

Developing the Human Capital

A Short Story of ADO Contribution in Human Institutional Development



Awami Development Organization



Pakistan Poverty Alleviation Fund

Awami Development Organization

ADO is a body of young professionals who started off in 1996 with the mission to help the deprived sections of the district Layyah to reduce poverty. In subsequent years, ADO underwent a paradigm shift of approach. It realized that the perspective of charity will not work if the organization intends to enable the target audience to get over their financial and social woes. Therefore, it moved from welfare to development paradigm considering the sustainable impact that the later renders to the peoples' lives.

Today, ADO is about enhancing capacities of the people so that they negotiate their needs

effectively and sustainably. It organizes communities into groups and assists them to prioritize development thrusts from among the host of issues. It facilitates them to plan and implement corresponding programs and therefore systematically addresses the question of poverty. ADO is currently working in the sectors of agricultural and general infrastructure development, democratic governance, education, health, violence against women, and disaster response. It employs research, advocacy, social mobilization and capacity development as its principal strategies. From 1996 through 2013, ADO carried out a number of projects, in pursuit of its objectives. Most of these projects ADO implemented as an implementing partner.

During the reported years, thousands of people, both women and men, have benefited from the projects. This report presents snapshot of our work in Developing the human capital through Social Mobilization in collaboration with Pakistan Poverty Alleviation Fund PPAF.



Social Mobilization & Human Institutional Development

The skill of organizing people for the some particular objectives and leading them to the stage of self –reliance. In this project people were realized, sensitize and arrange in groups to sort out their local problems, identification of their needs, prioritization of their needs and formation of integrated strategies and methodologies to solve their own problems with their own collective action approach.

This also provides self help motivation for the solution of their own problems and platform for

the social strategies and development on the practical basis. Formation of 351 new Community Organizations in 5 union councils of Layyah and in 2nd tier formation of village organization (15) and in the end form their institutions as Local Support organizations (LSO) is a remarkable step.

PROJECT OBJECTIVES

- ❖ To form and strengthen Community Organizations (CO) in 5 union councils of Layyah and in 2nd tier formation of Village Organization (VO) and at the end form as Local Support Organizations (LSO).
- ❖ To impart basic managerial skills, and courses among members of community organizations and local activists.
- ❖ To improve their standard of life gives them the concept of saving and internal lending.

PROJECT COMPONENT

Development Initiatives through Social Mobilization

Human Institutional Development

Social Mobilization the essence of ADO:

Community Organization (CO) the Basic Unit

The essence of the process of Social Mobilization is encouraging men and women to form a group, normally consisting of 15-20 members, known as a Community Organization

(CO). Our experience shows that the CO is an important forum for empowering people to take an active role in the management of local development initiatives. By 'social' is meant on the basis of common ground for a common purpose. A 'mobilized' community is one that is able to identify its needs and find the resources necessary to meet those needs.

A CO is more than a collection of individuals: it is an entity comprising of members who work for the collective good of the community. A properly functioning CO has both social and

economic 'value', thus in a position to contribute to alleviating poverty. On the social side, it brings people together to work for the common good. On the economic side, the CO functions as a channel for the micro-credit that households use to generate income, and as a base for accumulating savings and putting those savings to work for community development. The CO also attracts funds for new activities, both through ADO and through the links it establishes with Government Departments and with the private/ corporate sector.



Village Organization (VO) at matured level

Village level efforts of ADO through social mobilization for organizing the people to identify

Problems and their solution at village level using the resource mobilization. Village organizations established by the ADO are village level committee working for the socio-economic development of that area at self help bases because the active members of different Cos and there capacity buildings skill trainings and their savings are the available recourses which they are using for their socio-economic uplift.



Local Support Organization LSO the Self-Sustainability

Union council level efforts of ADO through social mobilization for organizing the people to identify the Problems and their solution at U/C level using the resource mobilization. It is a remarkable achievement of the ADO that we have developed 05 LSO at each UC level. These 05 institutions are now registered under the society act.

These are now autonomous bodies working for the marginalized community of that UCs.



CMST Training

Community Management Skill Training is an integrated part of I.D training programs for the capacity building of community members. The provision of basic managerial skills and courses among members of Community Organizations, local activists and the CMST Training enhanced the capacity of the poor to cope with the occurring socio-economic problems of the area. The improvement in the standard of life gives them the concept of saving and internal lending.

The human institutional development project has capacitated the marginalized and the most neglected segment of society especially women and empowered them

Democratic Values:

CO, VO & LSO Elections

The process of CO, VO and LSO formation is purely based on democratic values. From selection of all the members President, Manager & Finance Secretary and the division of roles and responsibilities is bottom up at consultation and equity.



Exposure visits

Most of the members from the selected CO, VO and LSO were facilitated exposure visits to enhance the capacity of the members and orientation about the development in rural areas at self-help bases. For this purpose Ayub Agriculture Research Centre Faisalabad and NRSP Citrus Research Centre Joharabad Sargodha were selected for this purpose.

Activist Trainings & Meetings

Activists are the backbone of ADO essence so the capacity building of these activists is rudimentary part. Different trainings and meetings are arranged for these activists at different places and with different master Trainers. These trainings and meetings are arranged at monthly bases.



Collective Actions:

CNIC Formations

Rural community is most illiterate and unaware about the importance CNIC for this purpose CNICs a large number of Maila were arranged at hamlet level in collaboration with NADRA. And 6560 members of the rural community were facilitated in CNIC Formation at their door step.

Birth Registration

Birth registration culture has been developed at community level through strong mobilization. To practically achieve this 371 birth registration were registered in all UCs.

Chickens distribution

At community organization CO level chicken were distributed to promote poultry at village level so that small scale business at self help bases could be promoted.

Bio-Diesel plant production

At Ladhana UC the members of CO collectively took a remarkable step in the production of bio-diesel plant with self help passion agriculture experts and the ADO team of HID provided a technical assistance in the entire process. It was first time in the history of Layyah that the poor peasants took such types of initiatives in the with self-help bases.

Plantation

Every year all the community organizations celebrated plantation season with zeal and zest. They promised to preserve the natural resources and a green revolution at community level. This environment friendly social action is a compulsory action at CO level.

International Day Celebration

All the international days are enthusiastically celebrated at community level including Women Day, Environment Day ,and Labor Day etc.

Arranging seminars and Cultural Shows

Traditional Mailas and local cultural events are passionately celebrated at community level and the members of all the CO, VO and LSO are well awaked about the importance of these events.

LSO Registration

Three major LSO has been registered under the Society Act Government of the Punjab so far.

