

T.C.

ISTANBUL COMMERCE UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION

MASTERS IN BUSINESS ADMINISTRATION

INVESTIGATING UNIVERSITY STUDENTS' PERCEPTIONS ON NON-GOVERNMENTAL ORGANIZATIONS IN THE GAMBIA

GAMBIA

MA Thesis

Aji Ndey Jeng

200008676

Advisor: ASSIST. PROF. Nurgül KELEŞ TAYŞİR

Istanbul, 2019

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Aji Ndey Jeng

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ABSTRACT

MA Thesis

UNIVERSITY STUDENTS' PERCEPTIONS ON NON-GOVERNMENTAL ORGANIZATIONS IN THE GAMBIA
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Istanbul Commerce University
Graduate School of Social Sciences
Department of Business Administration

Supervisor: ASSIST. PROF. Nurgül KELEŞ TAYŞİR

2019, 92 pages

The positive trend that NGOs have developed in this era is motivating many scholars and researchers to conduct myriad of studies regarding nongovernmental organizations. This study is not an exception as it aims to explore university students' perceptions on nongovernmental organizations. Further specific objectives are: to have a comprehensive understanding of NGOs, its classifications and importance, to explore peoples` level of trust in NGOs in the Gambia, to investigate whether the people of the Gambia want more or less NGOs and to scrutinize peoples` opinion on the importance of NGOs.

The study adapted qualitative method using semi-structured interviews through in-depth interviews in order to investigate people's perception, opinions, experiences and feelings on NGOs existence in the Gambia in order to contribute to greater insight on the theme. Coding method was applied through themes categorized to help explain the research questions and fulfill the research objectives. The results revealed that the participants held positive perceptions and trust towards NGO initiatives in the Gambia. Also discovered in the findings is that participants are aware of the importance of NGOs in promoting social, economic, cultural, human and civil rights. However, outline of the major issues are highlighted in the findings.

Key Words: Nongovernmental Organization (NGO), Perceptions, Trust, Gambia.

ÖZET

Yüksek Lisans Tezi

GAMBİA'LI ÜNİVERSİTE ÖĞRENCİLERİNİN SİVİL TOPLUM KURULUŞLARINA İLİŞKİN ALGILARI

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Business Adminstration

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STK 'ların bu dönemde geliştirdikleri olumlu eğilim, pek çok bilim adamı ve araştırmacının sivil toplum örgütleri ile ilgili çalışmalar yapmak için motive edici olduğunu göstermektedir. Bu çalışma, üniversite öğrencilerinin STK 'lara yönelik algılarını keşfetmeyi amaçlamaktadır. Araştırmanın spesifik hedeflerini şu şekilde sınıflamak mümkündür: STK 'ların, sınıflandırmalarının ve önemini kapsamlı bir şekilde anlamak, Gambia 'daki STK 'lara insanların güven seviyesini keşfetmek, Gambia halkının daha fazla veya daha az STK isteyip istemediğini araştırmak ve STK 'ların önemi hakkında üniversite öğrencilerinin görüşlerini ortaya koymak.

Çalışmada, Gambia 'daki STK 'lara yönelik üniversite öğrencilerinin algısını, görüşlerini, deneyimlerini ve duygularını araştırmaya yönelik derinlemesine mülakatlar yapılmıştır.. Sonuçlar, katılımcıların Gambiya 'daki STK'lara yönelik algıları ve, STK'ların sosyal, ekonomik, kültürel ve insan haklarının desteklenmesi konusundaki görüşlerini ortaya koymaya çalışmaktadır.

Anahtar Kelimeler: Sivil Toplum Kuruluşu (STK), algı, güven, Gambiya.

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Istanbul, 2019

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ABBREVIATIONS:

GRO	Grassroots Organization
INGO	International Non-governmental Organization
NGO	Non-governmental Organization
RGO	Residents Organization
TANGO	The Association of Non-governmental Organization
UN	United Nations
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNICEF	United Nations Children's Fund
UNHCFR	United Nations High Commissioner For Refugees
WB	World Bank
WFP	World Food Programme

CHAPTER 1

Introduction

This chapter presents the background information of the study and shines light on the proliferation of NGOs in the global context. Thereon I tried to examine the statement of the problem, the objectives of the study, research questions and finally the organization of the thesis as it provides the reader with easy flow of the study and helps to build better understanding of the phenomena.

1.1 Background Information of the Study

Today, the world has witnessed the proliferation of nongovernmental organizations (NGO) as never before. According to statistics provided by The Global Journal (2018) the total number of registered NGOs is estimated at 10million. Another important milestone is the total amount of aid channeled through these organizations. Records from Charities Aid Foundation (2018) show exponential growth of 1.2billion in 2012 to 1.4billion in 2014. Projections for 2030 indicate 2.5billion which almost doubled the last statistics in 2014 (www.cafonline.org). The reason for this paradigm shift could be attributed to the important role that NGOs play towards societal wellbeing and their structurally organized manner. These roles can be classified into three cohorts such as advocacy role, operational role and integrated & hybrid role (Teegen et.al. 2004). The advocacy role focuses particularly on political and civil rights; the operational role focuses on social, economic and cultural rights and the integrated & hybrid role is a combination of both operational and advocacy roles. Although these roles have existed decades back there were other terms like as charity organizations, voluntary organizations, religious groups, community cohorts, foundation and trade unions used to describe them.

The term NGO was first coined by the World Bank (WB) in 1949 (Vakil, 1997, p.2068). The fundamental lingering question is what must have caused the existence of these NGOs? First, NGOs existed to fill social, economic, and political gaps that governments could not,

would not or may not be able to provide. Secondly, NGOs surfaced to bridge gaps that the private sector may find unprofitable to venture into (Ewoh, 2002). "Non-governmental organizations have played an increasingly significant role in the development work during the past decades" (Ossewaarde et.al. 2008 and cited by Landoy, 2017). "NGOs work in various scales (international, national, local) and within a variety of orientations (welfare, development, education, networking and research" (Vakil, 1997 and cited by Landoy, 2017)

1.2 Statement of the Problem

There is rise in the number of NGOs operating in the Gambia geared towards alleviating poverty, raising standards of living and enhancing human rights dignity but until today the country seem to be tied down to poverty as never before despite government's efforts to exhale the country from such tragedy. The country being ranged the 15th poorest nations in the world is an indication that more is required from both the NGOs and government to eradicate these circumstances. The government of the Gambia has created some strategies and one of them is called PAGE in order to remedy the poverty situation but one begin to wonder if these strategies are working as anticipated. NGOs have been in the country and help in providing employment, social, economic, education, healthcare, agriculture, food security, credit to finance and so forth but little impact is visible. Therefore this study seeks to explore university students' perceptions on non-governmental organizations in the Gambia. The perceptions can broadly be categorizes as 'negative' or 'positive' depending on the participants opinion, experience, expectations and perceptions. Negative perception validates that the participant does devalue the NGO initiatives and positive perception validates that the participant value NGO initiatives.

1.3 Objectives of the Study

The main objective of this study is to investigate university students' perceptions on NGOs presence in the Gambia. In order to reach this objective the specific objectives of the study are:

- To have a comprehensive understanding of NGOs, its classifications and importance
- To explore university students' level of trust in NGOs in the Gambia
- To investigate whether the university students' of the Gambia want more or less NGOs
- To scrutinize university students' opinion on the importance of NGOs

1.4 Research Questions

- What are university students' perceptions towards NGOs presence in the Gambia?
- Do Gambians trust NGOs?
- How important are NGOs in providing food, clothing, housing and health services in the Gambia

1.5 Significance of the Study

This study tries to help explore university students' perceptions on NGOs in the Gambia although little data is found in the area. Therefore, this present paper will add to the reservoir of knowledge available in the field of research. Furthermore, the data available in the study can serve as building blocks for future researchers to draw upon in the field of NGO studies. It is important to note that this paper does not draw general conclusions given the limited time, resources and sample size available to complete the study. Hence, more information and data is required prior to conclude on the findings.

1.6 Motivation of the Study

Recently, there is mushrooming of both the number of NGOs and also donations channeled through them. The number of registered NGOs globally is estimated at 10million (www.Theglobaljournal.Net) and the donations made through these organizations in 2011

are 1.2 billion and in 2014 the amount upsurge to 1.4 billion. Further projection of 2.5billion is made for the year 2030 (www.cafonline.org). The same growth scenario exist in the Gambia but does this have any impact on societal wellbeing and also what do people perceive of NGOs presence. Thus, investigating on the logics surrounding these questions is the main motivation of the study. Secondly, despite all these funds coming to the Gambia, the country still remains the 15th poorest country in the world with GDP per capita of $1,664 (£1,357) (www.businessinsider.com). Due to these prevailing circumstances and in view of satisfying my own curiosity, I am motivated to dig into some findings to establish university students` viewpoints on the phenomenon.

1.7 Organization of the Thesis

The organization of the thesis is critical to this study as it provides the reader with easy flow of the paper. The thesis is divided into six (6) chapters. Chapter (1) begins with the introduction which consists of the background information, the objectives, significance of the study and finally the motivation of the study. Chapter (2) takes the reader through to the theoretical background of the study which includes the definition of NGOs, the classifications of NGOs and the importance of NGOs. Chapter (3) dwells into the methodology used in the study. This includes information on the research design employed, the data collection methods, sampling & population size, the interview process and analysis. Chapter (4) highlights NGO in the Gambian context. Chapter (5) examines the analysis and findings of the study. Just as in any research, the limitations of the study are also highlighted in chapter (5). Chapter (6) is the final and concludes the chapter with recommendations for the NGOs, government and policy makers, suggestions for future research and policy advice.

CHAPTER 2

Literature Review

Introduction

Before elaborating further into the study, it is important to echo back to what other researchers have previously done regarding the phenomenon. According to Creswell (2003:131) it is crucial for the researcher to understand the relevance of theories as they seek to create guidance in investigating the phenomenon. In this study, I opted to first shed light on the definition of Non-governmental Organization commonly known as (NGO) the different classifications as they help provide a meaningful understanding followed by the importance of NGOs.

2.1 Definition of NGO

The term nongovernmental organizations (NGOs) was first used by the World Bank in 1949 (Vakil, 1997, 2068) although prior to this year which was marked as the colonial era myriad of not-for-profit seeking organizations such as charity organizations, voluntary organizations, religious groups, community cohorts, foundation and trade unions existed and were providing welfare support to the needy, education, agriculture, healthcare, disaster relief aids and so forth. Any organization whose activities lie outside government through public service delivery or commercial through private service delivery can be termed as nongovernmental organization. This can take any size, either big or small and included but not limited to religion, philanthropic actions in the form of grants and donations. Kramer (1998) defines NGOs as "self-governing and non-profit distributing, have some degree of voluntarism, and are expected to produce a public benefit."

From 1949 to date, there are other terms utilized to describe nongovernmental organizations and they range from grassroots organizations (GRO), indigenous or international nongovernmental organizations, and voluntary organization. According to Ewoh (2002), the emergence of NGOs was as a result of gaps that governments are neither capable of providing nor lies within their priority domain. These gap deficiencies give rise

to the mushrooming of NGOs globally. In most cases according to Dornbos (1990), this rapid increase in the number of NGOs specifically in Africa is as a result of certain hardship that African countries face. Vakil (1997), defines the term NGO as *"self-governing, private, not-for-profit organizations that are geared toward improving the quality of life of disadvantaged people; They are neither part of government nor controlled by a public body; As such, they are elements of civil society, which is a space or arena between households and the state which affords possibilities of concerted action and social self-organization."*

Today, NGO functions have drastically proliferated due to recent systems like good media communication channels, benefaction through membership donations, revenues from states in particular (Thomas-Slayer, 1992; Streeten, 1997; Fernando & Heston, 1998). This resonates with the opinion that Livernash (2010) gave as accounts to the evolution of NGOs. According to Livernash, NGOs that operate in the south are gaining independence from northern NGOs. Another account is the reinforcement of NGOs to network with other counterpart NGOs on a global context through establishing good communication channels to address problems. The final account is that southern NGOs are now reorganizing themselves in terms of policy studies and legal defense.

Recently as noted earlier, there is vast attention in the activities of nongovernmental organizations and one lingering question is, what must have triggered this interest? Two likely responses can explain this scenario. Fernando and Heston (1997) gave an account of the first answer that the birth of NGOs is as a result of organized social cohorts that attempt to fight the inequalities in societies. These imbalances can be gender, political, economic, social, ethnic or religious hence, all these are geared towards fighting all kinds of human sufferings and unchallengeable authority or dictatorship. The other answer is the disappointment that donors have with activities of public institutions and also avoidance of private sector dominance. One major setback in Africa is the high debt borrowing and political instability. In addition, many African countries according to Fernando and Heston (1997) are faced with problems of emigration and asylum seeking. Given these staggering situations has prompted the interventions of both international and indigenous

nongovernment organizations to help ameliorate peoples living conditions through the promotion of welfare, education and healthcare. There are NGOs that operate to serve the local needs of the people whereas others operate to serve personal membership needs and these NGOs can have their activities internationally, regionally or nationally.

Any not-for profit organizations with such attributes can be regarded as an NGO. Examples of such organizations according to Brown and Korten (1989) are *"savings clubs, squatter associations, communal labor-sharing groups, rural peoples' leagues, village water associations, irrigation user groups, women's associations, tribal unions, environmental advocacy groups, consumer and farmer cooperatives, human rights groups, policy analysis centers, labor unions, community service clubs, local development associations, tenants' associations, private colleges or hospitals, private relief organizations, and political actions groups."*

In 2003, the United Nations (UN) came with specific definition of an NGO and it capitulates as "*any non-profit, voluntary citizens' group which is organized on a local, national or international level. Task-oriented and driven by people with a common interest, NGOs perform a variety of services and humanitarian functions, bring citizens' concerns to Governments, monitor policies and encourage political participation at the community level. They provide analysis and expertise, serve as early warning mechanisms and help monitor and implement international agreements. Some are organized around specific issues, such as human rights, the environment or health" (Teegen et. al. 2004).*

In 2012, the World Bank (WB) also defined NGOs in a broader perspective which officially and unofficially outlines the definition. The definition spawns from the term "Civil Society" which encompasses "structures and processes" that functions outside the activities of both public and private sectors. The activities of civil society is what former U.S. Secretary of State Hillary Rodham Clinton (2009) regards as follows: *"Civil society activists and organizations work to improve the quality of people's lives and protect their rights, hold leaders accountable to their constituents, shine light on abuses in both the public and private sectors, and advance the rule of law and social justice."(Ritvo et al.,*

2013) These structures and processes is what WB outlined as *"the wide array of non-governmental and not-for-profit organizations that have a presence in public life, expressing the interests and values of their members or others, based on ethical, cultural, political, scientific, religious or philanthropic considerations, [including such diverse systems as]: community groups, non-governmental organizations (NGOs), labor unions, indigenous groups, charitable organizations, faith-based organizations, professional associations, and foundations."(Ritvo et. al. 2013)* Thus, in this study I will concur and adapt the above definition of NGO by the World Bank for two reasons. Firstly, because it is functional and diverse as it leaves no stone unturned. Secondly, it encapsulates all relevant activities and structures that qualify an institution to be regarded as nongovernmental or not-for-profit organization.

2.2 Classifications of NGOs

In order to have a better and meaningful understanding of NGOs prompted this study to examine the classifications of NGOs. Nongovernmental organizations or not-for profit organizations can be broadly classified into three (3) main cohorts. According to Teegen et. al. (2004) these are operational, advocacy and integrated & hybrid NGOs. Although operational and advocacy NGOs are usually seen as inverse to one another, however, human rights nongovernmental organizations cannot entirely bear the titles "human rights advocates" or "human rights practitioners." The way in which an NGO can be termed advocacy or operational depends largely on the direction in which it functions, the level of operation and firmness. The issue-orientations that NGOs take depend on its focus and for instance these can be developmental issues, poverty, peace, human rights, environmental, gender and to name but a few. Myriad of NGOs focuses on social problems and poverty amelioration whereas others focus mainly on human rights or advocacy. The different groups of NGOs can be explained below.

2.2.1 Advocacy NGOs

Advocacy NGOs are those that stand to help protect vulnerable groups in societies. According to Worms (2002), underprivileged or vulnerable members of the society are mostly powerless and voiceless due to their resource less circumstance henceforth, myriad of challenges that they come across do not consolidate with official principles and thus in contrary to harmonize the ordeal they face. Divergence in terms of religion, ethnicity, gender, race, voting rules and so forth are further reasons for people or groups to be exempted in making choices that affect their lives as Woods (2003) stated. The key roles of advocacy nongovernmental organizations are particularly political and civil rights. For example; echoing the voices of the vulnerable members of society and serving as lobbyist for international organizations like president of the European Bank for Reconstruction and Development (EBRD) in order to help provide projects in Eastern Europe and the former Soviet Union through universal human rights and government.

In studies conducted by (Florini, 2003; Offenheiser and Holcombe, 2003) highlighted the challenges that transnational NGOs face when trying to enter structures that concern their activities specifically if they want to advocate human rights which can be seen as an undermine to state power. The role of NGOs is not just limited to convince people that make important decisions towards helping inactive players but more so, act to unite these decision-makers with their counterparts and also with the inactive players. Advocacy NGOs operate to empower the vulnerable by paving way for them in institutions and making their voices heard especially in matters that concern them for the good of society and further reduce adverse effects from the activities of others (Wapner, 1996; Willetts, 1996; Delmas and Terlaak, 2001; Klein et al., 2001; Christmann and Taylor, 2002; Kolk and van Tulder, 2002; Doh and Guay, 2004; Vachani and Smith, 2004 and cited by Teegen et al., 2003). Examples of the activities that advocacy NGOs undertake are; government lobbying, R&D, conducting meetings, citizen tribunals, information dissemination, championing codes of conduct, monitoring and evaluation of others, organizing boycotts, representatives and advisory experts to decision-making forums and so forth (Hudson, 2002).

