

**EXPLORING THE ROLE OF ADVOCACY GROUP IN PANCHAYATI RAJ
SYSTEM: A CASE STUDY OF MISSION BADLAAV ORGANIZATION IN
GUMLA DISTRICT, JHARKHAND**

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in

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By

Pramila Kumari

Under the Supervision and Guidance of

Dr. Goutam Sadhu

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(A Group of Youths)
Reg. Under Indian Trust Act 1882. Registration No. -2021/GUM/1198/6

Head Office: Khariapara, Sisai Road, Gumla- 835207 (Jharkhand) Ph: +91-9006163337, 7870546605

“Internship Completion Certificate”

(For the period from 1st April 2024 to 27th June 2024)

To whom it may concern

This is to certify that Miss. Pramila Kumari has successfully completed Internship Exploring the role of advocacy group in Panchayati Raj System: A case study of Mission Badlaav Organization in Gumla District, Jharkhand. Under the guidance of Mr. Bhushan Bhagat (Founder of the organization).

This certificate is being issued to meet the requirements of the university.

Date: 12-07-2024

Bhushan Bhagat

Signature

DECLARATION BY STUDENT

I hereby declare that this dissertation title "**Exploring the role of advocacy group in Panchayati Raj System: A case study of Mission Badlaav Organization in Gumla, District, Jharkhand**" is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

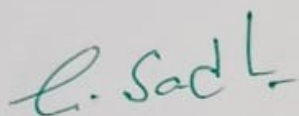
Pramila Kumari

Pramila Kumari

Date: **11/07/2024**

CERTIFICATE

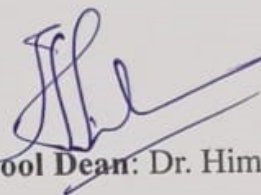
This is to certify that dissertation titled "*Exploring the role of advocacy group in Panchayati Raj System: A case study of Mission Badlaav Organization in Gumla, District, Jharkhand*" is a record of the research work undertaken by **Pramila Kumari** in partial fulfilment of the requirements for the award of the degree of MBA Development Management from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.



Faculty Guide: Dr. Goutam Sadhu

IIHMR University, Jaipur

Date: 08/07/2024



School Dean: Dr. Himadri Sinha

IIHMR University, Jaipur

Date: 08/07/2024

Abstract

Title: “Exploring the role of advocacy group in Panchayati Raj System: A case study of Mission Badlaav Organization in Gumla, District, Jharkhand”

Author: Pramila Kumari

Guided By- Dr. Goutam Sadhu

Objectives

To assess the contribution of Advocacy Groups in the Panchayati Raj System by critically evaluating the activities and impact of the Mission Badlaav Organization in the Gumla District of Jharkhand. This study aims to find out the strategies adopted by these pressure groups for sensitization on the rights and entitlements of people from the government, the strategies harnessed for ensuring citizen empowerment, and to identify the issues and problems these groups face in their day-to-day functioning.

Methodology

The study followed a cross-sectional descriptive design, focusing on the Gumla District of Jharkhand, particularly the tribal pocket of Tukutoli. Data were collected using a mixed-method technique, with the qualitative part derived from in-depth interviews and focus group discussions. The research participants included the rural communities and stakeholders who benefited from the programs of Mission Badlaav. A combined approach of snowball sampling and convenience sampling identified the participants.

Results

The analysis determined that Mission Badlaav has played a very critical role in creating awareness and empowerment within the rural community in Gumla. The organization successfully deployed numerous advocacy methods to sensitize citizens about their rights and services accessible from local governance. Among the challenges identified were funding constraints, lack of awareness of constitutional rights, and weak governance structures. However, Mission Badlaav's ability to help pull people together into a network of collaboration boosted collective action and participation in local governance.

Conclusion

This indicates that advocacy groups undertake a fundamental role in the Panchayati Raj system to facilitate citizen participation. The data suggest that more needs to be done to address operational challenges and offer support to these advocacy groups to be effective. The study further recommends improvements in funding mechanisms, increased awareness programs, and stronger governance structures to support advocacy efforts. Addressing these issues can lead to better governance and improved access to governmental services in rural communities.

Keywords

Advocacy groups, Panchayati Raj, rural management, community empowerment, Mission Badlaav

Acknowledgement

I am grateful to my parents and family members, friends, organization co-workers, and everyone else who assisted me in writing my dissertation paper, directly or indirectly. I want to express my sincere gratitude to all the people who have helped me along the way to finishing this dissertation. Their persistent support, direction, and contributions helped to mold this work into what it is now.

