

# Grassroots Development Organization GDO

## STRIVING FOR A POSITIVE CHANGE

### *AN INSIGHT TO GDO Organizational Profile*

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## INTRODUCTION

**Grassroots** Development Organization **GDO** is a development Organization established in Layyah in 2011, governed by an autonomous Board of Directors BODs. The board members are highly motivated and committed to work for deserving and Extremely Vulnerable Community, and have taken many initiatives to support community organization and Volunteers in karor, district layyah and district Bhakkar. With the passage of time, members of the organization have considered the need to reorganize its initiatives and efforts in a more integrated and professional manner so that it could support other communities in neglected areas of all over the areas. The development interventions initiated by GDO are benefiting a large number of marginalized communities.

### Registration

GDO is registered; Licence under section 42 of the companies Ordinance 1984.

GDO NTN No. 7913958-6

GDO has now established strong roots in the community and is working as an umbrella organization for a number of Community Organizations (Cos & WSG), Interest Group with committed members. GDO has created a culture of participatory development among its target communities. To reduce poverty, injustice and miseries of the marginalized communities in its target areas, GDO is focusing on livelihood, Health, Human & Institutional Development, Education, Community Services, Women Empowerment and Disaster Management.

## HISTORY

GDO is working to protect the rural community from vulnerabilities and exploitation in marginalized rural area especially in backward rural areas. The organization has worked in different sectors to develop the communities and uplift the living standard of the inhabitants of karor, layyah, for the purpose the organization on timely basis has designed and implemented activities and projects in different sectors.

In Education sector where the organization is providing basic training to teachers and scholarships to needy and bright students, is ensuring not only the quality of education but also creating awareness among the masses regarding the importance and need of an educated community. Besides Training for Teachers Program the organization has established non-formal schools at different localities at rural areas of karor, these “learning activities” are means to attract youth to education and constructive activities.

Health is one of the most important issues of the area GDO has been working to enhance Health facilities for the community. And for the purpose the organization has arranged free medical camps and campaign for mass awareness regarding diseases. Most notable intervention in this area is provision of free medicines and services to the needy folks.

GDO has established gender development activities at karor with an aim to empower women so that women can fully participate and take full benefits from the available facilities and opportunities. Different sessions are focused at Definition of Gender Development, Gender Mainstreaming, Gender Equality and Gender Forum Networking.

The organization considers Human and Institutional Development as a cornerstone for development initiatives, thus pursuing this as quintessential and un-alienable part of its developmental strategies. In this regard it promotes processes of learning and change. The organization endeavors to build up the skills and knowledge of

people as well as institutions they belong to. It enables them to take advantage of the opportunities that are available and thus influence the environment they live in.

**Our** work focuses on the rural poor in Pakistan with a particular emphasis on gender and poverty alleviation and has a mix of advocacy and service delivery programs relevant to the community. It is a community development entity that implements different programmes at Grassroots level aimed at attaining sustainable development and bring about a positive change in our backward areas. GDO develop a strategy, in different sectors of our areas through Social mobilization and Micro Credit Programme. Such as, education, health facilities, skills enhancement, agriculture and women empowerment.

## VISION

To reduce poverty and improve the quality of life for the vulnerable peoples on grass root level.

## MISSION STATEMENT

To bring about a positive change in local community, through an effective poverty alleviation strategy promoting education, women empowerment through education and Advocacy, agriculture, health and gave the life skills to vulnerable women.

## OBJECTIVES

- ✦ To improve the livelihood conditions of poor communities through integrated interventions in Training, enterprise development, micro credit and Social Mobilization
- ✦ To facilitate women empowerment through interventions for women rights, gender and equal participation with men in leadership and decision-making.
- ✦ To establish, manage, maintain, own, administer, promote and subsidize educational institutions, computer literacy centres, schools, colleges, institutions for study and research, centres of learning, reading rooms, and other institutions for basic education, adult literacy, advanced studies and other educational fora with the permission of competent authority but not to act as a degree awarding institute.
- ✦ To aid, assist, set up, maintain, administer and run programs for clean drinking water, general hygiene, cleanliness, proper sewerage and access roads for the poor population.
- ✦ To take measure for social and economic uplift and empowerment of marginalized communities especially in rural area and urban slums to enable the communities to enhance sustainable development by initiating/implementing programs including savings, microfinance programme, Social mobilization, vocational trainings and capacity building of communities.
- ✦ To concentrate on activities for integrated self-reliant and long-term development of the communities through various programs of Poverty Alleviation and human development endeavors and link the communities with the government service delivery departments, donors, NGOs and the private sector.
- ✦ To promote the activities for the cause of women development by initiating programs for income generation, awareness of their legal and basic rights.
- ✦ To train and support human resources for devising, implementing and overseeing development projects and programs.
- ✦ To impart skills and knowledge for improvement in human and institutional development through training and consultancy with NGOs, CBOs, and community groups.

