

Role of NGOS in Promoting Sanitation and Health in Tribal Hamlets of Coimbatore

Dr. P. Natarajan¹, Immanuel Nelson A²

¹Associate Professor, PG and Research Department of Social Work,

²Ph.D. Scholar (Part Time), Department of Social Work,

^{1,2}Hindusthan College of Arts & Science, Coimbatore, Tamil Nadu, India

ABSTRACT

This study examines the significant contributions of NGOs in promoting sanitation and health in the tribal hamlets of Anaikatti, Coimbatore. Given the geographical remoteness and socio-cultural uniqueness of tribal settlements, an appropriate sampling strategy was essential to ensure the validity and relevance of the findings. The study adopted a descriptive research design and employed a purposive sampling method to select respondents. This non-probability sampling technique was chosen due to the specific focus on tribal communities where NGOs are actively engaged in sanitation and health interventions. The selection of respondents was guided by inclusion criteria such as community members who had directly benefited from NGO-led sanitation and health programs, as well as NGO workers and local health facilitators. A sample size of 120 respondents was finalized for the study. This included 120 tribal residents (from different hamlets). The sample size was determined based on accessibility, diversity of hamlets and representation of various stakeholders, ensuring a balanced and insightful data collection process. Data were collected using structured interviews and focus group discussions to gain quantitative insights. The purposive sampling approach enabled the researcher to reach key informants who had first-hand experience and could provide meaningful information regarding the impact of NGO interventions. The results revealed that 58% of the respondents exhibited a moderate role of NGOs in promoting sanitation and health in tribal hamlets. Additionally, 26% demonstrated a high role of NGOs in promoting sanitation and health in tribal hamlets, while the remaining 17% reflected a low role of NGOs in promoting sanitation and health in tribal hamlets.

How to cite this paper: Dr. P. Natarajan | Immanuel Nelson A "Role of NGOS in Promoting Sanitation and Health in Tribal Hamlets of Coimbatore"

Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-9 | Issue-4, August 2025, pp.673-677, URL: www.ijtsrd.com/papers/ijtsrd97314.pdf



Copyright © 2025 by author (s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



KEYWORDS: Role of NGOs, Promoting Sanitation, Health and Tribal Hamlets.

INTRODUCTION

Sanitation and health are fundamental determinants of quality of life, especially in marginalized tribal communities that often face systemic exclusion and inadequate access to basic public services. In India, NGOs play a crucial role in bridging the gaps left by formal health and sanitation systems, particularly in tribal regions such as Anaikatti in Coimbatore district. These non-governmental organizations bring with them grassroots-level reach, participatory approaches and context-sensitive solutions that align well with tribal lifestyles and customs. To understand and evaluate the role of NGOs in promoting sanitation and health in the tribal hamlets of Anaikatti, a

systematic research approach was adopted. As the study focused on a geographically limited and socially distinct population, careful consideration was given to the sample size and sampling method to ensure that the data collected was both representative and meaningful. The research employed a purposive sampling method, a non-probability technique that enables the selection of information-rich participants relevant to the research objectives. This method was chosen as it allows the researcher to intentionally select individuals who have direct experience with NGO activities in health and sanitation such as tribal beneficiaries, local health volunteers and NGO staff.

Role of NGOs in Promoting Sanitation and Health in Tribal Hamlets

Non-Governmental Organizations (NGOs) play a vital role in improving the health and sanitation conditions of marginalized communities, especially in tribal hamlets where government services often fall short. In remote tribal areas, such as those found in Anaikatti near Coimbatore, limited access to clean water, proper sanitation facilities and healthcare services leads to persistent health challenges. NGOs have emerged as key change agents in addressing these issues through community-centered approaches. NGOs focus on awareness creation, behavior change communication and infrastructure development. They conduct health camps, immunization drives, and distribute sanitary materials like soaps, sanitary napkins and disinfectants. More importantly, they organize awareness programs on hygiene practices, nutrition, menstrual health and water safety. By using local dialects and culturally sensitive methods, they ensure that health messages are better understood and accepted.

Sanitation is a major focus area, where NGOs assist in constructing toilets, promoting the use of household latrines and training local communities in waste disposal and water management. Many organizations also promote the concept of open defecation-free villages through community-led total sanitation (CLTS) initiatives. In addition to physical infrastructure and awareness, NGOs also help build local capacity by training tribal health volunteers, forming self-help groups (SHGs) and collaborating with panchayats and government departments. They act as a link between the community and healthcare systems, ensuring access to health schemes and sanitation subsidies.

REVIEW OF LITERATURE

Kumar, R. & Joseph, A. (2022) this study evaluated the effectiveness of health and sanitation interventions by local NGOs among tribal communities in Kerala. Using structured interviews and focus group discussions, the researchers found that consistent awareness programs, sanitation drives and access to community toilets significantly reduced the incidence of water-borne diseases. Women's participation in self-help groups also led to better hygiene practices. Sampling Method: Purposive sampling, Sample Size: 150 respondents from five tribal hamlets in Wayanad district. The authors concluded that community ownership and NGO-led training were crucial for sustained improvements in health and sanitation.

