

# **Non- State Actors in International Relation: Global Corporation and NGOs**

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## **ABSTRACT**

There have always been a variety of actors in world politics. The function of nongovernmental organizations (NGOs) in the formulation and application of foreign policy is attracting increasing attention. The word “transnational advocacy networks” might be a better analytical term; however, the term “NGO” is likely to be frequently used as transnational advocacy networks are most active in the United Nations, where NGO representatives have established a structured position for themselves through time and with consistent effort, particularly in areas like human rights, ecology, and humanitarian aid. There are strong ties between the European Union and NGOs, particularly in the area of development cooperation, and NGOs are beginning to play a role in the Organization for Security and Cooperation. NGO representatives don’t have much political influence on overall policy decisions, but they can make a difference in specialized areas where they have in-depth knowledge. A structured forum makes it easier for NGOs to operate. To explain recent trends, new theories of international relations, such as Robert Keohane and Joseph Nye’s “complex interdependence,” were developed. In this borderless world along with state, NGOs can play a vital role because it engages people from ground level and address the cause of their day-to-day life and solutions to it.

**Keywords :** NGOs, IGOs, United Nations, Globalization, MNCs, NLMs, Global corporations

## **INTRODUCTION**

Historically, authorities have exercised power in relationships across borders, and nations have been the biggest players in shaping global governance. Yet, understanding of how nonstate organizations affect international relations has expanded along with globalization. Over the last year, entities that are not states such as international non-government organizations (INGOs) as well as transnational companies (TNCs), are growing increasingly important in the governance of the globe. Organizations that conduct business globally across national boundaries are commonly referred to as multinational corporations (TNCs). TNCs have played an integral part in the development of global relations and are highly wealthy and influential in the world economy. TNCs employ a range of tactics to shape the

public’s perceptions, including as economic domination, political clout, including social impact. TNCs have enormous economic influence; several of them boast GDP greater than that of many whole countries. Because TNCs regularly contribute significantly to the country’s GDP, their financial strength gives businesses considerable sway over politicians with their fiscal power, they could influence legislatures to introduce laws that even more their agendas. In the 1990s, for example, the tobacco industry lobbied against regulations that restricted smoking, alleging that such restrictions would have a detrimental effect on their revenues. Using their commercial muscle to support political campaigns, TNCs could persuade politicians to Favour legislation that accords with their own goals. They have enormous influence on international organizations that set trade laws, such as the World Trade Organization (WTO). In the

WTO, they are also able to vote in Favour of the implementation of laws that guarantee their legal entitlements to proprietary information and further their own objectives. Businesses additionally have an essential societal impact since they typically operate throughout nations with inadequate or insufficient workplace and environmental regulations. By utilizing their social power to promote corporate social responsibility (also known as CSR) initiatives, they may improve their standing and public image. CSR initiatives can help multinational corporations (TNCs) enter new markets as consumers seek more socially conscious products and services. International nongovernmental organizations are referred to as non-governmental organizations (INGOs usually attempt to promote rights for people, the preservation of the environment, and equitable society. INGOs have proven important in improving rights for individuals approximately around the globe. Non-state actors are individuals or organizations with significant economic, political, or social power that can influence national and sometimes international affairs, without being affiliated with any specific country or state. Pearlman and Cunningham define non-state actors as “an organized political actor not directly connected to the state but pursuing aims that affect vital state interests” (Pearlman and Cunningham, 2011). In addition to possessing power and the capacity to influence, non-state actors typically have a base or headquarters within a particular state, but their activities extend beyond the borders of that state. Infractions to human rights worldwide are tracked and recorded by international nonprofit organizations (INGOs), such as Amnesty Worldwide and Human Rights Watch. They played an important part in advancing worldwide agreements on human rights such as the International Covenant on the Protection of Civil and Political Rights and the National Covenant on Social, Cultural, and Economic Rights. They have contributed significantly to the advancement of world peace and security. The International Crisis Group and the International Committee of the Red Cross are two groups that strive to prevent, end, and rebuild conflicts. These organizations regularly work with local governments and communities to promote economic development, widen access to healthcare and

