Community Resource Mobilization

Meaning

Community Resource mobilization is the process of getting resources from resource provider, using different mechanisms, to implement an organization's pre-determined goals. It deals in acquiring the needed resources in a timely, cost-effective manner. Resource mobilization advocates having the right type of resource, at the right time, at right price with making right use of acquired resources thus ensuring optimum utilization of the same. It refers to all activities involved in securing new and additional resources for the community. It also involves making better use of, and maximizing, existing resources.

Need and significance of community Resource mobilization

1. Ensures the continuation of your organisation service provision to clint.
2. Supports organisational sustainability
3. Allows for improvement and scale up of products and services the organisation currently provides.
4. Organisations, both in public and private sector must be in the community on generating new business to stay in community.
5. to seek significantly more resources to help more people;
6. to maintain the highest standards of ethics and behaviour;
7. to insist on accountability to both beneficiaries and to donors;
8. to improve overall quality, operational efficiency and programme effectiveness;
9. to increase creativity and capacity in fundraising, events and resource generation;

Features of Resource Mobilization

1. Resource identification
2. Identification of Resource Provider
3. Identification of mechanism to receive resource 16
4. Expansion of relations with the Resource Provider
5. Right use of resource
6. Knowledge and skills to Resource Mobilization
7. Human skills, service, information, equipment
8. Seeking out new resource
9. Thought of institutional sustainability
10. Lower financial risk

Importance of Resource Mobilization

1. To diversify and expand resources.
2. Resource Mobilization helps to formulate an independent budget. To break the tradition of running the specific programs of any donor agencies only. To spend in the program of the Organization's liking.
3. To decrease dependency on others.
4. To save oneself/lessen the chance of becoming contractors of foreign donor agencies.
5. For sustainability of the Organization and program.
6. For maximum use of domestic capital and skills.
7. To expand deep relations with the stakeholder and community.
8. To clean the image of the community and expand relations.
9. To fulfill responsibilities towards the community.
10. To run programs based on the genuine needs of the community and to advocate for such programs.
11. To disseminate the good practices of the Organization.
12. To develop new thinking and challenge the old traditions.
13. To enhance the dignity of one's Organization.

Five Steps to Successful Community Resource Mobilization

1. Start off with a transparent community selection process and share results
2. Map community priorities and identify community leaders through community assessments
3. Hold preliminary meetings with community leaders and enlist their support to mobilize community participation
4. Hold community assembly meetings to elect local representation to coordinate program activities
5. Allow communities to prioritize and select quick impact projects to solidify support and galvanize local participation

Grant –in-Aid from State

Meaning

Grant-in-aid is money coming from central or state government for a specific project. This kind of funding is usually used when the government and parliament have decided that the recipient should be publicly funded but operate with reasonable independence from the state.

Definition of Grant-in-Aid.

A grant-in-aid is the transfer of money from the federal government to a state government, local government or individual person for the purposes of funding a specific project or program. The federal government gets this money from income tax revenues.

Difference between grant and aid

In Aid unlike the grants one have to pay back some amount of money which is known as" transport or transaction or implementation cost ",Because it is an aid. Other major difference between grant and aid is that the grant is always in money while aid include resources as well as money.

Types of Grants-in-Aid

Grants-in-aid can take on a variety of forms. For instance, a university might make a grant-in-aid to support a program that lowers the tuition rate to make it more affordable for military veterans and their spouses. A university might also make this type of funding available to support conferences that have a particular subject matter or area of study at its core.

In the case of research efforts that receive a grant-in-aid, it may be stipulated that the funding is not intended to cover all expenses for the project. Furthermore, the grant may be given with the intent of encouraging and attracting other, more substantial funding to the project. This makes the grant-in-aid a sort of seed funding that lends some credibility to the endeavor.

There are two general types of grants-in-aid:

- Block grants: Money given for a fairly broad purpose with few strings attached.
- Categorical grants: Money given for a specific purpose that comes with restrictions concerning how the money should be spent.

Central and Autonomous body

Central body- A central government is the government that holds absolute supremacy over a unitary state. Its equivalent in a federation is the federal government, which may have distinct powers at various levels authorized or delegated to it by its federated states, though the adjective 'central' is sometimes also used to describe it.

