



**REPORT OF
TRAINING ON MOBILISATION AND MANAGEMENT OF
COMMUNITY RESOURCES**



ORGANIZED BY

**NATIONAL INSTITUTE OF PUBLIC COOPERATION and
CHILD DEVELOPMENT (NIPCCD)
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Title of Training: MOBILIZATION AND MANAGEMENT OF COMMUNITY RESOURCES

Date : 17th to 21st of May 2010

Venue : NIPCCD, New Delhi, India

Participants : Chief Executives and Programme Staff from 20 NGOs of India.

I. HIGHLIGHTS OF THE TRAINING PROGRAMME

a. The training was approached as :

- 1) One big group during the inaugural opening ceremony
- 2) 4 days classroom sessions by topics with selected resource persons/experts.
- 3) 1 day field practicum and exposures to selected sites for community interaction and PLA (Participatory Learning and Action) exercise.
- 4) Classroom Exercises / Group Activity and presentation of Group Exercises.
- 5) Closing program.

b. Objectives of the Training:

- 1) Understanding of Community Resource Mobilization - Basic concepts & Processes and acquisition of practical implementation skills.
- 2) Provide knowledge and skills to implement and manage effective **community resource mobilization (CRM)** programs.
 - Introduction, macro perspective and issues in CRM
 - Recent developments and approaches for implementation of CRM
 - Stakeholder participation and community's role in CRM
 - Tools and techniques related to planning, implementation and monitoring
 - Best practices and cost effective models reflecting sustainability

3) Built the capacity of participants in core skill areas required for promoting CRM at community level.

1. DAY ONE:

OPENING:

Participants arrived at about 9.00am and registered for the training and were provided with writing materials and programme schedule. There was a welcome address by Mr. Divya Lahad who explained to participants the importance of the Training.

Participants introduced themselves, and they set ground rules to guide participation and facilitation of the training. Reporters were also appointed among participants who were charged with responsibility of reviewing and summarizing activities and key learning for each day.

Pre-test Questionnaires were then administered to assess participants' understanding and to serve as a baseline for their knowledge base on in the areas of Community Resource Mobilization.

SESSION 1:

Following tea break, the first training session was facilitated by Mr. Divya Lahad on an Overview of Community Resource Mobilization. The session covered basic concepts and processes on CRM including:

- Meaning of Community, Resource and Mobilization
- SWOT (S – Strength, W – Weakness, O – Opportunities, T– Threat) Analysis for CRM
- Methods and Techniques of CRM
- Steps in Community Mobilization

COMMUNITY – Community as a group of people who have shared concerns and will act together in their common interest.

RESOURCE – A person, asset, material, or capital which can be used to achieve a goal.

COMMUNITY MOBILIZATION – Community Mobilization as a process whereby a group of people have transcended their differences to meet on equal terms in order to facilitate a participatory decision-making process.

The session also explored “education within the context of community mobilization” through the use of drama, comics, road shows, music and dance.

Challenges of community mobilization were also explored including difficulties in adaptability, cost effectiveness and precise measurement of outcomes.

Mr. Divya Lahad then concluded the session with a question and answer session where misconceptions were cleared and issues clarified.

SESSION 2:

The 2nd training session was on “**Communication**”, facilitated by Ms. Sunita Mathur. The session covered:

- Conceptual definition of communication
- Importance of communication
- Key Components of Effective communication
- What you communicate / Appeal should be – Short, Lively, Sharp and Interesting.

The day’s activities ended at about 6.00pm.

2. DAY TWO:

OPENING:

Participants arrived at about 9.15 am and the session commenced at about 9.30am and attendance for the day was taken. There was an opening prayer by a participant and review of day one by rapporteur.

SESSION 3:

Following the presentation of previous day’s review, the third training session on the Identification of Community Needs and Resources was facilitated by Dr. Savita Bhakhry from National Human Rights Commission. The session covered:

- The purpose of community resources
- Resource multiplier
- Benefits of Community Resources
- Features of Community Mobilization
- Targets for Community Mobilization

SESSION 4:

Following tea break, the fourth training session on Use of PRA (Participatory Rural Appraisal) / PLA (Participatory Learning and Action) in identifying ***Community Resources*** was facilitated by Dr. Suryamani Misra. The session covered:

- The background and History of PRA / PLA
- The techniques of PLA
- The Principles of PLA
- Classroom Exercises for PLA

The session was facilitated using PowerPoint presentations, and participants were allowed to ask questions and clarify issues around the presentations.