education, and reduce poverty. They have contributed significantly to the advancement of world peace and security. The International Crisis Group and the International Committee of the Red Cross are two groups that strive to prevent, end, and rebuild conflicts. These organizations regularly work with local governments and communities to promote economic development, widen access to healthcare and education, and reduce poverty. They frequently engage in practices like transfer pricing, tax fraud, and environmental destruction that negatively impact the host country’s economy and environment. For example, the oil company Shell is accused of harming the environment in Nigeria, the nation where it possesses oil reserves. They frequently try to weaken national sovereignty by becoming involved in internal affairs, like elections or the formulation of public policy, and then disobeying or violating national laws and regulations, which can be harmful to a nation’s independence. For example, under the false pretense of environmental preservation, the global conservation group Greenpeace, which NGO thwarts national development initiatives. TNCs generally back cultural imperialism, which may undermine local traditions and values. For example, it’s been claimed that the internationalization of American fast-food chains and Hollywood movies homogenizes cultural diversity. The primary reason for NGOs’ and IGOs’ success is the beginning levels participation of people, which opened the door for solutions from multinational corporations and organizations.

### Concept of an Actor:

An actor in the transnational political system in an organized entity that’s composed (at least indirectly) of mortal beings, isn’t wholly inferior to any other actor in the world system in effective terms and participates in power connections with other actors”<sup>1</sup>. To Hopkins and Mansbach, “an actor is relative independent unit that exercises influence on the behaviour of other independent actors. occasionally these actors are men acting on their own behalf, but more frequently they’re men acting as spokesmen or surrogates for larger social units like states<sup>2</sup>. The defining specific of a state as an actor in transnational politics isn’t simply legal sovereignty or

1. Oran R. Young, “The Actors in the World Politics” in James Rosenau, Vincent Davis and Maurice A. East (eds.). *The analysis of International Politics* (New York: Free press, 1972). p. 41.
2. Raymond F Hopkins and Richard W. Mansbach. *Structure and Process in International Politics* (New York: Harper Row, 1973). p. 5

territoriality but the trait of autonomy. Autonomy means the capability to bear in ways that have consequences in transnational politics and cannot be prognosticated by reference to other actors or authorities<sup>3</sup>. In practice, no actor in the contemporary global political system is entirely autonomous because of the high position of interdependence among units in the system. An actor is independent if its responses are not predictable indeed from the most thorough knowledge of the terrain and if it retains a stable and coherent decision-making ministry within its boundaries<sup>4</sup>.

### **Territorial Actors/ Nation States:**

Nation-state as a territorial actor, consists of labour force from the agencies of a single central government. The system states are supposed to have come into actuality at the Peace of Westphalia of 1648<sup>5</sup>. Despite differences in size, mortal and natural coffers, their political and profitable systems, countries partake certain characteristics like sovereignty, home, population, nationalism and recognition by other countries. Oran Young defines a state as a political reality characterized by a centralized institution of government which is Organised on a formal and temporal base, the capacity to interact with other actors in the global political system on a formally equal, that is, autonomous base with a fairly fixed and easily demarcated territorial base and an easily definable core population<sup>6</sup>.

### **Territorial Non-State Actors:**

The politically important territorial non-state actors are the colourful public emancipation movements and secessionist groups. Their conditioning may be conducted world-wide, but they are territorial because the purpose of their action is to produce countries. For illustration, the Palestine Liberation organization (P L O), which has been recognized as the legal copulate representative of the Palestinians. It has been granted bystander status at the United Nations and commands military strength. The PLO maintains politic relations with a number of member

countries of the UN. Compared with many 'weak states', the decisions and activities of the PLO have had greater impact on world issues and on foreign policies of major nations. The distinction between territorial and non-territorial actors can be summed up as follows: the territorial actors like nation-states, are Organised on the basis of contiguity of territorial 'units' while non-territorial actor an Organised on the basis of similarity or interaction. Another distinction is that the membership of a territorial actor is based on location in geographical space, while membership of non-territorial actor on location in some socio-functional space, defined by similarity and interaction. Another difference is that, vicinity is the guiding principle of territorial actors, while affinity is the guiding principle of non-territorial actors<sup>7</sup>.

### **Historical Context of Global Cooperation Efforts and the Evolution of International Organizations:**

The International League of Countries formed one of the first nations created to foster global cooperation and peace resulting from the outbreak of World War I, and it was established in 1919. Among the difficulties the league encountered were the US's lack and its incapacity to stop World War, 2. After World War II, the United Nations (UN) was established in 1945 with the intention of averting future hostilities and promoting global cooperation. The United Nations is made up of several specialized organizations that address different international issues, like UNICEF, WHO, and UNESCO. The decades-long Cold War between the United States and the Soviet Union led to the establishment of defensive alliances such as the NATO alliance and the Warsaw Pact, which exposed the political divisions of the era and highlighted the necessity of developing nation collaboration through non-alignment with any major power bloc. With the end of the Cold War came a rise in multinational corporations and a focus on issues like human rights, environmental sustainability, and economic globalization.