As Peterson (1992) stated, advocacy strategies for NGOs can be classified into two and these referred to as *"Inside"* and *"Outside"* strategies. The inside strategies focus on convincing the decision-maker. In this strategic role NGOs can play an important part with the powerful organization's as they are given formal position (Deslauriers and Kotschwar, 2003 and cited by Teegen et al., 2003) or as "partner" with important people that makes decisions (Brinkerhoff, 2002 and cited by Teegen et al., 2003). The outside strategies focus on organizing views of the masses. In this regard they can for instance through public views court appeals summon decision makers for their actions or try to mitigate their powers (Deri, 2003; Florini, 2003). Keohane and Nye, 1971; Mathews (1997 and cited by Teegen et al., 2003) noted that with these strategies give NGOs the leverage to come up with concrete systems that are both political and business driven and thereby substantiate their capacity to the public, private and society at large. Thanks to the field of management that shows how advocacy organizations have helped both public and private sectors improve their processes in solving problems.

2.2.2 Operational NGOs

Operational NGOs mostly focus on social, economic and cultural rights. These include healthcare, education, and clean water, provision of sanitary services, disaster relief, and emergency relief as in drought or famine. An example of an emergency famine situation was in Kantora District in the Gambia between 1942 and 1944. An Anglican Missionary by the name of Reverent John Faye developed a project to remedy the famine situation. Today in the Gambia, the same rescue methods are applied (Little, 1949). Operational NGOs now begins to understand the important roles of advocacy depending on the borders upon which they operate. In a forum conducted by local NGOs in West Africa a different mindset was born and from there it was ascertained that "NGOs have begun to recognize explicitly that development is a political process and not simply a matter of economic growth."

Barrow and Jennings (2001) also expressed the fundamental roles that NGOs play in redressing famine and development. In addition, they tried to explain how NGOs are able to create value mainly through operational activities which many people only pay attention to their advocacy role. For many decades, NGOs as 'safety nets' have made tremendous move (Hodess, 2001; Bach and Stark, 2002; Henderson, 2002; Ip et al., 2003), in making impossible markets possible (Florini, 2003), also in state situations where corruption, high borrowing and policies take center stage and where governments are unable to cater for its people (Brinkerhoff and Brinkerhoff, 2002), and cases in which worldwide challenges overlook the aims of political systems (Kaul, 2001; Lindenberg, 2001b; Teegen, 2003; Vachani, 2004 cited by Teegen et al., 2003).

The Red Cross/Red Crescent, Doctors without Borders and the World Wide Fund for Nature are among the broad nongovernmental organizations that perform operational activities like aid, medication and environmental activities respectively. Through the provision of goods and services, NGOs become experts in their field. This is as a result of their visible presences in challenging situations where government is either unwilling or unable to serve. However, these social welfare ideals and relative immunity from pressures to 'sell out' gives them advantage to earn more trust from the vulnerable members of society than the public sector. As a result, they are obliged to provide high-quality goods and services to the masses at affordable prices (Leonard, 2002).

2.2.3 Integrated and hybrid NGOs

Apart from operational and advocacy NGOs, there is another type of NGO called Integrated and hybrid NGOs which is a mix of the two. This occurs when an NGO's activities extends beyond its goals and incorporates the activities of the other. For example the movement from operational activities to advocacy activities or vice versa gives rise to Integrated and hybrid NGOs. Through social, economic and human rights activities that NGOs engage themselves augment the capacities of these areas. According to studies by Brown and Kalegaonkar (2002); Offenheiser and Holcombe, (2003), these activities are "establishing codes; providing training, resource access, and know-how concerning goods and service

delivery; sharing best practices; and creating and supporting institutional settings that promote social welfare". As mentioned by Teegen et al. (2003) key integration of these two activities is mostly found in "codes of conduct" for private public sectors (Kolk and van Tulder, 2001; Christmann and Taylor, 2002; Doh and Guay,2004 cited by Teegen et al., 2003). The UN Global Compact, the Global Reporting Initiative, the CERES principles, and the ISO 14000 environmental management standards are good examples of this established code of conduct. In establishing these codes of conduct, require NGOs to promote and empower their staff in order to gain the consent of the people that they are to serve (Florini, 2003). Through this process creates understanding and commitment by all parties including regulatory bodies for mutual benefit. As previously mentioned this is manifested in the inside and outside strategies by Ghemawat and Vachani, (2002). These strategies have transformed the way and manner in which public and private sector operate their activities thus, changed the behavior of how these sectors regard each other. NGOs interest and presence as gap fillers in situations where states cannot may not or should not provide social services to its citizens have greatly increased their societal importance. Therefore, specific attention has to be paid to the roles and responsibilities they play in this globalized world.

2.4 Importance of NGOs

Even though there have been numerous critics about the activities of NGOs as concluded by Unerman and O'Dwyer (2006) in their study on "NGO Accountability in United Kingdom". In 2006 British Broadcasting Corporation (BBC) World Service conducted a worldwide survey on people's opinion on NGOs which carried a positive viewpoint. The survey consisted of 37,572 people in 32 countries. From the results 60% of the respondents had positive opinion on NGOs influence whilst 12 % of the respondents expressed negative opinion (Globescan/PIPA, 2006). This significant percentage from the global opinion poll gave edge to NGOs than even United Nations (UN), World Bank (WB), International Monetary Fund (IMF), news media and global companies. The details of the findings revealed as follows "Europeans and North Americans are especially positive – Britain 70 percent, USA 64 percent, France 80 percent. The only countries to be at all lukewarm were

Mexico (39 percent positive, 23 percent negative), India, Sri Lanka, and Saudi Arabia, where majorities did not take a position. Positive views [towards NGOs] go up with education and income".

However, there is also substantial credit given to the important role that NGOs play in human rights particularly in the UN system. In 1945 San Fransisco, UN sponsored a meeting and incorporated NGO consultants in their team. This move aided the UN in the realization of consolidating Human Rights in its Charter. From 1948 when the Universal Declaration of Human Rights was adopted, NGOs still play an important role in reinforcing the UN systems and helped in the accomplishment of its treaties and conventions like "the 1979 Convention on the Elimination of All Forms of Discrimination against Women and the 1989 Convention on the Rights of the Child".

Often, NGOs have led the way in proposing new institutional arrangements in order to embody U.N. responses to human rights abuses. This leadership role that the NGOs have gained overtime could be attributed to their fundamental closeness with isolated members of societies thereby having them access to information relevant to human rights dilemmas. Furthermore, NGOs try to bridge the gap of human rights violations by soliciting international human rights measures that fall short in local, national and international systems of governance and justice. One very important function that NGOs played is the establishment of World Bank's Inspection Panel in September 1993. The creation of this panel is to find out violation rights complaints made against WB financed projects with regards to policies and procedures. Thanks to NGOs persuasion, the panel was able to oversee the first five years in existence of the World Bank. In addition, the responsibilities of the panel work within an umbrella of social, economic and environmental standards incorporating human rights association in its context. Thus, allowing the panel to be a part of matters that affect peoples' rights by the operations or interventions of the bank. NGOs play an advocacy role in situations where a developing country intends to contract with a multinational corporation or borrow from the World Bank.

Another important role that NGOs engage is the supervising of Multinational Enterprises (MNE) programs with voluntary "codes of conduct" like the UN Global Compact (Ruggie, 2001) and the Forest Stewardship Council (Domask, 2003). This code of conduct was ratified and established by the representation of 42 nations globally in 2003. The code spelt out fundamental & operational principles and standards to guide NGOs in their management. With this role, MNEs pay better attention to the services that they provide thus with the fear that if anything goes wrong in their activities they may risk being punished.

Meyer (1999) and Hirata (2002) highlighted fundamental role that NGOs have in connecting with societies which continuously motivate governments and multilateral institutions to channel their funding via them. Due to the multifunctional role that NGOs play, they may wish to operate big or small as per needed by its stakeholders and purpose of existence. Therefore, this flexibility gives them the advantage to focus in either one single geographical area or beyond where governments or states may not have access to given their boundary limits. Again, NGOs can provide services that commercial institutions may not wish to venture in given the non-profit nature of the segment. Given these circumstances, NGOs are capable to serve certain segment needs that government and commercial institutions fall short to deliver (Woller and Parsons, 2002).

Today, the proliferation of NGOs is phenomenal although their capacity not totally exploited due to inadequate funds, internal organizational shortcomings and the uncomfortable situations that states feel about their responsibilities. Apart from the imperative role that NGOs play in human rights, another key achievement is environmental and developmental policymaking in the developing world (Livernash, 2010). In attaining sustainable growth, grassroots organizations are more crucial than other NGO groups this could be as a result of their local presence and fundamental role in gathering funds to assist in long-term projects. Using this advantage, grassroots organizations are able to ignite standards of living of the community towards growth and development at a sustainable level. Furthermore and through corporations, they can persuade government with national policies that would contribute to societal wellbeing and finally connect parts of sustainable

development like ecology, economics, politics, and culture; and enable individuals to cope with change (Livernash, 2010).

Through service and national NGO collaborations can revamp cultural and economic disputes among local organizations, government agencies, and industrialized nations' institutions. Service NGOs can fund grassroots NGOs and further increase their knowledge capacity in addressing issues of concern through up-to-date methods. This knowledge transfer would help mitigate the gap that exist between the two groups which can further be diffused to other groups and build links with some networks or international structures (Livernash, 2010).

2.5 Perceptions on Nongovernmental Organizations

It is important to emphasize that study on public perceptions towards NGOs is scanty in the Gambia; however, other empirical studies regarding the phenomenon are discovered and explained. According to Reis and Moore (2005) perceptions are a combination of both "evaluative and non-evaluative understanding of a situation" which in other words is a blend of "cognitions (non-evaluative understanding); norms (internalized ideas about appropriate roles); and values (ideals about what might be)". In 2008, Bano concluded a survey on public perceptions on NGOs in Pakistan and the results of the findings revealed an "Overwhelming Distrust". Furthermore, the study revealed the failure of civil society organizations in mobilizing aid from members through voluntarism or donation. This could be attributed to the preconceived notions and distrust that the civil society in Pakistan regards NGOs. The respondents were asked whether they are familiar with the term NGO and any of those familiar with the term from the civil society and even educated professionals held negative perceptions that they would joking say 'There is a lot of money in poverty'; 'One can only look down on the poor from these NGOs' four-wheel drives; one cannot feel much for them'; and that NGOs represent 'marble coffee-table human rights' (Bano, 2008).

As highlighted by Henderson (2002), Sperling (1999) and Tvedt (1998) foreign donors that channel aid via NGOs to developing countries form selected groups within those civil societies who are familiar with their objective instead of that of the communities they are to benefit. These are some of the reasons why numerous studies examined the connection between NGOs, social capital and civil society. There are incapacities for NGOs that take development aid to organize civil society member involvement both through volunteering or donations although this is an argument that still remains among scholars. In other studies, the opinions revealed that "NGOs are actually an object of distrust" (Bano, 2008).

In 2002, a study was concluded by Fowler highlighted that NGOs 'in many developing countries, are the object of government mistrust and public suspicion'. A sighted example was in China where NGOs battle to tap into domestic resources due to inflexible political and social justice (Fowler, 2001). Another case at point is the perceptions held by Vietnamese towards NGOs as examined by Harper (1996). He explained that the lack of proper connections between NGOs and civil society raise eyebrows about NGO legitimacy among the people of Vietnam such that they regard NGOs as either "profit making" or "foreign organizations".

In Tanzania, a study on "attitudes towards NGOs initiatives aiming at alleviating poverty" was concluded by Manyama (2011) and the results of the findings revealed that many of the beneficiaries held negative attitudes towards NGO initiatives.

In Uganda, a study was conducted by Barr and Fafchamps investigating the satisfaction level of the local people towards NGOs activities. The results of the findings revealed two scenarios. One perception tends towards less satisfied and the other highly satisfied. Less satisfied meant that the "NGO was stationed in wealthy communities and remote areas whereas highly satisfied meant that the NGO used a participatory approach, either by having an NGO permanently present in the client-community, or community involvement in NGO decision making" (Barr & Fafchamps, 2006). "NGOs have sacrificed their legitimacy by participating in implementing the social-net programs required by donors (Holloway, 1999; Pearce, 2000)". As Holloway (1999) puts it, NGOs no longer occupy the

admirations that they believe to have. The people of the South have negative perceptions about them. This is as a result of the luxury lifestyles that NGOs convey in the forms of occupying sophisticated offices, running 4 x 4 cars and earning big salaries. For NGOs to enhance their legitimacy and cause positively, they must be seen as responsible institutions so that when they want to test other similar players in terms of their accountability they can prosper (Edwards, 2006).

In a study conducted by Grodeland (2006) exploring public perceptions of non-governmental organizations in Serbia, Bosnia & Herzegovina and Macedonia revealed their relationship to be "perceived as trouble" which was gathered through focus group outcomes. There were mixed views from the focus groups by country. In Serbia particularly the results indicated negative perceptions towards NGOs whereas in Bosnia & Herzegovina and Macedonia the results indicated positive perceptions on NGOs. Perceptions on participation seem to lose popularity among these people as small number of them show interest to take part in an NGO initiative. Interestingly, even with those participants in Serbia despite their positive attitude towards NGOs held suspicion about the activities of the NGOs, their legitimacy and long-term sustainability (Grodeland, 2006).

According to research concluded by Gelman and Gibelman (2004) on "A Loss of Credibility: Patterns of Wrongdoing Among Nongovernmental Organizations" he is with the notion that it is with impunity that most of the non-governmental organizations convey their duties upon, although he further pointed out that cases of wrong doing by NGOs begins to paint their image negatively which if the trend continues will eventually lead to public distrust. According to Gelman and Gibelman (2004) the great way to influence public perceptions faster is through the media which is either malignant or biased. However, given the inevitable scandals, people's suspicion about NGOs will perpetuate thereby deterring fundraisings actions and potential donations made through philanthropic gestures (Edelman, 1988; Zaller, 1992 and cited by Gelman and Gibelman (2004). On the other hand, Barber puts it "that there may be a deeper scandal that is the foundation of these public, corporate, and nonprofit misdeeds—a lack of faith in democratic institutions themselves" (Barber, 2002). By comparison with both the public and private sector, NGOs

are completely different from these institutions. The difference could be attributed to the fundamental roles that the NGOs play in addressing societal issues through their self-sacrificing, altruist and morality works that they do. Although, these crafted qualities that NGOs gained could find them vulnerable to public disappointment more than their counterparts (Leat, 1994; Salamon, 1995 and cited by Gelman and Gibelman, 2004). Also Eisenberg maintained that, "the public has a right to know about charitable behavior and to demand a high degree of accountability" (Eisenberg, 2000b, p. 47). And as Martine Letts, Secretary-General of the Australian Red Cross has noted, "When you receive donations from the public, you have to not only be open, transparent and accountable. But you have to be able to demonstrate it" (Gooch, 2003, p. 4).

In Ethiopia 2017, Landoy concluded a study on "NGO Relations on Development Work" Investigating "people's perceptions of NGO-government relations, NGO-NGO relations and NGO–locals relations in Ethiopia". The results of the findings revealed a wide spectrum of opinion. NGO-NGO relations were in two folds, one tends toward increasing 'trust and independency' whereas the other tends toward 'ineffective and expensive.' For NGO-local relations the results revealed 'Love/hate' situation as for those that love NGOs were satisfied with their initiatives and even want more but for those that expressed hatred are with the notion that NGO impact are unsolicited by the society. With NGO-government relations the results revealed political restrictions and the opinions for NGO staff were negative as they craft the government as barriers to development.

2.6 Summary of the Chapter

This chapter extensively examined the definitions of NGOs by different groups and scholars. The most notable definition and accepted in this study is by the World Bank (2012). The chapter elaborated on the broader classifications of NGOs in order to build a better understanding on the phenomenon. In fulfillment of one of the specific objectives of the study took this thesis to expand its findings on the fundamental roles and responsibilities that NGOs play. From the findings it is observed that NGOs have gained more credit on fostering human rights globally (Globescan/PIPA, 2006). Thanks to UN

through the adoption of Universal Declaration of Human Rights in 1948 the body was able to accomplishment its treaties and conventions like "the 1979 Convention on the Elimination of All Forms of Discrimination against Women and the 1989 Convention on the Rights of the Child". Meyer (1999) & Hirata (2002) also highlighted the fundamental role that NGOs gain in connecting with societies which continuously motivate governments and multilateral institutions to channel their funding via the NGOs. There are numerous studies done in different regions on people's perceptions on NGOs and according to their findings for example a study concluded by Fowler (2002), highlighted that NGOs 'in many developing countries, are the object of government mistrust and public suspicion'. In Serbia, Bosnia & Herzegovina and Macedonia the findings show the NGO-people relationship to be "perceived as trouble" (Grodeland, 2006. In 2008, Bano concluded a survey on public perceptions on NGOs in Pakistan and the results of the findings revealed an "Overwhelming Distrust" any of those familiar with the term from the civil society and even educated professionals held negative perceptions In other studies, the opinions revealed that "NGOs are actually an object of public distrust" (Bano, 2008). In Uganda, a study was conducted by Barr and Fafchamps (2006) investigating the satisfaction level of the local people towards NGOs activities. The results of the findings revealed two scenarios. One perception tends towards less satisfied and the other highly satisfied. Less satisfied meant that the "NGO was stationed in wealthy communities and remote areas whereas highly satisfied meant that the NGO used a participatory approach, either by having an NGO permanently present in the client-community, or community involvement in NGO decision making" (Barr & Fafchamps, 2006). Also in Vietnam the people tend to be skeptical of NGOs legitimacy and often regard them as "profit making" or "foreign organizations" (Harper**,** 1996). In 2011 another study on "attitudes towards NGOs initiatives aiming at alleviating poverty" was conducted by Manyama investigating the NGO-Beneficiaries relationship in Musoma district Tanzania and the results of the findings show negative attitudes towards NGOs**.** Because Africa specifically Gambia is one of the developing countries that is recently experiencing mushrooming of NGOs, it is imperative to understand perceptions towards NGOs in the Gambia. Thus, in the subsequent chapter I have explained the approaches that I adopted in order to shine light on the phenomena. .