## PROGRAM AREAS

### LIVELIHOOD PROGRAM (LINK TO MCP)

The communities in general attribute their problems as lack of livelihood opportunities. The main sources of livelihoods of the communities are agriculture and livestock especially among womenfolk. Community has a lack of skill, training skills in natural resource management, agriculture and small enterprises MCP. They have no access to required investment and capacity to start and manage small scale enterprises through manipulating natural resources and enterprises at community level through Micro Credit Programme **MCP**. It has resulted in poverty that affects their capacity to address issues relate to health, education, economic development and human rights discrimination.

### HUMAN AND INSTITUTIONAL DEVELOPMENT PROGRAM

Due to lack of skills and capacity to manage development projects effectively and professionally the community cannot raise required financial resources for long term development in this area. As a result they have not been able to sustain their organizations and projects. There is greater need to build institutional capacity of these small CBOs and NGOs and their staff so that they access resource available under local government development programs and from INGOs.

### EDUCATION PROGRAM

Access to educational facilities in our areas because education systems are very poor in these areas. There are very few public and private sector institutions. Moreover it is difficult for children of many poor communities to access education from these schools because they do not have adequate means of transportation in these areas. Girls in particular have to discontinue education after primary level education because their parents cannot afford to send their daughter to high schools near urban areas due to security reason.

### WOMEN EMPOWERMENT PROGRAM

Women contribute a lot in diversified livelihoods activities but they are often not allowed or encouraged to participate in decision making processes and to manage financial resources. The relegation of females to only being implementers and restricting their initiative taking abilities, not only limit their productivity in the family but in the community as a whole and GDO develop the GVTIs for women. Women develop small business on household level. Violence against women is observed especially in the rural areas. Unless women are provided equal opportunities in education and other development interventions such as health, livelihoods, water and sanitation through women saving groups, Village forums & awareness raising activities.

## GEOGRAPHICAL PRESENCE






The organization working in two districts Bhakkar and Layyah, Province Punjab, Pakistan.

## AREAS OF EXPERTISE

## THE AREAS OF EXPERTISE ARE;

1. Social Mobilization
2. Micro Credit Programme MCP
3. One Room Shelter
4. Education (Basic and Non-formal)
5. Livelihood Development
6. Agricultural Development
7. Capacity Building and Trainings
8. Advocacy
9. Disaster Management

## CORE COMPETENCE

-  **Team-work**
-  **Ownership**
-  **Leadership and Cooperation**
-  **Continues improvements**
-  **Responsibility**

## MANAGEMENT

### BOARD OF DIRECTORS

BODs representing private sector, communities and academia and mainly entrusted with policy level functions with need based support to the organization management in implementing its aims and objectives. The Board of Directors is responsible for policy-making matters, provide vision and mission to the organization and lead the organization towards its vision.

### OPERATIONAL CORE

The level of management comprise Project Managers and Programme Officer who provide overall technical assistance and guidance to the field team to facilitate them in the quantitative and qualitative achievements of program objectives at the field level. The operational core is responsible for implementing the designed projects in communities and network with stakeholders for achieving the goals and objectives of the organization.

### INTERNAL PROCEDURES AND SYSTEMS

After its strategic planning GDO realized the need to upgrade its internal policies. Now GDO has developed its Administration & Human Resources and Financial Management system which are applied in daily working. The internal systems ensure transparency, accountability and professionalism. Board of Directors (BODs) has a role in internal controls and is ensured through internal manuals. GDO gets its annual financial audit by a recognized chartered account firm.

## NETWORKING & PARTNERSHIP

### COMMUNITY ORGANIZATIONS

GDO has formed 60 Community Organizations (COs) and 26 Women Saving Groups WSG and 10 AVF (Awaz Village Forum) one UC Forum (AUCF) & one Tehsil Forum at Tehsil karor, district Layyah. In these COs and WSGs, AVF, AUCF & ATF female participation is 80% and male participation is 20%. The members of Cos, AVFs and WSGs are trained in Community management and Leader Ship skills training.