SESSION 5:

Following lunch break, the fifth training session on **Mobilisation for Resource Generation : Strategies for Fund Raising** was facilitated by Mr. M Bharat Kumar. The session covered:

Commonly used methods for fund raising from the public in cash or kind –

1. Donation
2. Door-to-Door Collection
3. Appeals
4. Charity Box
5. Membership Fees
6. Sale of Flags / Seals
7. Advertisements / Brochure / Lucky numbers

3. DAY THREE:

OPENING:

Participants arrived at about 9.15 am and the session commenced at about 9.30am and attendance for the day was taken. There was an opening prayer by a participant and review of day two by rapporteur.

SESSION 6:

Following the presentation of previous day's review, the 6th training session on the **Need For Accountability, Transparency and Ethical Issues in Voluntary Organisation** was facilitated by Mr. Mathew Cherian from Help Age India.

SESSION 7:

Following tea break, the seventh training session on National Children's Fund (NCF) was facilitated by Mr. M Bharat Kumar. The session covered:

- Guidelines for preparing project proposals under the Fund
- Application Format for Financial Assistance under National Children's Fund

SESSION 8:

Following lunch break, the eighth training session on **Tips on Financial Management for Voluntary Organisations** was facilitated by Mr. Ashok K. Seth from Plan India. The session covered:

Principles of Financial Governance:

- A – Accountability
- B – Book Keeping
- C – Consistency
- D – Disclosure
- E – Efficient
- F – Flexibility

SESSION 9:

Following tea break, the ninth training session on Legal Frameworks for Voluntary Organisations was facilitated by Ms. S P Selvi. The session covered:

- Income Tax Registration
- FCRA Norms and Conditions
- Section 35 AC
- Section 80 G – For NGO
- Section 80 C – For Individual

4. DAY FOUR:

SESSION 10:

FIELD VISIT TO USMANPUR VILLAGE, DANKAUR BLOCK, UTTAR PRADESH

Participants arrived at about 7.15 am and the journey for field visit started at about 7.30am and attendance for the day was taken. The objective of the field visit was to developing a strategy for mobilizing resources from the community. We reached the Usmanpur village around 11 am and then interacted with the community people and did a PLA exercise with the help of the villagers.

SESSION 11:

Following lunch break, the eleventh training session on Discussion on Field Visit was facilitated by Mr. Subhasis Ray.

The day ended with a group task for participants to be presented on day 5.

Group Task:

Participants were divided into 3 groups and assigned to work on the following task:

- Social Mapping of Usmanpur village
- Identification of problems in Usmanpur village
- How would you carry out community mobilization in Usmanpur village?

5. DAY FIVE:

SESSION 12:

Following the presentation of previous day's review, the 12th training session on the Innovative / Indigenous Practices on Mobilisation and Management of Community Resources was facilitated by Dr Ashok Kumar. The Community dialogue process was also explained and orientation about community dialogue examined.

GROUP WORK:

After presentations by the facilitator – Dr Ashok Kumar, there was group work and participants again went into groups to complete the tasks given on day 4. This continued till lunch break, after which participants made their group presentations, coordinated by Mr. Divya Lahad.

Dr. Ashok Kumar facilitated review of the group work, after which Mr. Divya Lahad facilitated post test assessment, distribution of Certificates and evaluation of workshop to close the day.

II. INSIGHTS AND LEARNINGS

- Community based and local initiatives are the best way to respond to local problems and also to make such responses community owned and sustainable. Such initiatives can improve the quality of life of the local community and the surest indicator of such initiatives being able to meet the community's demand is the ability to mobilize people and resources. Every community, even the poorest, has resources that can be used to implement projects that respond to local needs. The role of NGOs is to generate awareness, facilitate and implement relevant activities while generating local resources to support such efforts. At the same time it is also pertinent to generate resources such as co-finance, knowledge, technology etc. from external sources.
- Raising resources from the community also provides greater independence and flexibility to implement activities targeting needs that the community finds important. It reduces chances of projects becoming donor driven.
- Participatory Learning & Action (PLA) is a flexible, innovative and non-structured method of planning and designing programmes, which has the ability to change attitudes and lives of the people in the community.
- SWOT is a planning tool used to identify Strengths, Weaknesses, Opportunities and Threats involved in a business. SWOT provides clarity on where we stand & in which direction we should move. SWOT leads to development of short term & long term objectives.

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