

ROLE OF NON-GOVERNMENT ORGANIZATION (NGOS) IN UPLIFTING QUALITY OF LIFE OF INSTITUTIONALIZED ELDERLY WOMEN

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Abstract: Non-Government Organization (NGO) is a non-profit organization which works with likeminded people mainly to uplift the needy people of the society. Senior Citizens are such a section of a society who needs special care and support for survival. The increasing number of elderly population throughout the world and influence of rapid urbanization, industrialization and weakening of traditional value system, the scope for NGO intervention has been widened in uplifting the quality of life of elder.

A study was conducted to understand the role of NGO in uplifting the quality of life of elderly women in five selected districts of Karnataka state. The explorative research design was adopted to carry out the study. Interview schedule was adopted as tool to elicit data from 100 elderly women respondents living in old age homes. Simple random sampling method was used along with descriptive statistics to analyze the data. The study found NGOs offering services in livelihood security, health care, geriatric counseling, socio-cultural programme, student action for value education and yoga-spirituality programme. Though all dimensions of Quality of Life of WHO has been served by NGOs, there is a need emerges focusing on bridging the elderly women with mainstreamed society which suffers causing isolation.

Keywords: Non-Government Organization, Elderly Women, Quality of Life.

Introduction: Non-Government Organization (NGO) is a non-profit organization which works with likeminded people mainly to uplift the marginalized, unprivileged, underprivileged, downtrodden and needy people of the society. It is also known as voluntary sector, is growing in relation to its presence in developmental activities. Elders or aged or senior citizen are such a section of society who needs special care and support in the present context.

As there has been a gradual increase in the population of elders 60 years and above, (8.3% in 2011 and expected to increase to 10.7% in 2021 and 12.4% in 2026, National Commission of Population, Registrar General of India) a developing country like India is unable to cope with the needs and problems of its elders populations. While the government continues its efforts to introduce programs for the elderly, the non-governmental organizations (NGO's) have playing a key role in bringing to the forefront the socio-economic, emotional, psychological and health problems of elders in the society.

The increasing number of elderly population throughout the world and influence of rapid urbanization, industrialization, modernization and spread of education and employment results in the weakening of traditional joint family system and giving rise to modern nuclear family where less scope for elders to care and support. Thus, the scope for NGO intervention and institutions such as old age homes and care centers has been widened in uplifting the quality of life of elders.

Many studies have conducted about the role and importance of NGO's in uplifting quality of life of elders; one such study stated that NGOs have been playing an important role in creating awareness, transforming information and providing residential care centers, day care centers, geriatric care centers and counseling centers, mobile medical units, home care and recreational services to institutionalized elders who suffers from family care and support. (ASSOCHAM, 2014).

Having this literature background, a study was conducted to understand the role of role of NGOs in uplifting quality of life of institutionalized elderly women in the modern day phenomenon.

Objectives of the study: The study aims is achieving the below said objectives.

1. To study the role of NGOs in improving quality of life of institutionalized elderly women.
2. To gauge the effects of services of NGOs in uplifting quality of life of institutionalized elderly women.
3. To suggest effective remedial measures to improve quality of life of institutionalized elderly women.

To achieve the above objectives, a study was conducted to understand to the role of NGO in uplifting the quality of life of elderly women in five selected districts of Karnataka state. The explorative research design was adopted to carry out the study. Interview schedule was adopted as tool to elicit data from 100 elderly women respondents living in old age homes. Simple random sampling method was used along with descriptive statistics to analyze the data.

Results and Discussion:

Table 01: Showing the Demography of elderly women respondents.

Age – Group	60-69 years	70-79 years	80 years & above
Frequency	42	28	30
Percent	21.00	14.00	15.00

In the above table, demography of elderly women respondents was shown. Elderly women above the age group of 60 years were considered as respondents for study. The data from the above table shows the demography of the elderly women living in institutions (old age homes, day care centers) in selected five districts of Karnataka state. 21.00 percent

of respondents are between the age group of 60-69 years, 14.00 percent of elderly women respondents are between the age group of 70-79 years and 15.00 percent of respondents are belong to age group of 80 years and above. Thus, majority of the elders are between the age group of 60 years and above were considered for the present study.

Table 02: Showing the level of satisfaction of respondents in services offering by NGOs in uplifting quality of life

Sl. No	Services	Mysuru		Bengaluru		Kolar		Tumkur		Ramanagar		
		F	P	F	P	F	P	F	P	F	P	
1	Livelihood Security	S	08	40%	06	30%	13	65%	06	30%	16	80%
		DS	12	60%	14	70%	05	25%	12	60%	-	-
2	Counselling	S	09	45%	15	75%	06	30%	-	-	13	65%
		DS	06	30%	-	-	12	60%	09	45%	06	30%
3	Socio-Cultural Programme	S	16	80%	09	45%	12	60%	15	75%	07	35%
		DS	-	-	11	55%	06	30%	-	-	12	60%
4	Value Education	S	07	35%	06	30%	09	45%	12	60%	05	25%
		DS	12	60%	12	60%	-	-	09	45%	15	75%
5	Yoga and Spirituality	S	11	55%	14	70%	06	30%	14	70%	11	55%
		DS	08	40%	-	-	10	50%	-	-	06	30%
6	Health Care	S	13	65%	07	35%	12	60%	09	45%	17	85%
		DS	-	-	12	60%	04	20%	13	65%	-	-

(S – Satisfied; DS – Dissatisfied, F- Frequency; P- Percent)

In the above table, level of satisfaction of respondents in services offering by NGOs in uplifting quality of life of institutionalized elderly women was shown. For the present study, five selected districts of South Karnataka was considered and from each district 20 elderly women respondents was interviewed from two NGOs working for elderly issues. NGOs offering various services such as livelihood security, geriatric counseling, organizing socio-cultural programme, imparting value education for youths, conducting yoga and spirituality based programme and organizing health care camps to improve the overall development of institutionalized elderly women. Quality of life is considered as well-being of individuals and satisfaction of life including physical health, family education and wealth, religious and spiritual beliefs. Role of NGOs in offering various services in uplifting quality of life of elderly women respondents was satisfactory in selected districts of Karnataka state. But, isolation or loneliness among the elderly women living in institutions is the major issue in India mainly due to lack of family members care and support. Thus, NGOs working for elderly issues is focusing to fulfill all the dimensions of

quality of life of WHO in uplifting the quality of life of elderly women living at institutions.

Many of the NGOs working in uplifting quality of life of institutionalized elderly women suffers from various drawbacks mainly due to lack of funds and financial support, lack of trained professionals, lack of infrastructure facilities, lack of public participation and lack of awareness in fulfilling various criteria of quality of life.

Suggestions: Here, some of the suggestion to improve to improve quality of life of institutionalized elderly women by NGOs:

1. Liberalize grants in-aid to NGOs working in improving quality of life of elders.

2. Organizing training programme to develop leadership qualities, voluntarism and professional skills.

3. Awareness building and exchange of information among the NGOs working for elderly issues.

4. Awards and rewards with additional grants and standard of quality in services motives NGOs to undertake quality services in elderly issues.

Thus, role and efforts of NGOs intended in improving the quality of life of elderly women is important in the present context as issues of elders mounting in

modern period. In developing country like India, NGOs intervention is needed for the development of country to a greater extent to solve the problem and work at grass-root level. Thus, role of NGOs in

uplifting quality of life of institutionalized elderly women in overall development of elders as elderly population is considered as neglected section of society in present context.

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