The structure of central governments vary. Many countries have created autonomous regions by delegating powers from the central government to governments on subnational level, such as regional, state, provincial, local and other instances. Based on a broad definition of a basic political system, there are two or more levels of government that exist within an established territory and govern through common institutions with overlapping or shared powers as prescribed by a constitution or other law.

Common responsibilities of this level of government which are not granted to lower levels are maintaining national security and exercising international diplomacy, including the right to sign binding treaties. Basically, the central government has the power to make laws for the whole country, in contrast with local governments.

- The term "autonomous body " denotes a self governing body, independent, or subject to its own laws. If autonomous body or institution is a company,
- It has its own board and Memorandum of Association.(MOA)
- All these bodies are under various ministries . Their funding can be 50 percent to 100 percent as per the MOA.
- Autonomous body refers to those body which has sole right and power to establish their own laws and code of conduct. These body are free from an external pressure, thus they can act independently.
- In India autonomous body are given freedom to set their own laws but such laws must be in accordance with the Constitution and existing laws of the land.

Social Marketing

Meaning:

Social marketing is the systematic application of marketing along with other concepts and techniques to achieve specific behavioural goals for a social good. For example, this may include asking people not to smoke in public areas, asking them to use seat belts or prompting to make them follow speed limits.

Aim

The primary aim of social marketing is 'social good', whereas in commercial marketing the aim is primarily 'financial'. This does not mean that commercial marketers cannot contribute to achievement of social good.

The "Four Ps" of marketing

This refers to decisions about :

1) The conception of a Product,
2) Price,
3) Distribution Place,
4) Promotion.

These are often called the "Four Ps" of marketing. Social marketing also adds a few more "P's." At the end is an example of the marketing mix.

Applications of Social Marketing:

Health promotion campaigns in India, Anti-tobacco campaigns, Anti-drug campaigns, Anti-pollution campaigns. Social marketing applies a customer-oriented approach, and uses the concepts and tools used by commercial marketers in pursuit of social goals such as anti-smoking campaigns or fund raising for NGOs.

Advantages

Social marketing—a new marketing tool—can be a great asset if used properly. The beneficial effects of social marketing for a business can be tremendous, but one must remember that it must be used in the most efficient possible way.

Budget

Budget is a financial statement including income and expenditure in a proper way.

Budgeting

Budgeting is a process of preparing and presenting Budget**.** Social Work Administrator should be sound in technical knowledge of at least its components process of budgeting.

Preparation of budget

A budget process refers to the process by which governments create and approve a budget, which is as follows: The Financial Service Department prepares worksheets to assist the department head in preparation of department budget estimates.

Types of budget

- Master Budget

  (A master budget is an aggregate of a company's individual budgets designed to present a complete picture of its financial activity and health)
- Operating Budget
- Cash Flow Budget
- Financial Budget
- Static Budget

The basic steps to follow for preparing a budget:

- Update budget assumptions
- Review bottlenecks
- Available funding.
- Step costing points
- Create budget package
- Issue budget package
- Obtain revenue forecast
- Obtain department budgets

How to create a budget

There are a number of things you'll need to know to put a budget in place:

Time Frame

Choose a time frame for your budget. Whether you choose monthly, quarterly or yearly budgeting will depend on the needs of your business.

Fixed costs

Enter all your fixed expenses like your salary, rent, insurance and any other known costs.

Variable costs

Enter all your variable expenses like utilities, direct costs of materials and staff wages. If in doubt, estimate the maximum amount you expect to spend on these expenses over the budget period.

Income

Enter your expected business income over the budget period. Once your business has been running for a while you can review past periods to have a good idea of what income to expect.

Actuals

Record the actual income and expenses during the budget period. Then, calculate the difference between your budgeted amount and actual income and expenses.

Analysis

Throughout the budget period make sure you keep an eye on how you're tracking against your budget. If you're spending too much, look for ways to cut costs and avoid spending money on anything that isn't essential to running your business. If you have extra funds, look at how to reduce debt, create a financial safety net or grow your business.

Maintenance of Accounts

Definition

Maintenance of accounts, in accounting, ensures that all transactions and accounting records are in accordance with generally accepted accounting principles and applicable laws, and shall be in sufficient detail to permit an annual audit.

1. Maintenance of accounts by registered persons

(1) Every registered person shall keep and maintain, in addition to the particulars mentioned in sub-section (1) of section 35, a true and correct account of the goods or services imported or exported or of supplies attracting payment of tax on reverse charge along with relevant documents, including invoices, bills of supply, delivery challans, credit notes, debit notes, receipt vouchers, payment vouchers, refund vouchers and e-way bills.