The organization's esteemed manager, *Mr. Bhushan Bhagat (Founder of Mission Badlaav Organization and Organization mentor)*, deserves my sincere gratitude. Your immense knowledge, endurance, and astute criticism have been crucial in determining the course of this research.

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My sincere gratitude is extended to my family and friends for their unflagging support and inspiration during this quest. They were the pillars of strength that kept me going through the highs and lows of this research trip because they had faith in my talents, were patient with me when I was stressed, and offered encouraging words.

I want to show my gratitude to my seniors, graduates, and fellow colleagues since their varied viewpoints and intellectual contributions have helped me to comprehend more and have forced me to think critically, which has pushed me to polish and improve the quality of this work.

I want to express my sincere gratitude to everyone who was mentioned above as well as the several other people who quietly supported me in the background. No matter how minor or large, your input was crucial to the success of this dissertation.

I want to be clear that any mistakes or flaws in this work are all mine. I am hoping that this research will act as a springboard for additional investigation and add to the body of knowledge in this area.

Pramila Kumari

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Chapter 1: Introduction

1.1 Background

The governance and development of rural communities in India are often impeded by a lack of awareness about governmental rights and services. Tribal pockets, such as Tukutoli in the Gumla District of Jharkhand, are particularly affected due to socio-economic challenges and geographical isolation. Advocacy groups play a crucial role in bridging this gap by empowering citizens and facilitating access to local self-governance mechanisms. The Mission Badlaav Organization is one such group working tirelessly to enhance awareness and participation in the Panchayati Raj system.

The Gumla District, carved out of the old Ranchi district in 1983, is predominantly a tribal region characterized by dense forests, hills, and rivers. This district, located in the southwest of Jharkhand, covers an area of 5347.25 sq km and includes three sub-divisions and twelve Community Development Blocks. The geographical coordinates of the district lie between 22.35° to 23.33° north latitude and 84.40° to 85.1° east longitude. Despite its natural beauty, the district faces significant development challenges due to its remote location and difficult terrain.

The concept of local governance in India is deeply rooted in the Panchayati Raj system, which aims to decentralize administrative powers and promote grassroots democracy. However, the effectiveness of this system is often hindered by a lack of awareness among the rural population about their rights and the services available to them. Advocacy groups like Mission Badlaav are essential in raising awareness, educating citizens, and empowering them to actively participate in local governance.

Mission Badlaav focuses on several key activities to achieve its objectives. These include conducting educational workshops, organizing community meetings, and facilitating interactions between citizens and local government officials. The organization's efforts are aimed at ensuring that citizens are well-informed about their rights and the services they are entitled to, thereby promoting transparency and accountability in local governance.

Despite the efforts of advocacy groups, several challenges persist. These include limited funding, a lack of awareness about constitutional rights, and weak governance structures. Addressing these challenges requires a comprehensive understanding of the socio-political landscape and the development of targeted strategies to enhance the effectiveness of advocacy efforts.

The importance of advocacy groups in promoting local self-governance and empowering rural communities cannot be overstated. By focusing on raising awareness and facilitating active participation, these groups contribute significantly to the development and well-being of rural populations. The case of Mission Badlaav in the Gumla District serves as a testament to the potential of advocacy groups to drive positive change and promote inclusive development.

1.2 Research Objective

The intent of this research is to critically assess the impact of advocacy groups on local self-governance in rural areas, with a focus on the Mission Badlaav Organization in the Gumla District of Jharkhand. The study aims to identify the methods used by these groups to raise awareness, analyse their strategies for empowering citizens, and uncover the challenges they face.

Research Question

- What are the activities being undertaken by Mission Badlaav to raise awareness among communities about governmental rights and services?

Objectives

- To examine the methods used by advocacy groups to raise awareness about rights and services concerning rural local self-governance.
- To analyse the strategies employed by these groups to empower citizens for active participation in local governance.
- To identify the challenges faced by advocacy groups and explore potential solutions.

1.3 Significance of the Study

The primary objective of this study is to evaluate the impact of advocacy groups on local self-governance and community empowerment in rural areas. By focusing on the Mission

Badlaav Organization, the study aims to provide insights into the effectiveness of advocacy efforts and identify areas for improvement.

Understanding the role of advocacy groups in promoting local self-governance is crucial for policymakers, development practitioners, and community leaders. The findings of this study will contribute to the development of targeted strategies to enhance the effectiveness of advocacy efforts and promote inclusive development.