### NGOS AND NETWORKS AND LINKAGES

GDO has established strong working relationship with local Government and Non Government Organizations / International Organizations and Donors Organizations like Orangi Pilot Project (OPP), Strengthening Participatory Organization (SPO), Small & Medium Enterprise Development Authority (SMEDA), SAP-PK and other organizations and govt. departments working in Karor, Layyah. GDO regularly participates in meetings, activities and training programs and has established partnerships with these organizations for advocacy and projects. **GDO** is member of different networks and these networks are very useful for GDO and provide opportunities of capacity building.

## LINE DEPARTMENTS

GDO has also established good working relationship with public sector institutions at the district level, such as, Forest Department, Water Management Department, Health, Education, Forestry, Higher Education Departments and Agriculture Extension Department, Livestock and Dairy Department and Local government.

### OUR PARTNERS

Orangi Pilot Project **OPP/OCT**

Orangi Pilot Project **OPP/RTI**

South Asia Partnership Pakistan **SAP-PK**

Strengthening Participatory Organization **SPO**

Small & Medium Enterprise Development Authority **SMEDA**

Green-Acre

Social Welfare & BM

Local Government

## POLICIES & PROCEDURES

GDO strives for continues improvements and this is the reason that the organization has developed an organizational development strategy for enriching its capacity. The organization has developed various policies and procedures related. Noteworthy of which are;

## FINANCIAL MANAGEMENT & CONTROL

GDO is following an acquired financial management and control system. In order to ensure transparency and scientific manipulation it has segregated its accounts under different heads. The organization runs its accounts with books maintained on double entry system. The entire transactions are regulated through cheques with two signatories and monitored periodically with bank reconciliation statements. Further, GDO regularly conducts its internal audit annually at program level in addition to externally conducted project scale audits by donor agencies. The organization is running its well-maintained inventory system for effective assets management.

## MONITORING & EVALUATION

GDO has a defined monitoring and evaluation system of screening its procedural mechanisms and developmental projects. The pre-defined reporting formats, trainings, workshops, audio-video visuals, internal staff monitoring visits and other tools are used to keep check and balance on activities. The approach enables all the stakeholders to take part in the monitoring of activities of the organization. The main stakeholder community is involved in such a way that the target group by itself monitors the interventions carried out by the organization. GDO believes on coordination and participation of all the stakeholders.

## MANAGEMENT & INTERNAL CONTROL SYSTEM

GDO with a decentralized approach manages its operations through a management structure. The management structure includes:

### EXECUTIVE BODY

Management level staff members constitute Executive Body, responsible for implementing the aims and objectives of the organization under the overall policy guidelines of GDO Board of Directors.

### OPERATIONAL CORE

The level of management comprise Project Managers and Team Leaders who provide overall technical assistance and guidance to the field team to facilitate them in the quantitative and qualitative achievements of program objectives at the field level.

### DEVELOPMENT APPROACH

Realizing the saturated environment in development sector particularly at development approach with mentoring civil society groups and local organization as working in network form. Taking lead at this front, GDO established Community Development Network – a community based consortium intervening for collective efforts. The organization endeavors to build up the skills and knowledge of people as well as institutions they belong to. It enables them to take advantage of the opportunities that are available and thus influence the environment they live in.

### PROCUREMENT

The procurement policy of the organization is transparent and simple at first stage quotations are invited from different service providers. The procurement committee, within 03 working days assesses the quotations and forwards the recommendations to executive body which finalizes the procurement. The procurement

committee consists of 02 persons from program management, one from Audit, finance and Executive body respectively.

## GENDER POLICY

Organization will not, under any circumstances, condone or tolerate conduct, which may constitute sexual harassment on the part of its management, supervisors or non-management personnel. It is our policy that all employees have the right to work in an environment free from any type of illegal discrimination, including sexual harassment. Any employee found to have engaged in such conduct will be subject to immediate discipline up to and including discharge. Any employee found to be engaged in the conduct of sexual harassment will be subject to immediate discipline up to and including discharge.

## WORKING EXPERIENCE

### EDUCATION

Within this short span of time and with its limited resources, GDO has played a vital role in education sector and develop school on village level. The cabinet members, who belong to the same area, are familiar with the basic needs and psychology of the inhabitants of the region, and are consequently motivating them to achieve the objectives of GDO among which education is top priority. GDO is striving for mass awareness, establishing schools TRS, vocational centers, establishing literacy, computer & free tuition centers, provision of uniforms & books to poor & deserving children.

### GO-TO-SCHOOL CAMPAIGN

GDO organizes Go-to-school campaigns at different parts of karor at various intervals with a basic theme to create awareness among the masses about the importance and significance of education for a progressive and appraised communal life. The campaign is concentrated to engage youth, male and female community members, educationists and other personnel from various walks of life to disseminate information and sensitize masses thus to realize objectives of Go-to-School Campaign.

