

**ROLE OF RURAL DEVELOPMENT SOCIETY
IN RURAL DEVELOPMENT
ON MANMUNAI NORTH DIVISIONAL SECRETARIAT
DIVISION**



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ABSTRACT

Measuring the roles of an organization is vital in determining whether an organization meets its customer's expectation successfully. Rural development means the optimum use of available human and physical resources to increase rural productivity and to promote standard of living and income level. The roles because by that they can able to explore how to distinguish themselves from their completions and also how they can obtain competitive advantage. Likewise the role of rural development societies in rural development should be assed to ensure the accountability of the rural development societies towards the general public.

The research work is studied about the role of rural development societies in rural development on manmunai north divisional secretariat division which is one of government institution. The RDS is a main rural institution for rural development even though it faced many complaints from the rural people, regarding the activities. Specifically the activities of micro credit, educational activities, employment, women development, social capital. Thus the objective is, whether the role of rural development societies in rural development on manmunai north divisional secretariat division was to the satisfactory level? Hence there was gap to studies about the role of rural development societies in rural development on manmunai north divisional; secretariat division.

In order to measure the roles the above activities are accessed. The structured question was used to collect primary data for this study from 100 respondents. Collected data were the analyzed was spss package analyzed and evaluated as low, moderate, high level of role.

The summary of contains conclusions and recommendations for the analyzed activities which are rendered by the RDS in Manmunai North Divisional Secretariat. All five activities (micro credit, educational activities, employment, women development, social capital) are in moderate level of quality. Therefore RDS in Manmunai North Divisional Secretariat has to take necessary actions to fulfill the Public's expectations that help to improve the level of roles of RDS.

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