By highlighting the challenges faced by advocacy groups and proposing potential solutions, the study aims to inform policy decisions and improve the overall governance and development of rural communities. The insights gained from this research will be valuable for enhancing the capacity of advocacy groups and ensuring that they can effectively raise awareness and empower citizens.

The significance of this study lies in its potential to contribute to the development of more effective advocacy strategies and promote better governance in rural areas. By focusing on the case of Mission Badlaav, the study provides a detailed analysis of the impact of advocacy efforts on local self-governance and community empowerment, offering valuable lessons for similar initiatives in other regions.

Chapter 2: Review of Literature

1. Jordan, Lisa & van Tuijl, Peter, (2000), A study on political Responsibility in Transnational NGO Advocacy. In this article, the study's conclusion is that NGOs can manifest a new political reality. NGOs can help the people at grassroots level. NGOs can mobilize, articulate and represent people's interest or concern at different levels of decision – making locally, nationally and internationally.
2. O'Leary, Susan (2017), Monash University, Department of Accounting, PoBox 197, Caulfield East VIC 3145, Australia (2016)- The article “Grassroots accountability promises in rights – based approaches to development. The role of transformative monitoring and evaluation in NGOs.” The conclusion of this article explores that how NGOs like Rural Life and Unisons through grassroots accountability practices can fulfill the rights- based approaches promises of self-determination for their beneficiaries. It will use transformative learning theory to analyze how these accountability relationships empower communities.
3. Kumar, Sanjay & Sharma, Munish & Chandel, Siddarth. (2024)- The study highlights significant issues in the implementation of developmental schemes in the tribal areas of Himachal Pradesh, including inadequate financial allocations, inefficient execution, and a disconnect between policies and ground realities. Socio-cultural diversity and geographical challenges further complicate effective delivery. The analysis using various statistical tools reveals the need for culturally sensitive approaches, innovative solutions, increased financial commitments, and a holistic, community-centric strategy to overcome these challenges and improve the socio-economic conditions of tribal communities.
4. Jayshree P Mangubhai, Aloysius Irudayam SJ, And Emma Sydenham. 2022-The Book: A Foot in the Door: Dalit Women in Panchayati Raj in Gujarat and Tamil Nadu-"A Foot in the Door" emphasizes the importance of supporting Dalit women through training programs, enforcement of reservation policies, and the backing of NGOs and self-help groups. The book provides valuable insights for policymakers, social scientists, and

anyone interested in the interplay of caste, gender, and local governance in India. It is a crucial read for understanding how empowering marginalized groups can lead to positive changes in democracy at the grassroots level.

Chapter 3: Methodology

Study Area

- **Location:** Gumla District, Jharkhand, known for its tribal communities, dense forests, and hills.
- **Background:** Gumla District was carved out from Ranchi District in 1983, covering 5347.25 sq km in the southwest part of Jharkhand.

Methodology:

- **Approach:** Mixed-methods approach integrating qualitative data.
- **Data Collection:** In-depth interviews and focus group discussions with youth above 18 years and rural community members helped by Mission Badlaav.
- **Sample Technique:** Snowball and convenience sampling to gather diverse perspectives.
- **Data Analysis:** Qualitative methods including case studies, document analysis, and ethnography.
- **Study Duration:** - 3 Months

Ethical Considerations:

- Consent obtained from all participants.
- Confidentiality maintained.
- Study conducted over 3 months.

Implications of Research:

- Understanding operational challenges faced by advocacy groups.
- Promoting collaboration and networking among advocacy groups for better service delivery and governance.

Chapter 4: Findings and Results

The Mission Badlaav Organization has been subject of extensive research, aimed at analyzing its performance, impact and effectiveness. As a renowned advocacy group operating in Panchayati Raj System, the organization has attracted considerable attention due to its unique way to help poor people to avail governmental services and purported positive contributions to various stakeholders.

4.1 CASE STUDY: “Bridging the Gap: Tukutoli’s Journey to Sustainable Development through Advocacy and Government Collaboration”

Tukutoli is a small tribal village, there are 120 households in this village, situated in Gumla District. There was lack of access to basic amenities, like access of clean drinking water, inefficient Public Distribution System, Anganwadi Center for child and early education, inaccessibility to government entitlements. Villagers had lack of awareness about constitutional rights and governmental services. These are some factors that contribute to the backwardness of Tukutoli in Gumla, Jharkhand.



