



Research Article

DEMONSTRATION AND EXPOSURE TOUR: AN EXTENSION APPROACH FOR DEVELOPMENT OF BENEFICIARIES BY THE NGOS IN NAGALAND

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ABSTRACT

Many organizations around the world dedicate their efforts for the betterment of society and Non Governmental Organizations (NGOs) are none the less. Their activities are not limited only to environmental, social, advocacy and human rights. Nagaland is the sixteenth State of India whereby many NGOs are involved in various development sector. This study was conducted assess the extent of organizing demonstration and exposure tours as an important extension approach for development of their beneficiaries by the NGOs in Nagaland. It was concluded that majority of the NGO employees from higher and lower levels had not conducted any demonstration and exposure trip for the beneficiaries within a period of one year.

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INTRODUCTION

In common parlance, Non Governmental Organizations or NGOs are those organizations which are working outside the purview of the Governmental control and public services. Demonstration is a widely accepted extension method and a tool applied by the NGOs in Nagaland, to mobilize and motivate the people for dissemination and adoption of innovation amongst the target group. "It also offers the scope of 'seeing is believing' and target group can see the method of operation or how to carry out the operation and simultaneously getting the opportunity to see the performance and relative advantage of the innovation (Subramanian et al., 2009)". A great advantage of demonstration is seeing how an innovation works in practice. "A high level of trust between the farmer and extension agent is not needed when the farmer can see things for himself nor does the extension agent have to be so concerned with the problem of encoding messages in words which could be decoded in different ways (Suvedi and Kaplowitz, 2016)".

In exposure tour, a group of interested persons or a member of target group moves out of their neighbourhood to study and learn significant improvement in farm and home elsewhere. It usually involves a leader who acts as a guide for the participants.

The main purpose is to motivate the visitors by showing the success stories of others from similar backgrounds. It stimulates interests among the group members. Witnessing the success stories of others from similar circumstances helps in cultivating healthy competition among the participants and also convinces people utility of a practice and stimulates action.

Exposure tours takes place in their natural setting like research farm, demonstration farm, institution or farmer's field. Field visit, field work, camp study, educational tour, study tour etc are a few synonyms for this practice of seeing an improved performance or results of a practice in actual situations.

This study was undertaken to assess the extent of organizing demonstration and exposure tours as an important extension approach for development of their beneficiaries by the NGOs in Nagaland.

Objective

To assess the extent of NGOs employees in organizing demonstration and exposure tours as an important extension approach for development of their beneficiaries.

MATERIALS AND METHODS

Nagaland is one of the State in India and it was inaugurated on 1st December, 1963. It is bounded by Myanmar on the East, Assam in the West, Arunachal Pradesh and part of Assam on the North and Manipur in the South. "The State approximately lies between 25^o6' and 27^o4' latitude; North of Equator and between the Longitudinal lines of 93^o20'and 95^o15'E.

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Geographical area is 16527 sq km and total population is 1,988,636 (as per 2001 census). Density of population is around 120 per sq km. Average annual rainfall ranges from 2000-3000 mm and temperature ranges from 4^oC to 31^oC. "The topography of the state is undulating, full of hill range which breaks into wide chaos of spurs and ridges. The altitudes vary between 194 to 3840 meters above the mean sea level. (www.iunagaland.edu.in)". The state consists of 11 administrative districts viz., Kohima, Dimapur, Kiphheri, Longleng, Mokokchung, Mon, Peren, Phek, Tuensang, Wokha and Zunheboto. Out of the total 11 districts, 6 districts have been selected purposively for the present study, namely, Dimapur, Kohima, Mokokchung, Peren, Tuensang and Wokha.

