mean scores for Personal Development	6.2140	1.04827
Overall Mean scores for NGO activities related towards helping beneficiaries achieve Personal Development	5.1984	1.16183

Source: survey data, 2011

Table 4.12 Correlations among Personnel Development and NGO's orientation towards improving Personal Development

	Personnel Development (PD)	NGO activities related towards helping beneficiaries achieve Personal Development (NPD)
Pearson Correlation	1	.358**
Sig. (2-tailed)		.000
N	215	215

Source: survey data, 2011

**Correlation is significant at the 0.01 level (2-tailed).

Table 4.13 Summary of Hypotheses accepted/rejected

Hypotheses	Result
H1 _a : There is a need among community to improve social freedom.	Rejected
H1 _b : NGOs have helped its beneficiaries to improve social freedom.	Rejected
H1 _c : There is a gap in terms of beneficiary expectations and NGO's orientation	Rejected

as far as social freedom is concerned.	
H2 _a : There is a need among community to secure political participation.	Rejected
H2 _b : NGOs have helped its beneficiaries to secure political participation.	Accepted
H2 _c : There is a gap in terms of beneficiary expectations and NGO's orientation as far as securing political participation is concerned.	Accepted
H3 _a : There is a lack of access to economic resources among community.	Accepted
H3 _b : NGOs have helped its beneficiaries to access economic resources.	Accepted
H3 _c : There is a gap in terms of beneficiary expectations and NGO's orientations as far as increasing access among community to economic resources are concerned.	Rejected
H4 _a : There is a lack of involvement among community.	Accepted
H4 _b : NGOs have helped its beneficiaries to become more involved with community.	Accepted
H4 _c : There is a gap in terms of beneficiary expectations and NGO's orientation as far as improving involvement among community is concerned.	Rejected
H5 _a : There is a need for improved family involvement among community.	Accepted
H5 _b : NGOs have helped its beneficiaries to become more involved with family.	Rejected
H5 _c : There is a gap in terms of beneficiary expectations and NGO's orientation as far as improving involvement among family is concerned.	Rejected
H6 _a : There is a need among community to personal development.	Accepted
H6 _b : NGOs have helped its beneficiaries to develop themselves personally.	Accepted
H6 _c : There is a gap in terms of beneficiary expectations and NGO's orientation as far as developing individuals are concerned.	Rejected

Source: survey data, 2011

4.2 Qualitative Study

4.2.1 What is meant by Quality of Life and/or Happiness in Life?

The interviews started with questions which helps the researcher to understand what quality of life means to these respondents. The thematic analysis identifies three main topics underlying the explanation of what quality of life means, namely, progress & flourishing of the children, ability to spend a decent life in terms of economic terms and ability to live with peace & harmony.

4.2.1.1. Progress and flourishing of the children

All most all participants included the well being of their children at the heart of a quality life. This includes providing a decent life to the children, providing them with education, providing them with whatever their necessities. More importantly it is important to note here that female respondents seems to be more worried about the children's future compared to their male counterparts. For some of the respondents, children were their only hope for the future. Following elaborations were made by two respondents.

“Kids are my life, as long as they are happy I am happy. I’m working so hard so that they don’t feel the hardships which I felt when I was a kid, it doesn’t mean my parents didn’t do enough for me it’s just that my parents lived even a harder life” (FG24)¹⁷

“Every time I see my three kids happy all my sorrows go away, I forget all problems, they give me hope, they give me courage, I don’t really worry about myself but I want to see my kids happy, and I will do anything for it” (FG15)¹⁸

Most of the respondents want their children to go beyond what they have achieved and live a better life than them; some of them even expect that those children to help them in their

¹⁷ Male, Small retailer, 47 years of age, see table 3.7 for more details.

¹⁸ Female, In Horticulture, 36 years of age, see table 3.6 for more details.

elderly ages as well. Some on the other hand do not expect their children to help them and just want them to live a better life. A respondent explained,

“Our time is almost over now, but I’m hopeful that my two children will take care of me when am old, so I’m so proud that I could educate them, one of my son is in army other works for a private company in Colombo (Capital city of Sri Lanka)” (FG32)¹⁹

4.2.1.2. Ability to spend a decent life in terms of economic terms.

All most all participants highlighted the importance of having economic independence. Respondents highlighted the increasing importance of money when it comes to live their lives and get things done. Most of the respondents felt happy about their earnings, but at the same time mentioned it was really hard work. Quoting two respondents,

“Things are changing fast, money is becoming more and more important every day, things we did as a help 10 years ago has become a monetary transaction today, therefore having enough money is becoming a key to a quality life” (FG11)²⁰

“We do have a decent living, doesn’t mean we are having enough, but we are kind of living happily, life is hard, but not necessarily bad” (FG42)²¹

However it is important to note that since majority of the respondents participated in the study were living in rural areas they tend to experience the poverty with less intensity compared with the urban poor. Even though all most all respondents represent the lower middle class or to a larger extent lower class, ability to achieve self sufficiency in terms of food requirement in their own backyards has helped them to be more cushioned from absolute poverty. Respondent explaining her position,

¹⁹ Male, In Agriculture, 56 years of age, See table 3.8 for more details.

²⁰ Female, In Fish related work, 52 years of age, See table 3.6 for more details.

²¹ Female, In Agriculture, 32 years of age, See table 3.9 for more details.

“We don’t feel the economic hardships faced by the people in the city, we grow most of the stuff we eat, we can collect things from our neighborhood, and firewood comes from the jungle, so we don’t have to spend on those items” (FG12)²²

Another sub theme recognized by the study under this, was the need, significant number of respondents has to own a permanent house of their own. Further it is important to note that all most all respondents highlighted the importance of having their own housing. Out of 20 respondents the study dealt with, 8 did not have permanent housing. This number does not conclude anything rather the study wants to highlight the importance of housing as a determinant of quality of life. Please refer following two elaborations,

“We don’t have a house, we still live with husband’s parents, and we were told that we will be given a house by one of the programmes, the government officer was responsible for this. It was also very kind and keen to give the house to me. I had all the qualifications. But once the scheme was finished some villagers forcefully occupied some houses including mine, now I just have to wait until the court solves the problem and I don’t know how long will it take” (FG41)²³

“For a family to be completed I think they need a house, even you don’t have anything to eat you should at least have a place to lie down and sleep” (FG25)²⁴

4.2.1.3. Ability to live with peace and harmony

Another main idea identified by respondent as a critical element for a quality life was peacefulness and harmony. Even though away from the main war zone, every respondent had at least a close friend who was a victim of the terrorism activities carried out by LTTE terrorists. All respondents believe that the two years after the war significantly increased their quality of life. Respondents had followings to say,

²² Female, In Agriculture, 32 years of age, See table 3.6 for more details.

²³ Female, In Agriculture, 29 years of age, See table 3.9 for more details.

²⁴ Male, In Animal Husbandry, 36 years of age, See table 3.7 for more details.

“We are not living in fear any more, in the past we were always worried about our children, who were working in the city, only god knew when terrorists are going to attack and killed innocent people on buses, trains, etc” (FG35)²⁵

“Now we can go anywhere in the country without any fear, I am very happy that my children can visit Jaffna (a major City in the North Province of Sri Lanka), and see what we experienced 30 years ago.” (FG23)²⁶

“I voted the current president only because he finished the war; it was a wound to our country, to us, to our children, their children, and so on. And I think our lives are much better since the war is over.” (FG44)²⁷

4.2.2 What are the Barriers for Flourishing & Progress of Children?

Then the respondents were asked what stops them from achieving those quality of life aspects or what operates as barriers in their way to a quality life. First of all they were asked to elaborate on barriers for Flourishing & Progress of Children; here respondents' views were categorized into three main themes, namely Barriers for higher education, Barriers for vocational training and increasing unemployment.

4.2.2.1. Barriers for higher education

One of the main barriers noticed by respondents in terms of flourishing of children is inability to access the higher education system. Even though University education is provided free by the government, it is only provided to a minimum number of students who score higher marks at a cut off examination named Advanced Level (A/L) examination. However out of 63% eligible for university admissions only 16% are actually admitted (UGC of Sri Lanka statistics, 2009) this is due to limited capacities available. Even though private sector universities are there the tuition fees are very high which makes it impossible for the masses to reach them. It is important to note here that none of the respondent even mention about private sector universities during the discussion. Respondents believe that a university degree

²⁵ Male, a small retailer, 58 years of age, See table 3.8 for more details.