In this situation Mission Badlaav's initiative i.e. **“Gaon Chalo, Gaon Badlo”** campaign for



rural marginalized communities in Gumla District turned out to be successful community – based advocacy group for providing rural marginalized communities with enhanced leadership opportunities to villagers. During this campaign two women Smt. Chandrakalla Toppo and Jyoti Gloriya Kujur have come forward to lead their village. And now they have become active member of Mission Badlaav. Now Tukutoli village has got all basic facilities. Mission Badlaav as an advocacy group dedicated to improving rural standard of living, identified the struggles faced

by Tukutoli and began working with the community. The group' approach involved mobilizing the villagers and utilizing formal complaint mechanism to bring change.

- **Community Mobilizing and Awareness:**

Mission Badlaav conducted Gram Sabha and workshop to educate villagers about their rights and the governments scheme to them.

They trained local leaders and villagers' representatives to effecting advocate for the community's needs and helped organize the villagers to voice their concerns collectively.

Filing a Complaint: Working through the Gram Panchayat, Mission Badlaav helped the community draft a formal complaint letter addressing their lack of basic amenities. This letter was submitted to the District Commissioner (DC), detailing the need for clean drinking water, an Anganwadi center, and a functional PDS.

4.2Case study 2:

It is a story of 6 years old child. His name is Prince Kumar. He is suffering from Sickel Cell Anemia. He is from Tonka Toli, Anand Nagar Ghaghara (Gumla). Some has told his mother about Mission Badlaav and provided Mobile No. of one of the members of Mission Badlaav. His mother made a call from that No. and shared her son's health issue and asked for help. The

child was admitted in Sadar District Hospital of Gumla. Blood cannot be bought in hospital. There is no one in his relatives to donate blood at that time Manikant Barla



(member of Mission Badlaav) donated blood to save his life in the name of Humanity. Manikant Barla is from Khunti District. He does not know the child even too he helped him. After getting blood parents of that child express thanks to donor. And Manikant Barla said I am happy about this.

4.3Case 3:

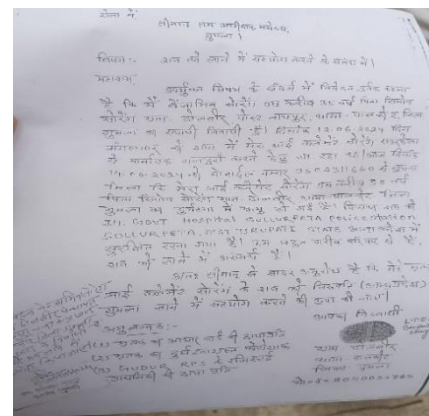
After the death of a migrant worker, Mission Badlaav team helped the deceased family in availing government help to bring back the dead body

There is village named Dholbir, Post- Nathpur, PS: Palkot, District: Gumla. It is a tribal area where people migrate to other state to earn their livelihood. One of Migrant labourer, name was going to Karnataka by train with his four friends. Unfortunately, he fell on the

railway track, and he passed away in this accident. His elder brother received a phone call from unknown no. and got information about his brother's death and his dead body is kept in Jh. Govt. Hospital Sullurpeta, Police station, Sullurpeta District: Tirupatti, State: Andhra Pradesh.

The deceased family belongs to poor tribal family, they did not know how to bring that dead by the help of government, they did not have knowledge about labor right. In this situation someone has told them to make a contact with Mission Badlaav and provide contact Number. They made a call to Founder of Mission Badlaav (Mr. Bhushan Bhagat). He helped directly to avail governmental services. The same day the deceased family got a check of 50 thousand to bring dead body from Tirupati. Labor Superintendent has responsibility of two district

Gumla and Simdega, Three days in Gumla and Three days in Simdega within a week. He was not available in his office that day and through what's app Mission Badlaav team sent the letter to Labor superintendent. And somehow deceased family got check as a Sahayata Raasi.



Chapter 5: Discussion

1. Lisa Jordan and Peter Van Tuijl's study (2000):

Jordan and Van Tuijl's research concluded that NGOs can manifest a new political reality and help people at the grassroots level by mobilizing, articulating, and representing their interests at various decision-making levels. This aligns closely with the findings of the current study on Mission Badlaav. The case study of Tukutoli village demonstrates how Mission Badlaav effectively mobilized the community, articulated their needs to local authorities, and represented their interests at the district level. This resulted in tangible improvements such as access to clean drinking water, establishment of an Anganwadi center, and a more functional Public Distribution System.