### NON- FORMAL SCHOOLS

Access to basic education and achievement of primary education are the most important objectives of the Spread Education. Education is a vital prerequisite for combating poverty, protecting children from hazardous and exploitative labor and exploitation, promoting human rights and democracy, empowering women, protecting the environment and influencing population growth.

### SOCIAL MOBILIZATION

Grassroots Development Organization priority is to extensively cover the whole population of the district layyah through grass root level organization in its program area. The organization has initiated the process of interacting with rural communities to organize at location level for their sustainable development frequently meetings conducted with community members through WSGs Women Saving Groups where ever possible new saving groups formation are being formed in uncovered area. The existing saving groups is strengthening through capacity building and Organization will use an available resource to achieve its objectives for improving the quality life of rural communities. Hence organization will give priority to utilize the natural



resources as well as human resources through mobilization & and also concentrates on the lessons-learnt from others organization.

## ADVOCACY & CAPACITY BUILDING PROGRAMME

The organization will more focused to build the capacity of its staff, elected body. Moreover, enhancing the capacity of community members' through formal and informal trainings programs. The formal trainings include in-door training on community mobilization, resource mobilization, financial management, leadership, poverty targeting, monitoring & evaluation and project management etc.

## MICRO CREDIT PROGRAMME

The Urban and Rural Poverty Alleviation programme was established in 2013, to provide affordable micro-credit for income enhancement. GDO's clients are economically marginal women and men who have no means of entering the formal credit. Many are indebted to moneylenders who charge exorbitant rates of interest. The number of borrowers who have taken successive loans (i.e. repaid a loan and taken another loan) from GDO is increasing over time.

This demonstrates that clients feel that they are benefiting from the credit and that GDO is integrating its work in current settlements. Although the majority of clients are women, it is understood that in many cases, male family members utilize the loans. This is acceptable to GDO so long as the loan is used in small business for income generation that benefits the family.

## ONE ROOM SHELTER

The organization will more focused to those peoples, which live in damage houses after 2010 flood and those peoples, who live in one room together two or three families. GDO and OPP/RTI work together on shelter project. The poor families live in our room and survive the better life then come change in our country.

## HEALTH

Sectorial Mission is to promote reproductive health services through awareness and advocacy, through building and strengthening partnerships between public, private and NGOs sectors, and through provision of technical assistance, focusing on men and women of all ages. Due to lack of education & poverty people of the area live a miserable standard of life. Diseases are caused due to poor standard of life like Hepatitis, blood deficiency etc. are common to an alarming limit. There is no concept of maternal care & most of women either prey of childbirth or handicapped during maternal carelessness.

## GENDER MAINSTREAMING

GDO organization will make efforts to empower the women within the local culture and traditions. Women Saving Groups formation is a major activity of the area & organization will give the importance of women Saving Groups formation and is providing equal opportunities to men and women Saving Groups in different activities for their sustainability and there is not as such issues in Punjab regarding the gender and development. GDO encouraging the women's for equal participation in the decision making and also giving priority for gender and development.

## DISASTER RISK MANAGEMENT

Due to the crucial need for mainstreaming disaster risk reduction in Pakistan GDO is also working on disaster high risk management in Tehsil Karor- lal-son. GDO through their saving groups, AVF to aware  
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women how to save & protect her selves & their family from disaster.GDO aware these women how to migrate on safe position in disaster.

### Previous Experience

In the flood of 2015 GDO work through proper panel. GDO make their network to protect community from disaster. GDO update their activist from the situation of flood. These activists according to the guidelines transfer the people of their villages in safe position. GDO have a good interaction with governments departments. GDO with the help of government guide community & inform them about the direction of medical campus & relief campus through banners & pan flex. GDO with the coordination of governments also provide food to flood affected. GDO with the coordination of OPP/RTI also provide 1500 mosquito net & health camp arranged.

### SOCIAL DEVELOPMENT ACTIVITIES

GDO is striving to recover the local communities from the psychosocial trauma, prevailing due to uncertain. In this course the organization time to time organizes various social development activities, gatherings, literary meetings and debate competition etc, so that the community should have a platform where they can utilize their capacities in constructive development.

### YOUTH DEVELOPMENT

In order to expose youth to the Grassroots challenges it has always been aimed to provide them a healthy atmosphere and such a platform where they can discuss the domestic problems and find their solutions. The said methodology has always been proven very successful and effective as youth talent always got explored and polished.

