

ROLE OF SOCIAL RESPONSIBILITY DEVELOPMENT (SRD) FOUNDATION FOR SLUM PEOPLE: A FIELD STUDY

Dipak Bhattacharya¹, Sanjukta Sahoo²

[1] Department of Education, Regional Institute of Education, Bhubaneswar, India.

[2] Department of Education, Regional Institute of Education, Bhubaneswar, India.

ABSTRACT

Social Responsibility Development Foundation is a social organization of the likeminded youth committed to work on development issues and for the upliftment of the oppressed masses. This study was intended to find out different activities organized by the Social Responsibility Development foundation. This study was also planned to know the purpose of Social Responsibility Development foundation towards the upliftment of the slum. This study was a survey type study. For collecting information, the researchers had used observation and interaction tools. The study found that Social Responsibility Development Foundation was effective in providing the children motivation, positive reinforcement and support and they can adjust themselves in the society and look forward for a better living. The study also found that Social Responsibility Development Foundation has been working remarkably for promoting development values and skills of slum people and child of the country and the organisation also provides environmental awareness especially during the month of June –July when the people are involved in the plantation work by the organisation.

Keywords: *SRD Foundation, Different Activities, Slum People.*

1. Introduction:

“If we are ever to have real peace in this world we shall have to begin with the children” –M.K. Gandhi. India is a Nation of diversity not only on the basis of culture, class, caste, but also language, custom the thinking style, dressing style as well as eating habits are different from part to another part of India. There are different classes of child live such as higher, middle, lower. The child of today will be the future of nation. There quality and personality will determine the destiny or backbone of the nation. Therefore it becomes mandatory for every nation and every society to nurture a strong, healthy and intellectual youth. It is the adults to direct the youth in desired direction. The youth of a nation is its power house while privileged children receive international quality education and almost under privileged children are provide with education only on paper. A vast majority of children do not attend school because the poverty compels the children to work at home. The problem of illiteracy and dropout is quite critical in the deprived section of society and children belonging to slum areas heredity get admission in school. For an emerging and developing country like India development of privileged children holds the key to the progress of the nation itself. For the millions of children worldwide who live in the slum; education is the most effective method of integration into the society. There are so many Govt. and non Govt. agencies and programmers are dedicated to improved educational status and provide support to children

from the slum. EGS (Educational Guarantee Scheme) and AIE (Alternative and Innovative Education) are an important component of SSA (Sarva Shiksha Abhiyan) to bring out of school children in the fold of elementary education. AIE for specific categories of very deprived children e.g.; child labour, street children, migrating children, working children and adolescent girls are being supported under EGS and AIE all over country. Sometime the programmed are not reaching the target group due to some selfish men. In this case NGOS proved boon for the children from slum. Several NGOS are working in various sites to uplift poor and improve the social responsibility. The presence of NGOS is all- encompassing, from small grassroots groups working in small areas among the people to intermediary agencies operating at the global level. In accordance with their different roles, NGOS have variously been called 'voluntary agencies', 'action groups', or 'activist groups'. The term NGOS therefore, does not denote homogeneous category, even though it is used in a more or less uniform fashion. NGOS are complex and heterogeneous in nature and differ from each other in several respects. In the developing world, - India has the second largest – more than 100,000- number of NGOS next to Brazil. For all most a decade now NGOS have been seen as the magic bullet that would cut through red-tapism, inefficiency, and corruption and reach much- needed health-care service, credit, education and so on to the poor. NGOS are seen as being more efficient and closer to the people .It has also been opined that people find in NGOS an effective to implement programmed without middlemen, bureaucratic tangles, and red tapism. There is no denying that over the year an essential link has come to be established between education and NGOS. The current field study is carried out at SRD foundation at Bhubaneswar.

2. Background of the Problem:

Soumya Ranjan Das in 22nd November 2010 established SRD (Social Responsibility Development) Foundation under the trust registration Act of 1882. This is a social organization of the likeminded youth committed to work on development issues and for the upliftment of the oppressed masses. In the state of Odisha there is a necessity for the upliftment of the rural and socially backward populations, where both are the victims of such development process. In such context, SRD foundation gives priority to the Salia Shai slum areas. It works on various aspects such as Rural Development, Environment Development, and Awareness on various Development issues, Promotion of Art and Culture, and also Health related issues etc.

The motto of this organization is create positive change in the Health Education, Socio-economic, cultural and environmental spheres of the deprived, disadvantaged and dispossessed community. This organization located near hotel Mayfair Lagoon, Jyadev vihar, Bhubaneswar and this organization mainly focus on Salia Shai slum which is located just behind the hotel Mayfair Lagoon.

The objectives of this NGOS are:

- Aims at achieving society free of poverty by eliminating the illness of the society.
- Development activities at the sub regional level to raise the awareness of the forces of law and order to the situation of street children.
- Social service and assistance for disadvantaged children, elderly, teens, homeless and orphans.
- Focused on village level trainings and capacity building for creating public awareness about societal development.