²⁶ Male, In Agriculture, 57 years of age, See table 3.7 for more details.

²⁷ Female, a small retailer, 30 years of age, See table 3.9 for more details.

is something which helps a student to change his life completely. Respondents explained the importance of university education,

“One of my brother’s kids was selected to the university, I am sure they feel very relaxed, they don’t need to worry about their son’s future any more. Although only few from this whole village were talented enough to get selected “ (FG33)²⁸

“My daughter is doing her A/L’s this year and hopefully she will get selected to the university, if it happens, it will be a dream come true not only for her but for all of us, but believe me it’s not easy” (FG45)²⁹

At the same time it is important to note here that according to the respondents, possible opportunities are seems to be opening for following Diplomas. Which they further said are more manageable in terms of tuition fee is concerned. The study found out that lack of knowledge among these respondents as parents are hindering the development of their children. Here is a view from a concerned mother,

“ Children in the city goes for different, different courses, specially for computer courses I asked my daughter to do the same, because I think that will help her to find a job, and I asked her to choose it, my knowledge about these new things are very limited, even though she is 18 she is much knowledgeable than me” (FG14)³⁰

4.2.2.2. Barriers for vocational training

Another idea expressed by the respondents was the lack of opportunities for their children in terms of vocational training. They said the government technical colleges are located pretty much away from their neighborhoods. Majority of the respondents highlighted the importance of developing vocational training facilities closer to their neighborhoods, since they believe proper vocational training will guarantee a way of earning at least in the form of self employment. Furthermore several respondents highlighted the importance of acquiring

²⁸ Male, in agriculture, 40 years of age, See table 3.8 for more details.

²⁹ Female, a small retailer, 30 years of age, See table 3.9 for more details.

³⁰ Female, a small retailer, 32 years of age, See table 3.6 for more details.

knowledge on computer operating, as well as learning necessary soft skills. Following elaborations were made by two respondents.

“People we knew who got vocational training are doing well on their own, so I think it’s important to provide training opportunities to our children as well” (FG34)³¹

“We can’t afford for our children to stay in the city and participate to these training programmes, one thing is it cost a lot I mean accommodation, food, etc and they can’t help their father in the agriculture even when free, that is why it’s difficult to send boys to the city” (FG31)³²

4.2.2.3. Increasing unemployment

The study founds out a growing concern among respondents in terms of increasing unemployment especially among youths. The study understood one of the major reasons as children’s unwillingness to carry forward their parent’s livelihood; this was mainly seen in professions like agriculture, fishing, carpentry, masonry, etc. A respondent had this to say,

“Our children don’t want to do what we did, they are increasingly looking for much easier and much sophisticated lives, and we can’t blame them for that” (FG22)³³

Furthermore respondents highlight the need for emphasizing the rurally located factories to recruit from the neighborhood as it will provide more opportunities for rural youth. Moreover respondents were aware of increasing competitiveness among youth and sees that rural people like themselves are in a much disadvantageous situation as a result of this. It is important to note here even with in the village number of people completing A/L examination has increased over the years, therefore the bar has being raised. Following quotations were taken from the interviews,

“In the past in the local factory we had a kind of ritual if father works in the place at least one of the children would automatically get work in the same place but now a day’s things

³¹ Male, a carpenter, 35 years of age, See table 3.8 for more details.

³² Male, a fisherman, 32 years of age, See table 3.8 for more details.

³³ Male, in agriculture, 38 years of age, See table 3.7 for more details.

are changing and they are recruiting from other villages and even from the town (city)”
(FG24)³⁴

“In the past we could have easily get a job with A/L qualification, but these days it seems like everybody has it”
(FG32)³⁵

4.2.3 What NGOs can do and have done to reduce or remove Barriers for Flourishing & Progress of Children?

Next respondents were asked to elaborate on how NGOs have helped them to overcome those barriers. Respondents had varied responses for this question; majority said NGOs have not done enough in this regard. They pointed out that even though what NGOs can do in terms of improving formal education is minimum they can actively participate in other areas like establishing vocational training centers, establishing computer training facilities, etc. Furthermore it is important to note that all most all respondents believe that NGOs can play a much larger role than what they are playing right now as far as this area is concerned. Here are the views of several concerned parents,

“I think NGOs can help our children in obtaining vocational training, they have all the necessary resources, but it seems that they are not interested in this area, but I cannot understand why they are not looking in to this”
(FG21)³⁶

“In the other village they have established a computer training institute; I think it’s a joint project between government and a NGO, I heard from several villagers that it’s going well, that type of projects really help us”
(FG41)³⁷

“We are not saying that they (NGOs) have done nothing, it’s just we believe that they can do much more, if they really want”
(FG13)³⁸

³⁴ Male, a small retailer, 47 years of age, See table 3.7 for more details.

³⁵ Male, in agriculture, 56 years of age, See table 3.8 for more details.

³⁶ Male, a fisherman, 28 years of age, See table 3.7 for more details.

³⁷ Female, in agriculture, 29 years of age, See table 3.9 for more details.

³⁸ Female, a management trainee, 27 years of age, See table 3.6 for more details.

Next question was to find out to what extent NGOs have worked as far as improving employment is concerned. Here respondents highlighted the importance of developing mechanisms to orient young students to the best possible direction, especially by helping them to understand their own strengths and weaknesses. The study further found out that there is very little attention has been paid to the areas like career counseling. Youth in this particular area seems to have lack of knowledge about the current job market and NGOs have not worked enough in terms of improving knowledge among youth. Respondents believe NGOs can and should play a much larger role in increasing competitiveness among rural youth. Two respondents elaborated their story using followings,

“Our children have very little knowledge on what skills to master, somebody knowledgeable should be there to show them the correct path, so that they can move ahead, I think NGOs can bring knowledgeable people and can do some programmes here” (FG14)³⁹

“Everybody is trying to make their sons and daughters doctors and engineers, that is not working, I think we need to identify their skills and then ask them to select a path where they are good at” (FG13)⁴⁰

4.2.4 What are the Barriers for a Decent Life in terms of Economic Terms?

Respondents’ answers for barriers for a decent life were categorized under four main themes. They are absence of a safety net, lack of access to market, lack of capital and lack of knowledge on business activities.

One of the main concerns for respondents is that they do not have a so called safety net; they are feared that once become old and cannot work, they will find a situation where they will have to be dependent on their children. A respondent had following things to say,

³⁹ Female, in retailing, 32 years of age, See table 3.6 for more details.

⁴⁰ Female, a management trainee, 27 years of age, See table 3.6 for more details.

“My time is almost over and I haven’t got any savings with me. All I earned was needed for our living and children’s education. But I don’t like to be a burden even for my children, I did several stuffs, when I knew am getting old I started this small vegetable shop” (FG35)⁴¹

Furthermore they have problems in finding markets for their products. They complain about intermediaries who manipulate them and buy their products at very low prices. The knowledge on post harvesting technologies is very low among community. Respondents especially the people who are into retailing complain about increasing competition coming from relatively bigger players having a negative effect on their daily income. Here are two quoted responses,

“We produce very small quantities so that when big traders come we have to sell them at the price they offer, we don’t have an option, we have to sell the products anyway. We don’t have store facilities, so we have to throw them away after some time” (FG44)⁴²

“Competition is getting tougher every day the shop next to us sell apples at a price which is even below our cost, they buy apples directly from Colombo (capital city). We buy it from a local dealer. But what to do, we try to cover our costs using other fruits” (FG14)⁴³

Respondents say that lack of capital is another barrier to develop a successful business. Further they mention the difficulty of obtaining loans from banks which constantly require solid collaterals which most of these micro entrepreneurs do not have access to. Amount of time which they have to spend on a bank to get a loan is also remained as an issue. The only source available other than NGOs is informal lenders. According to respondents they are very flexible but interest rates are unbelievably high, ranging from 5% to 25% per month. Respondents had following to say,

“It is very difficult to raise some money to develop the business, banks asks for land or a house as a guarantee most of us don’t own our own land or house, which will make us difficult to obtain loans.” (FG34)⁴⁴

⁴¹ Male, a small retailer, 58 years of age, See table 3.8 for more details

⁴² Female, a small retailer, 30 years of age, See table 3.9 for more details

⁴³ Female, a small retailer, 32 years of age, See table 3.6 for more details

“We have to spent lot of time in the bank; we are daily income earners we can’t afford to lose our earnings. We have to feed our families” (FG41)⁴⁵

“We have money lenders, we can borrow at any time but interest rates are very high, so we cannot do a profitable business by borrowing from them” (FG35)⁴⁶

Another problem mentioned by respondents was the lack of knowledge on business activities, ranging from book keeping to basic business management. This, according to them lead into unnecessary competition which puts everyone in trouble. Respondents believe better understanding will stop people from following each other’s success. Followings are taken from two concerned respondents,

“When one starts to grow banana’s everybody else start the same thing prices go down, no body benefits. This happens several times in our village.” (FG22)⁴⁷

“Seeing my success in sewing my neighbor also started the same business, she doesn’t even have the needed talent. My income has reduced. But I know with that talent she will not survive long, if somebody is there for us to get advice I think this type of things can be stopped.” (FG43)⁴⁸

4.2.5 What NGOs can do and have done to improve the Economic Condition of People?

All most all respondents agree that NGOs have helped them in improving their agriculture both in terms of quality and quantity. Respondents hope that the good work will be further increased and will be carried forward. Respondent did though highlight the importance of helping them in post harvesting technologies. They believe NGOs have the capacity to provide them with both the training and equipments. Respondents had followings to say,

⁴⁴ Male, a carpenter, 35 years of age, See table 3.8 for more details.