### **International Inter Governmental Organizations**

3. Ibid. p. 5.

4. Karl Deutsch, *The Nerves of Government* (New York: Free Press, 1963). P. 109.

5. Oran R. Young, *op.cit.*, p. 128.

6. Ibid., p. 141.

7. John Galtung, "Non-Territorial Actors: The Invisible Continent" in George Abi-Saab (ed.), *The Concept of International Organisation* (New York: UNESCO, 1981), p.68.

### **(IGOs) and Non-Governmental Organizations (NGOs):**

International and transnational non-governmental organizations (NGOs) and international intergovernmental organizations (IGOs) make up the traditional classification of non-state entities. The first category consists of actors that national governments have created but who are not states. Governmental bodies have made official records of them. The second category of non-state international actors is not produced by nation-states; rather, it is produced by particular social groups, business people, and other societal elements. This group is truly global because it is not legally associated with any one nation-state. In the modern world, there are a lot of IGOs that are important in their particular fields. They are essentially the results of agreements and discussions that reflect the aspirations of more powerful countries. IGOs are specially created by larger nations to safeguard their own interests. Decisions made by the designated governmental officials usually come from discussions among themselves.

Governments usually collaborate with one another in the environment of IGOs out of necessity rather than idealism.

It is generally acknowledged that among the primary duties of IGOs are regulation, agenda setting, and data collection. They reduce ambiguity created by government action and look for accommodative solutions to global problems. IGOs have the power to alter national customs as well as international norms. For instance, the UNEP significantly aided in the creation of initiatives like the preservation of the ozone layer and the protection of the Mediterranean Ocean. IGOs also keep an eye on national governments' adherence to the values, standards, and regulations of international organizations and regimes. The International Atomic Energy Agency (IAEA), which monitors the "non-proliferation of atomic weapons" concept in state whenever any claim is made, is the most well-known example<sup>8</sup>.

Non-state actors founded the institutions known as non-governmental organizations, or at least one aspect of these organizations is not a state. There are many different types of nongovernmental organizations (NGOs), such as those that are corporate and industry-based, government-organized, donor-dominated, transnational

social movements, quasigovernmental, and anti-governmental. Both their number and their importance to international politics have increased in the last few decades. They are now considered to be "important actors in the formulation of global policy.

NGOs create international organizations, enlist the aid of contacts across the globe to gather information about global conditions, notify their global network of supporters about situations that demand their attention, plan emergency responses, and exert pressure on other governments to create and/or mobilize global networks. They participate in IGO conferences by bringing up new topics, organizing transnational social movements and issues in IGOs, creating transnational social coalitions, speaking at IGO meetings, bringing documents to meetings of government organizations, developing conference diplomatic activity skills, and broadening their area of expertise. By generating reports and background materials, acting as independent data providers, educating state legislators and delegates to address technical gaps, expanding the range of policies that are available, mediating and agreements.

NGOs operate across states in a variety of ways, including working with regional partners, establishing links with globalization social organizations that have similar objectives, coordinating state policy in national forums, providing humanitarian aid, and defending the companion of a person who is in danger. By making government officials aware that they are being watched, promoting public understanding, raising the transparency of international institutions and bargaining, and inciting public outrage, they further enhance public engagement within states.

NGOs that operate on a worldwide scale have grown more important as influencers of nation governments' foreign policies as a result of the accelerated globalization process. They lobby at the international and transnational levels, just as their colleagues who work at the domestic level and do so in their own countries. Nation-state borders have been breached by human rights campaigners, gender activists, and religious organizations, develop mentalists, and indigenous peoples<sup>9</sup>. As the nations and sectors of global society have grown more interdependent, it has become more common for nongovernmental organizations

8. A.L. Bennet (1991). *International Organizations: Principles and Issues*, Englewood Cliffs, NJ: Prentice Hall.

9. C.W. Kaley and E.R. (eds.) (1995). *The Global Agenda :Issues and Perspectives*. New York: McGraw-Hill, Inc.

(NGOs) representing similar communities in their various countries to closely coordinate their policies and to establish (re-establish) themselves as international non-governmental organizations (INGOs).