(2) Generation and maintenance of electronic records

(3) Records to be maintained by owner or operator of godown or warehouse and transporters

Social Audit

A social audit is a way of measuring, understanding, reporting and ultimately improving an organization's social and ethical performance. A social audit helps to narrow gaps between vision/goal and reality, between efficiency and effectiveness. Social auditing creates an impact upon governance.

Objectivesof social audit :

- Objectives. Assessing the physical and **financial** gaps between needs and resources available for local development. Creating **awareness** among beneficiaries and providers of local social and productive services.
- Major steps Framing structure of social audit Process
- Identification of Stakeholders and starting a dialogue process
- Focusing on important activities & cross verification of said achievements
- Findings and verification

Project Management

Project management is the practice of initiating, planning, executing, controlling, and closing the work of a team to achieve specific goals and meet specific success criteria at the specified time.

Project Management Concepts

Project Management is the art of managing all the aspects of a project from inception to closure using a scientific and structured methodology. The term project may be used to define any endeavor that is temporary in nature and with a beginning or an end.

Goals and Objectives

Goals are high level statements that provide overall context for what the project is trying to achieve, and should align to business goals.

Objectives are lower level statements that describe the specific, tangible products and deliverables that the project will deliver.

Functions:

The four core **functions of project management** are scope, time, cost, and quality. a. Scope, which defines the boundaries of the **project** and what is outside those boundaries. The boundaries are typically defined in terms of objectives, deliverables, and resources (e.g., time, personnel, money).

Five phases of project management

Developed by the Project Management Institute (PMI), the five phases of project management include conception and **initiation**, **planning**, **execution**, performance/**monitoring**, and project close.

Project Characteristics

A project is not normal day to day activity undertaken by organization rather it is specific, non-routine activity of varying time frame and impact viability of the business in the long run. A typical project has following characteristics:

- **Timeline:** A project has a definite timeline with measurable starting and end point.
- **Resources:** A project has limited resource of capital and manpower.
- **Tools:** Special type of tools and techniques are used for project management (Gantt Charts, etc.)
- **Team:** Project management requires diverse team stretching across departments and functions.

Project Life Cycle

Meaning

The Project Life Cycle refers to the four-step process that is followed by nearly all project managers when moving through stages of project completion. This is the standard project life cycle most people are familiar with it. It has been found that following a project life cycle is critical for any services organization.

Four Core Functions:

A typical project is divided into following phases. Each phase of the project has its own importance and impact on overall success of the project.

- **Initiation Phase:** In this phase of the project, feedback received from customers is analyzed and brainstorming is done as to develop new product or modify existing product to meet the new demands.
- **Project Definition Phase:** In this phase of the project efforts are made to define the solution for the problem posed by customers.
- **Feasibility Study:** In this phase, planning of the project is made and definite milestones are established.
- **Project Execution:** In this phase all activities and milestones established in the earlier phase are executed in a timely and orderly manner. This phase utilizes maximum of all resources.
- **Project Conclusion:** This is the last phase of the project. In this phase, final product or service is handed over to the operations team for commercial production.

Project Management Activities

- Project management activities are mainly divided into three main categories Planning, Scheduling and Controlling.
- Planning: Planning activities include defining project objective, resource planning, etc.
- Scheduling: Scheduling activities include developing detailed milestones and guidelines for the project. These activities are performed typically before actual initiation of the project.
- Controlling: Controlling activities include developing budget and finance control points, measuring of scheduled tasks are performed.

Project Management Techniques

There are several techniques utilized for project management. Some of the techniques are as follows, and they are mainly used for project scheduling.

- Gantt Charts: These charts are used to depict the project tasks against time. It monitors progress of individual project tasks and also highlights dependency if any between those project tasks.
- Network Planning Techniques: These techniques show the relationship between project activities, project duration, critical path, constraints of non-critical activities and resource utilization. There are two types of network planning techniques Critical Path Method (CPM) and Program Evaluation and Review Technique (PERT).