⁴⁵ Female, in agriculture, 29 years of age, See table 3.9 for more details.

⁴⁶ Male, a small retailer, 58 years of age, See table 3.8 for more details

⁴⁷ Male, in agriculture, 38 years of age, See table 3.7 for more details

⁴⁸ Female, sewing, 31 years of age, see table 3.9 for more details.

“NGOs organize programmes for us to get familiarize with new crops and their harvesting technologies, these programmes are really helpful, we are very thankful to them, we want them to do more in the future” (FG23)⁴⁹

“Significant amount of our products (vegetables, fruits, etc) is wasted in transportation. We heard that in some other villages they are using plastics boxes instead of normal bags we are using. NGOs can help us here.” (FG33)⁵⁰

“If we can store our products properly then we can get a better price, because then we don’t have to sell them immediately but we don’t know how to do it, that’s a place where NGOs can help us” (FG22)⁵¹

Respondents highly appreciated the micro finance and micro credit loan schemes launched by some of these NGOs. They value the flexibility of these programmes compared to formal sector microfinance programmes, which most of the respondent found difficult to obtain loans. Majority of respondents are saying the interest rates charged by these NGOs are reasonable as well. Respondents want NGOs to further expand and continue these microfinance programmes. Following were the elaborations by two respondents,

“NGOs have helped us a lot in this area; they are the easiest source for us to get some money to improve our business” (FG25)⁵²

“NGO microfinance programmes are flexible and have reasonable interest rates compared to others, for an example their interest rates are in between 2-3% per month, am really grateful for them for helping” (FG42)⁵³

All most all respondents praise NGOs for housing projects. They said that those projects changed their lives totally. Among the 20 respondents which the study interviewed during focus groups, 2 had received houses under NGO initiated programmes. A respondent appreciated a NGO work saying as follows,

⁴⁹ Male, in agriculture, 57 years of age, See table 3.7 for more details.

⁵⁰ Male, in agriculture, 40 years of age, See table 3.8 for more details.

⁵¹ Male, in agriculture, 38 years of age, See table 3.7 for more details

⁵² Male, animal husbandry, 36 years of age, See table 3.7 for more details.

⁵³ Female, in agriculture, 32years of age,See table 3.9 for more details.

“I received my house from a NGO, I am very, very grateful for them, as a result of them me and my family has a place to live, and having my own house was a dream to me. The NGO made it a reality.” (FG15)⁵⁴

4.2.6 What are the Barriers for a Peaceful and Harmonious Life?

All respondents are happy to see the end of the war and think the major barrier for a peaceful life is no more. When they were asked about family harmony all most all the people agree that they are spending a harmonious life. Furthermore it is important to note that they strongly believe that harmonious life is mostly enjoyed by rural people like them compared to urban population. Furthermore they appreciate value system which ensures this type of lifestyle. However beneficiaries are increasingly worrying about the young generation whom they think, is facing value degradation. Following were quoted from three respondents,

“War is over, now there are no barriers to peace.” (FG11)⁵⁵

“We have a great bond both as a family and as a community, am not saying there are no incidents, but as a whole we live like a single unit, we value each other and we love each other, I think Buddhism place a key role here” (FG23)⁵⁶

“2004 Tsunami was a example we helped each other, external help came pretty late but nobody was hungry until then, everybody helps as much as they can, but it is sad to say that these good values are vanishing, thoughts of younger generation is much different from us, I think they are too commercialized” (FG32)⁵⁷

4.2.7 What have NGOs done to improve the Peacefulness and Harmony of the Life?

It is important to note that this particular question had much different set of answers from the respondents. Majority of them believe most of the NGOs did not really support Sri Lanka to win the war; moreover some even blame few NGOs for hindering the government efforts in defeating terrorism. But at the same time it is important to note that some of the respondents

⁵⁴ Female, in horticulture, 36 years of age, See table 3.6 for more details

⁵⁵ Female, in fish related work, 52 years of age, See table 3.6 for more details.

⁵⁶ Female, a small retailer, 30 years of age, See table 3.9 for more details.

⁵⁷ Male, in agriculture, 56 years of age, See table 3.8 for more details.

did not blame the NGOs for that but they believe the terrorist propaganda has made a false picture in the mind of foreigners. This is the first time during the study where respondents link NGOs to foreigners, until then they never linked NGOs with foreign donors. Respondents expressed following views,

“Honestly speaking I don’t believe NGOs helped us in finishing the war, some even say some NGOs helped terrorists even. They might had some hidden agendas, who knows what were their objectives” (FG 21)⁵⁸

“I think we shouldn’t blame the people who send money to NGOs, they might have been misled by LTTE (name of the terrorist group) propaganda” (FG13)⁵⁹

Another sensitive area of the study found out whether the role of NGOs in shaping values attitudes and behaviors of the society. It is important to note here that all most all respondent did not like NGOs operating in this particular area, of course they appreciate the NGO involvement in shaping and influencing commercially oriented behavior (work related) while rejecting their influences on their other personal aspects of life. Respondents really value their culture and tradition, while blaming foreign powers (especially British) for colonization and destroying embedded values of the culture. Therefore as far as customs values and attitudes are concerned people look at organizations with foreign affiliations who try to change them as enemies and set of people who try to destroy their values. Following quotations were taken from interviews,

“This is an area where some of the NGOs got into troubles, we don’t want foreigners to tell our wives their rights, and we in our villages treat them better than they do in their countries. I think NGOs should refrain themselves from these type of activities. We don’t want those” (FG24)⁶⁰

⁵⁸ Male, a fisherman, 28 years of age, See table 3.7 for more details.

⁵⁹ Female, a management trainee, 27 years of age, See table 3.6 for more details.

⁶⁰ Male, a small retailer, 47 years of age, See table 3.7 for more details.

“We have heard some incidents where some NGOs trying to convert people into their religion by giving them housing, money, etc, even though it never happened in our own village, I think it’s very bad. I think government should bring more powerful laws to stop this kind of things, you cannot let anybody have hidden agendas” (FG21)⁶¹

4.2.8 Are NGOs doing a good Job? Do you have any Suggestions for Improvements?

While appreciating the contribution made by NGO initiated projects in their respective village’s respondents provide several suggestions to improve the effectiveness of NGO operated projects and programmes. Under this, the study identified three main themes, namely suggestions regarding to development of projects/programmes, suggestions regarding the selection of beneficiaries and finally suggestions regard the operation of the NGO.

1. Suggestions regarding the development of projects/programmes

Majority of the respondents highlight the importance of carrying out the right projects in the right village rather than carrying out any project in any village. According to respondents they were never consulted before implementation of the project. Therefore respondents note that some non critical needs were addressed when there were other burning issues. Since resources are limitedly available prioritizing might hold the key in achieving effectiveness.

Two respondents elaborated their views as follows,

“They build sanitary facilities in our village but most of our households already have manageable sanitary facilities. We are not saying they are perfect but they do a good job, and our local health officers are satisfied, but we had a major problem about our tank, we find it very difficult to do our agriculture without its proper functioning” (FG 13)⁶²

“One of the NGOs did a programme on our rights; we have enough rights in our country. I mean at the moment we have bigger problems like selling our crops. It would have been better if they can help us form a “cooperative” by giving us some resources”. (FG45)⁶³

⁶¹ Male, a fisherman, 28 years of age, See table 3.7 for more details.