In this study 85 NGOs were identified by obtaining list from reliable sources. Out of the total identified NGOs, 45 NGOs were finally selected. From every selected NGO, one respondent from the higher level of employees and minimum one respondent from the lower level of employees were considered for this study. Higher level of employees of NGOs includes the top level of functionaries, like Director, Secretary, Topmost functionaries of sub-office of the large NGOs. A lower level employee of NGOs includes those which are not designed in higher level of position and directly involved in grass root level implementation work. Accordingly, 45 higher level of employees and 75 lower levels of employees were interviewed as respondents (total 120) which were selected as the final respondents.

In this study, the local level NGOs were referred to those NGOs whose work is limited within one or more district; State level NGOs were referred to those NGOs whose work is limited within one State; National level NGOs were referred to those NGOs whose work is limited to one or more state and International level NGOs were referred to those NGOs whose work is extended beyond the country, eg., world vision NGO.

and implementation of developmental for proper and further upliftment. In this regard researcher has considered extend of conducting demonstration by higher level and lower level of employees of the NGOs and performance of the employees according to their status of the organization, within a period of one year.

Table 1 shows the information about organized demonstration by the higher level of employees of NGOs for their beneficiaries within a period of one year. Table explains that 40 percent of higher levels of employees of NGOs had not organized any demonstration for beneficiaries whereas remaining 60 percent of employees had organized demonstration. Table clearly shows that 16 percent of employees had conducted upto 3 demonstrations only for beneficiaries where another 6 percent each conducted demonstration upto 6 and upto 20 numbers respectively. Table also shows that 9 percent each of employees from higher level had conducted upto 10 and upto 15 numbers of demonstrations respectively for their beneficiaries and remaining 13 percent of employees conducted demonstration more than 20 numbers during the same period.

Taking into consideration of the status of the NGOs, 41 percent of employees of local level of NGOs had not organized any demonstration and followed by 33 percent employees each from State and International level of NGOs and 67 percent of National level of NGOs' employees had not conducted any demonstration programme. In connection with local level of NGOs, 22 percent of employees conducted demonstration upto 3 numbers and 7 percent each conducted upto 6 numbers, upto 10 and upto 20 numbers of demonstration respectively within a period of one year.

Table 1 Organized demonstrations for beneficiaries by Higher levels of employees of NGOs within a period of one year

Organized demonstration for beneficiaries	Total	%	Local	%	State	%	Natio-nal	%	Inter-natio-nal	%
Not Organized	18	40	11	40.74	4	33.33	2	66.66	1	33.33
Upto3	7	15.55	6	22.22	1	8.33	0	0	0	0
Upto 6	3	6.66	2	7.40	1	8.33	0	0	0	0
Upto 10	4	8.88	2	7.40	1	8.33	0	0	1	33.33
Upto 15	4	8.88	1	3.70	2	16.66	0	0	1	33.33
Upto 20	3	6.66	2	7.40	0	0	1	33.33	0	0
Above20	6	13.33	3	11.11	3	25	0	0	0	0
Total	45	100	27	100	12	100	3	100	3	100

Table 2 Organized demonstrations for beneficiaries by Lower levels of employees of NGOs within a period of one year

Organized demonstration for beneficiaries	Total	%	Local	%	State	%	Natio-nal	%	Intern-ational	%
Not Organized	51	68	29	65.90	13	68.42	5	71.42	4	80
Upto3	12	16	6	13.63	4	21.05	2	28.57	0	0
Upto 6	6	8	4	9.09	2	10.52	0	0	0	0
Upto 10	5	6.66	4	9.09	0	0	0	0	1	20
Upto 15	1	1.33	1	2.27	0	0	0	0	0	0
Upto 20	0	0	0	0	0	0	0	0	0	0
Above20	0	0	0	0	0	0	0	0	0	0
Total	75	100	44	100	19	100	7	100	5	100

RESULT AND DISCUSSION

Organizing demonstration for beneficiaries by NGOs

Organized demonstrations for beneficiaries by Higher levels of employees

In the present study, researcher has considered demonstration as an important method or tool to disseminate the innovation

It is clear in case of local level of NGOs, a considerable numbers of employees i.e. 11 percent conducted demonstration more than 20 times and a negligible percentage of employees i.e. 4 percent conducted upto 15 demonstrations. Further table shows that 8 percent each of employees of State level of NGOs conducted upto 3, upto 6 and upto 10 numbers of demonstrations respectively. Whereas 33 percent of employees

of National levels of NGOs conducted demonstration upto 20 in numbers and 33 percent each of International levels of NGOs conducted upto 10 and upto 15 in numbers of demonstrations for their beneficiaries within a period of one year.