Logical Frame Analysis

Logical framework (as sometimes called logframe) is a project matrix that makes a brief presentation of impact, effect, output and activities along with verifiable indicators, means of verification and assumptions. It provides an at-a-glance view of the project plan for managers and a basis for M&E needs and purposes

Logical Frame Analysis

An LFA is a management tool for effective planning and implementation of developmental projects. It provides clear, concise and systematic information about a project through a framework. We know about various components of a project such as goal, objectives, activities, results and indicators.

Logframe matrix

A logframe matrix is a concise document that outlines the key features that lead to a project achieving its goal. A logframe consists of a 4 column by 4 or 5 row matrix. The first column represents the hierarchy of activities to outcomes that needs to occur for the project to succeed

1. An LFA is a management tool for effective planning and implementation of developmental projects. It provides clear, concise and systematic information about a project through a framework. We know about various components of aproject such as goal, objectives, activities, results and indicators.
2. A logframe matrix is a concise document that outlines the key features that lead to a project achieving its goal. A logframe consists of a 4 column by 4 or 5 row matrix. The first column represents the hierarchy of activities to outcomes that needs to occur for the project to succeed.
3. A logframe matrix is a concise document that outlines the key features that lead to a project achieving its goal. A logframe consists of a 4 column by 4 or 5 row matrix. The first column represents the hierarchy of activities to outcomes that needs to occur for the project to succeed.
4. Logical framework (as sometimes called logframe) is a project matrix that makes a brief presentation of impact, effect, output and activities along with verifiable indicators, means of verification and assumptions. It provides an at-a-glance view of the project plan for managers and a basis for M&E needs and purposes
5. Monitoring and Evaluation (M&E) is a process that helps improve performance and achieve results. Its goal is to improve current and future management of outputs, outcomes and impact.

Monitoring and Evaluation (M&E)

Monitoring and Evaluation (M&E) is a process that helps improve performance and achieve results. Its goal is to improve current and future management of outputs, outcomes and impact.

Preparing Project Proposal

A full proposal should have the following parts:

- Title page
- Project title
- Abstract/Executive Summary

- Context
- Project justification
- Problem statement
- Priority needs
- The proposed approach (type of intervention)
- The implementing organisation
- Project aims
- Target group
- Project implementation
- Budget
- Monitoring and evaluation
- Reporting
- Management and personnel

Project Control

A project control system aims to minimize the gap between project planning and project execution in order to achieve project aims, i.e., cost, time, and content.

"Project Controls are the data gathering, data management and analytical processes used to predict, understand and constructively influence the time and cost outcomes of a project or programme; through the communication of information in formats that assist effective management and decision making."

Component/Elements of Project Controls.

Depending upon how Project Controls is viewed will influence what is considered as the component parts of the function. Here it is assumed that project controls is concerned with estimating initial baseline performance metrics, determining the current status of the project, estimating future potential of the project, identifying any variances (baseline to current position and baseline to potential future position), and considering appropriate action to be taken to recover any positive variance. Here variance refers to actual differences identified in project control documents and also the potential variations possible from project threats, issues and opportunities. On this basis the component elements of Project Controls are to do with measuring and monitoring controlling variables, these are principally time and cost aspects:

- Planning and Scheduling
- Risk Management (includes identification & assessment)
- Cost estimating and management
- Scope and Change Management
- Earned Value Management
- Document Control
- Supplier Performance

- Maintaining the project baseline
- Reporting

Process of Project Control

Process of Project control is a continuous process that requires the project manager to observe, gather information, and make changes to the project as necessary. The process of monitoring and controlling the project can be thought of as a feedback cycle.

Steps in Project Control Process

1. Project Planning
2. Project Execution
3. Project Evaluation

Project Audit

A project audit provides an opportunity to uncover the issues, concerns and challenges encountered in the execution of a project. It affords the project manager, project sponsor and project team an interim view of what has gone well and what needs to be improved with the project to successfully complete it.

Auditing/Examination

Audit is an examination designed to determine the true status of work performed on a project and its conformance with the project statement of work, including schedule and budget constraints. The why, when, who, what, and how of project management audits are discussed.

There are a number of types of audits that can be conducted, including the following :

- Compliance audit.
- Construction audit.
- Financial audit.
- Information systems audit.
- Investigative audit.
- Operational audit.
- Tax audit.

Causes of **Project Failure**

A project is considered a failure when it has not delivered what was required, in line with expectations. Therefore, in order to succeed, a **project** must deliver to cost, to quality, and on time; and it must deliver the benefits presented in the business case.