### **Multinational Corporations (MNCs):**

Among the most well-known contemporaneous NGOs are large businesses or MNCs. These are the big companies that sell what they sell all over the world while maintaining places of business in at least a few different nations. MNCs “establish unusual relationships between advantages all over the world” and are “significant drivers for international economic cooperation”. Multinational corporations (MNCs) can be classified according to the kinds of business activities they carry out, such as those related to mining, agriculture, manufacturing, transportation, finance, and tourism. The most well-known MNCs are industrial and financial corporations, with banks being the most important. They set the direction of global affairs and are particularly skilled at guiding the foreign policies of all regimes, even the most powerful ones. They now have a significant influence on the formulation of the nation’s economic policy. The quantity of resources under MNC control is one indicator of their power. Their capacity to move people, money, and technology across borders with extreme flexibility gives them more negotiating leverage with governments.” MNCs could be viewed as tools for economic development in less developed nations<sup>10</sup>.

### **MNCs as actors in the Global Political System: Three model:**

There are three introductory models- State- Centric, dependency and international, representing three perspectives, Realist, Marxist and Trans nationalist, on the part of MNCs in inter public politics. These models have been drawn from the current writings on transnational politics. Each of the model has strengths and weakness. On the base of their critical examination,

some general conclusions can be drawn with respect to the part of MNCs as global actors and the nature of unborn transnational relations in general.

### **State-Centric Model:**

This paradigm has its roots in the realist study of and Hans Morgenthau<sup>11</sup>. The state- centric model of transnational politics regard nation- state as the core unit of the transnational system and knowledge of interstate relations as being sufficient to understand and explain the behaviour in that system. Some of the other lawyers of this model are Oran Young, Michael Sullivan, Kenneth Waltz. The introductory hypothetical is that” the state in its ultramodern form is the abecedarian political unit in the world system and that, thus, it’s possible to dissect world politics largely in terms of interstate relations”<sup>12</sup>.

Realists feel sceptical about the part of MNCs in inter public politics. They dismiss the notion of interdependence between nations. Kenneth Waltz argues that interdependence is on the drop the state-Centric model are global politics is grounded on the commerce of nationcountries, which are both, actors and targets of action. The nation- state is the’ autonomous equal’ of every other<sup>13</sup>. According to the state-Centric model, the conception of ‘ sovereignty’ seems to be the central trait of actors in the transnational system. It implies a proposition of politics which claims that in every system of government there must be some absolute power of final decision- making exercised by some person or body recognized both competent to decide and suitable to apply the decision. This person or body is called the’ autonomous<sup>14</sup>.

### **Dependency Model:**

The main proponents of the dependency model are Osvaldo Sunkel, Andre Gunder Frank, Fernando Cardoso. According to them, the real actors in world politics are the dominant class or profitable interests, as they use the state as a channel for the pursuit of their points.

10. M. Carnoy (1993).” Multinationals in a Changing World Economy: Whither the Nation – State,” in M. Carnoy et.al. (Eds.). The global Economy in the Information Age. University Park, PA: Pennsylvania State University Press, pp. 45-96

11. E.H. Carr, The Twenty-Year Crises 1919-1939 (London: Macmillan, 1951). P. 118

12. Oran R. Young, op.cit, p.126

13. Kenneth Waltz, “The Myth of Interdependence” in Charles P. Kindleberger (ed.). The International corporation (Cambridge, MIT press, 1970). P207.

14. David L., Sills (ed.), International Encyclopaedia of the Social Science, Vol. 15, (New York: Macmillan. 1968). P. 78

Exploitation and reliance are the characteristics of the global political system. The picture of relations between nations in the reliance model is hierarchical, unstable and exploitative. The most pictorial donation of this view is that of Stephen Hymer<sup>15</sup>. Non- Marxist pens on 'dependence', like Osvaldo Sunkel and Andre Gunder Frank question benefits that flow from

MNCs.<sup>16</sup> The dependency model has been criticized for linking dependence with imperialism. They present an entire chngement of the MNCs and fail to see that some kind of accommodation with the MNCs is possible. Benjamin Cohen has given a critical view of the dependencies thesis<sup>17</sup>. In his opinion, the reliance proposition is inflated and there's a certain degree of determinism.