### SUSTAINABILITY

GDO while striving for bringing a positive change in the vulnerable target communities, focus on sustainability of each intervention and project. The Projects and interventions are designed in such a way that participation of local community is ensured, the participation of community brings ownership to each activity. During the project design the team is more concerned about sustainable outputs, Community need, Quality of deliverable and Ownership for the target beneficiaries.

### CURRENT PROGRAMME & PROJECTS

GDO is presently occupying committed team engaged in service to its partner communities and technical backstopping to swallow their capacities both at individual and institutional levels. GDO has attained project management and implementation experience stretched over past few years with available expertise in MCP, Education, Human & Institutional Development (HID) and Livelihood Development. This expertise engaged in rendering technical inputs and management advices in program development and execution engineered through capacity building interventions, mainstreaming gender development concept, advocacy and institutional strengthening. GDO also provides technical assistance to local Cos, AVFs and WSGs in project development, management and monitoring.

Currently GDO is working with different National and Multinational Donors in its thematic areas. The **details are listed hereunder;**

- ✚ Social Mobilization
- ✚ Micro Finance & Enterprise Development Programme
- ✚ Education
- ✚ Disaster risk management
- ✚ One Room Shelter
- ✚ Entrepreneurship and business development Programme
- ✚ Skills development of Youth trainings
- ✚ Advocacy & Linkages Development Seminars

## LINKAGES

GDO believes in strong partnership in the development of the vulnerable communities by all the stakeholders. For the purpose the organization has established strong linkages with communities, Government organizations, NGOs, National and Multinational Donors/Organizations. GDO is a member of different networks and alliances that are working for the same cause. Strongly networked with other organization GDO in close collaboration with government and other international organizations provide its technical and financial support to uplift the living standard to its maximum. GDO has established strong linkages for the purpose with organizations.

## ACHIEVEMENTS

The organization has a long list of achievements and recognitions in respect of Community Development. The most important and noteworthy of which is that GDO has successfully mobilized and involved the community in the process.

## PAST AT A GLANCE

### PROJECT HISTORY

Sr . #	Partner Organization	Achievements
1	<b>Strengthen Participatory Organization (SPO) Partner in Distt Layyah</b>	MoU is signed with SPO on capacity building and awareness raising, Net working of the CBOs and to establish of local organization in Karor, District Layyah
2	<b>Small &amp; Medium Enterprise Development Authority SMEDA</b>	MoU is signed with SMEDA on capacity building and awareness raising, Net working of the CBOs and to establish of local organization in District Layyah.
3	<b>Orangi Pilot Project / Orangi Charitable Trust OPP/OCT</b>	MoU is signed with OPP/OCT on Micro Finance & Enterprise Development Programme and capacity building working with small businessman and to Sustain entrepreneurship
4	<b>Orangi Pilot Project / OPP/RTI</b>	MoU is signed with OPP/RTI organization on Shelter Project (One Room Shelter) in Karor, District Layyah.
5	<b>South Asia Partnership Pakistan. SAP-PK</b>	Agreement is signed with SAP-PK organization on AWAZ PROJECT in Tehsil Karor, District Layyah.
6	<b>Education</b>	Develop New School System in UC sahu Wala with OPP (The RISE School), Tehsil Karor, District Layyah

7	<b>Punjab Education Foundation With Govt.</b>	Sustainability of PEF Schools
8	<b>Baseline Survey In Different UCs MCP/VTIs/SM/PEF</b>	<ul style="list-style-type: none"> <li>• Agreement with government department DDRM</li> <li>• Providing training to identify persons and then do the assessment in different areas of Tehsil Karor on different topics.</li> </ul>
9	<b>Health Programmes In Different UCs A.W</b>	Awareness in health activities in different areas with SPO and different government departments
10	<b>Social Mobilization (COs &amp; WSG Formed)</b>	MoU is signed with OPP/RTI organization on Women Saving Groups formed and do the capacities build of WSG in Tehsil Karor Lal-e-Son, District Layyah.
11	<b>SMEDA &amp; ECI</b>	Livelihood Support Program for COs in Karor, District Layyah
12	<b>Empowerment through Creative Intervention ECI</b>	Capacity Building on sustainable Livelihoods & Enterprises Development Programme. Working with vulnerable community in karor, District Layyah
13	<b>Orangi Pilot Project / Orangi Charitable Trust OPP/OCT</b>	To Empower women through skill enhancement (provide skill training) so that their living stander improve.
14	<b>Social Welfare &amp; Bait-ul-Mall</b>	To Empower women through skill enhancement(provide skill training)so that their living stander improve

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