⁶² Female, a management trainee, 27 years of age, See table 3.6 for more details.

⁶³ Female, a small retailer, 30 years of age, See table 3.9 for more details.

2. Suggestions regard to selection of beneficiaries

Respondents expressed their unhappiness towards the way beneficiaries are selected. According to them in most of the times NGO reached one person in the village, and that person prepares the list, or they asked details from the local governmental servants and ask him to prepare the list. What respondents are suggesting is to blend all these systems together. Respondents want NGOs to select their beneficiaries in a forum which represented by all three parties, local government servants, elite in the village and villagers themselves. Respondents had following to say,

“NGOs first select a person where they have some contact, and then this person determines which the families more suitable to receive the grants are. With this system there is always bias. He selects people who are known to him” (FG12)⁶⁴

“Government servants too can be bias at times, best is to have both our and their ideas when selecting families for projects.” (FG31)⁶⁵

Further they highlighted the importance of both pre and post inspection in terms of projects. The respondents believe sustainability of some projects (E.g. micro credit) will be negatively affected as a result of less pre as well as post inspections. Furthermore, the respondents highlighted the importance of informing the community about their responsibilities in keeping these funds revolving so that they can keep borrowing from those projects. Respondents explained following views,

“It is important that they give loans to right people because if people start not to pay loans all of us will be badly affected. Some take loans for pure consumption, and then obviously then can't pay the loan back” (FG44)⁶⁶

“Some people after Tsunami take everything as grants, so it is important to inform people about their responsibility in managing the fund. They need to be told that there is only limited

⁶⁴ Female, in agriculture, 32 years of age, See table 3.6 for more details.

⁶⁵ Male, Fisherman, 32 years of age, See table 3.8 for more details

⁶⁶ Female, a small retailer, 30 years of age, See table 3.9 for more details

amount of money if you keep taking money out and if you don't put money back, soon money will be over, this need to be communicated" (FG33)⁶⁷

3. Suggestions regard to operation of the NGO

The respondents suggested that the money spent on NGO administration is a waste of resources. They specifically mention the high valued vehicles used by executives of these NGOs. Furthermore, they were in the idea that grass root level NGO employees who really work in the field are not properly paid compared to their high level executives who according to the respondents' views does not do any work rather than having a visit once every few months. Followings were some respondent views,

"High level managers of NGOs comes to the village in very expensive vehicles, and that kind of money we can change lives of several families altogether" (FG44)⁶⁸

"People who work for NGOs at village level are not paid well, that's why it seems they lose their interest in work. They are the ones who can really help us. So we suggest if they can be paid better they will do their job better." (FG32)⁶⁹

Furthermore some cast their doubts on the transparency of NGOs. Respondents say they are never informed how much money they have got for a given project. While appreciating the work done respondents would really like to see more transparency from these NGOs. Respondents had following views,

"I don't think they spend all the money they get for the projects. Of course we can't question them then we will lose even what we are getting right now, but most of us are doubtful whether they are really spending everything on the project" (FG24)⁷⁰

"If you ask me a number I say around 50% to 60%, remaining I think it goes somewhere else we don't know for sure but you know there are rumors like that." (FG33)⁷¹

⁶⁷ Male, in agriculture, 40 years of age, See table 3.8 for more details.

⁶⁸ Female, a small retailer, 30 years of age, See table 3.9 for more details.

⁶⁹ Male, in agriculture, 56 years of age, See table 3.7 for more details.

⁷⁰ Male, a small retailer, 47 years of age, See table 3.7 for more details.

⁷¹ Male, in agriculture, 40 years of age, See table 3.7 for more details.

Another complaint made was that NGOs lose their interests in ongoing projects. They start projects well with much enthusiasm but after some time they lose the interest and they start to move into new projects by abandoning the current projects. Respondents see this as a waste of much valuable resources. Two respondents elaborated on their points as follows,

“At the beginning of the project everything moved very nice bit after while we start to notice the NGO involvement is reducing and then the project collapses.” (FG43)⁷²

“It is important to keep running the project at least for some time so that people can see results; as a result of uncompleted projects we see a large waste of resources. Under some projects we clearly see this wastage” (FG14)⁷³

Finally the study asked respondents about the role of government servants in helping NGOs to perform their respective roles. Most of the respondents said that they are trying to help people to get the maximum out of projects, but at the same time there were criticisms about the amount of time they spend in the villages and some mentioned the importance of getting the community involved in preparing beneficiary lists rather than doing on their own. Following quotations provide beneficiary views on the above.

“Government servants want to help us but they don’t spend enough time with us to really understand our problems, may be because they have to visit many villages, but we only see him once a week and that is also for few hours” (FG44)⁷⁴

“It is important if they get our views before preparing lists for NGOs, sometimes we don’t see names of the most needy in those lists” (FG31)⁷⁵

⁷² Female, sewing, 31 years of age, see table 3.9 for more details.

⁷³ Female, a small retailer, 32 years of age, See table 3.6 for more details.

⁷⁴ Female, a small retailer, 30 years of age, See table 3.9 for more details.

⁷⁵ Male, Fisherman, 32 years of age, See table 3.8 for more details.

CHAPTER 5: CONCLUSIONS

As the study title “current and expected role of nongovernmental organizations in improving quality of life through human development in Sri Lanka: the beneficiary perspective” explains that the study had multiple objectives. The study employed both quantitative and qualitative methodologies to achieve these objectives.

The quantitative study was done to determine the level of barriers for a quality life as well as to determine what NGOs have done to ease those barriers. Here the objective was to check whether there is a gap between what beneficiaries want from NGOs, and what they are actually doing. The study was carried out as a survey among 215⁷⁶ respondents who had significant exposure in dealing with multiple NGOs, using a questionnaire. The Likert scale type questionnaire was based on literature pertaining to quality of life. The study evaluated respondent views under six main categories. They are, Social Freedom (SF), Political Participation (PP), Access to Economic resources (AE), Community Involvement (CI), Family Involvement (FI) and Personnel Development (PD). Under these six categories, 18 hypotheses⁷⁷ were developed and tested.

On the other hand the qualitative study had objectives to gather fresh insights on how beneficiaries themselves define quality of life, to understand possible barriers of spending a quality of life, to understand how NGOs are helping in this regard and finally to understand whether NGOs are really playing the expected role. This study was done as a focus group study which involved 20 respondents⁷⁸ who also had significant exposure in dealing with multiple NGOs.

⁷⁶ Refer table 3.3 for detailed sample composition.

⁷⁷ Refer 3.2.2 for details.

⁷⁸ Refer tables 3.6, 3.7, 3.8 & 3.9 for more details.

As already explained in analysis, it is important to note here that these conclusions were based on opinions of members of a particular culture. It should be kept in mind that most people are reasonably well adjusted to the local institutions and feel that the traffic rules for behavior are both “good and normal”. Only in case of unrealized expectations, will one can express dissatisfaction. This means that there could be room for improvement in an absolute sense, although local respondents are claiming that expectations are met. The study will first conclude findings from the quantitative study then concludes the qualitative study and finally will conclude as a whole; this is done since two studies are having slightly different objectives although ultimately it comes down to the same ultimate objective.

5.1 Conclusions based on the Quantitative Study

Using the information based on the survey, study concludes that there are no barriers for social freedom and NGOs are also not working on improving social freedom. Social freedom⁷⁹ was mainly measured through the presence of discrimination, freedom of press, thought & conscience as well as freedom of movement. Therefore, there is no significant gap between expected role of NGOs and current role of NGOs in terms of social freedom.

The study concludes that there is a significant gap between what NGOs are doing to secure political participation⁸⁰ and what is actually needed by beneficiaries. While beneficiaries do not see any threats for political participation NGOs keep working on removing possible threats. It is important to note here that political participation was measured through looking at threats towards freedom of association and right to assemble, petition & seek redress or a legal remedy.

⁷⁹ Refer table 3.2 for the detailed operationalization.

⁸⁰ Refer table 3.2 for the detailed operationalization.

The next tested variable was to find out whether there are barriers to access economic resources⁸¹. This was measured using, need for child care programmes, need for youth employment programmes, need for increased access to capital, need for housing programmes and need for increased access to market. The study concludes that there are barriers to access economic resources and NGOs are working towards removing those barriers. Therefore the study also concludes that there are no significant mismatches in expected and current role of NGOs as far as increasing access to economic resources are concerned.