### **Traditionalist model:**

This perspective of trans-nationalism covers a broad and different group of scholars. Some of the lawyers of this model are Robert Keohane and Joseph Nye, James Rosenau, Mansbach, Lampert and Fergusson, Samuel Huntington, Seyom Brown, Modeleski, Coplin, Burton and others. The views of these thinkers are easily liberal rather than realist. An extreme trans nationalist view is that the part and function of the nation- state in world affairs has diminished Robert Gilpin refers to this view as ' Sovereignty at bay' model, where the nationstate is viewed as growing anachronism in the contemporary world<sup>18</sup>. According to this model, the present transnational system differs sharply from the one that was existed previous to World War II. The most important change has been the decline in the part and significance of the nation- state. Seyom Brown observes that " alignments and jaundice of the recent history are shifting ground, and structures presumed on their stability appear to be

worsening. Indeed, the bed gemstone of the transnational system, the sovereignty of nation- state is subject to severe corrosion<sup>19</sup>". Non-state actors have a profitable and political impact on the relations between nations. The lawyers of this approach regard the global system as a 'cobweb', a network of cross- crossing multitudinous connections. They regard the world as 'multi-Centric and not' state- Centric. Ernst Haas has argued that the global system has come a turbulent field marked by a confusing array of actors and issues having the characteristic presentation interdependence articulated in the globalist paradigm<sup>20</sup>.

### **National Liberation Movements (NLMs):**

People's commitment to and identification with ethno-national communities is making national liberation movements more and more significant in the global context. In world politics, national liberation movements (NLMs) have always been important, especially in Asia, Latin America, and Africa. A few NLMs became well-known for being important figures in several international issues. The NLMs that have played and continue to play a significant role in international affairs, the Palestinian Liberation Organization (PLO) is one of the most well-known examples. Since the late 1960s, the PLO has played a significant role in the Arab-Israeli conflict. In Arab countries, the PLO and its longtime leader Yasser Arafat are recognized as the true representatives of the Palestinian people. Other noteworthy NLMs include the African National Congress (ANC), led by Nelson Mandela of South Africa, the Patriotic Front, which opposed the white majority government in Rhodesia, and the Southwest African People's Organization (SWAPO), which took power in Namibia. NLMs have played a significant role in the decolonization of Africa following

15. See Robert B. Cohen (ed.), *The Multinational Corporation: A Radical Approach*, Paper by Stephan Hymer (Cambridge: Cambridge University Press, 1979). P. 126
16. For Details See Osvaldo Sunkel, "Big Business and Dependencies: a Latin America View". *Foreign Affairs*, Vol. **50**, No, 3 (April 1972), pp. 517-532 and Andre Gunder Frank, *Capitalism and Under Development in Latin America* (New York: Monthly Review Press, 1967).
17. See Benjamin J. Cohen, *The Question of Imperialism: The Political Ecology of Dominance and Dependency* (New York: Basic books 1973) Chapter 6, pp. 189-228.
- 18.. Robert Gilpin, "Three Models of the Future" in C. Fred Bergsten and Lawrence B. Krause (eds.) *World Politics and International Economics* (Washington: Brookings, 1975). P.48.
19. Seyom Brown, *New Forces in World Politics* (Washington D.C.: Brookins Institution, 1974) p.2.
20. Ernest Hass, "Turbulent Fields and the Theory of Regional Integration. Vol. **30**, Spring 1976. P.178.

World War II.

### **Epistemic Communities:**

To promote international collaboration, technical knowledge is disseminated through epistemic communities. Epistemic communities are used by states to accomplish their goals, but they also influence each other and the states in which they exist. They all make substantial contributions to the information transformation, because they offer fresh perspectives, ideas, and understandings that can be applied to real world problems, epistemic communities aid in the study of international politics. This process may cause states' decisions to change because new information may have an impact on their interests and, in turn, their policies. The policies of states in the Mediterranean Sea environmental regime were significantly changed by an epistemic community comprising UNEP staff, some secretariat members from other specialized organizations, local marine scientists, and likeminded political leaders from the region. This community was especially influential in Algeria.