CHAPTER 3

Research Methodology

Introduction

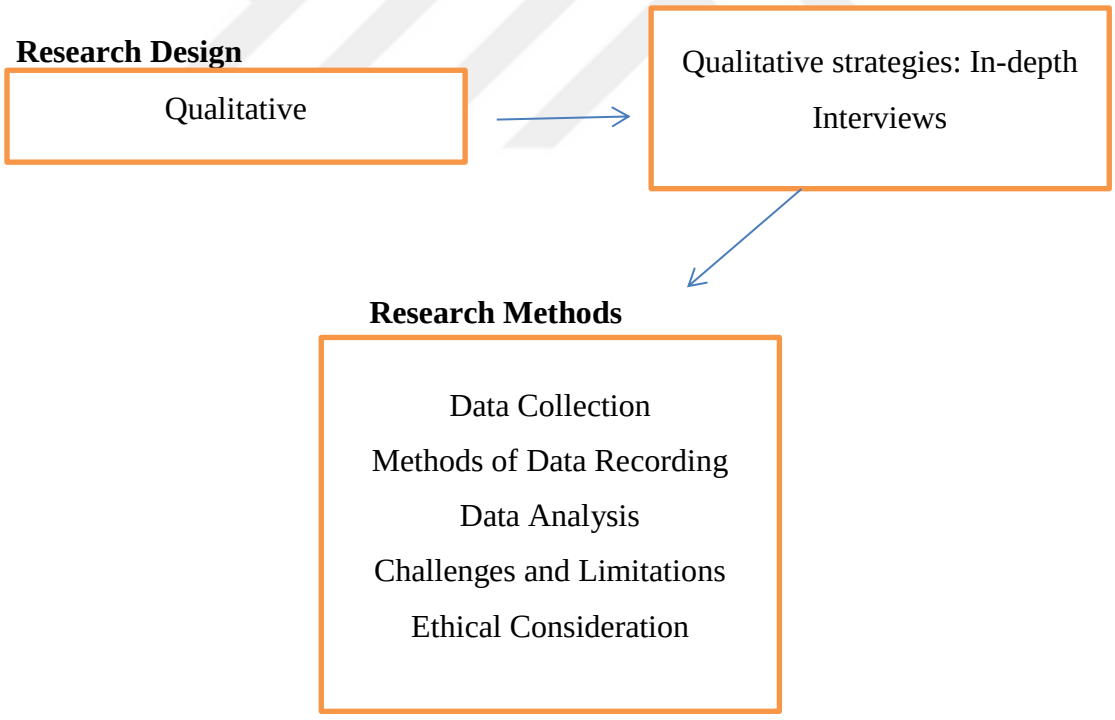
For the purpose of achieving two main goals of this study which are; to investigate university students' perceptions on NGOs presence in the Gambia and also to explore their level of trust in NGOs in the Gambia, hence, I opted to use qualitative research methods. According to Fossey et al. (2002) qualitative research is most suitable especially if the objective of the study is to establish an understanding as to how people see a specific problem. Patton & Cochran (2002) stated that there are three types of qualitative data collection method namely; "interviews, observation and documents." But in this study I opted for interviews in order to have "in-depth responses about people's perceptions, experiences, opinions, feelings and knowledge" (Patton & Cochran, 2002). Interviewing is a tool known to be very strong especially in the case of receiving information from people in order to allow them to talk more freely about their opinions (Kvale & Brinkmann, 2009). According to Dunn (2010) interviews are methods that are more interactive and allow for "spoken exchange of information." In addition, "knowledge about people's perceptions and experiences could be produced". This method helped to have the participants to comprehensively express their viewpoints about the NGOs in the Gambia.

"Qualitative research is characterized by its aims, which relate to understanding some aspect of social life, and its methods which (in general) generate words, rather than numbers, as data for analysis" (Pandey, 2018). In this process, "the interview is free to partly define and develop the relevant sub-themes or issues, but the interviewer presumably wants to avoid too wide departures from the overall of the research project". This study adapts the semi-structured method for two main reasons. First, because many of the articles we came across that tried to explore people's trust or perceptions on NGOs adapted this method in their studies. Second, because it allows the interviewer and the interviewee to fully interact in the process about the phenomena of interest.

Additionally, the chapter consists of sub-sections like the research design, the data collection method, sample size and targeted population. This was followed by the instruments used in the study, preparation of the interview guide, process of conducting the interview, methods of data recording, concluding note by the interviewee and finally deliberations on the data analysis method.

3.1 Research Design

Research design guides the researcher on the approach to follow in order to answer the research questions. In other words it is the vehicle that drives the research from the planning stage to the implementation level (Yin, 2009:18). The design is shown in Figure 1.



Source: Derived from Creswell (2009: 5) A framework for Design- The interconnections of Worldviews, Strategies of inquiry, and Research Methods.

Figure 1: Research Design Sketch

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As shown in Figure 1, is the research design that was adopted to suite the study. It sets out direction for the research and helps to answer the research questions. According to

Bhatcherjee (2012, p.3) research design "is a "blueprint" for empirical research aimed at answering specific research questions or testing specific hypotheses, and must specify at least three processes: (1) the data collection process, (2) the instrument development process, and (3) the sampling process.**"** He consecutively explained that research design is an all-inclusive way for data collection in empirical research project (Bhatcherjee 2012). In this study, I adopt the research design as a guide to help accomplish the objective of the phenomenon of interest.

The type of research employed in the study is qualitative in order to establish an understanding as to how people see the specific problem and the qualitative strategy is In-depth interview for responses about people's perceptions, experiences, opinions, feelings and knowledge" (Patton & Cochran, 2002). The next level captures the information about the way and manner in which the interview was conducted and concluded. The last and final level provides the analytical aspect of the research design which will be subsequently explained.

3.2 Data Collection Method

The data collection method adopted in this study is in-depth interview with single interviewee in order to satisfy the aim of the study. The Primary data was collected through in-depth interviews because according to Alshengeeti (2014) interviews are one of the most reliable means of collecting data. This process is a two way process between the interviewer and the interviewee through direct contact with each other which makes the process more authentic (Kvale,1996 and cited by Alshengeeti 2014). With this type of communication media, Mats (2011) contends three means which are; face-to-face, electronic and telephonic.

In this study, some of the interviews were face-to-face whilst the other interviews were recorded via telephone using electronic devices. Two applications were downloaded from the Google Play Store and they are *Call Recorder and Voice Recorder HD* which were both installed on 22 January 2019. These two applications helped in the recordings of all the

interviews which were extremely important in the facilitation of the data collection process. In the recording processes all the participants were duly informed about the recording and they all agreed and accepted prior to any recording being carried out. Furthermore, they were assured that the interview and the information were going to be kept confidential and all recordings done would be discarded immediately after message was transcribed. It is important to note that the participants were so much interested and eager to take part in the interviews to share their opinions on NGOs in the Gambia.

All the data collected in this study were self- administered by the researcher in order to have more authentic first-hand information. Therefore, primary data which is firsthand data conducted via in-depth interviews was collected rather than secondary data which is data collected by somebody else. According to Kvale and Brinkman (2009:1) the fundamental benefits of interview is that it allows people to comprehend the world in a different perspective and further understand the interviewees' opinions, attitudes and experiences on NGOs initiatives in a broader level. Hence, this method helps to investigate the participants' perceptions, trust, opinions and experiences with NGOs in the Gambia.

3.3 Sample Size and Targeted Population

This study's targeted population is Gambian university students who are studying in Turkey. To be more specific the study focuses on the perceptions of Gambian students living in Turkey for two key reasons: One is because I opted to collect primary data that is first-hand which is presumably believe to be more authentic and second because in my opinion intercultural experience gives individuals chance to look at their countries with different lenses.

According to Surbhi (2016) "population represents the entirety of persons, units, objects and anything that is capable of being conceived, having certain properties. On the contrary, the sample is a finite subset of the population that is chosen by a systematic process, to find out the characteristics of the parent set". Given those mentioned reasons there was the need for me to select the sample size on convenient basis for two good reasons. One very

fundamental reason is due to limited resources available and the other reason is time factor. Since this study is for academic purpose and all the resources employed towards the realization of the thesis are self-sponsored the strategy was to use convenience sampling which is a non-probability method in research. According to Dunn (2010) in qualitative research interviews take a lot of time and the sample size does not really matter especially if the data collected is rich (Dunn, 2010, cited by Fossey et al. 2002). Thus, a small number of samples can provide relevant information to the phenomena of interest.

The number of Gambian students registered according to sources from Association of Gambian Students in Turkey (AGAST) is one hundred and thirty-one (131) and they live in diverse parts of Turkey. Therefore, targeting the Gambian annual retreat event which was organized in Izmir from 24th to 28th January 2019 by AGAST was extremely important for the targeted population and sample size. Sixty (60) Gambian students attended this gathering and from which twenty two (22) volunteered to freely participate in the interview.

3.4 Instruments used

The instruments used were basically limited to the population of interest which is Gambian students living in Turkey. The below selection criteria was followed:

1. Must be a student pursuing any kind of degree program in Turkey.
2. Must understand the topic and willing to participate in the survey.
3. Participant must have at least some familiarization with NGOs and their activities.
4. Participant may come from either the urban or rural areas in the Gambia. The reason for this criterion is to have information in diverse opinions, experiences and perceptions about the participants' in order to build more understanding about the phenomenon of interest.

All the individuals that met the above criteria came forward and eagerly demonstrated their participatory interests and agreed to be contacted anytime to kick start the interviews.

3.5 Preparation of Interview Guide

As Creswell (2009) states, preparation of interview guides consumes a lot of time to create if a researcher hopes to receive accurate and vital data that suites the research questions and this study is not an exception. Therefore, after the questions were prepared I conducted a pre-test using a PhD student residing in Turkey for the pilot questions and the interview lasted for 35 minutes. This pilot test greatly helped map out the road for the research as the responses gathered were extremely important and encouraging for further diffusion to the selected sample. It was also helpful in determining the time frame for the interview and reconsideration on the types of questions to either add or subtract. After fine tuning the questions, it was just perfect to overlay it to the sample.

The interview guide was in two (2) sections where the first section (A) contains the participants demographics like; age, gender, marital status, educational level. The second section (B) comprises of four sub-sections with questions as follows:

1. Meaning of NGO, how familiar people they are with the term, how the participant got the NGO information, which NGOs are performing better and which are not and finally participants personal opinion on NGOS.
2. Understanding people's experiences with NGOs in terms of contact, benefits and which NGOs would the participants rather feel comfortable to ask for help when in need.
3. Investigating participants perceptions on NGOs like; what can NGOs do better, whether they prefer more or less of NGOs, how can participants expectations be met, examples of NGO programs and how are these projects appreciated, identification of socio-economic problems facing societies and whether NGOs help address them, how are projects sustained and beneficial to societies, identifying NGO strengths and weaknesses, NGO statement were the participant can either agree or disagree, how accessible are NGOs and their initiatives and final opinion about NGOs.

4. Exploring participants trust on NGOs like; how important are NGOs in fulfilling basic needs, whether the participant have volunteered in any NGO program before and any future interest, what opinions they have in NGOs with foreign funding, whether NGOs are distinct or not and finally whether NGOs are of public trust or distrust.

As a bonus, the participants were asked to give a final comment for the NGOs if they had any.

3.6 Process of Conducting the Interview

The process of conducting the interview spawns from the circumstance that I am pursuing my MBA Program in Istanbul, Turkey and further opted for primary data collection method which I thought was more convenient since I can easily contact Gambian students studying in Istanbul. Fortunately, I was able to access the university students because of my membership status to the Association of Gambian Student in Turkey (AGAST) which annually conducts a retreat and this time it was held in Izmir. The event was scheduled from 24th - 28th January 2019. All the students speak English language which really made the transcribing process successful. In addition, the participants' educational levels are diverse as some are at the bachelors' level, some Masters and some PhD students. Also interestingly, parts of the students are from the urban area and the other parts are from the rural areas. Therefore, this made the study more balanced, captivating yet diverse and that was even felt during the course of the interviews as most of them shared their rural childhood experiences with the NGOs in the Gambia.

Due to the demandingness of the retreat, I was unable to conduct the interviews but I had already got volunteers who were so enthusiastic to take part and immediately after the retreat I begun the interviews. Some of the participants that were living in Istanbul I met face-to-face and others that were living beyond I conducted the interviews via telephone using electronic recording applications mentioned earlier (ibid). The total number of

interviews was twenty two (22) and between 29th January and 3rd February 2019 all were completed and the transcribing followed thereafter.

3.7 Methods of Data Recording

The data recording in this study was done using two types of Google application downloader namely; *Call Recorder and Voice Recorder HD* which were both installed on 22 January 2019. These applications helped in the facilitation of the data collection process because the interviews were time consuming and if it was to be written during the deliberations of the participants a lot of relevant information might have been missed. With these recorded messages, transcribing the data was a bit convenient as the tapes were rewind and replayed multiple times in order to capture the entire interview word-by-word. The longest interview lasted for forty-three (43) minutes whilst the shortest interview lasted for twenty-two (22) minutes depending on the interviewees' time of responding to the interview questions. In transcribing the interviews, it took approximately between 2-3 hours to complete one. The tape method of recording interviews was done by previous researchers on the related topic and proven to be very efficient, convenient and unambiguous and this was cited by Farah (2012).

3.8 Interview Concluding Note

As a final concluding note the participants were asked to give their last words if they had any in terms of suggestion, recommendation or something that they wanted to mention but was not included in the questions. Many of them honestly shared some valid points that are noteworthy. Just like in any research, the participants were rest assured of their privacy in terms of name disclosure and that all the information provided is only used for the writing of this thesis and as such all recording done were discarded immediately after transcribed. That was an agreement between the interviewer and the interviewee prior to the start of the recording and was well honored as an ethical consideration. All the participants that took part in the interviews were enormously thanked for the willingness to participate and patience demonstrated towards the completion of the interview.

3.9 Data Analysis Method

All the interviews conducted were either call-recorded or voice-recorded with the approval of the interviewee and the message was discarded immediately after transcribed however, it is important to mention that this agreement with the participant was ethically honored. The data collection method adopted in this research is semi-structured using in-depth interviews and in analyzing the data coding method was used. According to Cope (2010), 'Coding' is a method in qualitative research where the researcher tries to downsize data into a smaller size like "packages". In other words it helps the researcher to identify and organize themes in qualitative data (Cope, 2010). In this present study I started the data analysis immediately after collecting the data in order to manage the time more resourcefully. Prior to coding the data, the entire information captured in both the call-recorded and voice-recorder was written word-by word but excluded interviewees' real identities. Thereafter, thematic content analysis was applied on the recorded interviews which were explained by McGuirk & O´Neill (2016). In this kind of analysis the entire information is read according to paragraphs and coded by either using a particular word or small axiom without stepping on the rationality of the manner. The coding really helped in analyzing and interpreting the data as transcribing the information in an interview can be overlong. The most important thing in coding is that it aids the researcher in organizing the data in a more systematic way in order to answer the research questions.

3.10 Challenges and Limitations of the Study

As in any research study challenges and limitations are bound to happen and this study cannot be different. For the fact that this study adopted in-depth interviews which are time consuming therefore the transcribing of the data word-by-word was quite challenging. One challenge that Manyama (2011) faced in investigating "Attitudes towards NGOs" and their initiatives aiming at alleviating poverty in Tanzania: The case of Musoma District, Mara Region" was participants reluctance to freely talk about the NGOs. Well, that was not the case in this study because the participants were able to freely discuss about NGOs and

share their opinions, experiences and perceptions. As in similar topics of this study, Manyama (2011) also mentioned experiencing huge challenges in terms of participants' expectations on financial gains after the interviews and the use of tape recorded was an issue. Again, fortunately the participants in this study were all students and never expected anything like financial rewards in return and further felt no discomfort in the tape recorded interviews which I believe relieved the enormous burden on this study and much more easier to complete with satisfaction.

The limitation of the study is the small sample size which cannot be generalized because in qualitative research the research is 'not based on random samples and statistical controls' as mentioned by (Niaz, 2007). In this case the results of the findings cannot be generalized given the limited sample size "but rather to provide a rich, contextualized understanding of some aspect of human experience through the intensive study of particular cases" (www.journals.elsevier.com)

3.11 Ethical Considerations

Just as the case maybe in any research process certain ethical considerations regarding participants' permission in taking part in the interviews was adequately followed. Participants were succinctly informed about the use of voice-recorder and call-recorder in the data collection process and fairly consensual acceptance was endorsed by the participant prior to taking part. Again, further agreement was made between the researcher and the participant that all tapes recorded during the course of the interview be deleted immediately after transcribing is completed. This was duly honored as all recordings were accordingly discarded.

3.12 Summary of the Chapter

This chapter tried to explain the methods that are applied in the study in order to guide the thesis. First, the research design was developed as an approach to follow in order to answer the research questions. In other words it acts as a roadmap for the thesis. The type of

research employed in the study is qualitative in order to establish an understanding as to how people see the specific problem (Fossey et al, 2002) and the qualitative strategy is in-depth interview for responses about people's perceptions, experiences, opinions, feelings and knowledge" (Patton & Cochran, 2002). The following level captured the information about the way and manner in which the interview was conducted and concluded. The last and final level provided the analytical aspect of the research design. Just like in any research field of study the challenges and limitations were heighted and ethical considerations was followed.

CHAPTER 4
The Gambia in Context

Introduction

The Gambia is one of the smallest countries in West Africa surrounded by Senegal with the river as its dominant geographic landmark. It is commonly known as the 'Smiling Coast of Africa' The area of the county is 10,689 square kilometers (4,127 sq. miles) and one third of the mouth lies along the Atlantic Ocean which gives it a strategic advantage for both fishing and trading. The country is considered as one of the most peaceful countries in the sub-region and its capital is called Banjul. Due to its colonization heritage by the British in 1820, the official language still remains English although there are other most spoken local languages and tribes like Wolof, Mandinka, Fula, Jola, Sarahule and Serer. The country is a multicultural society and unlike many African countries there is intermarriage between tribes. The major religions practiced are Islam and Christianity and Islam dominates with 90% of the population accepting the religion. The currency used as medium of exchange is 'Dalasi' although foreign currencies are also common. The country is divided into five administrative regions: Western, North Bank, Lower River, Central River and Upper River including two municipalities: Banjul and Kanifing.