The level of Community involvement⁸² was measured through, the need to increase links among community, participation in common activities, situation of under-represented groups, common barriers to community participation, lack of effective communication among people, need to foster social ties & a sense of community identity, need for foster networking and collaboration between neighborhoods and the need to make public decision-making more responsive. Based on the data collected, study concludes that there are barriers to community involvement and NGOs are working towards removing those barriers, therefore there is no significant gap between expected and current role of NGOs as far as improving community involvement is concerned.

The involvement among family⁸³ was measured through, need to run drug prevention programmes, need to increase family solidarity, problems of domestic violence , need for family counseling, need for legal advices and need for family planning programmes. The study found it difficult to arrive at a solid conclusion due to neutral answers as well as differing answers. However, there were problems among beneficiaries in terms of alcohol usage, lack of awareness about legal issues and issues pertaining to family planning. NGOs

⁸¹ Refer table 3.2 for the detailed operationalization.

⁸² Refer table 3.2 for the detailed operationalization

⁸³ Refer table 3.2 for the detailed operationalization.

have worked in drug prevention programmes but there is a clear need gap in terms of managing issues arising as a result of lack of knowledge about legal issues and lack of knowledge in family planning. Therefore the study concludes that there is a significant gap here in terms of expected and current role of NGOs.

The last variable was aimed at identifying barriers towards personal development⁸⁴. It was measured using, opportunities for formal education, need for vocational training, need for increase opportunities for soft skills development, need for development of networking capabilities and need for business development services. Here the study concludes that while there are barriers to personal development, NGOs are working towards removing those barriers, therefore there is no significant gap between NGOs' expected role and current role.

In terms of the six variables tested, there are no significant gaps in terms of the expected role of NGOs and the current role of NGOs as far as following variables are concerned, social freedom, access to economic resources, community involvement and personal development. On the other hand there are significant gaps exist in expected role of NGOs and the current role of NGOs in political participation and family involvement.

Therefore the study finally concludes that as far as beneficiary perspective is concerned NGOs should refrain themselves working related to securing political participation. In terms of increasing involvement among family, they should work more on drug prevention programmes & family planning programmes while introducing legal aid programmes. There is no immediate need to improve social freedom; therefore current salience NGOs maintained in this area should be further extended. NGOs should keep up the good work and in fact should further expand their activities in relation with increasing economic access, increasing community involvement and improving personal development.

⁸⁴ Refer table 3.2 for the detailed operationalization.

5.2 Conclusions based on the Qualitative Study

As far as the focus group interviewees are concerned quality of life is comprised with three components, progress & flourishing of the children, ability to spend a decent life in terms of economic terms (permanent revenue scheme and a permanent place to live) and ability to live that life with peace & harmony. Then the study asked respondents to elaborate these three areas under three sub themes. First, respondents were asked about the barriers they had to face in order to achieve quality of life components. Then they were asked what have NGOs done to help and finally, they were asked what more or how different NGOs should and can help.

Qualitative interviews identify barriers to progress and flourishing of children under three main themes, namely barriers for higher education, barriers for vocational training and increasing unemployment.

As far barriers for higher education is concerned, limited opportunities in government universities⁸⁵ and extremely high cost associated with private sector options were the two main concerns. Respondents believe that NGOs have done nothing significant in this regard and also do not expect much from NGOs in this area since they regard formal sector higher education as a responsibility of the government.

Limited capacity and distance to vocational training centers were identified by respondents as main issues for lack of having vocational training. Some NGOs have established vocational training centers in some villages. But respondents do not believe NGOs have doing enough and also believes they have resources and can do a much better job in this area.

⁸⁵ Government Universities offer free education in Sri Lanka

According to respondents, increasing unemployment especially among youths is due to three major reasons. They are children's unwillingness to carry forward their parent's livelihoods⁸⁶, changing factory policies in terms of recruitment of villagers⁸⁷ and increasing competitiveness among youths. Respondents believe that NGOs have the ability to help young people to change their lives by helping them to understand their strengths & weaknesses, and thereby helping them to find the correct direction which leads into a more marketable position. NGOs' role in this area is appreciated but it seems too little, and the potential to expand is pretty evident.

With above observations the study concludes that as far as the qualitative study is concerned there is a gap between expected role of NGOs in developing and flourishing children and the current role. While appreciating the NGOs' contribution towards improving and flourishing of children, study would like to highlight the possible potentials for expansion.

The second main consideration for respondents for a quality life was the ability to spend a decent life in terms of economic terms. The barriers which were identified by the respondents in this concern were, lack of a safety net during rapid income fluctuations, lack of access to market, lack of access to capital and lack of business knowledge.

Respondents not only suffer from the absence of a income stream once they are too old to work, but also fears fluctuations in income due to unavoidable circumstances like weather, accidents etc even while working. Even though social security at large is a government activity, there are ways NGOs can impact. Respondents have heard about micro insurance programmes run by NGOs but have not seen one and they believe NGOs can have a positive impact using that type of programmes.

⁸⁶ This is much evident in agriculture, fishing, carpentry and masonry

⁸⁷ Instead of recruiting only from neighborhood, factories have started to open recruitment

The lack of access to market is another main concern here. NGOs can organize small farmers as clusters and can help them to gain the necessary bargaining power. Respondents do not believe NGOs have done much in this area, but they believe NGOs can and should play a more active role in helping beneficiaries to develop access to markets.

Another barrier to spend a decent life was the lack of access to capital to develop or start businesses. Respondents explained the difficulty of obtaining capital thorough formal sector⁸⁸ financial institutions due to tough rules and procedures and informal sector due to very high interest rates. Respondents really appreciate the role played by NGOs in initiating microfinance as well as microcredit programmes for balancing both flexibility and cost of funds⁸⁹. Respondents want the NGOs to expand and continue their good contribution.

Final barrier mentioned by respondents under this section was lack of business knowledge, especially to start a successful business as well as to expand the current business. Here, respondents highlighted the importance of conducting business development service programmes. Few of the respondents, participated such a programme few years back and would like to request NGOs to conduct many, like what they are doing in agricultural sector⁹⁰. Thus there is a great demand among respondents to develop their business knowledge.

As far as removing barriers towards decent lives are concerned, NGOs are playing the expected role to a certain extent and were really appreciated for what they are doing so far. But it is important to note that there is ample room for improvement not only in areas where NGOs are not doing a good job but also in areas where the NGOs are doing a good job.

⁸⁸ There three types of microfinance institutions, formal sector, semi formal sector & informal sector

⁸⁹ Interest rates

⁹⁰ NGOs are doing large number of agricultural development programmes.

Final component of the beneficiary defined quality of life was the ability to live the life with peace & harmony. Here respondents highlighted two main concerns, life without a war⁹¹ and tranquility they find in their homes among family members.

Respondents believe that peace is already there since the war was over two years back. Some of the respondents express negative views on some of the NGOs for their role during and after war. Respondents actually do not expect anything from NGOs in this regard.

The study understood that family harmony was considered by the most of the respondents as their private business. They did not see any need for NGOs to intervene in this regard. Respondents really appreciate their local values and have lot of self esteem over it. They are worried about degrading values but at the same time blame the west and their capitalism for being the source of it. Colonization was identified by most of the respondents as the starting point of destroying the local values all though the results came pretty late.

Concluding the final component which is about spending a life with peace & harmony, it is important to note that NGOs has no role here. Here beneficiaries do not want NGOs to get involved in this area; they are pretty much happy to have them in commercial span of life but believe they know nothing in this particular area.

Concluding as a whole, the study would like to point out that as far as the first two components of the quality of life, that means namely, progress & flourishing of the children and ability to spend a decent life in terms of economic terms are concerned, NGOs are in the right track and doing a decent enough job even though there are slight expectation differences. It is just a matter of slight aligning. As far as the third variable that means

⁹¹ People of Sri Lanka suffered from a 30 year war against terrorists. The war ended in May 2009.

spending a peaceful and harmonious life with family is concerned, NGOs are not expected to play any role.

While appreciating the contribution by NGOs towards improving their quality of life respondents had few suggestions as well. The study will conclude them under three main themes, namely, suggestion with regard to development of projects/programmes, suggestions with regard to selection of beneficiaries and suggestions with regard to operation of the NGOs.

Under suggestion with regard to development of projects/programmes, respondents highlight the importance of selecting right and most critical project/programme by using grass root community inputs.