### **Religious and Humanitarian Organization:**

Even though the state-Centric and sovereignty-based paradigm of the world order still sets the standard for international human rights, nation-states are now expected to adhere to transnational and international formal and informal legal and political restraints on their human rights practices. Nation-states must consider global and transnational public opinion because a multitude of transnational organizations monitor their human rights policies and instances of coercive foreign operations. Organizational practices have a major influence on national decision-making. These nonstate actors are primarily concerned with social values, the environment, human rights, and morality. The most well-known and influential nongovernmental organizations (NGOs) that monitor human rights globally are Amnesty International (AI), the International Red Cross, and the International Red Crescent.

The first two provide support to prisoners of war and relief to areas affected by man-made and natural disasters during times of peace. They mostly adhere to the rules set forth by the UN and other comparable institutions. Amnesty International monitors human rights

abuses worldwide. It inspires the international community to stand up for human rights, oppose torture, and oppose persecution. International campaigns against countries that violate human rights are initiated as a result. The European Parliament (EP) is one of the IGOs that uses AI's reports to formulate policy. Consider the human rights policies of the EP regarding Turkey. AI thus gets to enjoy the results of its labour. Similar to this, apartheid, a longstanding practice of human rights violations in South Africa, ended mostly as a result. Moment, we've a global system because all political and social units of the world are connected. All societies in the world have been Organised politically into nation countries of one kind or another. These countries mutually inter act, though clearly not in a symmetrical manner. The present global political system is a 'youthful system'. utmost of its members hasn't been around for veritably long and indeed a maturity have no history as an autonomous state that goes back further than one generation<sup>21</sup>. In cooperation with many other international factors, non-governmental organizations (NGOs) dedicated to the field of human rights have "produced an impressive array of new machinery for protecting human rights". They also need military aid to maintain the governance internally and to cover it against external attack. They also need requests for their exports. According to Holsti, fifty percent of the countries of the contemporary world are weak' and defy immense problems associated with development<sup>22</sup>.

### **Rise of non-governmental organizations (NGOs) And their increasing influence in International Affairs:**

Through social media, websites, and other campaigns, NGOs are now able to connect with a worldwide audience, spread awareness, and rally support for a range of causes thanks to the digital age. The efficient coordination, data collection, and information dissemination made possible by technology have increased the efficacy of NGO projects. Due to the interconnection of economies, cultures, and societies brought about by globalization, issues pertaining to public health, environmental preservation, and human rights are now global concerns. Taking advantage of this interconnectedness, NGOs are tackling transnational issues that call for cross-border cooperation. NGOs are

21. K.J Holsti, *International Politics: A Framework for Analysis* (New Jersey: Prentice Hall, 1992) p.49.

22. *Ibid.*, p. 53.

now able to expand their operations and take on large-scale projects because of the funding that is available from individuals, philanthropic organizations, and international organizations. NGOs frequently represent vulnerable groups and marginalized communities by speaking out about their issues on global forums. NGOs are essential in providing humanitarian aid during crises, such as pandemics, wars, and natural disasters. NGOs work to strengthen local communities' capacity so they can handle their own problems.

#### **Greenpeace and the Montreal Protocol:**

One of the most effective environmental agreements in history is the Montreal Protocol, an international agreement that aims to phase out the production and use of substances that deplete the ozone layer. Greenpeace and other environmental NGOs were instrumental in bringing attention to the harm that ozone-depleting substances were causing to the environment. They organized campaigns, carried out studies, and rallied the public against the use of these drugs. Governments all across the world acted as a result of public and nongovernmental organization pressure, which raised awareness. The Montreal Protocol was adopted in 1987, and its provisions were reinforced by later amendments. The ozone layer is currently slowly recovering, demonstrating the beneficial influence of NGO activism on international policy.

#### **Human Rights Watch and the International Campaign to Ban Landmines (ICBL):**

Even after conflicts had ended, landmines were still causing serious humanitarian problems and killing people, mostly civilians. Organizations such as Human Rights Watch and ICBL carried out in-depth studies on the effects of landmines and pushed for a complete prohibition. Through media campaigns, reports, and partnerships with other governments and NGOs, they increased public awareness. The Ottawa Treaty, which forbade the use, manufacture, and storage of landmines, was the result of their efforts and was signed in 1997. Many lives and limbs have been spared as a result of the treaty's significant contribution to the worldwide reduction in landmine use.