The population of the Gambia is 2,077,864 people according to the last census in 2016 with an annual growth rate of 3% (GBOS, 2016). This population comprises of 49.50% males and 50.50% females. As expected in most African societies, the Gambia's expectancy rate is 61.19 years and adult literacy rate is at 55.6% (WPR, 2018). The fertility rate remains high at 4.2 compared to other African countries and 5.2 below the Sub-Saharan African average (UNESCO/GMR 2010). The country is well known for heavily dependent on peanut (groundnut) production and export which got its roots back from the British colonial era. When slavery was abolished in 1886, the British needed a substitute good for trade and therefore started producing groundnuts and exporting the product oversees to compensate for their lost wealth and continued to support the fledgling protectorate. Cashew nuts are also a promising source of export product for the Gambia. The beautiful beaches along its

small Atlantic coastline and the home of Kunta Kinteh who was the main character in Alex Haley's main novel 'Roots' at Jufureh are other well-known places for the Gambia. These have attracted tourists from all destinations thus making the country a tourism attraction area and export product for the Gambia. Furthermore, they serve as good source of foreign exchange currencies for the country couple up with the inflow of remittances from Gambians living abroad helps the country stabilize its economy.

Gambia is ranked "among the poorest countries in the world" (RoG, 2011). According to business insider, it is the 15th poorest country in the world with GDP per capita of $1,664 (£1,357) (www.businessinsider.com). It is ranked 168 out of 187 countries in the 2011 UNDP Human Development Index and 105 out of 147 in 2008 and 2009. 80% of the poor are in the agricultural sector and mostly farmers living in the rural areas where infrastructural development is low. Using its GDP per capital, the Gambia was ranked 44 out of 52 countries according to The African Union (AU). The Gambia is ranked 151 out of 169 countries on the Human Development Index (UNHDI, 2018) and 61.2% of the population classified as 'poor' (www.who.int).

In order to help mitigate the severe poverty situations in the Gambia, the government crafted certain policies, strategies, and programs (such as VISION 2020, PRSPII, MDGs, PAGE and sector policies in, respectively, Agriculture, Education and Health) have been "developed, adopted and implemented" (Benett et al., 2012). A team comprising of government, donor institutions, the media, CSOs and individuals was established to combat issues concerning poverty (Benett et al., 2012). Under the support of the UNDP, the Gambia government was able to establish a "national dialogue" initiative that is "to engage citizens on poverty issues and appropriate interventions" (DSFEA, 2002). The most important areas of focus are "agriculture, education and health (complemented by a cross-cutting program in Nutrition, Population and HIV-AIDS). This program was realized and sponsored by Strategy for Poverty Alleviation Coordinating Office (SPACO). In addition, this program brought together all stakeholders concerned and helps in cementing rapport amongst the local communities and grassroots NGOs. The stakeholders are Village Development Groups, Community-Based Organizations (CBOs), NGOs and Government

extension staff. Thanks to this national dialogue that communication flow was made possible. After the successful launch of the SPACO, the second initiative called Strategy for Poverty Alleviation (SPAII) was also launched spearheaded by TANGO to also cement the relationship amongst NGOs, donors, Government Departments of State, the Chamber of Commerce and representatives of other Civil Society Organizations. The main aim of the SPAII was to consider key priority areas like Agriculture, Education, and Health sectors at the forefront of their action plans.

4.1 NGOs in the Gambia

The existences of NGOs in the Gambia dates back to decades ago and have proliferated significantly over the years. The total number of NGOs registered according to The Association of Non-Governmental Organizations (TANGO) which was established in 1983 is eighty (80) and these NGOs venture areas range from operational and advocacy activities including both nationally and internationally based NGOs. This organization called TANGO was born to foster integration within the NGOs through membership and its functions are to circumvent NGOs repeating same activities and mitigate rivalry amongst the NGOs. In other words the association serves as an umbrella body for the NGOs with the mandate to coordinate and ensure that resources amassed by the NGOs are adequately optimized for "relief and social development purposes through collaboration, networking, and mutual reinforcement of each other's activities".

The major focus for these NGOs under the association TANGO are health, education, women's empowerment, agriculture and credit, as well as small enterprise development projects such as vegetable gardening, food processing and similar activities. With regards to the fulfillment of its advocacy responsibilities, the association also works on peace building activities, and the promotion of human rights and good governance. In terms of operational activities the association further engages towards improving the living standards of the poor and marginalized members of the Gambian society by supporting poverty reduction interventions as outlined in the national development objectives enshrined in the PRSP and MDGs. In as much as TANGO serves the NGOs initiatives over capacity building and

representative body and promoter, the association also helps its members in ways in which to provide services more effectively to civil societies. In this regard, meetings are frequently conducted within the NGO body to deliberate on pertinent issues that will help the NGOs in their dealings with the NGO community. This takes the form of sharing of important information, discussions on its realizations, accomplishments of tasks and dialogue within the member NGOs for the sake of synchronization to serve the societies better. With the NGOs togetherness will help the association meet its goals and focus on its mission that is "to contribute to national poverty reduction efforts by expanding membership and improving services to members in a cost-effective and financially sustainable manner" (www.tangogambia.org/thematic-group). The associations vision is "to become a dynamic, pro-active, innovative and inclusive NGO consortium, playing a key and constructive role in building a strong, vibrant and independent civil society, in an environmentally sound, democratic, peaceful and equitable Gambia" (www.tangogambia.org/thematic-group)

4.2 NGOs Venture Areas in the Gambia

The Thematic Grouping of Non-governmental Organizations is clustered by TANGO the umbrella body of NGOs in the Gambia. The NGOs are grouped into five (5) main functional categories geared towards distinguishing the activities that these NGOs carry out. The main reason in establishing these groups in the Gambia is to cement the good relationships between the NGOs and also the harmonization of the activities that are undergo so that each NGO can be seen as 'Champion' in its area of focus. Therefore, members of the association and even the non-members, the government and the general public can come together through meetings and share information to reach consensus and synchronize their activities effectively although important to note is that TANGO is not a 'thematic coalition'. Furthermore, "the creation of the groups also serves as capacity building and accountability mechanism for TANGO as an organization to encourage peer review and critical assessment of one another's interventions, programs and chart a way forward collectively and individually" (www.tangogambia.org/thematic-group). It is with this notion that predictions are made that the operational effectiveness of the cohorts will

reinforce TANGO's ability to promote its national development capabilities. The groupings are as shown on Table 1.

Table 1: Showing the Thematic groups of NGOs operating under TANGO in the Gambia

Climate, Agriculture & Environment	Education & Life Skills	Gender & Poverty	Human Rights & Governance	Youth, Child , Health & Population
Agency for Village Support (AVISU)	Alliance for Democracy (ADA)	Action Aid The Gambia (AATG)	International Society for Human Rights (ISHR)	4H The Gambia
Campaign for Development and Solidarity (FORUT) – Gambia	Association for Promoting Girls and Women's Advancement in The Gambia (APGWA)	Agency for the Development of Women and Children (ADWAC)	Media Agenda (MA)	Gambia Red Cross Society (GRCS)
Concern Universal (CU)	African Network for Information and Action Against Drugs (RAID) – Gambia	Catholic Relief Services – The Gambia Programme (CRS)	Pro-Poor Advocacy Group (Pro-PAG)	Child and environmental Development Association-The Gambia (CEDAG)
Freedom From Hunger Campaign (FFHC)	Anglican Mission Development Ministries (AMDM)	Gambia Committee on Traditional Practices (GAMCOTRAP)		DEGOO HIV/AIDS Support Organisation (DHASO)
Gambia Artisanal Fisheries and Development Association (GAMFIDA)	Association for International Arts and Theatre Communication (AIATG)	Gambia Women's Finance Association (GAWFA)		Foundation for Juvenile Deviance and Delinquency (FJDD)
Gambia Food and nutrition Association (GAFNA)	Association of Farmers, Educators and Traders (AFET)	Nigerian women association (NWA)		Gambia Epilepsy Association (GEA)
Gambia Rural and Development Agency (GARD)	Boka Loho Organisation of The Gambia (BLOG)	Vision Development Foundation (VDF)		Gambia Family Planning Association (GFPA)
International Relief Development (IRD)	Child fund – The Gambia – (CFTG)	West Africa network for Peace Building (WANEP)		Hand On Care (HOC)
Methodist Mission Agricultural Programme (MMAP)	Children in Gambia, Basse and Suduwol (CHIGAMBAS)	Women In Services, Development, Organisation and Management (WISDOM)		Health Promotion and Development Organisation (HePDO)
National Farmers' Association for Poverty Alleviation (NAFA)	Forum for Africa Women Educationalist Gambia(FAWEGAM)			Hope For Children – Gambia (HFC-G)
National Women's Farmers' Association (NAWFA)	Friends of The Gambia Association (FOTGA)			Human Development Society (HDS)
Njawara Agricultural Training Centre (NATC)	Fund for Africa and African-American Cultural and Educational Solidarity (FACES)			Juffureh and Albreda youth Association (JAYS)

Rural Development Association (RDA)	Future In Our Hands (FIOH)	Nova Scotia Gambia Association (NSGA)
Stay Green Foundation (SGF)	Gambia Association for the Physically Disabled (GAPD)	Precious Clinic Charitable Organisation (PCCO)
Trust Agency for Rural Development (TARUD)	Gambia Association of the Deaf and hard of Hearing (GADHOH)	Public Health research and Development Centre (CIAM)
	Gambia Organisation of Visually Impaired (GOVI)	Sheikh Abdoullah Jah charitable Foundation (SAJCF)
	Institute for Social Reformation and Action (ISRA)	Sight Savers International (SSI)
	Njawara Cultural Camp (NCC)	Women Advancement for Child care (WACC)
	Satang's Institute for Management, Marketing and Advocacy (SIMMA)	World view – The Gambia (WTG)
	Sheikh Mass Kah Islamic Foundation (SMKIF)	
	SOS Children's Village – The Gambia (SOS-CV)	
	Voluntary Service Overseas (VSO) – The Gambia	
	Wonder Years Centre for Excellence (WYCE)	
	Wuli and Sandu Development Agency (WASDA)	
	Young Men's Christian association (YMCA)	

Source: The Gambia Association of Non-governmental Organizations (TANGO Thematic Groupings) 2019.

In the Gambia the NGOs areas of interventions under the umbrella body TANGO are: (1) Climate, Agriculture and Environment, (2) Education & Life Skills, (3) Gender & Poverty, (4) Human Rights & Governance, (5) Youth, Child, Health & Population. The activities that these NGOs carried out are as summarized below.

The key areas of intervention for the Climate, Agriculture and Environment NGOs include augmenting farmers' food and agricultural production capacity from subsistence stage to selling cash crops. Educating the farmers with the right skills and knowledge in animal husbandry and allocating them with quality seeds for better production. NGOs also provide

ditches, crossing points, bridges, and swamps for rice production and storage facilities for sustainable agriculture which can create good employment opportunity for the farmers.

The main areas of intervention for the Education & Life Skills NGOs are providing scholarships for needy children, books, uniforms, school materials and small loans. The NGOs also facilitate training on leadership; inculcating good traits among the youths, educating farmers on farming techniques, provide health assistance to children especially the orphans and micro-finance in order to help address poverty issues through education. Others give food aid to children and families and further sponsor youths for higher education up to the university level.

The intervention areas for the Gender & Poverty NGOs include promoting women and educating them with health issues and helping with the basic socio-economic rights and against female genital mutilation (FGM). The programs include women's political, social, educational and reproductive rights. Some of the NGOs provide vocational training, mentoring on anti-substance abuse programs and girl's education. Other NGOs provide loans in the forms of microfinance and provide guidance through consultation and advice in garden crops, horticulture, poultry farming & nursery schools in order to help women become self-sufficient and contribute immensely in national development & civic rights activities.

Human Rights & Governance NGOs intervention areas range from promoting democracy and good governance and creating awareness to the societies. Other NGOs try to monitor civil rights violations, become loud-speakers for those in prison and advise their families in order to promote human rights. Some of the NGOs organize meetings with law enforcers and offer pro bono legal advice to human rights victims. Also conduct workshops and capacity building activities for rights lawyers & defenders campaigns for the greater awareness & adherence to various human rights treaties, good governance & to create links with parallel global & African rights organizations. Others disseminate information on international human rights instruments, civic education, gender issues, prepares manuals etc.

The Youth, Child, Health & Population NGOs areas of intervention include providing disaster first aid relief, helping in the treatment of diseases like infertility, STD testing, gynecological & obstetrics, childhood immunizations contraceptives for HIV/AIDS preventive measures and water supplies to needy communities. Other NGOs help to improve food quality, nutrition and preservation and also population feeding programs in order to fight poverty and encourage good health practices. The NGOs under the thematic groups and the activities they carry out are further highlighted. (www.tangogambia.org/thematic-group).

4.3 Summary of the Chapter

This chapter provided an overview of the Gambia in context and further highlighted NGOs presence in a broader perspective. Gambia is one of the smallest countries in West Africa with a population of two million (2 Million) inhabitants and ranked as the 15th poorest countries in the World (ibid). Amongst the poorest members of the country live in the rural areas and are farmers. The country has a youthful population which gives it an advantage for economic growth but unfortunately the unemployment rate is high and retards economic growth. The Gambia is dependent on peanuts and tourism as export products for socio-economic development and also the inflows of remittances from Gambians leaving abroad contribute immensely towards Gambia's economy. Given these prevailing circumstances has given rise to the mushrooming of NGOs in the Gambia to help bridge gaps that governments might find unable or unwilling to and also the services which the private sector may find unprofitable to venture into.

CHAPTER 5

Findings and Analysis

This chapter will provide the findings and then the analysis of the study. The findings comprise of the demographics of the participants in answering the basic questions like age, gender, marital status, educational level, the main research questions, the discussions of the participants towards their perceptions and trust on NGOs.

5.1 Participants' Demographics

A total number of twenty two (22) participants took part in the interview as shown in Table 2. Out of this number sixteen (16) which is (73%) were male students and six (6) which is (27%) were female students all living in diverse parts of Turkey. According to Fossey et al. (2002) the number of interviews administered in qualitative survey does not matter much the most important thing is the quality of the data gathered or the richness of its content. Ninety- one (91%) of the participants fall within the age cohort (20-29) and only nine (9%) fall within the age cohort (30-39). This is not surprising because usually these are the ages for student's pursuing for higher educational endeavors. Majority of the participants are single which represents seventy-seven (77%) whereas twenty-three (23%) are married. All those that are married are male and none are female. Given the age of the females, this situation is rather uncommon in the Gambia as females usually marry at an earlier age. The participants educational backgrounds varied proportionately as all three university levels are represented. Thirty-six (36%) of the participants are at undergrads level, fifty-four (54%) are at master's level and nine (9%) are at doctorate level. The diverse level of the participants' educational background was quite important to the study as it helped gave rise to different intellectual experiences, opinions and perceptions which was even felt during the course of the interviews.

Table 2: Showing Participants Demographic Characteristics

	%	N
Gender (n=22)		
Male	73	16
Female	27	6
Age (n=22)		
20-29	91	20
30-39	9	2
Marital Status (n=22)		
Single	77	17
Married	23	5
Educational Level (n=22)		
Undergraduate's Degree	36	8
Master's Degree	55	12
Doctorate Degree	9	2

5.2 Meaning of NGO, Experiences and Perceptions on NGOs

The previous section revealed the participants demographics information which was collected through in-depth interviews using semi-structured method and subsequently followed by the section which divulged on the meaning of NGO and the perceptions held by participants towards NGOs in the Gambia. The interview was first transcribed word-by-word whilst keeping the participant's names anonymous. Afterwards coding method was applied in order to downsize the transcripts into smaller 'packages' to create themes for better presentation of the findings (Cope, 2010, cited by Landoy, 2017). In order to do justice with regards to the courage, efforts and time that the participants took to share their viewpoints on NGOs I personally deemed it necessary to quote their words as per delivered. The themes developed were categorized into three broad categories and sub-categories as indicated below:

1) Experiences on NGO,
2) Perceptions on NGO,

3) Trust on NGO.

For all these broad themes, sub-themes were further developed to better explain the phenomena of interest.

The total number of participants that took part in the interviews was twenty-two (22). Out of this number two (2) were PhD students, twelve (12) were master's students and eight (8) were undergraduate students.

One (1) of the PhD students is from Medeniyet University and one (1) from Istanbul Ticaret University. Two (2) out of the twelve (12) participants are from Ege University, two (2) from Kocaeli University, one (1) from Istanbul Ticaret University, one (1) from Sakarya University, one (1) from Izmir University, one (1) from Marmara University, one (1) from Eskisehir Osmangazi University, one (1) from Ataturk University, one (1) from Istanbul Sabahattin Zaim and one (1) from Gebze Technical University. Two (2) out of the Eight (8) participants are from Ege University, one (1) from Eskisehir Osmangazi University, one (1) from Yalova University, one (1) from Izmir University, one (1) from Selcuk University, one (1) from Istanbul Ticaret University and one (1) was from Bolu Abant Izzet Baysal University.

The participants were also from diverse departments. Four (4) out of the twenty-two (22) participants are from the Department of Business Administration, four (4) are from the Department of Economics and three (3) are from the Department of Computer Engineering. Two (2) are from the Department of International Relations, one (1) participant was from the Department of Physics, one (1) from the Department of Chemistry and one (1) was from the Department of Political Science & Public Administration. One (1) participant was from the Department of Aviation Science & Technology, one (1) from the Department of Political Science & International Relations, one (1) from the Department of Accounting & Finance, one (1) from the Department of International Finance Participation (Islamic) Banking, one (1) from the Department of Biochemistry and one (1) was from the Department of Mechatronics Engineering.

5.3 Meaning of NGO and Familiarization with the Term

From the results of the findings, it was discovered that all the (22) participants were familiar with the term NGO. On the meaning of NGO, the question: *Q: are you familiar with the term NGO?* was intentionally included in the research question in order to test the participant's knowledge about NGOs. This has demonstrated that Gambian literates are aware of the existence of NGOs and are quite familiar with the activities that they carry out to the communities.

