METHODOLOGY

The chapter presents the research methodology spreading into four parts such as: research design: sampling plan, data collection, analysis and interpretation of the study.

Research Design

Initially, study used exploratory design to get the objectives clearly defined and to formulate the hypotheses. Afterwards, the research used descriptive design by forming a structured questionnaire and surveying the NGOs.

Sampling Plan

The sampling was done on the random basis. For the purpose of sampling frame and to collect the response, District Sirsa is considered. In District Sirsa out of 43 NGOs available in Sirsa, 30 NGOs have been selected randomly for the purpose of data collection. Responses were collected personally through well structured questionnaire from 30 NGOs (Annexure - A).

Data Collection

An extensive literature review facilitated theory development and item generation. Further, to answer the research questions (objectives of the study) and to verify/test the tentative answers (hypotheses of the study), the required information is identified. Moreover, structured questionnaire was developed, which was the main instrument used to collect the required information. It is thoroughly discussed with respondents to clarity and doubts, if any, regarding
what is asked. Secondary data was also collected from different several journals, articles, books, newspapers and business magazines. Furthermore, Internet is also used for gathering worldwide information.

**Statistical Analysis**

After collection of data through various sources, different techniques have been used for the analysis of data. A set of simple techniques of statistical analysis such as weighted mean, percentage, and ranking has been used. Wherever appropriate, chi-square test has been used to test the hypothesis. Most of them are obtained with the help of the computerized packages SPSS (13.0 versions): and Microsoft Excel. Interpretation of data is based on rigorous exercise aiming at the achievement of the objectives of the study and findings of the existing studies.