Sharma, P. & Iyer, S. (2021) Focusing on tribal hamlets in the Gumla district of Jharkhand, this study

assessed the impact of NGOs in achieving sanitation targets. Researchers used surveys and observational visits to determine changes in toilet usage, hand washing behavior and disease frequency. Sampling Method: Stratified random sampling, Sample Size: 200 households across eight tribal villages. The study found a 60% improvement in sanitation coverage due to NGO support in constructing household latrines and promoting behavioral change through school-based programs and women's groups. The study emphasizes the importance of long-term engagement and partnerships with local leaders.

Natarajan, M. & Banu, H. (2023), this research explored the specific role of NGOs in addressing health challenges among tribal communities in the Coimbatore district. Data were collected through interviews with NGO staff, healthcare workers and community members. Sampling Method: Convenience sampling, Sample Size: 100 tribal residents from four hamlets in Anaikatti. The findings revealed that mobile medical units, sanitation awareness camps and menstrual hygiene programs led to measurable health improvements, especially among women and children. However, gaps remained in infrastructure and government coordination. The study recommended integrated development planning involving NGOs, health departments and tribal councils.

Methodology of the Study

Objectives of the Study

- To know the personal profile of the respondents
- To assess the role of NGOs in promoting sanitation and health in tribal hamlets.
- To clarify the relevance between personal profile and role of NGOs in promoting sanitation and health in tribal hamlets.
- To find out the relationship between personal profile and role of NGOs in promoting sanitation and health in tribal hamlets.
- To get valuable suggestions about the role of NGOs in promoting sanitation and health in tribal hamlets.

Research Design:

This study was conducted using a descriptive research design, which is appropriate for exploring and analyzing current trends and patterns.

Research Universe:

The geographical scope of the research is confined to the four hamlets in Anaikatti, Coimbatore district, which served as the universe for data collection.

Sample:

A total of 120 participants were selected to participate in the study. The research engaged a non-probability

sampling technique, specifically purposive sampling, to identify respondents who could provide relevant and informed data.

Data Collection Tool:

To gather primary data, the researcher utilized a structured questionnaire developed based on the five-point scale designed by **Natarajan, M. & Banu, H. (2023)**, which focused on Role of NGOs in Promoting Sanitation and Health in Tribal. The instrument comprised **35 items**, rated on a scale from

1 (Strongly Disagree) to 5 (Strongly Agree). In cases where negative or incorrectly coded responses were identified, inverse values were assigned to ensure consistency in interpretation.

Data Analysis:

The collected data were subjected to statistical analysis using tools such as simple percentage calculations, independent sample t-tests and Analysis of Variance (ANOVA) to examine differences and patterns among respondent groups.

Findings of the Study

Factors	MEDIUM	FREQUENCY	PERCENT
Age	25-Above	85	71%
Gender	Female	92	76%
Marital status	Married	101	84%
Education Qualification	Primary level	115	96%
Type of family	Nuclear Family	102	85%
Occupation	Manual labour	106	88%
Monthly Income	Rs.10001-Rs.15000	111	93%
Health awareness	Medium	104	87%
Sanitation level	Moderate	101	84%

Simple Percentage Analysis

- A significant portion of participants (71%) were aged 25 years and above.
- The sample was predominantly female, accounting for 76% of the respondents.
- Most respondents (84%) reported their marital status as married.
- A large majority (96%) had attained a primary level of education.
- 85% of the participants belonged to nuclear family structures.
- Over 88% of the respondents occupations are manual work.
- A majority (93%) reported a monthly income ranging between Rs. 10,001 and Rs.15,000.
- More than half (87%) held health awareness are medium level.
- 84% of the respondents indicated they had sanitation moderate level.

DISTRIBUTION OF THE RESPONDENTS BY ROLE OF NGOS IN PROMOTING SANITATION AND HEALTH IN TRIBAL HAMLETS

S. No	Role of NGOs in promoting sanitation and health in tribal hamlets	No. of Respondents	Percentage (%)
1	Good	31	26
2	Moderate	69	58
3	Poor	20	17
TOTAL		120	100

INTERPRETATION

Based on the data presented in the table, 58% of the respondents exhibited a moderate role of NGOs in promoting sanitation and health in tribal hamlets. Additionally, 26% demonstrated a high role of NGOs in promoting sanitation and health in tribal hamlets, while the remaining 17% reflected a low role of NGOs in promoting sanitation and health in tribal hamlets.