2. Susan O'Leary's study (2016):

O'Leary's research explored how NGOs can fulfill rights-based approaches' promises of self-determination for their beneficiaries through grassroots accountability practices. The current study on Mission Badlaav shows similar outcomes. By educating villagers about their rights, training local leaders, and facilitating direct communication with government officials, Mission Badlaav empowered the community to advocate for themselves. This approach aligns with O'Leary's concept of transformative monitoring and evaluation, where communities are actively involved in the accountability process.

3. Sanjay Kumar et al.'s study: Kumar et al.'s research highlighted significant issues in implementing developmental schemes in tribal areas, including inadequate financial allocations, inefficient execution, and a disconnect between policies and ground realities. While the current study doesn't directly address financial allocations, it does demonstrate how advocacy groups like Mission Badlaav can help bridge the gap between policies and ground realities. By facilitating communication between villagers and government officials, Mission Badlaav helped ensure that local needs were understood and addressed, potentially improving the efficiency of scheme implementation.

4. A Foot in the Door: Dalit Women in Panchayati Raj in Gujarat and Tamil Nadu:

This book emphasized the importance of supporting marginalized groups through training programs, enforcement of reservation policies, and the backing of NGOs. While the current study doesn't specifically focus on Dalit women, it does showcase how advocacy groups can support marginalized communities in tribal areas. Mission Badlaav's approach of conducting workshops, training local leaders, and facilitating community organization aligns with the book's recommendations for empowering marginalized groups to participate effectively in local governance.

Chapter 6: Conclusion and Recommendations

The objective wise conclusion and recommendations are as follows:

Objective 1: To examine the methods used by advocacy groups to raise awareness about rights and services concerning rural local self-governance.

Mission Badlaav employed various methods to raise awareness, including conducting Gram Sabha meetings and workshops, training local leaders, initiating the "Gaon Chalo, Gaon Badlo" campaign, and assisting with formal complaint mechanisms. These efforts effectively educated villagers about their rights and available government schemes. To further enhance these methods, it is recommended *to expand awareness programs to reach more communities, develop standardized training modules, collaborate with local media for wider outreach, and create user-friendly guides on formal complaint procedures. These recommendations aim to increase the scale and effectiveness of awareness-raising activities.*

Objective 2: To analyses the strategies employed by these groups to empower citizens for active participation in local governance.

The organization employed several strategies to empower citizens, including capacity building through training local leaders, facilitating direct communication between villagers and officials, organizing collective action, and guiding the community in using formal channels. These strategies significantly enhanced citizen participation in local governance. To build on these successes, it is recommended *to implement regular follow-up training sessions, establish formal communication channels for ongoing dialogue, encourage the formation of village-level committees, and develop a mobile application to simplify the complaint filing process. These recommendations are designed to sustain and deepen citizen engagement in local governance.*

Objective 3: To identify the challenges faced by advocacy groups and explore potential solutions.

While not explicitly stated, the study implies several challenges faced by advocacy groups, including lack of awareness among villagers, limited access to officials, and delays in service implementation. Mission Badlaav addressed these through awareness programs, bridging

communication gaps, and persistent advocacy. To further address these challenges and explore solutions, it is recommended *to conduct comprehensive needs assessments across multiple villages, establish partnerships with other NGOs and government agencies, implement a monitoring and evaluation system, and develop a mentorship program. These recommendations aim to enhance the effectiveness and reach of advocacy efforts while addressing systemic challenges.*

Other Recommendations

Recommendations aim to build upon the successes observed in the study while addressing potential areas for improvement and expansion of advocacy efforts in the Panchayati Raj system.

1. **Scale up successful interventions:** Replicate the Tukutoli model in other villages, adapting strategies as needed for local contexts.
2. **Enhance data collection:** Implement systematic data collection methods to quantify the impact of advocacy efforts.
3. **Promote sustainability:** Develop strategies to ensure continued community engagement and maintenance of achieved improvements.
4. **Policy advocacy:** Use successful case studies to advocate for policy changes at higher levels of government.
5. **Capacity building for advocacy groups:** Provide training and resources to strengthen the operational capabilities of advocacy groups.
6. **Foster inter-village networks:** Encourage knowledge sharing and collective action among different villages to amplify impact.
7. **Leverage technology:** Explore the use of digital platforms for wider reach and more efficient information dissemination.

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