#### **Fair trade movement and Oxfam:**

In developing nations, unfair trade practices were leading to poverty and exploitation of small-scale farmers

and producers. Fair trade policies were promoted by Oxfam and other

NGOs. They supported the idea of fair trade, which enables sustainable development by paying producers in developing nations a fair price for their goods. As the fair-trade movement grew, so did consumer awareness of and desire for fair trade goods. Numerous businesses and customers began to support fair trade, which helped countless farmers and artisans in developing nations make better livings. The death penalty was widely applied and frequently applied in ways that went against human rights norms in many different countries.

#### **Amnesty International's campaign against torture:**

Amnesty International and other human rights non-governmental organizations actively opposed the death penalty. They promoted due process, brought attention to instances of erroneous convictions, and organized opposition to the death penalty. Their efforts resulted in a notable decline in the number of nations that still apply the death penalty. Because of international pressure, a number of nations abolished the death penalty or put an end to executions, which improved sentiment toward it throughout the world. These case studies highlight the critical role non-governmental organizations (NGOs) play in influencing policy and fostering constructive social change. NGOs keep making a big difference in the world by advocating, conducting research, and working at the grassroots level.

#### **Challenges faced by NGOs in their international activities:**

- **Funding Constraints Dependency on Donors** NGOs frequently depend on donations from individuals, foundations, and governments. Changes in funding levels may have a big effect on how they operate. Their inability to address complex issues can be hampered by limited financial resources, which can limit the size and scope of their projects.
- **Complex Regulatory Environment** NGOs have to negotiate intricate legal systems and rules in various nations. The registration procedure can be bureaucratic and timeconsuming. Certain governments place limitations on NGOs, which makes it challenging for them to function freely. Differing political or ideological viewpoints may result in intervention or expulsion from a nation.

- **Cultural and linguistic barrier** respecting and understanding different cultures is essential. Misunderstandings can happen and reduce a program's effectiveness. When NGOs operate in areas where languages are spoken differently, communication problems can arise. Services for translation and interpretation that work well are crucial.
- **Security Risks** NGOs that work in conflict zones run serious security risks. Political unrest, acts of violence, or armed conflicts can put staff and volunteers in risk. Risks related to natural disasters like earthquakes, hurricanes, or floods are faced by NGOs that provide disaster relief.
- **Coordination and cooperation** diverse NGOs must collaborate with local governments and organizations; however, this can be difficult because of differences in priorities, strategies, and resources. Sometimes, several NGOs may inadvertently carry out the same tasks, which results in inefficiencies and resource waste.
- **Accountability And Transparency** NGOs must provide evidence of the effects of their work. Setting up precise success metrics and answering to stakeholders are difficult but essential tasks. It can be challenging to ensure transparency in financial matters and project implementation, particularly in areas with inadequate governance frameworks.
- **Technological Challenges** Some areas have limited access to technology and the internet, which makes it difficult for NGOs to carry out online projects or effectively communicate. Safeguarding confidential information, particularly in places with inadequate cyber security protocols, is an important concern.
- **Sustainability** NGOs frequently struggle to maintain the long-term viability of their initiatives, particularly if they depend significantly on outside funding. It is important but difficult to increase local capacity and give communities the tools they need to continue initiatives after the NGO leaves.
- **Public Relation and perceptions** In some areas, the public may be sceptical of or mistrustful of NGOs, which makes it difficult for them to gain support and function efficiently. Planning strategically, working with others, being flexible, and having a thorough awareness of the

local environment are all necessary to meet these challenges. To get over these challenges and accomplish their objectives, prosperous NGOs frequently form alliances, make investments in their communities, and uphold a high standard of accountability and transparency. In order to increase NGOs' efficacy in the field of international relations: Make in-depth assessments to comprehend the unique requirements and difficulties faced by the communities they serve. Programs should be designed to effectively meet these needs. Create long-term plans that complement global development objectives. Measurable goals that are well-defined aid in monitoring development and effects over time. Invest in training courses that cover project management, cultural sensitivity, conflict resolution, and language proficiency for volunteers and employees of non-profit organizations. Work together with specialists in a range of domains, including environmental sciences, education, healthcare, and technology, to make sure that programs are grounded in the most recent findings and industry best practices. Observe international accounting standards and keep transparent financial records. Publish financial reports on a regular basis to show donors and the public that you are accountable. Establish reliable systems for monitoring and evaluating projects in order to precisely gauge their impact. Enhance transparency by sharing with stakeholders your accomplishments, difficulties, and lessons learned. Work together with national and local NGOs, community organizations, and governments. Combine your resources, experience, and knowledge for a bigger effect. Engage in active participation in global networks, conferences, and forums. To exchange ideas and tactics, have conversations and form alliances with other NGOs. Use technology to your advantage for advocacy, communication, and data collection. Utilize social media, data analytics, and mobile apps to increase the effectiveness and reach of your programs. Create innovation centers or labs dedicated to coming up with original answers to urgent global problems. Motivate your community to take part