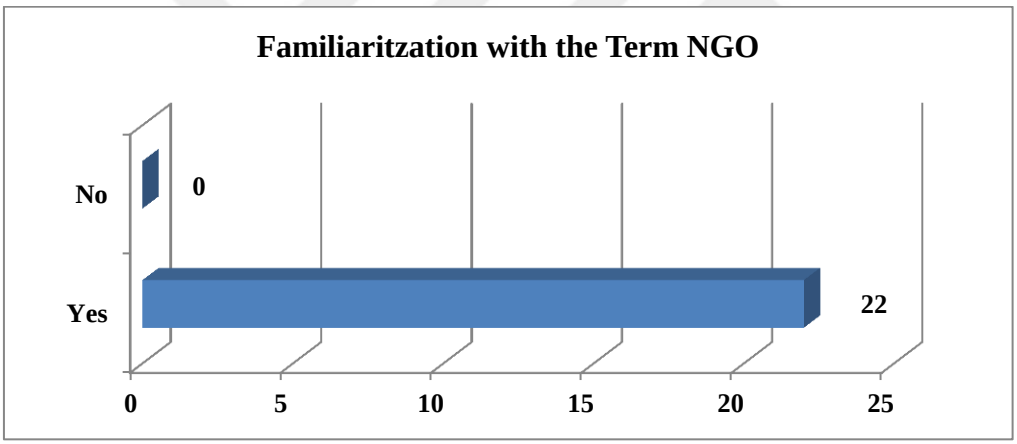


Figure 2: Showing Participants Familiarization with the Term NGO

5.4: Classifications of NGOs Based on Participants' List

Participants indicated the NGOs that they are familiar with through listing seven when asked: *Q: which NGOs in the Gambia are you familiar with and can you please list up to 7?* The findings revealed that participants are quite knowledgeable about the NGOs operating in the Gambia. The results were overwhelming because out of the twenty two (22) participants, only four (4) participants listed up to four (4) NGOs, other than them the rest were able to list seven (7) and rank them according to their importance and the ones that best serve their communities.The results of the findings are categorized as per the

theoretical background on the classifications of NGOs in the quest to answer one of the specific research questions. The results are shown on Table 4 in the Appendices Section.

5.5 Information Source about the NGOs Existence

From the findings, participants indicated the medium through which the NGOs were discovered. The sources mentioned boiled down to the following:

1. Advertisement through Posters, Newspaper, TV etc.
2. Social Media
3. Physical Awareness
4. Digital platforms, Internet or online
5. Volunteering or participation
6. Friends or Families

5.6 Projects Implemented by NGOs

Participants were asked to indicate projects known from the NGOs in the Gambia in this question format: Q: *Do you know any projects from these NGOs and if yes, which projects?* According to the findings majority of the participants are conscious about the projects implemented by these NGOs. The results of the findings are as shown on Table 3 in the Appendices Section.

5.7 Selection Based on NGO Effectiveness

The rationale behind this selection is the frequency at which the NGOs were mentioned by the participants as the most effective NGO according to personal opinions. *Q: In terms of performance from the listed NGOs which ones do you think is more effective?* The participants were able to reveal the most effective NGOs therefore, on those bases I consider it necessary to give an account of the activities that the selected NGOs implement.

The NGOs chosen by the participants as the most effective in the Gambia are as shown in Table 5.

Table 5: List of Selected NGOs Based on Participants' Choice

NAME OF NGO	PARTICIPANTS' CHOICE OF NGO BY EFFECTIVENESS
ACTION AID	4
CHILD FUND	3
SOS CHILDREN'S VILLAGE BAKOTEH	3
GAMBIA RED CROSS SOCIETY	2
GAMBIA FAMILY PLANNING	1
GLOBAL FUND	1
MEDICAL RESEARCH COUNCIL	1
FAWEGAM	1
PARACHUTE	1
BAFROW	1
SALIMATOU FOUNDATION FOR EDUCATION	1
MUTAPOLA VOICES THE GAMBIA	1
UNICEF	1
YOUTH EMPLOYMENT PROJECT	1

The results from the findings on Table 5 show Action Aid the Gambia topping with four (4) participants choosing it as the most effective NGO in the Gambia. This was followed by Child Fund with three (3) participants, SOS Children's Village Bakoteh also with three (3) participants and then Gambia Red Cross Society with two (2) participants. The participants revealed that the activities implemented by these NGOs serve as the reason behind the choice as the most effective NGOs in the Gambia. These NGOs evolve within the spectrum of youth empowerment, education, health, women empowerment and first aid services. The rest of the NGOs were chosen one time by participants. The four NGOs that topped from the list are as summarized below. From the pilot study, very useful information was captured and stated as:

> *"I think Action Aid I would rate as the most effective for the simple fact that perhaps I am more familiar with but also for the fact that the type of activities they are engage in is quite relevant for the communities in which they are involve in like*

issues dealing with poverty and access to credit. I think these are very important issues that our communities need so I would rank them as the most effective in this" (Participant 1).

5.7.1 Action Aid International The Gambia (AAITG)

Action Aid the Gambia is a nongovernmental organization established in 1979 that functions under the category of Hybrid NGOs which is a combination of both Operational and Advocacy NGOs. It has a blend of both national and international characteristics and provides social services to the poor and needy in forty (40) different counties globally. Its main aim is to eradicate poverty and foster human rights so as to hold unique position in terms of their operations. Furthermore, the NGO also believes that once people's lives are augmented they can eventually be self-sufficient. Thus, creating opportunities for the poor and needy is quite pertinent to the NGO. Action Aid International the Gambia (AAITG) is an Affiliate Member of Action Aid International (AAI) a global movement of people working to further human rights for all and defeat poverty. Its main target is the rural Gambia which constitutes the poorest members of the society such as; Niamina West, Niamina Dankunku and Niamina East districts in the Central River Region and in Upper Niumi in the North Bank Region. It has also created programs that are strategically driven since its establishment. On the basis of transparency, accountability, learning and planning Action-Aid adopted the 'Human Rights Based Approach (HRBA)' to development as per the needy and marginalized. The rationale behind employing this approach is for the empowerment of society so as to hold governments responsible to policies that affect the lives of the disadvantaged members of society for sustained development involvements. One participant revealed an important opinion regarding AAITG as the most effective NGO as:

"I will choose ACTION AID THE GAMBIA because they do not only operate within the urban centers but they go excellent to the length and breadth of the Gambia. They are so much educated to enforcing the poor and the marginalized people in the

Gambia by proving welfare needs by providing access to education and by doing lots of things and initiating projects that are of greater use" (Participant 4).

5.7.2 Child Fund (CF)

Child Fund is an NGO operating in the Gambia that has its roots since 1984 and previously called Christian Children's Fund. Its focus is under the Operational category of NGOs and function in the rural Gambia especially the Central River Region and the West Coast Region. The operational functions are mainly focus in; child welfare, agricultural crops production, food aid distribution, school building, healthcare, rural business enterprises, water well supplies and filtration, self-sustaining self-employment, micro-credit and loans, livestock production, artisanal, fisheries development in the Gambia. One noble project that CF engaged in was between May –October 2012 during the food crisis in the rural Gambia particularly in the Western Region (WCR) where many of the 8000 family victims from the 30 communities benefited through The Gambia Food Distribution Project (CF). The areas of operational activities that Child Fund engages in are, Children's sponsorship education programs, Child advocacy & welfare schemes, Early childhood development, Emergency relief aid, Health & immunizations, Nutritional feeding programs the young & families, Reading & numeracy, Youth vocational training, Water and sanitation initiatives.

One participant revealed support for this NGO as:

"CHILD FUND has been giving scholarships to many underprivileged students and many families that have difficulties in fulfilling their daily needs (Participant 16).

5.7.3 SOS Children's Village Bakoteh (SOS)

SOS Children's Village is an international base nongovernmental organization and one of the oldest and most popular NGO established in the Gambia since 1982 which started with the Children's Village and Mr. Otto Brönnimann began as the head. The focus domain of SOS is on the category of Operational NGOs such as training, education and healthcare.

SOS has a kindergarten, primary and secondary school that operate under the main umbrella organization which is 'SOS Kinderdorf International'. The aim of the charitable organization was as a result of children that were homeless around the urban areas and the organization though best to establish a home for the affected children. In 1984, the organization expanded its operations and established a vocational training center in order to help equip youths with skills and knowledge that can guarantee the youths with employment opportunities. The trainings conducted were in three key areas namely, auto mechanic, metal fabrication and carpentry. Later in 1999, the organization opened another vocational training center that teaches staff and mothers with trainings in areas like; economics, childcare & development, arts & craft, simple agricultural techniques and textiles. Prior to 1999, that is in the year 1991 young people from the rural areas over 16 years old were accommodated in order to prepare those youths to become responsible adults and independent in their future endeavors. In terms of fulfilling SOS healthcare ambition, the organization established a medical clinic that treats 10,000 patients annually. These include women and children of all ages. The health facility included children's and maternity wards, ultrasound machine, a dispensing pharmacy, X-ray room and radiographer and other health facilities.

There was a participant that revealed support for this NGO and stated as:

> *"The SOS because since I was a child there was a woman in our compound who benefitted from their help like when she gave birth she could not raise her children. SOS took the children and supported them until when they grew up and then they gave the children back to her. So they are very effective" (Participant 21).*

5.7.4 Gambia Red Cross Society (GRCS)

In 1948, The Gambia Red Cross Society (GRCS) began operation in the Gambia by an act of parliament as a voluntary relief organization, auxiliary to the public authority, particularly to the Medical Service of the Armed Forces in accordance with the Geneva Conventions. During the year under review the GRCS was within the umbrella of the

British Red Cross until in 1966 when it was formerly acknowledged as Independent National Society (NS). The organization consists of thousands of members and active volunteers and has offices in each of the administrative regions and municipalities in the Gambia. In 1974, the Gambia Red Cross Society was officially acknowledged at the global foundation of the International Federation of Red Cross and Red Crescent IFRC and later in 1975 by the International Committee of Red Cross ICRC. This means that the GRCS adheres to the basic fundamental principles of the Red Cross Movement which are; humanity, impartiality, neutrality, independence, voluntary service, unity, and universality. The organization's recognition based on the stated principles permits GRCS to operate independently without government interference in any way other than that of the movement that it functions.

An important quote was revealed by one participant for choosing GRCS as stated:

> *"The Gambia Red Cross Society and the reason being that the association has its sub-association in every school in the four corners of the country and well known for its excellent service"(Participant 11)*

5.8 Benefits from an NGO Initiative

The data collected revealed the number of participants that benefitted from an NGO operating either nationally or internationally. From the findings, sixteen (16) which is 73% out of the twenty-two (22) participants benefited from the initiatives of an NGO whereas six (6) which is 27% of the participants had not benefitted from an NGO initiative. Among those that benefitted from NGO initiative considered programs such as school feeding programs, junior school scholarships, bed nets, immunizations, first aid and free medical services as those that they enjoyed to be regarded as benefits. These programs mentioned can be broadly categorized as communal benefits that the participants enjoyed at very tender ages from the NGOs.

One of the participants explained his/her NGO experience as:

"Yes I have benefitted a lot from that information and it helped me actually with the realization of what was me that without them I would not have probably known. For HUMANITY FIRST I attended a high school that was sponsored by them so obviously that had a direct impact on me because from the education that they have helped sponsor me, today I can say I am in a better position".(Participant 12)

The results of the findings are as shown in Figure 3.

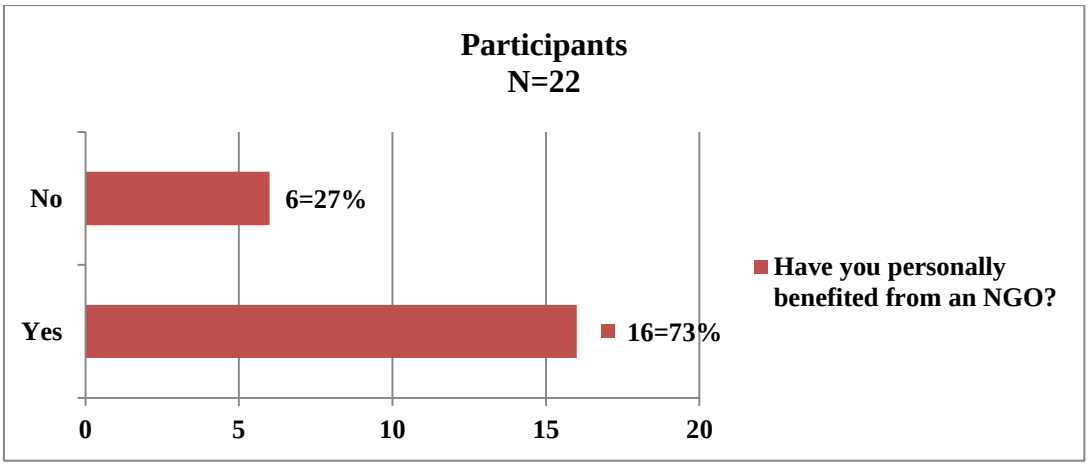


Figure 3: Showing Participants' Benefit Status from NGO Initiative

5.9 "Preferred Institution to Contact for Help"

There were diverse opinions held by participants' on the preferred organization to visit in terms of fulfilling certain needs that an individual may wish to satisfy. As shown in Table 6 summarizes the findings.

Table 6: Showing Participants Choice of Institution for Help

Preferred Institution for Help	N =22	Benefitted from any of the institutions before	Not benefitted from any of the institutions before
Government	4	3	1
Local/ Resident/Grassroots NGO	9	7	2
International NGO	9	6	3

The results of the findings as shown in Table 6 represent the participants' preference of institution in the event of satisfying a need and also where benefited from. Participant 1 from the pilot study contended that he/she would rather visit a government institution as they mainly exist to cater for their citizenry. The perception revealed by the participant regarding choice of institution to fix a need is stated as:

> *"I would first contact a government institution. For the simple reason that if I am in need of any assistance and there is a government institution that can help I think it's my constitutional right to that rather than knocking the door of an NGO for which I am expecting help which may or may not come. I feel more confident to go the other way. If there is a government institution that can help, I would rather prefer to go there and exploit that opportunity first" (Participant 1).*

This participant is aware of his/her citizenry rights and expressed the perception that governments are inexistence to serve its people and the NGOs only exist to complement government's development efforts. Similar opinion was contended by Participant 18 who in his/her opinion stated as:

> *"I think i would go in for the government because the government is there for everyone and they should take responsibility for the people. In fact they should be the one assisting the local NGOs to become powerful. They should not be in competition with them or whatever is there. So government is there for providing everything" (Participant 18).*

Participants 4, 5, 12, 13, 15, 16, 19 and 22 all shared similar perceptions for the locally based NGOs commonly known as grassroots NGOs (GRO) or residents NGOs (RNGO) for the reasons that these NGOs tend to adequately understand society's dilemmas and are more willing to address problems better than government and international NGOs. For all those that prefer residents NGO share similar opinion that the NGOs are more responding to people's needs. This was clearly stated by some participants in the succeeding quotes as:

> *"If I was in need for assistance I would want to go to the grassroots NGO. For the grassroots NGOs is not about the money but the willingness to participate and to*

make change. Yes the international NGOs that are the international ones they have funds to take care of projects and most of these NGOs the employees are paid. But for the grassroots NGOs these are people that are willingly and voluntarily taking part in these NGOs to see that projects are implemented to see that they make change because it is their country and they come together to create these NGOs to implement their projects. But for them it is not about the funds it's about the willingness and the courage to participate in the implementations of projects. So i think if i need any help i would go to the grassroots NGOs to see that the help has been solved or executed unlike an International NGO or government institution. For the government institutions, there are lots of bureaucracies that happen there. For the international NGOs funds is a question but grassroots NGOs it is the willingness that we are asking. That is the willingness and the ability to implement projects" (Participant 5).

"I would rather go in for the Gambia local based NGOs. That is so because I believe that they are more connected to the indigenous people and they know our societal problems and they can easily understand us because it is something that we need. And I believe that they will be more effective in their response so actually I would rather go to them" (Participant 15).

"I would prefer the Gambian NGOs because I am pretty sure that the Gambian own better know their people. I'm sure that they will be more willing to help as they will understand you more" (Participant 22).

Participant 5 highlighted above made key discrepancies between the government institutions and grassroots NGOs in terms of accessing the initiatives of the institutions. He buttress on lengthy bureaucracies commonly regarded as RED-TAPES in government institutions that hinder operational efficiencies and prevents action or decision-making which is a concept by Max Weber in the Classical School of Management. The participant viewed the residents NGOs to be better responsive in approaching and addressing to people's needs due to its willingness spirit to impact change. Similar sentiments were expressed by one participant as quoted:

"I would rather go to a Gambian locally based NGO because they have been with us since the inception so I think they know how we feel and they know our problems better because they have lived with us since, know our circumstances and are able to cater for the people better" (Participant 16).

Participant 16 also regards grassroots NGOs as problem solving institutions and better providers to society. The following statements commensurate with those expressed by Livernash 2010 that in order to attain sustainable growth, grassroots organizations are more crucial than other NGO groups. This according to him could be as a result of their local presence and fundamental role in gathering funds to assist in long-term projects. Using this advantage, grassroots organizations are able to ignite standards of living of the community towards growth and development at a sustainable level. Furthermore and through corporations, they can persuade government with national policies that would contribute to societal wellbeing and finally connect parts of sustainable development like ecology, economics, politics, and culture; and enable individuals to cope with change (Livernash, 2010).

In terms of contacting International NGOs commonly regarded as INGOs for assistance Participants 3, 7, 9, 10, 11, 14, 17, 20 and 21 all advocated for those institutions. Many of the reasons they unanimously agreed on boil down to the INGOs high capacity in funding projects, better service delivery, more organized manner and better experience in the field. According to participants' opinions, these INGOs are more financially resources endowed and can address huge problems that governments or grassroots NGOs may find challenging. Some of the quotes are highlighted as stated:

> *"I would go in for the International NGO. The reason being they are much more reliable as compared to the national one. And the experience that they give to the society is way better than that of the locally based NGO" (Participant 11).*

For participant 11, dependability, service delivery and expertise is paramount and key differentiator between GROs and INGOs.