Organized demonstrations for beneficiaries by Lower level employees

Table 2 contains the information about organized demonstration by the lower level of employees of NGOs for their beneficiaries within a period of one year. Table shows that 68 percent of lower levels of employees of NGOs had not organized any demonstration for their beneficiaries whereas remaining 32 percent of lower levels of employees had organized demonstration. Table clearly shows that 16 percent of lower levels of employees had conducted upto 3 demonstrations only, for beneficiaries where 8 percent of employees had conducted demonstrations upto 6, and 7 percent of employees conducted upto 10 numbers of demonstrations; and a negligible number of NGOs i.e. 1 percent had conducted demonstration upto 15 in numbers for their beneficiaries.

Table also shows that 66 percent of lower levels of employees of local levels of NGOs had not conducted any demonstration and only 34 percent of employees from lower level were conducted demonstration, and out of this 34 percent, only 14 percent of employees had conducted demonstration upto 3 only; and 9 percent each conducted upto 6 and upto 10 numbers of demonstration respectively and a negligible numbers i.e. about 2 percent of employees had conducted upto 15 numbers of demonstrations within a period of one year.

It is clear from the table that, 68 percent of lower levels of employees of State level of NGOs had not conducted any demonstration where remaining 32 percent conducted during within a period of one year, and of which 21 percent conducted upto 3 numbers of demonstrations and 11 percent conducted upto 6 numbers of demonstration.

Organizing Exposure trip for beneficiaries by NGOs

Exposure trip is an important concept of extension in gaining first-hand experience and knowledge about new innovation or practice is the concept behind the exposure trip or visit. In this regard researcher has tried to explore the degree and extend of acceptability of exposure trip by different levels of NGOs' employees for mobilization, modernization and improvement of their beneficiaries.

Organized Exposure trip for beneficiaries by Higher levels of employees

Table 3 contains the information about organized exposure trip by the higher level of employees of NGOs for their beneficiaries within a period of one year. Table shows that 51 percent of higher levels of employees of NGOs had not organized any exposure trip for beneficiaries whereas remaining 49 percent of employees had organized exposure trip. Table clearly shows that 42 percent of employees had conducted upto 3 numbers of exposure trips for their beneficiaries where another 7 percent organized exposure trips upto 6 times of exposure trips for their beneficiaries.

Taking into consideration of the status of the NGOs, 56 percent of higher level of employees of local level of NGOs had not organized any exposure trip and followed by 42 percent of employees from State levels of NGOs, 67 percent of employees of National levels of NGOs and 33 percent of employees of International level of NGOs had not conducted any exposure trip. In connection with local levels of NGOs, 33 percent of employees had conducted exposure trips upto 3 times and remaining 11 percent conducted exposure trips upto 6 times within a period of one year whereas 58 percent of employees of State levels of NGOs had conducted upto 3 times of exposure trips for their beneficiaries within a period of one year. Further table shows that 33 percent of employees of National levels of NGOs and 66 percent of employees of International levels of NGOs conducted exposure trips upto 3 times respectively, within a period of one year.

Table 3 Organized Exposure trip for beneficiaries by High levels of employees of NGOs within a period of one year

Organized exposure trip for beneficiaries	Total	%	Local	%	State	%	Natio-nal	%	Inter-natio-nal	%
Not Organized	23	51.11	15	55.55	5	41.66	2	66.66	1	33.33
Upto3	19	42.22	9	33.33	7	58.33	1	33.33	2	66.66
Upto 6	3	6.66	3	11.11	0	0	0	0	0	0
Total	45	100	27	100	12	100	3	100	3	100

Table 4 Organized Exposure trip for beneficiaries by Lower levels of employees of NGOs within a period of one year.