3. Need and objectives of the study:

This field study was deals with how the development occurs by the SRD foundation on different aspects and how the society is benefited by this NGOS through different process. The objectives of this study were:

- (i) To find out different activities organized by the SRD foundation.
- (ii) To know the purpose of SRD foundation towards the upliftment of the slum.

4. Methodology:

The present study was a field survey type of research. The present study was conducted on Social Responsibility Development (SRD) Foundation which is situated in Bhubaneswar. The investigators first visited the SRD foundation, Bhubaneswar and, met with the director of this foundation and took the permission to collect information about this NGO. For collecting information, the researchers had used observation and interaction tools. The researchers had paid a visit for four times. The schedule of field experience is given below:

Table no. 1: Field Visit Schedule

Sl. No.	Date	Activities observed	Strategies
1.	07.02. 2015	Explained the matter of field experience and talked to director for collect the information.	Interaction
2.	08.02. 2015	Discuss about different programme and activities with the people of Salia Shai slum.	Interaction
3.	14.03.2015	Some events observed in this organization.	Observation and Interaction.
4.	15.03.2015	Discussion with Salia Shai slum people.	Interaction

5. Major Findings:

The major findings of this study were,

By visiting SRD foundation, the researchers had observed following things:

- (i) SRD foundation is a voluntary and charitable organization.
- (ii) Source of funding: Donation from members and CSR tie-ups.
- (iii) Child Development:

This organization arranged drawing competition, Dance competition, Children's day celebration and also the birth day celebration of the child. Through all these competitions they develop a sense of sportsmanship behaviour among the students. They get actively participated in all activities and also get awarded for this.

Figure No.-1: Drawing competition for Salia Shai slum children**Figure No.-2: After completion of the competition prizes are given to the child****(iv) Women Development:**

This organization arranged street play about the awareness of female feticide and some issues related to women. This organization also plays vital role in girl child education. They move from one street to another for this purpose. They often do dramatization programs for the encouragement of girl's education. The most beautiful part is that students from various slum areas get inspired by these activities and join their schooling. This NGO also promotes awareness programmes for the parents so that they will happily send their child to join the school in spite of looking at their younger children and homely activities.

(v) Awareness on Various Development Issues:

This organization gives lecture on children abuse in slum area.

Figure No.-3: Lecture on Child Abuse**(vi) Health Related Issue:**

This NGO also works on health related issues such as awareness for pulse polio and other dangerous diseases spreading in slum areas. They also tell them the procedure to get cure from many breathtaking diseases and organize various health related programmes based on the diseases spreading the most. They also take the responsibility to aware the slum area people about the HIV AIDS as they are in the most dangerous edge of this disease. Along with this they do Blood group test of those children whose blood group is unknown and provide blood group card to them for future correspondence.

Figure No.-4: Different Activities for Health Awareness**(vii) Different Type of Work (programmes/projects) of SRD foundation:**

- Project “Green Planet - Green Life” [Environmental initiative]
- Project “Life in a Drop” [Health initiative]
- Project “Mu Padhibi - Mu Badhibi” [Educational initiative]

(viii) Free Volunteers:

Students from many colleges join as volunteers in this organization for example Silicon Engineering College. Students from Viswas College come here for their internship programme.

(ix) Free Computer Education:

This organization also provides free computer education to the students who have already passed 10th examination. This NGO also provides practice class to them in nearby computer centre.

(x) Environmental Awareness:

They organize plantation programmes in the month of June & July.

6. Reflection and Conclusion:

In Article 15(3) specify that, “Nothing in this article shall prevent the State for making any special provision for women and children.” Article 39(e) and (f) provide that the State shall, in particular, direct its policy towards securing to ensure that the health and strength of workers, men and women and the tender age of children are not abused and that the citizens are not forced by economic necessity to enter avocations unsuited to their age or strength and that the children are given opportunities and facilities to develop in a healthy manner and in conditions of freedom and dignity and that the childhood and youth are protected against exploitation and against moral and material abandonment. The investigator is influenced that the SRD foundation is dedicated for the development of child, women, youth and society. It helps to create fundamental skills like confidence, independence and resourcefulness among the slum people. SRD foundation has been effective in providing the children motivation, positive reinforcement and support and they can adjust themselves in the society and look forward for a better living.

The investigator after several visits to the foundation realise that the organization has been intensely concerned about the health issue about the child and people it deals with.

Through various activities and role perception the organisation stands forward in protecting and restricting social abuse like prevention for several addictions like Drug, Smoke, Alcohol, and other illness prevailing among the people in the society- hence fostering social reformation.

The organisation also provides Environmental awareness especially during the month of June –July when the people are involved in the plantation work by the organisation. Besides this, organization also promotes the Arts and Aesthetics values among the child and people for better adjustment in the society. Educating just one generation of slum children can change their communities .SRD foundation has been working remarking for promoting development values and skills of slum people and child of the country. This organisation has fruitfully achieved the meaning of the proverb’ service to mankind is service to God. Apart from all these merits the major drawback of this organization is that it has no permanent members rather persons voluntarily involve themselves.

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