> *"Well I guess I would try an international NGO because if you take the government for instance they have a lot on their plate to deal with so for them to concentrate on trying to help me might be a bit difficult. For the local NGOs they might be willing to help but will they have the financial capability or capacity to help. So I guess the international might be in a better position given their strength and their source of*

resources to fund" (Participant 21)

> *"I think i would go in for NGOs more. Normally i will prefer to go to the international NGOs to be honest with you. The preference is that generally international NGOs are fairer in their dealings and they are just there to deliver. They are not biased as like the others. They tend to be less bias compared to domestic NGOs" (Participant 14)*

Participant 14 expressed concern over the fair-mindedness of INGOs compared to GNGOs in terms of service delivery. Other participants like 13 and 19 underscored that their preference for which institution to contact in case of a need largely depends on the type of problem at hand. This was mentioned by one of the participants as:

> *"It depends on the problem. I guess if it is a political problem or human rights issues of course i would go to the international NGO because they seem to be more effective unlike the government. If it is economic or social then i will go to the government to provide for me because it's a right and that is why they are there for. Because i tend to see government as a body that should provide basic needs to the citizens. But in case they fail so then i have to go for the local base NGO because they are there to complement the government" (Participant 13).*

The participant highlighted above expressed government's social service provision to be mandatory to its citizenry and INGOs are usually more effective in advocating for human rights. Another participant shared his/her preference as stated:

> *"Well, it will depend on the area that I am interested in. if it's a personal help you would prefer to go to all these ones. But if provided the funds I would go in the local NGOs that are available based on if I have an experience with them and the level of help that they provide. The reason is that they have their specific targets and aims based on which area that they are working on. If I have something that I need and it's in line with those targets or they can help in those areas and it's easier for them to provide help compared to others like government where they may not have those targets. They may be ready to help but the NGOs might be readily available to provide help in those areas because it's in line with aims and objectives. So it will be easier for me to seek help from them compared to the others because it's part of their agendas to help those areas. And there are lots of them in the country and any*

area that I need to work on I can just find the NGO that is specific on that one. That is a grassroots NGO" (Participant 19)

5.10 Areas NGOs can do better

Participants were asked to indicate the areas that they would want NGOs to perform better by asking this question: Q: *What can NGOs do better in your opinion and why?* The results revealed that participants expect NGOs to perform better in meeting the respective targets set in the areas of education, health, agriculture, food security and advocacy on human rights as the public tend to trust them better in alleviating poverty and raising standards of living. Other participants mentioned cooperation within the NGOs and the communities, also sensitization of their work to create awareness to avoid misconceptions that the communities tend to hold about their activities. This was mentioned by one of the participants as:

> *"I know that they are doing a great job but they can do better by cooperating among themselves and the local population and sensitizing people about the work that they do and why they are in the country. Maybe some people may know why they are here but some may not know also. Like for example the SOS CHILDREN'S VILLAGE some people have the notion that the moment that you have your kids there you can never have them back. This is just the way people think and that is they just take your kid educate the person and you will never have her or him back. So maybe they need to sensitize the people as to why they are helping or doing certain things that they are doing so that people will not have negative notions about the way that they are doing things or making profit or trying to take advantage of them. People say so many things and these are the things that they can work better on that is to engage the local populace" (Participant 19).*

5.11 "More, Bigger and Quality NGOs"

The first perception identified was to understand the views of the locals when it comes to the wish for more or less NGOs for the socio-economic development of the Gambia on the stated question: Q: *Do you want more or less NGOs in the Gambia and why?* The results revealed a broad spectrum of opinions among the participants as some of the participants

could be seen wanting more, bigger and quality NGOs as other participants are on the opposing side with the believe that more NGOs encourage laziness in the society thus, less NGOs is better. Those that yearn to see more bigger and better NGOs expect NGOs to focus more on operational and advocacy roles to further complement governments efforts to development but with no strings attached. I selected the most notable opinions revealed and highlighted them as shown below. According to the participant in the pilot study, he stated an opinion that:

> *"*Yes, as long as they are involved in impactful activities in the country. Yes, I want more of them in the Gambia depending on the activities that they do*." (Participant 1)*

Another participant highlighted similar perception as:

> *"I want more of them in the Gambia because like NGOs provide services to the communities and they help improve the living standards of the people and they improve the quality of life of the people especially for the poor and needy. They help the government indirectly in reducing their roles and responsibilities" (Participant 4).*

All the other participants' held similar perceptions except for Participants 18 & 5 that expressed controversial perception on the number of NGOs existence. Participant 18 highlighted that it is timely that Less Developed Countries (LDC) emigrate from NGO interventions so that they can prosper by encouraging Foreign Direct Investment (FDI). For Participant 5 NGOs need to be genuine in their dealings with the communities and avoid lip-service in the execution of their activities and provide quality service for the greater good of society. The opinions of the participants that contended to those opinions stated as:

> *"Sometimes I don't want too many NGOs in the Gambia and my reason is that a country with too many NGOs which is a symbol that the country is going so weak and showing that the country needs lots of help and that really discourages FDI (Foreign Direct Investment). Because they see this country as too much dependent on NGOs and a country that depends mostly on NGO funding is not developing fast. That is the reason why some leaders are campaigning that their countries are going*

> *beyond these things. So i think Gambia should move away from this concept and everything be provided by the local governments. The real* answer is that i don't want too *much of NGOs in the Gambia therefore i need less NGOs" (Participant 18).*

Another participant expressed controversial perception and he/she revealed as:

> *"For Gambia now we have a lot of NGOs. I think the NGOs are enough what we need is quality NGOs. Because some of these NGOs are lip service NGOs meaning they are NGOs by name but they are not executing their responsibilities as an NGO. So i think we either have to look for quality NGOs and make sure that they take up responsibilities and not give us lip services and execute their responsibilities as an NGO. They execute projects and see that whatever their annual plans is achieved in a year. So i think NGOs are enough but we need quality NGOs that are executing their projects and responsibilities are executed. Normally, it's to benefit the society because the main aim of an NGO is to impact a society or a country and to see that the country moves at a step over poverty in the light of prosperity"(Participant 5).*

This participant expressed frustration for those NGOs that provide lip services to the communities. Referencing was made to those NGOs that fail to work towards achieving the organizational goals set and yet claim to be NGOs. Most of the participants ideas commensurate with Moyo's (2009) book 'Dead Aid' in which the book "analyses the history of economic development over the last 50 years and shows how aid crowds out financial and social capital and directly causes corruption. Moyo also emphasize how, with improved access to capital and markets and with the right policies, even the poorest nations could be allowed to prosper" (Moyo, 2009).

5.12 Public Satisfaction Criteria

The participants' revealed key roles and responsibilities tied to NGOs meeting the required expectations from the society as per the stated question: *Q: How do NGOs meet or how don't they meet your expectations?* The duties and responsibilities mentioned range from fulfilling society's wellbeing more efficiently and effectively, NGOs scaling up their activities for greater outreach especially to the rural Gambia since majority of those that

need help reside, avoiding laps in the execution of projects and this perception was revealed by Participant 5 and 1 in the following quotes. Other participants mention prevalence of corruption taking center stage in Africa and also exploitation of communities with hidden agendas only to satisfy the desires of the donors.

> *"Yes, if their activities are geared towards helping the community, improving the socio-economic status of the community unconditionally, I mean and their work is impactful then that particular NGO has meet my expectations" (Participant 1).*

> "*NGOs are trying but i think they can still improve. Improve in the sense that what we call laps, that means to waste unnecessary time. Some of these NGOs try to procrastinate in their execution of projects. They try to beat around the bush in a particular project all in the name of requesting for funds. For a particular project that should be executed will be procrastinated to seek for more funds so that they can use issues of corruption contemplate here. So i think some of them are trying and some of them are executing their projects well but some needs to do better by reducing the corruption and by executing their project on time and then making sure that they serve what they are meant for. So i think if they do that they will meet the expectations for not only me but the expectations of most Gambians" (Participant 5).*

5.13 Project Community Gratitude

This subtheme was established in order to explore the participant's perception on how gratified the communities are regarding NGOs' programs on the stated question: Q: *Do you think the effects their projects have are appreciable in the areas in which they are located?* Participants held divided perceptions regarding the impact and appreciations of projects in the communities in which they are located. Majority of participants are with the opinion that the projects run by the NGOs are appreciated in the areas in which they are located. Other participants express higher opinion appreciations by the communities with word emphasis like, 'very much', 'highly' 'really' and 'much' which was categorized as 'highly appreciated' to describe the degree of participants appreciations as shown in Figure 4.

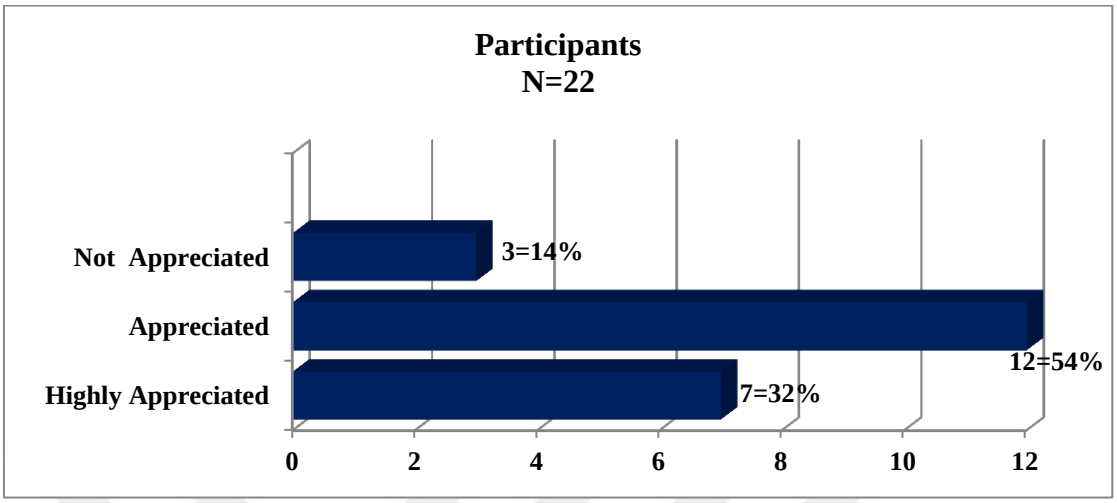


Figure 4: Showing Project Impact Appreciation by Participants

One of the participants held positive perception with the NGOs but with skepticism which was revealed as:

> *"Yes, but i think the problem with NGOs is that they are not performing as expected. Like whenever you hear about an NGO been open people's expectations are high and we understand in service marketing about service expectation and service perception that if there is a discrepancy especially a negative one and the perception is less that expectation its dissatisfaction that will come and for me personally i am dissatisfied with NGOs because after all most of them don't really do anything. They only give you something that can feed you for one day and the next day you are back to their doors. So it's a matter of helping people that will impact permanent changes in their lives and not giving them 2 kilos of rice and 2.5 liters of oil that they will consume and return back to you" (Participant 7).*

Three participants held 'Not Appreciated' opinion about the project appreciations and two of which are:

> *"There we can say not really. It's not really appreciated" (Participant 10).*

> *"Not really because projects are usually not decentralized" (Participant 11).*

5.14 NGOs Fixing Societies Problems

Participants held similar perception that NGOs can fix societies problems but not all problems when they were asked: Q: *Do you think NGOs can fix societies problems, why, why not? Which problems?* Majority of the participants share the opinion that NGOs can act like lobbyist to identify problems and present them to government for informed decisions. They can help address socio-economic problems affecting communities; provide manpower to support the educational sector, the agricultural sector and health sector in a more efficient and effective manner. Participant 19 revealed an important remark as:

> *"I think they may not be able to fix all the problems within the society but they can help alleviate some problems and they can also motivate the government to do more because they are not governmental which is private. If they identifying problems and they are helping to solve it they can inject the government to carry some of their resources to those areas and fix it. To me, I think it's the government's responsibility to fix societies problems. NGOs may be there to assist them like in one way or the other. And these problems as you mentioned they can help sensitize people on democracy, how to reduce poverty and how to be food self-sufficient. They can help the general populace on those areas but fixing them I am not sure if they can fix it" (Participant 19).*

5.15 Socio-economic problems facing the Gambia Community

Participants were asked to indicate the socio economic problems facing their communities which were stated in this format: Q: *What are the socio economic problems facing your community?* Participants revealed many problems which are highlighted on Table 7 as the major problems that the Gambia is currently facing. Majority of the challenges mentioned commensurate with those revealed by (Global Young Voices, 2016).

One of the participants mentioned an important opinion as:

> *"If you look at the Gambia you realize that especially in the urban areas where I was born and raised you realize that electricity is a problem. Like we hardly have access to electricity and it is really retarding development in our community. You*

realize that we don't even have clean and good drinking water. There are lots of taps that are not operating or even in some communities we don't have any tap. In some communities you have like only one health center compared to the population in hand. Like most health centers cannot satisfy all the health services problems in these communities even sometimes we have shortage of drugs. We have shortage of health workers and all those things. There are lots of things that I am concerned for" (Participant 4).

The findings are as shown in Table 7.

Table 7: Showing Socio-economic Conditions Based on Participants' Community

PROBLEMS FACING PARTICIPANTS COMMUNITY	NUMBER OF TIMES MENTIONED BY PARTICIPANT
Poor Health Facilities & Services	9
Unemployment	6
Lack of Quality Education	5
Poverty	4
Lack of Adequate Energy Supply	4
Sustained Agriculture	2
Lack of Health Care Personnel	2
Shortage of Clean Drinking Water	2
Physical Planning Deficits	2
High Rate of Illiteracy	1
Lack of Awareness in Key Issues	1
Access to Finance	1
Food Shortage During off Seasons	1
Immigration Leading to Death	1
Lack of Women Empowerment	1
Corruptions	1
High Level of Dependency	1
FGM Practices	1
Price Inflation	1

5.16 Purpose of NGOs

In a way of trying to explore the participant's perception on reasons for NGOs existence, the above theme was created in order to help answer the main research question. However, the participants revealed personal opinions about the NGOs in the development of the

Gambia. The main ideas expressed in the purpose of NGOs were asked in this format: Q: *What in your opinion is the purpose of NGOs in the Gambia? And* the participants expect governments to partner with NGOs in the development process because in the participants' opinion governments' cannot do it all. Through government–NGO corporation, society's problems can be resolved amicably. All the participants unanimously argued that NGOs can help fix societies problems but not all problems given NGOs limited scope, resources and nature of the issue at hand.

One participant emphasized an important point as:

> *"I think the purpose of NGOs in the Gambia is to assist the government or to assist the communities in areas where more help is needed and government is unable to do on their own. For example the works of societies like TYWG, CPA and FAWEGAM. They involved in sensitization of young people against the dangers that are out there that they might face and the dangers of FGM and Early MARRAIGE and stuff like that. These are, and the main aim of NGOs is to consolidate government efforts" (Participant 3)*

The ideas revealed commensurate with those expressed by previous researchers like Woller and Parsons (2002) and Ewoh (2002). Therefore, the scholars contended that NGOs flexibility to work with governments create advantage for them to be able to focus in either one single geographical area or beyond where governments or states may not have access to given their boundary limits. Again, NGOs can provide services that commercial institutions may not wish to venture in given the non-profit nature of the segment. Given these circumstances, NGOs are capable to serve certain segment needs that government and commercial institutions fall short to deliver (Woller and Parsons, 2002). According to Participant 5, NGOs are built to support governments indirectly because NGOs have the capacity to gather funds through donations and self-sponsor to help impact a society especially the rural folks where most governments fall short to provide the basic needs of its citizens.

This was mentioned in the literature by Ewoh (2002) that the emergence of NGOs was as a result of gaps that governments are neither capable of providing nor lies within their priority domain (Ewoh, 2002)**.**

5.17 Importance of NGOs in Addressing Basic Needs

Participants revealed that NGOs are very important in providing food, clothing housing and health services to the people of the Gambia when asked Q: *how important are NGOs in helping the people of the Gambia with basic needs such as (food, clothing, housing and health services)?* Examples of NGOs that focus mostly in this line of operation are mentioned by one participant as:

> *"They are absolutely very important. For example let's take this AGE CARE ASSOCIATION IN THE GAMBIA, that one is purposely established to provide care, housing and feeding for the elderly people in the Gambia. And others are there to make sure that illicit drug is not used by the people. So like they are doing well and ACTION AID THE GAMBIA as I said earlier has already been engaged in these activities. So really they are doing their level best as far as housing, clothing and feeding are concerned" (Participant 4)*

This participant provided three examples of NGOs in the Gambia that focus more in addressing these social issues. Similarly, Participant 5 also highlighted examples of NGOs that focus on advocating these societal issues. The participant revealed a flood disaster that happened in a village called Kuntaur in the Gambia and it was Action Aid the Gambia that came to the aid of those victims. The people lost most of their properties, housing and clothing but thanks to the NGO's swift response the community was able to quickly restore life back. Again, Participant 16 also revealed the importance of NGOs in providing operational activities to the communities and further cited NGOs that venture in those areas as:

> *"They are very important because for example in the Gambia we all know that government services are not effective in providing such kind of assistance to people. Governments are mostly administrators in infrastructures whilst NGOs go beyond*

that in providing relief services in the case of disasters in the forms of food or when there is low agricultural turnout sometimes NGOs do provide food and some NGOs like CARITAS do provide clothing , health services in that forms. Riders for Health and also DOCTORS WITHOUT BORDERS also do provide relief services to the people. So i think they are very important" (Participant 3).

All the other participants mutually stressed the great importance that NGOs in the Gambia play in ameliorating standards of living through the provision of these basic needs like food, clothing, housing and health services.

5.18 Opinions on NGOs' Funds

In order to establish better understanding about the perceptions of NGOs the participants were asked to either agree or disagree with the statement: *NGO personnel misappropriate large sums of money and material allocated to the projects*. The statistics on the findings are shown in figure 5.