Organized exposure trip for beneficiaries	Total	%	Local	%	State	%	Natio-nal	%	Inter-natio-nal	%
Not Organized	54	72	29	65.90	16	84.21	5	71.42	4	80
Upto3	20	26.66	14	31.81	3	15.78	2	28.57	1	20
Upto 6	1	1.33	1	2.22	0	0	0	0	0	0
Total	75	100	44	100	19	100	7	100	5	100

Further table depicts that 71 percent of employees from lower levels of National level of NGOs and 80 percent of lower level of employees from International levels of NGOs had not conducted any demonstrations and remaining percentage of employees of National level of NGOs i.e.29 percent had conducted demonstration upto 3 only and same way remaining 20 percent of employees of International levels of NGOs had organized upto 10 numbers of demonstration for their beneficiaries within a period of one year.

Organized Exposure trip for beneficiaries by Lower levels of employees

Table 4 contains the information about organized exposure trips by the lower level of employees of NGOs for their beneficiaries within a period of one year. Table shows that 72 percent of lower levels of employees of NGOs did not organize any exposure trips for their beneficiaries during the last one year; whereas remaining 28 percent of employees were organized exposure trips, which further distributed into 27 percent of employees those organized exposure trips upto 3

times and remaining about 1 percent of lower levels of employees were organized upto 6 exposure trips for their beneficiaries within a period of one year.

Table also shows that 66 percent of lower levels of employees of local levels of NGOs had not conducted any exposure trips and only 34 percent of employees from lower level had organized exposure trips, and out of this 34 percent, 32 percent of employees organized exposure trips upto 3 times only and remaining 2 percent organized upto 6 times.

It is clear from the table that 84 percent of lower levels of employees of State level of NGOs did not conduct any exposure trips where remaining 16 percent conducted exposure trips upto 3 times within a period of one year.

Further table depicts that 71 percent of employees from lower levels of National level of NGOs and 80 percent of lower level of employees from International levels of NGOs did not conducted any exposure trips where remaining percentage i.e.29 percent of employees of National levels of NGOs and 20 percent of lower level of employees of International levels of NGOs had organized exposure trips upto 3 times only, within a period of one year.

CONCLUSION

The Study depicted information about organized demonstration by the employees of NGOs for their beneficiaries within a period of one year and shows that 40 percent of higher levels of employees of NGOs and 68 percent of lower level of employees had not organized any demonstration for beneficiaries within a period of one year, whereas remaining 60 percent and 32 percent of employees from higher and lower levels organized demonstration within a period of one year. Study also depicted that 16 percent each of employees from higher and lower level conducted upto 3 demonstrations, where another 6 percent of employees from higher level and 8 percent from lower level conducted demonstration upto 6 and a considerable percentage of employees from higher and lower level conducted more numbers of demonstration for their beneficiaries during the same period.

The Study also explored about organized exposure trip by the employees of NGOs for their beneficiaries within a period of one year and shows that 51 percent of higher level and 72 percent of lower level of employees of NGOs had not organized any exposure trip for beneficiaries, whereas remaining 49 percent of employees from higher level and 28 percent from lower level of employees organized exposure trip within a period of one year.

Study also revealed that 42 percent of employees from higher level and 27 percent from lower level of employees conducted upto 3 numbers of exposure trips for their beneficiaries and remaining percentage of employees from both the levels conducted exposure trip upto 6 times within a period of one year.

Therefore, it can be concluded that majority of the employees from higher and lower levels had not conducted any demonstration and exposure trip for the beneficiaries within a period of one year, therefore Non-Governmental Organization and functionaries of NGOs may consider and try to adopt demonstration and exposure trip as potential extension approach in the development of beneficiaries.

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