



## **The Voluntary Sector in Rural Development: Lessons from Social Marketing Based on Study of NGOs in South India (Paperback)**

By Vimala Parthasarathy

Partridge Publishing, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Improving the health and living conditions of rural people in developing countries and building their income earning capacity for a dignified life of self-reliance are the central concern of governments. The effort calls for enormous resources and expertise affording enough opportunity for the emergence of the voluntary sector, comprising non-government organizations, to bring in funds, expertise and commitment. Increasing role of the sector has also thrown up many issues and challenges concerning its usefulness. The book, based on an in-depth study of select NGOs in South India, covers several aspects - survey of the sector's role, relevance of marketing practices for social development, accountability issues, importance of relationships with stakeholders, performance measurement complexities, policy environment, success and failure cases and models. The Annex contains two practical tools - social marketing model of practices and a Rating Guide for NGOs. From specific experiences lessons are drawn for strengthening the sector so that it could contribute to development to the fullness of its potential. The book may be of practical use to NGOs, especially the smaller ones...

**DOWNLOAD**



**READ ONLINE**

### **Reviews**

*It is a single of the most popular publication. It is loaded with wisdom and knowledge I am effortlessly will get a delight of studying a published book.*

-- Aisha Swift

*Comprehensive manual for publication lovers. We have read through and so I am confident that I am going to go to read yet again once more down the road. I am easily could get a enjoyment of looking at a created pdf.*

-- Guy Ruecker

## Related Kindle Books

---



### [Fart Book African Bean Fart Adventures in the Jungle: Short Stories with Moral \(Paperback\)](#)

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Black White Illustration Version! BONUS - Includes FREE Dog Fart Audio Book for Kids Inside! For a very time limited...

---



### [Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: \( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures\) \(Paperback\)](#)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...

---



### [The Voyagers Series - Europe: A New Multi-Media Adventure Book 1 \(Paperback\)](#)

Strength Through Communications, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Voyagers Series is a new multi-media, multi-disciplinary approach to teaching reading that provides students with a stimulating,...

---



### [Talking Digital: A Parent's Guide for Teaching Kids to Share Smart and Stay Safe Online \(Paperback\)](#)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their online interactions, the good and the bad,...

---



### [No Friends?: How to Make Friends Fast and Keep Them \(Paperback\)](#)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Do You Have NO Friends ? Are you tired of not having any friend and being lonely all the time...

---



### [History of the Town of Sutton Massachusetts from 1704 to 1876 \(Paperback\)](#)

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This version of the History of the Town of Sutton Massachusetts from 1704 to 1876 is a labor...