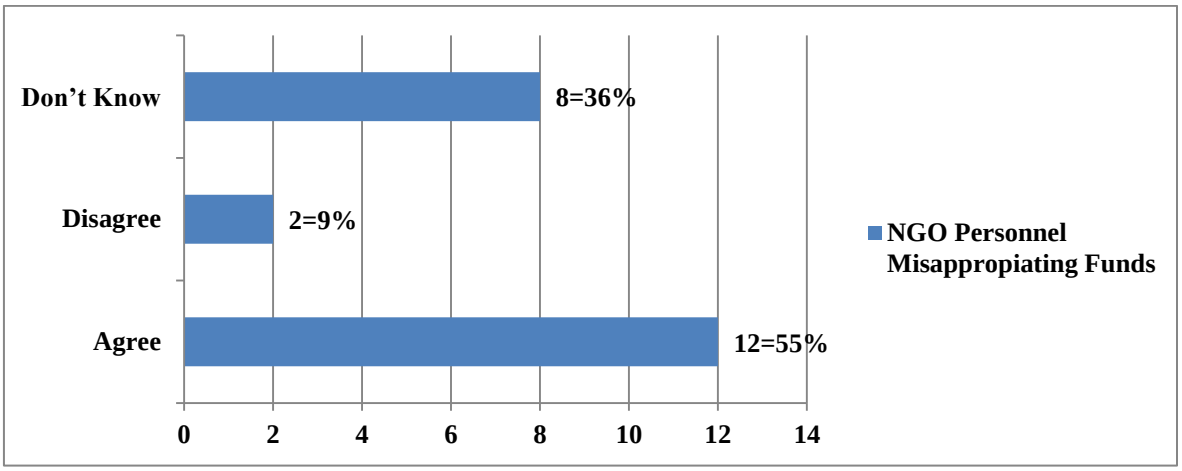


Figure 5: Showing Participants' Opinion on NGO Personnel with Funds

As shown in Figure 5, fifty-five (55%) of the participants agree with the statement that NGO personnel misappropriate large sums of money and material allocated to the projects and some of them even highlighted some examples of such cases. Thirty-six (36%) of the participants indicated don't know only because of lack of facts to substantiate the claim but

held high suspicion that those cases tend to happen and the public share similar perceptions as well. Nine (9%) of the participants indicated their disagreement given the reasons that NGOs operate to serve societal needs without getting anything back in return. Thus, NGOs are institutions that operate for the welfare of the communities. Some of the participants stated as:

> *"laugh….I can't or I won't be able to say that but one thing I know and useful information for you is that there is a perception among people generally that projects are or NGO projects are of enriching the people who are involved in it. Okay. To be able to substantiate that I won't be able to say that and it will be very difficult for me to confirm that but there is this perception in the community and among the people. I cannot give examples because I don't have any tangible evidence. Because normally these projects, the people involved in it are usually paid well, so whether what they see is as a result of the good pay that these people receive or because of extra rent seeking activities that they involve in you won't be able to say that. Yes, it's just something that people believe in. It can be true or may not be true also but I will not be able to and I don't think there is any concrete evidence for that" (Participant 1).*

> *"I disagree because NGOs are normally nongovernmental organizations so the people that are working there their main task are dedicated to the community and to the service of the people" (Participant 4).*

> "*Yes, I 100% agree. Most of the time they wrongly spend on the projects that they are given and they don't give it to those that are supposed to benefit from these projects to be honest. Yes i have seen a project manager or project team who when they have projects you see them buying cars and if you look at the beneficiaries you will come to understand that the benefits are not boiling down to them because the problem seems the same while the condition of these project managers and project officers change. They are getting richer so there is a clear manifestation that there is something wrong somewhere" (Participant 14)*

5.19 Public Volunteerism

Participation in the form of volunteerism is very fundamental strategy for the non-governmental organization in promoting social change and human development (United Nations Volunteers; 2008). According to the Millennium Development Report (2007),

social activism is with the muscles to promote 'participation' that can help combat issues that can deter development. Bussell & Forbes (2002) puts it forward that through participation in volunteerism societal improvement and prosperity can be achieved. Therefore, on those lines Participants were asked in the stated question form: Q: *Have you ever volunteer in any NGO in the Gambia? Followed by another question, do you have any future plans in volunteering?* Participants 1, 2, 3, 6, 7, 8, 15, 17, 18, 19, 20 and 21 all have not volunteered in any NGO program albeit, most of them complained about the lack of opportunity or time to participant and also lack of openness from the NGOs for public participation. The statistics on the findings are as shown in Figure 6.

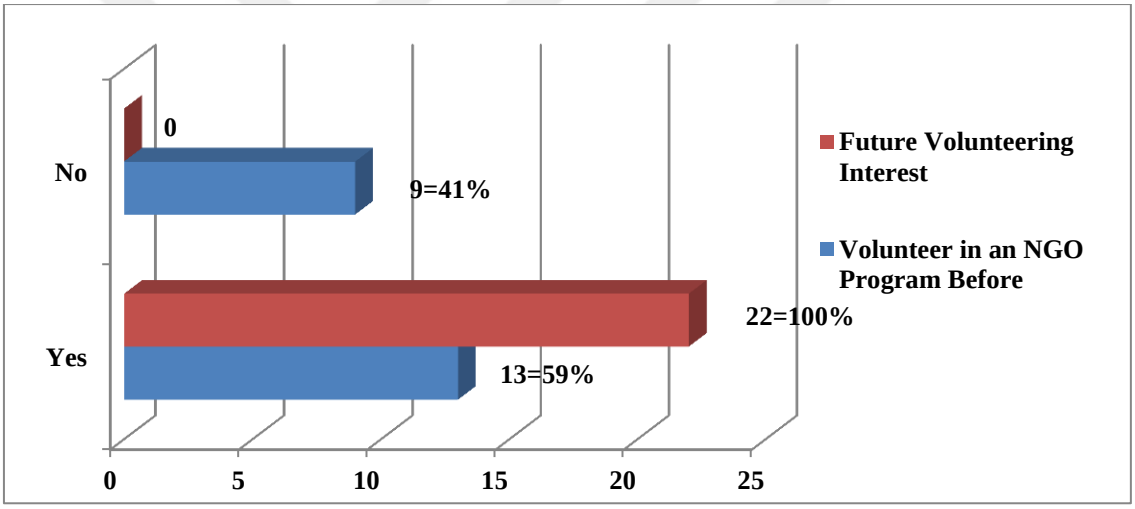


Figure 6: Showing the Participants Volunteering Status and Future Volunteering Interest

Figure 6 shows the statistics from participants regarding their volunteering status and also further volunteering interest in any NGO program. Fifty-nine (59%) revealed volunteering in an NGO program before whilst forty-one (41%) indicated the contrary although interestingly important is that all twenty-two (22) participants expressed interest to volunteer in an NGO activity in the future. Some of the statements expressed are highlighted as:

"I have never volunteered in any NGO in the Gambia. Because of time, like i have

never been that free in my life. That is number one, number two i think i have never been approached by any NGO to actually volunteer my service to them to actually see how best i can work with them but it has never happened. If it does happen, i will give it a try' (Participant 7).

"No I didn't volunteer in any NGO in the Gambia. Maybe I was so busy on my academic stuff" (Participant 8).

"I would say that I have never volunteered in any even though I had interest in joining one of them in some point in time" (Participant 15).

The rest of the participants had volunteered in different NGO programs in the Gambia prior to travelling to Turkey in pursue of their educational careers. Those participants that volunteered in an NGO initiative shared their experiences as:

"Yes i have, Voice of the Young under the disposition of the Child Protection Alliance. My experiences with them are as follows. They helped me in my public speaking skills, being aware of the problems that young people face especially children in our community and how to mitigate them" (Participant 11)

"Yes I am a volunteering person by nature and I participated in a project organized by UNHCR and that is an NGO for refugees. So we had a count on in refugees in the Gambia so they could be provided with basic needs. So we went from house to house to help do a count and also know what their basic needs are and what they are facing in the Gambia so that those needs can be addressed by the NGO" (Participant 16).

Participants that had got some experience in volunteering had revealed important insights about the NGOs which were delightfully expressed. Through those experiences many of the participants were motivated to even divert their careers towards those fields as mentioned by Participant 9 and others grew passion to engage in future volunteering upon completion of their respective educational programs.

"Yes, i did. My experience there is very good like i did volunteer teaching in an NGO school. The name of the school is SHEIKH HATAP UPPER BASIC SCHOOL

and my experience was good because that was how i got motivated to become a teacher in my life" (Participant 9)

"Yes, at TANGO i volunteered for a while. My experience was quite positive to be honest. I was able to know what programs they offer and how beneficially these projects are and in the future what can be done. What effects that NGOs have in the Gambia and so these were the experiences i had" (Participant 14).

Other participants also revealed important information as:

"I did when it comes to ACTION AID THE GAMBIA in one of their projects as I mentioned earlier and like my experience have been good because I tend to learn new things. I also tend to understand the needs and services of the community" (Participant 4).

"I could remember during my high school days i volunteered in LEND A HAND SOCIETY. Basically we try to raise awareness, try to teach leadership skills in the youth and sponsor students who are unable to sponsor their schools" (Participant 13).

The next question was to investigate participants' future volunteering interest and the results of the findings were interesting because all the informants even for those that had not volunteered in any NGO in the Gambia had future interest to volunteer in an NGO activity whenever the opportunity arises. Mainly, the areas underscored range from education that is academia, health, and information technology and youth & women empowerment. Some are so motivated and held further plans of establishing NGOs in order to serve needy communities to combat poverty and hunger.

There is high tendency among the participants demonstrating future interest to join the NGOs. Perhaps this interest spawn from the poverty situation that prevails in the Gambia as the country according to business insider, is cripplingly the 15th poorest country in the world with GDP per capita of $1,664 (£1,357) (Business Insider, 2018). The Gambia is also ranked 151 out of 169 countries on the Human Development Index (UNHDI, 2018) and

61.2% of the population are classified as 'poor' (WHO, 2018). All the participants show enthusiasm to engage in the socio-economic development of the Gambia which the NGOs and government institutions need to expeditiously capitalize on and create flexible participation patterns that would make volunteering easy for the public.

5.20 Distinctiveness of NGOs

Majority of the participants revealed that NGOs are different from both public and private institutions when asked: Q: *Are NGOs really distinct?* The results demonstrated a highly significant percentage of 86% concurring that NGOs are more efficient and effective than other institutions like the private and public sector. Only an insignificant figure of 14% held somewhat opinion that NGOs are really distinct. Zero (0%) of the participants believed that NGOs aren't distinct. The overwhelming results ascertain that NGOs are playing fundamental roles in building closer relationships with the Gambian communities. This was clearly manifested in the results of the findings as shown on Figure 7. Again, this positive outcome is consistent with the level of trust and positive perceptions that the participants generally regard NGOs in the Gambia. Therefore, NGOs currently operating in the Gambian communities must jealously safeguard this perception and continue to deliver to expectations. The findings are as shown in Figure 7.

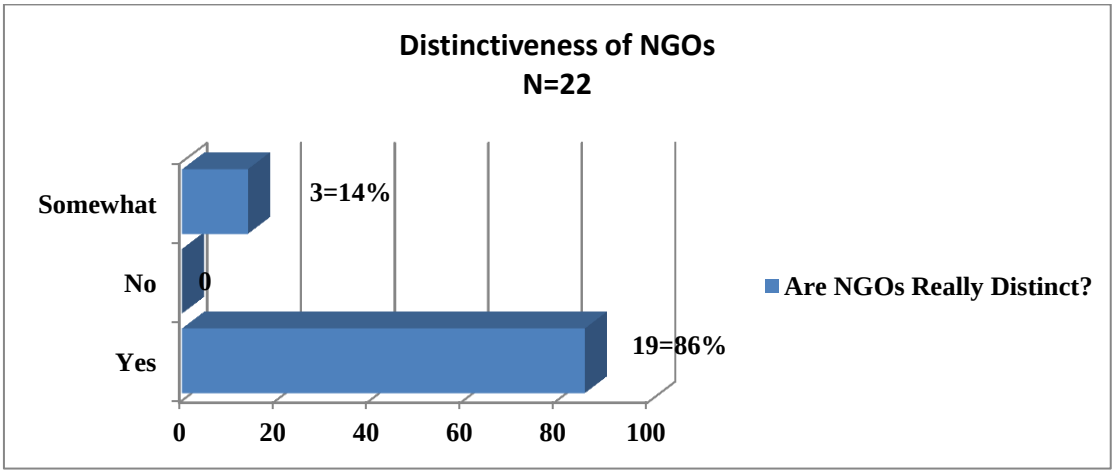


Figure 7: Showing Participants Choice on the Distinctiveness of NGOs

5.21 Level of Trust for the NGOs

The participants were asked to indicate the level of trust or distrust for the NGOs in the Gambia in a stated question. *Q: Are NGOs an object of Public Trust or Distrust? Why and how?* The results of the findings show that people tend to trust NGOs more than distrust. This finding has controversial view with the survey conducted by Bano (2008) on public perceptions on NGOs in Pakistan which the results of the findings revealed an "Overwhelming Distrust". Interesting and in this survey, sixty eight (68%) of the participants trust the NGOs whilst nine (9%) distrust NGOs and the remaining twenty-three (23%) were hybrid of both trust and distrust for NGOs. The results of the findings are as shown in Figure 8.

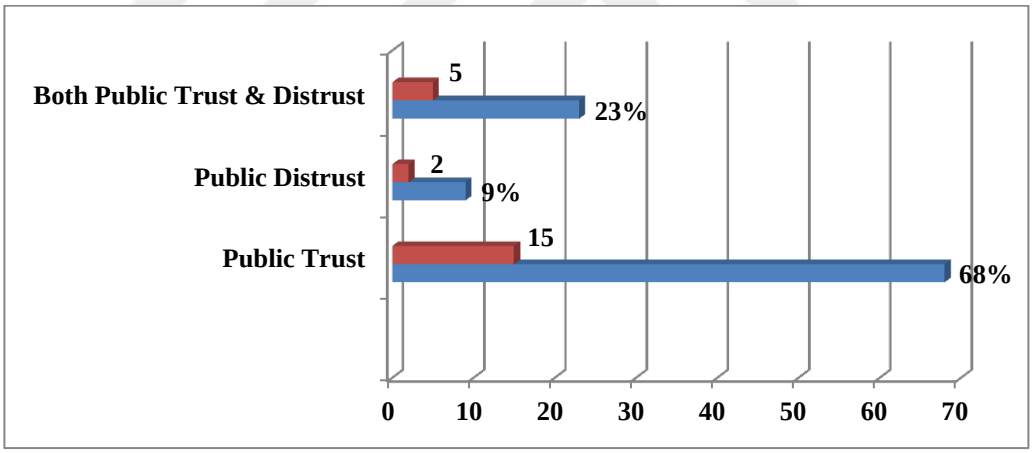


Figure 8: Showing Participants Level of Trust for NGOs

Participants that trust NGOs shared subjective opinions as reasons for believing that the NGOs are of public trust. Two participants shared important opinions which are highlighted as:

> *"I think public trust. Yes the public trust them because of the services that they are doing and their collaborations. If they had not trusted them they would not have collaborated with them" (Participant 13).*

> *"Actually the people trust them. We really trust whatever projects they bring but like I said in the previous stages of the interview. People trust the NGOs much more than the government because they are the ones that answer to their calls in the initial stages. The NGOs are there when there are disasters. The NGOs are there when there is an outbreak of diseases. The NGOs are there when famine hits. The NGOs are there when people need health facilities. So people really trust them more than the governments and I think this is something that they should safeguard. So I would say they are actually trustworthy" (Participant 16).*

The above participants expressed trust for NGOs because of the services that these NGOs render to society in terms of pro-activeness in service delivery and cooperation. Other participants held similar perceptions and expressed trust for the NGOs. Most of the participants contended that NGOs are voluntary organizations whose mandate is a noble cause towards improving the lives of others and not fully obliged to perform those duties conditionally. One participant mentioned that NGOs exist only to try to fill gaps that governments fall short to deliver so any service that these NGOs provide should be applauded by the public in order to encourage the existence of those NGOs because the results are visible for everyone to see.

Other participants' revealed distrust for the NGOs with the opinion that NGOs provide lip service to the society and one participant highlighted his/her opinion as:

> *"They are an object of public distrust. Let me give you an example of one NGO in my community. Before Ramadan starts in the Gambia, they would come with these long trucks full of food stuff. They will open their store and everyone is looking at them, they are bringing out the foodstuff, rice and gallons of oil. They will fill the store up before the Ramadan. They will not open it until the Ramadan is left with two or one week before the Ramadan and they will start giving out and all that they will be giving is rice, 10 kilograms of sugar, 1.5 liters or maximum 5 liters of oil. Five days, six days, seven the Ramadan ends they close and you are actually sure with 100% that those bags of rice which are actually packed in are definitely not finished. So, even the illiterate or ordinary person doesn't trust the work that these people do" (Participant 7).*

This participant expressed frustration with the way and manner in which the NGOs operate when it comes to distribution of food commodities. According to the participant, the NGO

he highlighted perform some sort of corruption in the distribution of food stuff during the Holy Month of Ramadan and on those bases the community distrusts the NGO. There were other participants that held both trust and distrust opinion for the NGOs as some are with the opinion that NGOs who deal with sensitive issues or issues to do with inculcating religious or cultural beliefs that are contrary to the communities norms are distrusted by the public. Examples of those NGOs are mostly the ones dealing with family planning, same sex marriage, female genital mutilation (FGM) and research centers as people tend to hold the belief that there are hidden motives behind the sponsoring of those NGOs. Other NGOs that work towards societal improvement, health, education, poverty and agricultural development are mostly trusted by the people. This was revealed in one of the interviews by participant 3 as:

> *"I think they can be an object of public trust or public distrust. If for example in a scenario where by the NGOs are advocating for things that society or community are in disagreement they can be an object of public distrust. But for the most part most of the NGOs who are working in the areas of health and women empowerment are trusted. I think its only people that do not agree with whatever they are trying to advocate for are those that distrust them. I think for the most they are of public trust" (Participant 3).*

5.22 Further Discussions on the Findings

The discussions on the findings will further shed light on the research question on the phenomena of interest as the main objective of the study is to explore people's perceptions on non-governmental organizations in the Gambia. Therefore, the purpose of this chapter is to elaborate on the findings in order to build further relationship with the literature and help reveal people's perceptions', opinions and experiences on NGOs particularly in the Gambia. Themes were created for the discussions to help answer the research questions.

5.22.1 Perception and Expectations

The findings revealed that participants held high expectations and positive perceptions for the NGOs in the Gambia. This is because they are with the opinion that NGOs are better in addressing societal problems than even the government. For the participants, most of them share the opinion that NGOs are more efficient and effective towards their mandate in helping the poor and the needy than their government counterparts. The results commensurate with those of Grodeland (2006) in the literature exploring public perceptions on NGOs in Serbia but negates with those perceptions held in Bosnia & Herzegovina and Macedonia. In addition, this view was in contradictory with those revealed by Landoy (2017) although it's comparable with those shared by Barr and Fefchamps study on "Client-community" satisfaction. These perceptions were shared by most of the participants when they were asked which institution that they would prefer to contact in terms of fulfilling a need. The participants mentioned in the findings that the NGOs are better equipped in their service delivery, in terms of sponsorship NGOs are more willing and when it comes to provision of health, clothing, food and housing NGOs play better roles than the government. Therefore, the participants would rather contact NGOs than government institutions. On those circumstances, participants yearn for 'more, bigger and quality' NGOs in the Gambia and this finding commensurate with those of Collier (2000) that participants view NGOs as "their own source of aid for that reason they prefer to contact an NGO than government and this is a testimony revealed in the findings that they have more confidence in NGOs than even the government. Subsequently, majority of the participants demonstrated that the projects that the NGOs carry out are appreciated in the areas located. The results of the findings revealed are: 32% of the NGO projects are highly appreciated, 54% are appreciated and 14% are not appreciated.