Under suggestions with regard to selection of beneficiaries, respondents highlight the importance of relying on multiple sources⁹² rather than selecting beneficiaries on a single source, which might lead into comparatively greater bias.

Finally, under suggestions with regard to operation of the NGOs, respondents showed their worries over significantly larger administrative expenditures. Respondents also pointed out the importance of paying grassroots level NGO employees well, since they are the ones who ultimately determine the success or the failure of a project. Finally respondents suggest the importance of the NGO being further open and transparent to local people in their projects.

⁹² Elite in the village, local government servants, potential beneficiaries, and NGO employees

5.3 Overall Conclusion

As a whole, the study concludes that NGOs have understood beneficiary needs to a greater extent in most of the areas. Beneficiaries are happy about the role played by NGOs and will like NGOs to play the same in the future as well. But at the same time there is significant room for improvements in all most all areas. Furthermore it is important to note that there are contradictions between the quantitative and qualitative studies towards the NGO involvement in more sensitive areas like family, attitudes, and values are concerned. With local beneficiaries defining quality of life in a much narrower sense it is obvious to expect certain gaps in terms of expected and current roles of NGOs. The study would like to suggest and recommend further studies with regard to the same area both to clarify contradictions and to make findings more conclusive.

CHAPTER 6: RECOMMENDATIONS

The Study found out that, the major source of possible improvements to NGO effectiveness should come from increasing beneficiary inputs for decision making. This was evident across all spheres NGOs are operating. But it is important to note that the study recognizes the delicate act that NGOs need to perform in order to balance the needs of both donors and beneficiaries. Too much orientation towards beneficiaries' needs might dissatisfy donors and NGO might find in a situation where the NGO understands its beneficiaries' needs but do not have any funds to address those needs. Therefore the main recommendation of the study is for NGOs to become market oriented.

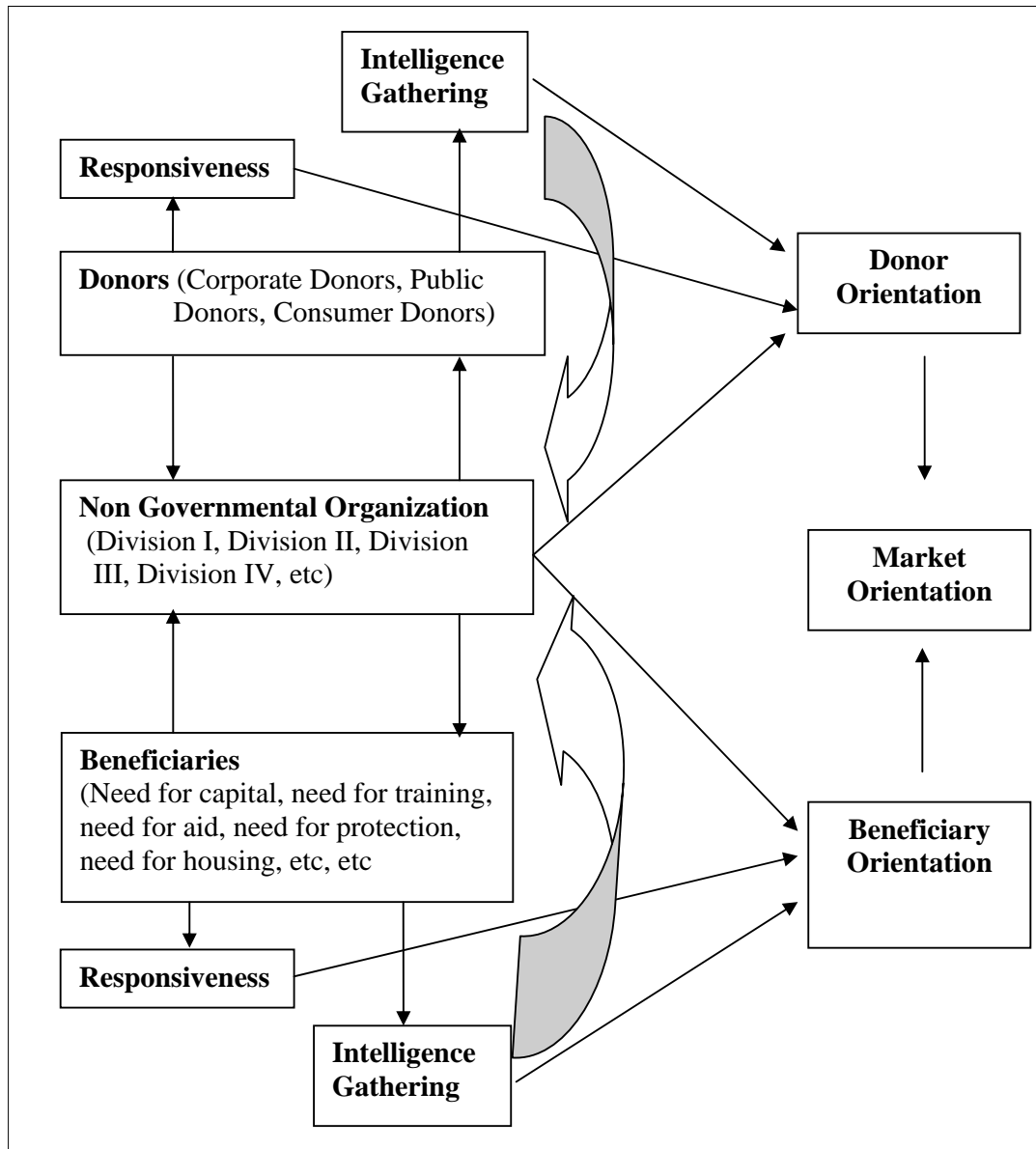
As such, the framework developed by Balabanis et.al (1997) is further extended based on the results of the study (Figure 6.1) and recommends a possible approach for NGOs to operate. First the framework recommends intelligence generation regarding donor needs; expectations etc, and then stress the importance of being responsive to those needs when developing programmes and products. In order to develop compatible products and programmes it is very critical to disseminate the gathered information about donors among the entire organization so that the NGO can fully understand the needs of their donors. Once this is achieved NGO will have a set of products or programmes which are donor oriented.

Same procedure should be followed in determining beneficiary needs as well. Once needs are properly identified, the gathered information should be disseminated among the NGO staff, and therefore enabling the NGO to develop set of products and/or programmes which are beneficiary oriented.

The difficult part is where; the NGOs have to match the products which were developed to satisfy a need of one group with the needs of the other and vice versa. Part of this might

require going back to donors or beneficiaries for tradeoffs, but this should be done very carefully so that the interest initially shown by the party is protected.

Figure 6.1 Recommended Framework to achieve Market orientation



Adapted from Balabanis et.al (1997)

The study would like to recommend that having knowledge on the following areas would imply significant amount of intelligence gathering. They are, Level of commitment to serve

the needs of the beneficiaries and to serve the expectations of the donors, Level of donor satisfaction and beneficiary satisfaction, Level of contact with the present & potential donors and with present & potential beneficiaries.

Knowledge on the above areas will ensure, Awareness of current needs of beneficiaries as well as current expectation and preferences of donors, Awareness of changing beneficiary as well as donor needs and preferences, Awareness of activities of similar type of organizations and finally knowledge on the success and failures of projects which are already carried out.

As far as intelligence dissemination is concerned the study would like to recommend following practices to NGOs. They are periodic meetings between the heads as well as among the employees of the NGO, frequent and immediate circulation of important and new information among the entire organization, frequent discussions on strengths, weaknesses, opportunities and threats faced by the organization, sharing success stories as well as stories of failures, sharing donor as well as beneficiary information including their evaluations about projects and/or programmes throughout the organization.

The Study would like to recommend following strategies to become responsive as a NGO. They include, using the information obtained from its beneficiaries and donors to improve products and/or programmes, using both beneficiary and donor satisfaction as the evaluation criteria for projects, given enough and immediate attention to both donor as well as beneficiary complaints & suggestions and always making sure that enough of both beneficiary needs and donor expectations are considered before developing new products and/or programmes.

Another recommendation of the study is to make NGOs more accountable and transparent in their operations. This increased accountability and transparency would not only increase the

effectiveness of projects/programmes in the short run but also in the long run will significantly improve beneficiaries' trust towards these institutions and therefore will improve the overall effectiveness of the programmes.