in initiatives aimed at solving problems. Advocate for policy changes using data and research. Provide legislators with proof of effective programs and their results to highlight the value of endorsing NGO endeavour. To sway policy decisions, hold discussions with international organizations and governments. Provide professional advice and suggestions derived from firsthand observations. Engage communities in the planning, carrying out, and reviewing of projects. Make sure their opinions are heard and taken into consideration when developing new programs. Create initiatives aimed at giving marginalized communities more political, social, and economic clout. Communities that have more power are stronger and better able to direct their own development. Create thorough backup plans for handling crises like pandemics, natural disasters, and armed conflicts.

Make sure volunteers and employees have received the necessary training to manage crises well. Form close relationships with emergency response teams and local government representatives. Work together closely during emergencies to give impacted communities prompt, well-coordinated assistance. Programs and projects should incorporate environmental sustainability. Encourage environmentally friendly behaviour and increase public awareness of conservation and climate change. Implement green initiatives within NGO operations, such as reducing waste, conserving energy, and promoting sustainable transportation methods. Foster a culture of learning within the organization. Encourage staff to attend training programs, workshops, and conferences to stay updated with the latest developments in their respective fields. Be flexible and adaptive in response to changing circumstances. Regularly review strategies and modify approaches based on the evolving needs of the communities served. By implementing these recommendations, NGOs can enhance their effectiveness in international relations, contributing significantly to positive social, economic, and environmental changes worldwide<sup>23</sup>.

### **Conclusion:**

Global cooperation on many fronts, Non-

Governmental Organizations' (NGOs') effective work in international relations is crucial. In order to address urgent global issues like poverty, inequality, environmental degradation, violations of human rights, and health crises, nongovernmental organizations (NGOs) are essential. Their assistance is greatly appreciated for a number of reasons: Since they are frequently ingrained in the community, NGOs have a thorough awareness of the needs and cultural contexts there. This information is crucial for creating culturally aware and successful interventions that will be relevant to and accepted by the target population. NGOs are able to innovate and swiftly adjust to shifting circumstances. Their adaptability enables them to try out novel concepts and approaches, which stimulates creativity in the process of solving challenging global issues.

NGOs serve as advocates for marginalized communities, leveraging their experiences and data to influence policies at local, national, and international levels. Their evidence-based advocacy can lead to positive changes in laws, regulations, and international agreements. NGOs act as bridges between governments, businesses, local communities, and international organizations<sup>24</sup>. They facilitate dialogue and collaboration among these diverse stakeholders, fostering understanding and cooperation on a global scale. NGOs, through their grassroots presence, can monitor the implementation of policies and projects. Their independent assessments contribute to transparency and hold governments and other institutions accountable for their actions, ensuring that promises are kept and resources are utilized effectively. NGOs are often the first responders during humanitarian crises. Their rapid and coordinated efforts provide critical aid, including food, shelter, healthcare, and psycho-social support, saving lives and alleviating suffering in times of emergencies. NGOs are pioneers in experimenting with innovative solutions, be it in healthcare, education, environmental conservation, or technology. Their pilot projects often serve as models that can be scaled up for broader impact. Through their advocacy and awareness campaigns, NGOs promote a sense of global citizenship. They encourage people worldwide to take action, fostering a sense of solidarity and shared responsibility for the well-being of humanity. In an increasingly interconnected world, where global

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challenges require collaborative solutions, the work of NGOs in international relations acts as a catalyst for positive change. Their efforts contribute not only to the well-being of communities but also to the overall harmony and progress of the global society. By recognizing and supporting the work of NGOs, nations and international bodies strengthen the foundation for sustainable development, peace, and cooperation, making the world a better place for everyone. In the face of future trends, NGOs will continue to be instrumental in global cooperation, serving as catalysts for change, promoting dialogue, advocating for policy reforms, and driving international efforts toward a more sustainable, just, and inclusive world. Their adaptability, innovative approaches, and ability to mobilize public support will remain pivotal in addressing the complex challenges of the 21<sup>st</sup> century.

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