5.22.2 Public Trust or Distrust on NGOs

Interestingly, the findings further revealed that participants trust NGOs more than they distrust them. At least 68% of the participants are with the opinion that the public trust the NGOs, 9% revealed that the public distrust NGOs and 23% share the opinion that NGOs

are both an object of public trust and distrust depending on their areas of intervention. The participant's opinions are consistent with the previous notion that they would rather go to an NGO for any assistance than government institution. However, the findings are in contrary with those of Bano (2008) on public perceptions on NGOs in Pakistan which the results of the findings revealed an "Overwhelming Distrust". Also the findings are contradictory with Manyama (2010) survey as the participants in Tanzania who demonstrated negative attitudes towards NGOs initiatives and also with Landoy (2017) on perceptions of NGO-local relationship in Ethiopia which revealed an increasing mistrust on NGOs.

5.22.3 Volunteerism

As indicated by United Nations Volunteers in 2008 that participation in the form of volunteerism is very fundamental strategy for the non-governmental organization in promoting social change and human development (United Nations Volunteers, 2008). The findings show that fifty nine (59%) of participants had volunteered in an NGO activity while forty one (41%) had not volunteered in any NGO program. But important to reveal is that all the participants demonstrated future volunteering spirit upon completion of their respective degree programs and returning back to the Gambia. Some participants revealed their experiences with NGOs to be key motivators for future interest to volunteer in an NGO activity. Others revealed having plans on establishing self-owned NGOs in order to help the desperately marginalized communities. The results of the findings are contrary with those contended by Grodeland in a study on public perceptions on NGOs in Serbia, Bosnia and Macedonia where perceptions on participation seem to lose popularity among these people as small number of them show interest to take part in an NGO initiative (Grodeland, 2006).

5.22.4 NGOs Fixing Societal Problems

The findings also revealed that NGOs can help fix societies problems but not all problems. According to some of the participants, NGOs can to a certain extent achieve success

through government-NGO collaboration and integration because some problems are too huge to be handled by the NGOs given the limited financial capacity and scope. Therefore, mutual cooperation between NGO and the government according to the participants should be collaborative problem-solving situation in order to adequately address societal problems. This view contradicts with those of Wallace (2009), "that NGOs are seen to be pushed to behave in accordance to certain agendas" (Wallace, 2009, cited by Landoy, 2017).

5.22.5 Funds Misappropriation

Participants were asked to either agree or disagree with the statement that: *NGO personnel misappropriate large sums of money and material allocated to the projects*. Majority of the participants agreed that there is some form of misappropriation going on with the NGOs and some cited NGOs as examples but because there was no means to contact the particular NGOs mentioned therefore those names could not be revealed for ethical adherence. Even the participants that indicated 'don't know' have some reservations about the trustworthiness of the NGO personnel with funds but with no concrete evidence to ascertain the claims, thus in order words there was indefensible facts. Majority of the participants claim that even the public generally holds suspicion about NGO personnel due to probably their lifestyles and lack of transparency when it comes to funding. Two participants disagree with the statement because they are with the opinion that NGOs exist to serve society that governments are unable or unwilling to serve. Some of the findings show that participants are with the opinion that there is corruption within the NGOs and that to some extend fit with those concluded by Landoy 2017 that some of the informants in Ethiopia suspect the NGOs of corruption. Again similar results were revealed by Grodeland in a study on public perceptions on NGOs in Serbia, Bosnia and Macedonia in which interestingly, those participants in Serbia notwithstanding their positive attitude towards NGOs held suspicion about the activities of the NGOs, their legitimacy and long-term sustainability (Grodeland, 2006).

5.22.6 NGOs with Foreign Funding

From the findings it was discovered that majority of the participants share the perception that most of the NGOs amass funding through foreign donors and for that reason NGOs are able to finance huge projects in which governments may fall short of. The participants' applauded the NGOs initiatives and altruism spirit to gather funds in order to help other communities raise their standards of living. But also they are with the notion that those funds usually have strings attached. There is an old adage that 'if you have your hands in someone's pocket you must move when the individual moves'. Participants are with the perception that some donors want to push certain agendas and use these NGOs to achieve those objectives. According to the participants, these situations can be found in NGOs dealing with sensitive issues like FGM, family planning, same sex marriage and those initiatives that the communities believe are opposing their religion and cultural beliefs. Some participants contend that NGOs should prune from government politics, avoid disseminating certain western cultures or pushing certain donor agendas that are contrary with societal norms otherwise they would deviate from their purpose of existence and could eventually lose public trust. This finding commensurate with those mentioned by Holloway that NGOs sacrifice their legitimacy by International aid agendas, and NGO personnel benefit too much of NGO money (Holloway, 1999)

5.23 Summary of the Chapter

This chapter tries to investigate people's perceptions, opinions, viewpoints and experiences about NGOs in the Gambia and many important thoughts were discovered as indicated in the above themes and quotes.

CHAPTER 6

Conclusions and Recommendation

Introduction

This chapter presents the final conclusions of the thesis through the findings on people's perceptions on NGOs in the Gambia. This was followed by recommendations for NGOs, government, policymakers, and future researchers to draw upon. Finally, as in any research field of study the limitations of the study are highlighted.

6.1 Conclusions

It is without doubt that NGOs play vital role in enhancing the socio-economic development of civil societies given the proliferation of nongovernmental organizations worldwide. Evidence have supported that there is mushrooming of NGOs both in the Gambia and globally as indicated in the statistics by The Global Journal (2018) that the total number of registered NGOs is estimated at 10million. Another important breakthrough is the total amount of aid channeled through these organizations. Records from Charities Aid Foundation, 2018 show exponential growth of 1.2billion in 2012 to 1.4billion in 2014. Projections for 2030 indicate 2.5billion which almost doubled the last statistics in 2014. The rationale behind this exponentially dramatic shift could be attributed to the fundamental roles that these non-governmental organizations play in ameliorating standards of living for the poor and needy and their interconnectedness with the communities.

The main aim of this study was to explore people's perceptions on NGOs in the Gambia. The study used qualitative analysis and the data collection method adopted was in-depth interviews using semi-structured questions. The results of the findings revealed important insights that better explained the research questions and shed light on the objectives of this present study. In the Gambia particularly the NGOs have been active in advocating for the socio-economic advancement of societies through impactful projects demonstrated in their activities. This has prompted majority of the participants to share the opinion that the

Gambian society held positive perceptions towards NGO initiatives and even trust them more than the government. Those opinions were shared by some participants in the interview. Although important to note is that some of the findings in this study commensurate with the findings of other researchers while other findings are in controversial.

Furthermore, the study highlighted awareness, participation and engagement as lapses for the NGOs in the Gambia even though information technology have immensely aided in breaking those communication barriers. Participants had shown interest in volunteering and participation in NGO activities which the NGOs need to capitalize in order to expand their membership cards and contributions. From the findings it was discovered that majority of the participants trust NGOs especially those that advocate for, social, economic, cultural, human and civil rights. Only NGOs that promote, sensitive issues like same sex marriage, FGM, research clinics and family planning the public still hold some reservations.

Interestingly, participants share the perception that NGOs can fix societies problems but not all problems since there are problems that are huge and requires government participation. Therefore, NGO-Government collaboration is what many foresee to be the solution for fixing societies dilemmas adequately. Again, project sustainability and benefits to the communities in which they are allocated are what many criticized the NGOs for. Some NGOs engage in short-term projects that are of little benefits to the society and eventually cease an operation which causes disappointment to the communities. In that light, majority of the participants yearn for more, bigger and quality NGOs in order to help ameliorate standards of living for the underprivileged members of the civil society.

Finally, the findings the participants show general appreciation for the NGOs initiatives in terms of answering to peoples call whenever needed especially in cases of drought, areas of agriculture, education, health, human rights and credit to finance. All of the participants understood the imperative role that non-governmental organizations play in the Gambia even though many share suspicion about personnel misappropriation of funds. These suspicions could be attributed to the way and manner in which the public perceive the

salaries NGO staff earn, the cars they drive, and the sophisticated offices they occupy as mentioned by majority of the participants. When it comes to foreign funding a handful of the participants tend to believe that there are NGOs that attach strings to its funding and may try to bend either the public or government's hand by imposing certain administrative conditions or otherwise hidden motives only to push certain agendas that probably are conflicting with the community's cultural and religious beliefs.

6.2 Recommendations

This chapter elaborates on the recommendations for the NGOs, governments, policy makers and future researchers to draw upon.

6.2.1 Recommendations for the NGOs

There is no doubt that NGOs play vibrant roles in the socio-economic advancement of any developing societies. But this metaphor is beginning to change because people begin to question NGO funding and hold suspicions about the activities that the NGOs implement. Safeguarding the NGO reputation should be the aim of every NGO because once it's lost, it is nearly impossible to regain. Therefore, recommendations are for NGOs to be mindful about this paradigm mindset shift and try to inculcate good accountability and transparency measures that the public will deem reasonable enough so as to encourage volunteering commitment from the masses as this is very important for the NGOs. Project sustainability and benefits to society is a cry for majority of the participants. Participants are with the view that NGOs major weaknesses are project sustainability, lack of commitment in some cases and decentralization of activities in order to scale up the projects viability. Thus, recommendations are for NGOs to embark on long-term projects that are aimed at promoting or impacting permanent changes in societies rather than short-term projects that will only solve a day's problem and the beneficiary have to return back knocking NGO's doors for help.

Also importantly highlighted was INGO and GRO collaboration since the NGOs at the grassroots level tend to better understand what the indigenous people face. Therefore, recommendations are for NGOs operating both locally and internationally to create links or networks fostered through collaboration in order to enhance the entire NGO capacity building geared towards sustainable development. This situation could help eliminate duplication of efforts and rivalry within the NGO sector. Another very fundamental critic for the NGO is lack of information sharing for participation and involvement which was mentioned by the participants especially in issues that the community deem relevant in augmenting societal wellbeing. Recommendations are for NGOs to create loops that would foster ease of participation, volunteering, information sharing and engagement with communities rather than imposing projects that may seem irrelevant to the society. Majority of the participants claim to find accessibility of NGOs initiatives to be cumbersome due to certain lengthy bureaucracies to follow in order to benefit from an NGO initiative. Thus, recommendations are that NGOs need to be mindful about that and try to shorten the procedures since the main objective is to cement good relationships with the communities and serve as loudspeakers in areas that the poor and needy are marginalized. Further recommendations are for NGOs especially the advocacy ones to continue the awareness campaigns to the grassroots levels, continue to act as lobbyist in issues that affect the society and promote human rights and good governance particularly in nondemocratic societies.

Since, today information technology have created good communication opportunities for societies, recommendations are for the NGOs to focus more attention on spreading the indispensable works that are carried out to create awareness and mitigate the skepticisms other people may hold in its operational activities. In addition, NGOs especially those operating in Africa should be prepared to face and changing realities and perceptions from both the private and public sector. Although important to reveal is that majority of the participants mentioned mediums like internet, social media, and advertisement through television, newspaper and posters as ways in which the NGOs were discovered. NGOs need to utilize any available sources of disseminating information to create awareness and encourage public participation especially targeting the millennial generation.

6.2.2 Recommendations for the Government

Since NGOs exist to fill gaps that governments fall short of, thus recommendations are for the government to work hand-in-gloves with the NGOs and further encourage the establishment of genuine NGOs so that socio-economic development is universally achieved. Although important to note is that NGOs should not directly meddle into government's political affairs in order to cause unrest in some situations. But NGOs can however, create awareness to the masses, act as lobbyist in issues that affect the society and promote human rights and good governance especially in nondemocratic societies. In this way, NGO would not be seen by government as rivals impeding on states jurisdiction rights.

Again, recommendations are for governments to build good communication networks with NGOs in order to utilize the interconnectedness of local-NGO relationship in remote communities so as to understand which groups in the society are mostly affected by its policies. In this light, government would be more efficient in its public service delivery mandate and in the promotion of effective social welfare schemes aimed at combating poverty in order to lead societies to prosperity.

6.2.3 Recommendations for Policy Makers

Policy makers must understand that any decision made in a country will have direct or indirect impact on its citizenry therefore; this study recommends policymaker–NGO consultation prior to setting policies for better potential impact to the society. The reason is that NGOs have earned good relationships and reputation with the communities that may have otherwise felt been overlooked by governments in its decision making process and NGOs play a fundamental role in presenting the voiceless, resource less and powerless members of the society. According to Worms (2002), underprivileged or venerable members of the society are mostly powerless and voiceless due to their resource less circumstance henceforth, myriad of challenges that those individuals come across do not

consolidate with official principles and thus in contrary to harmonize the ordeal faced. In these lights, communities tend to trust NGOs more than even the governments and this was evidently demonstrated by majority of the participants.

6.2.4 Recommendations for Future Researchers

This study focus on 'people's perceptions on NGOs' where the target population is Gambian students leaving in Turkey hence, this study recommends for future researchers in analogous field to use as stepping stone to draw upon. Furthermore, the study is limited to a single group of the society therefore recommendations are for multiple groups be included in order to have diverse opinions and substantial population size prior to generalize.

6.3 Limitations of the Study

Just like in any research field of study limitations are inevitable and this study cannot be an exemption. The limitation of the study is the sample size which cannot be generalized because qualitative research is 'not based on random samples and statistical controls' as mentioned by (Niaz, 2007). In this case the results of the findings cannot be generalized given the limited sample size "but rather to provide a rich, contextualized understanding of some aspect of human experience through the intensive study of particular cases" (www.journals.elsevier.com/international-journal-of-nursing-studies). Based on these circumstances it might be inappropriate to generalize that people have certain perceptions on NGOs. Therefore, before using the small sample size to generalize the findings of the study I would suggest for more studies to be conducted on public perceptions on NGOs using a larger sample size. In addition, this study focused on Gambian Students living in Turkey therefore, other similar studies can be conducted using added groups from the society in order to have a broader understanding of people's perceptions, opinions, experiences and trust on NGOs prior to generalize. Furthermore, an in-depth interview was used in the data collection method therefore; I would recommend other methods like focus group, observation or documentation be examined in order to have more miscellaneous opinions regarding the phenomena.

APPENDICES

Table 3: Showing the Classifications of NGOs as per listed by Participants

OPERATIONAL NGOS	ADVOCACY NGOS	INTEGRATED/HYBRID NGOS
Africa Muslim Agency (7)	FAWEGAM (4)	Action Aid The Gambia (11)
Gambia Red Cross Society (6)	UNESCO (2)	Child Fund (8)
SOS Children's Village (4)	IFANET (2)	GAMCOTRAP (4)
UNICEF (3)	GCCI (2)	Gambia Family Planning Association (3)
BAFROW (2)	Think Young Women Gambia (2)	Child Protection Alliance (3)
Catholic Relief Services (2)	Age Care Association	UNDP (2)
Future In Our Hands (2)	Amnesty International	CARITAS
Humanity Fund Gambia (2)	Gambia Bar Association	GAWFA
Riders for health (2)	Global Fund	UNHCR
UNDP (2)	MUTAPOLA	WB(World Bank)
WHO (2)	Save Hands For Girls	
4 H Gambia	TANGO	
Association Of Child Education	The Human Rights	
Association For Women Empowerment	TIKA	
Association Of Gambian Entrepreneurs		
Bilal Foundation		
Child Aid The Gambia		
Gambia Football Association		
GAMFEDA		
Give One Project Africa		
Leadership Clinic		
MRC Medical Research Council		
Nova Scotia Gambia Association		
Nur Aid		
Parachutte		
Rotary Club		
Salimatou Foundation For Education		
Sight Savers		
WFP (World Food Program)		
Youth Empowerment Project		

NOTE: Numbers (...) against the names of the NGOs indicated the frequency at which they were mentioned in the participants list.

Table 4: Showing the Results of the Findings on Projects Implemented by the NGOs in the Gambia

NGO NAME	PROJECTS CARRIED OUT BY THE NGOS
Action Aid	Promoting women and their economic rights in Nyamina District. Enforcing Child Abuse and promoting child rights, providing farming materials and providing taps in the rural Gambia
CARITAS	Projects like building wells and trying to provide health care and some other humanitarian support to the rural communities as well as supporting agricultural developments
Child Fund	Projects such as sponsoring underprivileged children, food and counseling young people. and help many families that have difficulties in fulfilling their daily needs
Child Protection Alliance	Projects to end child trafficking, child sex tourist, early marriage and female genital mutilation
FAWEGAM	Project that will end female genital mutilation in the Gambia and also educate rural people about the dangers concerning the practice
GAMCOTRAP	Projects that sensitive women on FGM practices
Global Fund	Amplify Change Project and Global Fund Project. Providing bed nets to communities
IFANET	Projects that gather civil society to promote quality education
MRC	Projects focusing on research on particular diseases and creating vaccines. Also engage in national vaccination programs like KICK POLIO
MUTAPOLA	Projects to fight FGM and sensitizing locals concerning the risks involved and educating people on the effects of HIV and AIDS
NUR AIDS	Health service projects where they pay hospital bills for patients
Parachute	Projects like education i.e. paying schooling fees for children, giving them uniforms, bags, exercise books and pencils.
Peace Corps	Projects assisting villages in development
Red Cross Society	Projects like training the young, on relief services and first aid in schools
Salimatou Foundation for Education	Projects like building schools
Sight Savers	Eye clinic to fix patients with such illnesses
SOS	Projects like Schools, hospitals and center for the elderly
TANGO	Projects on human rights and also they implemented youth programs i know and they also implemented gender awareness projects
TAROAD	Projects like water service and helping people to put toilets in their homes and also helping them fence their homes and also their gardens.
UNICEF & UNESCO	UNICEF and UNESCO with projects helping the communities like Somalia, Congo, Sudan etc.
YEP	Training Projects for young people with skills, providing grants for new business ventures

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