Influence of personal profile and role of NGOs in promoting sanitation and health in tribal hamlets

Variables	Statistical tool	Value	Result
Age and role of NGOs in promoting sanitation and health in tribal hamlets	ANOVA	F= .004 T<0.05	Significant
Gender and role of NGOs in promoting sanitation and health in tribal hamlets	t-test	t = 3.051 p>0.55	Not-Significant
Marital status and role of NGOs in promoting sanitation and health in tribal hamlets	t-test	t = 0.001 p<0.55	Significant

Education Qualification and role of NGOs in promoting sanitation and health in tribal hamlets	ANOVA	F= .030 T<0.05	Significant
Type of family and role of NGOs in promoting sanitation and health in tribal hamlets	ANOVA	F= .000 T<0.05	Significant
Occupation and role of NGOs in promoting sanitation and health in tribal hamlets	t-test	t = .010 p<0.05	Significant
Monthly income and role of NGOs in promoting sanitation and health in tribal hamlets	ANOVA	F= 3.743 P>0.45	Not-Significant
Health awareness and role of NGOs in promoting sanitation and health in tribal hamlets	ANOVA	F= .004 T<0.05	Significant
Sanitation level and role of NGOs in promoting sanitation and health in tribal hamlets	ANOVA	F= 4.400 T>0.05	Not Significant

- There is a significant difference in age and role of NGOs in promoting sanitation and health in tribal hamlets.
- There is no significant difference in gender and role of NGOs in promoting sanitation and health in tribal hamlets.
- Marital status, there is a significant difference in marital status and role of NGOs in promoting sanitation and health in tribal hamlets.
- There is a significant difference in educational qualification and role of NGOs in promoting sanitation and health in tribal hamlets.
- Family type, there is a significant difference and role of NGOs in promoting sanitation and health in tribal hamlets.
- There is a significant difference in occupation and role of NGOs in promoting sanitation and health in tribal hamlets.
- There is no significant difference in monthly salary and role of NGOs in promoting sanitation and health in tribal hamlets.
- There is a significant difference in the health awareness and role of NGOs in promoting sanitation and health in tribal hamlets.
- There is no significant difference in the sanitation level and role of NGOs in promoting sanitation and health in tribal hamlets.

Recommendations

- NGOs should organize regular awareness programs on personal hygiene, sanitation practices and preventive health measures in tribal dialects.
- Partner with government schemes (like Swachh Bharat Mission) to build eco-friendly toilets and clean drinking water sources within tribal hamlets.
- Operate mobile medical units to provide periodic health checkups, vaccinations, maternal care and emergency treatment in remote areas.
- Identify and train local youth as health workers to provide basic first aid, monitor health indicators and link the community with government services.
- Use storytelling, folk media and visual tools to change sanitation-related behaviors and eliminate open defecation practices.
- Distribute low-cost sanitary products and conduct workshops for tribal women and adolescent girls on menstrual health and dignity.
- Educate households on safe water storage, simple water purification techniques and proper waste disposal methods.
- NGOs should facilitate coordination between tribal communities and Primary Health Centres for better access to government health services.
- Launch supplementary nutrition programs and regular health screenings for tribal children to reduce malnutrition and disease incidence.
- Establish simple systems to monitor the effectiveness of health and sanitation programs, ensuring feedback and continuous improvement.

CONCLUSION

In conclusion, NGOs play a pivotal role in promoting sanitation and health in tribal hamlets by bridging the gap between marginalized communities and public

health services. Their grassroots presence enables them to effectively address issues such as poor hygiene practices, inadequate access to clean water and lack of healthcare awareness. Through community engagement, infrastructure development, awareness campaigns and partnerships with government bodies, NGOs empower tribal populations to adopt healthier lifestyles and improve their overall well-being. Continued support and strategic intervention by NGOs are essential for fostering sustainable health and sanitation improvements in remote tribal regions like those in Anaikatti, Coimbatore.

REFERENCES

- [1] Kumar, S., & Thomas, A. (2020). *NGOs and community health: A case study of rural sanitation practices in India*. Journal of Rural Development, 39(4), 512–526.
- [2] Sharma, R., & Gupta, M. (2019). *Sanitation and hygiene awareness among tribal communities: Role of non-governmental organizations*. Indian Journal of Social Work, 80(3), 345–360.
- [3] Bansal, R., & Mishra, P. (2021). *Community-based approaches to health promotion in tribal regions of Tamil Nadu*. International Journal of Health and Social Sciences, 6(2), 87–98.
- [4] Joseph, L. (2022). *The impact of NGOs on public health infrastructure in tribal villages: A study from southern India*. Journal of Tribal Health, 28(1), 43–55.
- [5] Rajendran, S., & Devi, R. (2021). *Anaikatti tribal hamlets and NGO intervention: A health impact assessment*. Health and Population: Perspectives and Issues, 44(1), 11–22.
- [6] Patel, V., & Yadav, N. (2020). *Empowering tribal communities through NGO-led sanitation drives in India*. Indian Journal of Public Health Research & Development, 11(10), 231–237.
- [7] Narayan, D., & Prakash, R. (2023). *Participatory approaches in rural sanitation: Case studies from tribal belts in Tamil Nadu*. South Asian Journal of Social Sciences, 15(1), 100–114.
- [8] Fernandes, A. (2019). *Health and hygiene promotion in marginalized communities: Role of civil society organizations*. Journal of Social Policy and Administration, 53(5), 803–820.
- [9] Pillai, M., & Krishnan, R. (2022). *Public-private collaboration in improving sanitation in remote tribal areas: A study of Coimbatore district*. Journal of Development Practice, 19(2), 64–77.
- [10] World Health Organization. (2021). *Sanitation and hygiene in underserved populations: Lessons from NGOs in South Asia*. Geneva: WHO Regional Office for South-East Asia.