As far as the researchers are concerned study would like to emphasize the importance of carrying out more research in the same area in fact covering different contexts. Study would also like to recommend the possibility for future research in the same area but with slightly different angles for an example about the role of government in NGO operated programmes, the effectiveness of the different distribution mechanisms for development aid, etc.

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Appendix I: Information on Southern Province of Sri Lanka

Southern province as depicted in Figure 1 & 2 was identified as a province which has low accessibility options for its cohabitants (see Figure 3), includes poorest people as cohabitants (see Figure 4) and was also hit pretty badly by the 2004 Asian Tsunami (see Figure 5), these have helped Southern Province to attract significant number of NGOs. Further it has one of the poorest districts in Sri Lanka. Furthermore Eastern and Southern coast were the worst hit areas in 2004 Asian Tsunami and accordingly Eastern & Southern province took the main hit out of the then seven provinces of Sri Lanka.

Figure 1: Provincial Map of Sri Lanka Figure 2: Southern Province of Sri Lanka

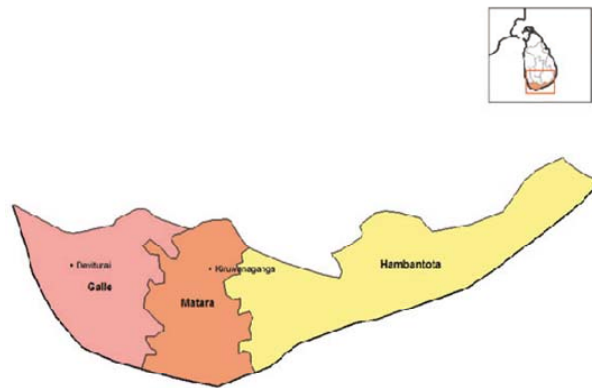
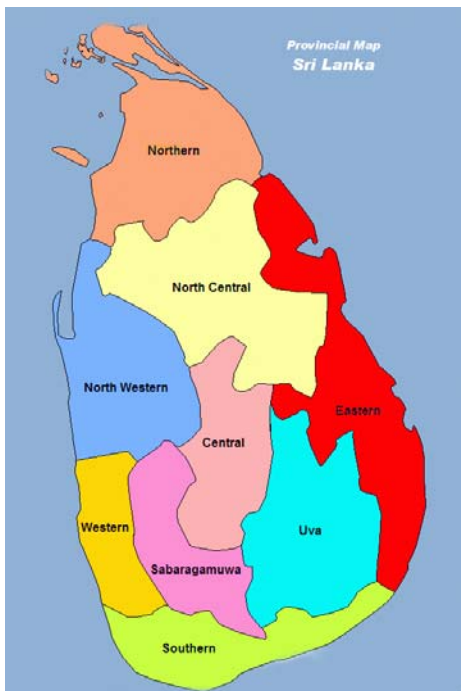
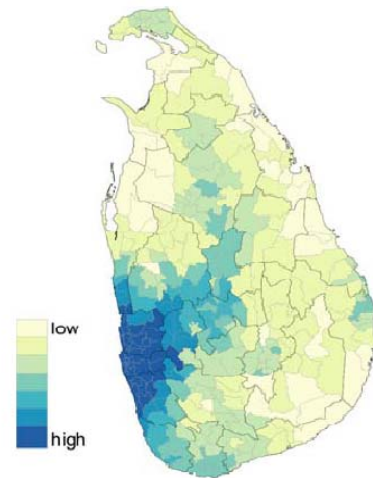


Figure 4: Poverty head count ratios in parts of the southern province



Source: world Bank and DCS, 2005

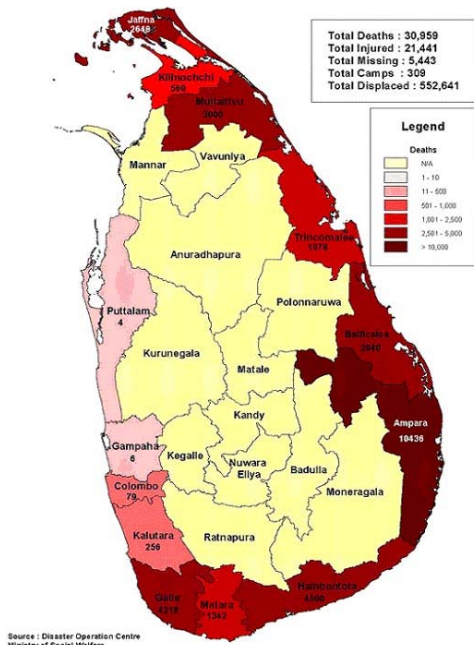
Figure 3: Accessibility Index



Note: The accessibility index is calculated for every point as the sum of the population totals of surrounding cities and towns, inversely weighted by the road network travel time to each town. This map shows the mean of the access values for all points that fall into a given DS unit. The index is a measure of potential market integration reflecting the quality and density of local transportation infrastructure. 185 cities and towns were included in this analysis.

Source: World Bank and DCS, 2005

Figure 5: Death Toll 2004 Asian Tsunami



Source: Disaster Operation Centre, Ministry of Social Welfare

Further Table 1 provides brief information on few critical geo demographic indicators with relevance to southern province which further explains the importance of upgrading the quality of life of people in this area.

Table 1: Geo-Demographic Data on Southern Province:

		Galle	Matara	Hambantota	Total
Population 000's (2009)	Male	522	403	282	1207
	Female	552	428	283	1263
Monthly Household Income US \$(2006/07) (1US \$ = Rs.110)	Mean	226.4	208.3	218.9	-
	Median	159.2	147.5	152.6	-
Monthly Per Capita Income US \$(2006/07) (1US \$ = Rs.110)	Mean	55.2	49.8	52.6	-
	Median	38.3	34.7	37.4	-

Source: Department of statistics

Appendix II: English Translation of the Questionnaire used for the study

Following Questionnaire will be used to collect data as part of a thesis which titled “Current and Expected Role of Nongovernmental Organizations in improving Quality of Life through Human Development in Sri Lanka: the beneficiary perspective”. Data collected here will only be analyzed in general.

Section I: General Information. Please tick in front of the correct answer or and in other cases right short answers.

1.Age	18-25	
	26-35	
	36-45	
	46-55	
	Above 55	

2. Educational Level	Up to O/L	
	Passed O/L	
	Up to A/L	
	Passed A/L	
	Graduate	
	Post Graduate	

3. Gender	Male	
	Female	

4.Marital Status	Single	
	Married	
	Divorced	

5. Occupation	
6. How long have you been in this work	

7. Number of Children in Family	
---------------------------------	--

Section II: Specific Information

Following problems have been identified in other countries as barriers for quality of life. Please indicate your agreement or disagreement for following statements. For Each Statement you have 7 choices ranging from Strongly Disagree to Strongly Agree. Following are the values assigned for each choice.

Strongly Agree	7	Slightly Disagree	3
Agree	6	Disagree	2
Slightly Agree	5	Strongly Disagree	1
Neither Agree nor Disagree	4		

There is a problem of gender discrimination							
There is a problem of religious discrimination							
There is a problem of ethnic discrimination							
There is a threat to freedom of thought and conscience							
There is a threat to freedoms of speech and expression							
There is a threat to freedom of press							
There is a threat to freedom of movement							
There is a threat to the right to seek redress or a legal remedy							
There is a threat to freedom of association							
There is a threat to right of assembling							
There is a threat for the right to petition							
There is a need for child care programmes which help women to work							
There is a need for youth employment programmes							
There is a need to increase the access to capital							
There is a need for housing programmes							
There is a need to increase the access to market							
There is a need to increase the quality of social security programmes							
There is a need to increase links among community							
There is a issue in participation in community development activities							

Under-represented groups have no voice							
There is a need to address common barriers to community participation							
There is a need to Promote effective communication among people							
There is a need to foster social ties and a sense of community identity							
There is a need to foster networking and collaboration between neighborhood & stakeholders							
There is a need to make public decision-making more responsive and accountable to community input							
There is a need to run programmes to minimize alcohol usage							
There is a need to increase family solidarity							
There is a need to reduce domestic violence issues							
There is a need for family counseling units							
There is a need for legal advises on issues							
There is a need for family planning programmes							
There is a need for opportunities for formal education							
There is a need for increased opportunities for vocational training							
There is a need for increased opportunities to soft skills development							
There is a need for developing networking capabilities							
There is a need for business development services							
There is a need for communication skill development*							

Following questions are based on the role of different NGOs in your area. Please answer these questions keeping those NGOs in your mind. For Each Statement you have 7 choices

ranging from Strongly Disagree to Strongly Agree. Following are the values assigned for each choice.