Here are just some of the most common causes of project failure:

1. Poorly defined project scope
2. Inadequate risk management

3. Failure to identify key assumptions
4. Project managers who lack experience and training
5. No use of formal methods and strategies
6. Lack of effective communication at all levels
7. Key staff leaving the project and/or company
8. Poor management of expectations
9. Ineffective leadership
10. Lack of detailed documentation
11. Failure to track requirements
12. Failure to track progress
13. Lack of detail in the project plans
14. Inaccurate time and effort estimates
15. Cultural differences in global projects
16. Poor Preparation
17. Inadequate Documentation and Tracking
18. Bad Leadership
19. Failure to Define Parameters and Enforce Them
20. Inexperienced Project Managers
21. Inaccurate Cost Estimations
22. Little Communication at Every Level of Management
23. Culture or Ethical Misalignment
24. Competing Priorities
25. Disregarding Project Warning Signs

Project Management Techniques

1. Adopt the Proactive Approach.
2. Plan Project's Strategy and Project's Implementation.
3. Manage the Project Goals.
4. Avoid Unrealistic Expectations.
5. Track Project's Progress.
6. Identify Risk Factors.
7. Propose the Solutions.
8. Use Correct Methodology.

Project Risk

Project risk is an uncertain event or condition that, if it occurs, has an effect on at least one project objective.Risk management focuses on identifying and assessing the risks to the project and managing those risks to minimize the impact on the project.

Types of Project Risk

- Executive Support. Wavering, inconsistent or weak executive commitment is often a project's biggest risk.
- Scope. The quality of your estimates, dependencies and scope management.
- Change Management.
- Stakeholders.
- Resources & Team.
- Design.
- Technical.
- Integration.

Project Evaluation

Evaluation means assessing the work completed by agency in the light of planning and instructions given before starting task. Evaluation is an important component of social welfare administration for proper implementation of project.

The following points should be kept in mind for project evaluation:

1. Create a monitor and control system to achieve project goals.
2. Describe how the cost and schedule control system is used to evaluate the results of the preceding monthly performance measurement audit.
3. Report the percentage completed for each task, which would then be converted to the budgeted cost-to-work performed.
4. Compare actual cost-to-work performed to determine cost variance

Tools and techniques

Tools and techniques are an essential part of project management. Project management tools and techniques are precisely what make managing projects easier and more effective. There exist many project management techniques that can be utilised to improve and optimise efficiency of project processes.

Project Planning Techniques

1. Brainstorming. Brainstorming is a useful technique in all areas of business and, indeed, for other parts of the project management process but it is also a vital first element in project planning.
2. Cause and Effect diagrams.
3. Critical Path Analysis.
4. Gantt Charts.

The Gantt-Flow

In project management, everyone is familiar with one of the most basic tools- the Gantt Chart. It is a chart devised to plan the sequence of the activities of your project on its way to completion which also determines its timeline and resources needed. This tool is common and very useful if adapted correctly. Gantt charts are excellent models for scheduling and for budgeting, and for reporting and presenting and communicating project plans and progress easily and quickly, but as a rule Gantt Charts are not as good as a Critical Path Analysis Flow Diagram for identifying and showing interdependent factors, or for 'mapping'

Cost-benefit analysis

Meaning

Cost-benefit analysis is a simple technique for comparing the business value. project managers conduct the cost-benefit analysis by gathering data on the value of the benefits and the cost of the project.

Definition

'Cost Benefit Analysis' is defined as a procedure for estimating all costs involved and possible profits to be derived from a business opportunity or proposal. ... Most economists also account for opportunity costs of the investment in the project to get the costs involved.

Need of Cost Benefit Analysis

1. To Evaluate Projects.
2. A cost-benefit analysis is used to evaluate the risks and rewards of projects under consideration, If all potential costs are tallied accurately and the benefits outweigh the costs, the considered investment may be a good choice.
3. Cost-Benefit Analysis (CBA) estimates and totals up the equivalent money value of the benefits and costs to the community of projects to establish whether they are worthwhile.

Procedures to calculate cost benefit analysis in project management

1. Obtain complete cost estimates.
2. Obtain complete benefit estimates.
3. Choose an appropriate Cost Benefit Analysis (CBA) algorithm to analyze the cost and benefit streams.
4. Compute estimated costs and benefits schedule over time to determine the payback period.
5. Make recommendations, and set next steps as required.