Strongly Agree	7	Slightly Disagree	3
Agree	6	Disagree	2
Slightly Agree	5	Strongly Disagree	1
Neither Agree nor Disagree	4		

NGOs help overcome gender discrimination							
NGOs help overcome religious discrimination							
NGOs help overcome ethnic discrimination							
NGOs help promote freedoms of thought and conscience							
NGOs help promote freedoms of speech and expression							
NGOs help promote freedom of press*							
NGOs help promote freedom of movement							
NGOs help secure the right to seek redress or a legal remedy							
NGOs help promote freedom of association							
NGOs help promote the right to assemble							
NGOs help promote the right to petition							
NGOs help improve child care programmes which helps women to work							
NGOs help develop youth employment programmes							
NGOs help to increase the access to capital							
NGOs help develop housing programmes							
NGOs help in increasing the access to market							
NGOs help in increasing the quality of the social security							

programmes							
NGOs help increase links among community							
NGOs help increase participation in community development activities							
NGOs Increase the power and voice of under-represented groups							
NGOs help address common barriers to community participation							
NGOs help promote communication to keep the community informed							
NGOs help foster social ties and a sense of community identity							
NGOs help foster networking and collaboration between neighborhood and other							
NGOs Make public decision-making more responsive and accountable to community input							
NGOs help run programmes to minimize alcohol usage							
NGOs help increase family solidarity							
NGOs help reduce domestic violence issues							
NGOs help setup family counseling units							
NGOs help provide legal advises on issues							
NGOs help conduct family planning programmes							
NGOs help increase opportunities for formal education							
NGOs increase opportunities for vocational training							
NGOs increase opportunities to soft skills development							
NGOs develop networking capabilities							
NGOs provide business development services							
NGOs increase opportunities to communication skill development							

Appendix III: Preliminary Interview Guide for the Focus Group Study

Lead In:

Describe Study: I'm examining how foreign aid can better help development. Here my special emphasis will be on the role of NGOs and how can they better help you to develop yourselves. Here I would like to know what you feel you need in order to become the person you wanted to be. Further what does development means to you since you are the main focus here.

Why Important: This type of communication will reach different NGOs so that they can develop better and more effective programmes. Effects of these programmes will not be seen or felt in the very short run but eventually they will help us and our country to be more effective.

What I appreciate: I'm attached to a university and I guarantee you that your responses will be kept with strict confidentiality. Your personnel identities will not be attached to the analysis in any traceable manner. Therefore I would really appreciate your honest and true ideas/insights with regards to this matter. So let's help develop Sri Lanka.

Today's Agenda:

- 1. How is everything going, is everything in place*
- 2. Will ask you about the level of your current development/achievement and are you happy with your current life or spending a quality life if not what are the problems you are facing or in the other words what stops you from spending the life you want to live.*
- 3. Will ask you about the Level of attachment with NGOs, how many NGOs are operating in this area, in what capacities, Are you happy with their operations, has they really helped you develop, if not what are the problems.*
- 4. What can NGOs do different, what will make them more useful to you. Your ideas/suggestions and views*

Specific Questions:

- 1. How is everything going your family? Please elaborate about.....Children, responsibilities for ...grandparents etc...*
- 2. How is everything going on in terms of the village? why? Why not? Please elaborate*
- 3. What do you mean by a quality/happy life and what kind of hopes do you have for the future?*
- 4. Is it hard to earn a living? What are the problems you face in living a quality life ?*
- 5. Are you getting good prices? Why? Why not? Please elaborate*
- 6. According to you what would make it easier for you? why? Why not? Please elaborate*
- 7. Are there any NGOs working in this neighborhood?*
- 8. What are they doing in terms of making life easier for you? why? Why not? Please elaborate*
- 9. Who are they helping? why? Why not? Please elaborate*
- 10. Do they do a good job? why? Why not? Please elaborate*
- 11. What should their focus should be in order to become more help? why? Why not? Please elaborate*
- 12. Do you think, they understand what is needed here? why? Why not? Please elaborate*
- 15. Anything else you would like to share*

Appendix IV: Detailed Mean Score values for Individual Variables

Table 1: Detailed Mean scores for issues regarding social freedom & NGO's orientation towards improving Social Freedom

	SF1	SF2	SF3	SF4	SF5	SF7	SF Grand Mean
SF Mean	1.0047	1.0047	1.0093	1.0093	1.0140	1.0047	1.0078
Std. Deviation	.06820	.06820	.13640	.13640	.20460	.06820	.11367
	NSF1	NSF2	NSF3	NSF4	NSF5	NSF7	NSF Grand Mean
NSF Mean	1.0000	1.0000	1.0000	1.6977	1.6977	1.4512	1.3078
Std. Deviation	.00000	.00000	.00000	1.92784	1.92784	1.57853	.77439

Source: survey data, 2011

Table 2: Detailed Mean scores for Threats to Political Participation and NGO's orientation in securing/improving Political participation

	PP1	PP2	PP3	PP4	PP Grand Mean
PP Mean	1.2372	1.0093	1.1209	1.5163	1.2209
Std. Deviation	.93953	.13640	.82274	1.51579	.63579
	NPP1	NPP2	NPP3	NPP4	NPP Grand Mean
NPP Mean	2.9023	5.8651	6.5163	4.1907	4.8686
Std. Deviation	2.79431	2.33531	1.59686	2.98531	1.11091

Source: survey data, 2011

Table 3: Detailed Mean scores for Access to Economic resources and NGO's orientation towards improving Access to Economic Resources

	AE1	AE2	AE3	AE4	AE5	AE6	AE Grand Mean
AE Mean	2.2093	6.5349	6.8698	6.4233	6.5535	5.8047	6.4372
Std. Deviation	2.40481	1.59656	.85477	1.76212	1.53637	2.33402	1.06592
	NAE1	NAE2	NAE3	NAE4	NAE5	NAE6	NAE Grand Mean
NAE Mean	1.7535	6.6279	6.9628	7.0000	7.0000	5.3442	6.5870
Std. Deviation	1.99290	1.38455	.18972	.00000	.00000	2.67083	.65839

Source: survey data, 2011

Table 4: Detailed Mean scores for Community Involvement and NGO's orientation towards improving Community Involvement

	CI1	CI2	CI3	CI4	CI5	CI6	CI7	CI8	CI Grand Mean
CI Mean	5.1953	5.1395	6.1953	6.0558	5.3907	5.3814	6.0000	5.8884	5.6558
SD	2.6893	2.6893	1.9738	2.1194	2.6112	2.6233	2.1938	2.2911	1.2215
	NCI1	NCI2	NCI3	NCI4	NCI5	NCI6	NCI7	NCI8	NCI Grand Mean
NCI Mean	3.9860	5.8837	6.7767	6.2977	5.2605	3.3070	5.9953	6.4140	5.4901
SD	3.0069	2.3403	1.0530	1.8980	2.6768	2.9192	2.2454	1.7854	1.1549

Source: survey data, 2011

Table 5: Detailed Mean scores for Family Involvement and NGO's orientation towards improving Family Involvement

	FI1	FI2	FI3	FI4	FI5	FI6	FI Grand Mean
FI Mean	5.9581	4.1209	3.5814	4.0791	5.0837	6.3070	4.5647
Std. Deviation	2.2367	2.9693	2.8517	2.9684	2.7535	1.8160	2.2135
	NFI1	NFI2	NFI3	NFI4	NFI5	NFI6	NFI Grand Mean
NFI Mean	6.3023	3.5535	2.2698	1.5953	1.6186	1.6791	3.0679
Std. Deviation	1.9278	2.9664	2.4326	1.7612	1.7437	1.8556	1.2886

Source: survey data, 2011

Table 6: Detailed Mean scores for Personnel Development and NGO's orientation towards improving Personal Development

	PD1	PD2	PD3	PD4	PD5	PD Grand Mean
PD Mean	6.8279	6.3767	6.4744	5.6651	6.0326	6.2140
Std. Deviation	.86097	1.64698	1.46869	2.45890	2.13862	1.04827
	NPD1	NPD2	NPD3	NPD4	NPD5	NPD Grand Mean
NPD Mean	2.6465	4.9302	6.4000	6.5302	7.0000	5.1984
Std. Deviation	2.64852	2.81182	1.74495	1.57900	.00000	1.16183

Source: survey data, 2011