

SWOT ANALYSIS



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SWOT ANALYSIS

Development Society for Poor (DSP) is happy to present to you the SWOT analysis of the society.

SWOT ANALYSIS

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Longevity — the DSP has been working since 2005 – that is about 13 years. • Good infrastructure facilities • Good office equipment and furniture for the staff to work. • Vehicles. • Trained, experienced and committed staff members. • The President & Contact person. • Experienced Project management • Good Project Planning. • Good rapport with village communities and target beneficiaries • Good network of village volunteers • Good rapport with Govt. Officials • Good relation with donors • Good team work and coordination • Reporting and Documentation • Workable rapport with the parish priests and CBO's 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Lack of process orientation • Absence of Project Perspective Plan • Lack of creativity and innovation. • Partial Failure to meet deadlines as we have to cover vast area as the target villages are unwieldy • Lack of competitiveness & aggressiveness • Language barrier • Lack of professionalism • Lack of proper monitoring • Lack of proper follow up • Lack of proper designing of projects for certain specific communities i.e., fishermen, weavers etc.
<p>Opportunities</p> <ul style="list-style-type: none"> • Upgrade skills and gain professionalism • To build potential of staff for creativity and innovation. • Strengthen Team Work • Perfect coordination • Development of competencies • Better understanding of staff responsibilities • Evolve a strategy to tap Funds from funding Organisations, Government agencies • Utilisation of the services of volunteers • Expansion of office for wider range of outreach activities. 	<p>Threats</p> <ul style="list-style-type: none"> • Resource crunch due to economic slow down • Outside influence • Cooperation from funding and Government organisations • Change in the policies of the funding partners and Govt. • Cut throat competition to source funds. • Failure to follow guidelines of donors. • Hostile attitude of the Govt. at all levels thinking that we are prostelyzing • Non Cooperation from the beneficiaries affiliated to certain political parties

<ul style="list-style-type: none"> • Training of staff members for better performances. • Conducting of campaigns for volunteer recruitments. • Development and training of cultural groups and utilization of the services of the trained cultural groups. 	<ul style="list-style-type: none"> • Climatic barrier • Lack of knowledge, illiteracy among the beneficiaries • Escalation of cost of the materials • Migration and seasonal works • Lack of negotiation skills on the part of certain funding agencies.
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Strengths

GOOD INFRASTRUCTURE

Development Society for Poor has its headquarters and registered office at Rentachintala Post & Mandal in the district of Guntur. It operates from a building owned by it on its own land.

Development Society for Poor has an office for the staff, Projects Division and Accountants Department and other infrastructure set up. On the ground floor we have an open meeting hall that can accommodate over 50 trainees, in front a parking slot for two 4-wheelers, and on the other side we have parking place for two-wheelers. We have two rooms, one for vocational training and other for the mineral water plan to provide clean water for the staff and next a kitchen space. There is enough space all around the building with a strong compound wall. We have office room for the staff, President's cabin & residence, projects division, financial department, and a staff dining room attached with mineral drinking water and sanitation facilities.

We have another training hall, two rooms for our visiting foreign dignitaries/funding partners and a documentation room.

EQUIPMENTS AND FURNISHING:

The organization has its own equipments and furniture. These include 10 high speed computer systems, telephones, a good Xerox machine, office equipments and furnishings like tables, chairs, filing cabinets, almirahs etc.

a) High End Computer Systems

The office of DSP is well equipped adequately with high end computer systems, printers and a unit of Uninterrupted Power Supply for the staff to maintain clarity, accuracy and timely in their work performance.

b) State-of- the-Art Office Furniture

The DSP office arena: i) The Staff room, ii) Project Division, iii) Accounts office - were partitioned into small convenient compartments. Each staff member was provided with a compartment, comfortable and convenient computer table with a small shelf and a revolving

chair. This will enable the staff members to discharge his duties efficiently, work with privacy, free from outside disturbances.

VEHICLES:

The DSP owns a good four wheeler that is used by the staff and the President for the field visits, monitoring projects, a three wheeler for the elderly care and 4 two-wheelers used by the Coordinators for their field visits and coordinating various project activities.

TRAINED, EXPERIENCED, COMMITTED STAFF

We have 6 project-related staff members and 10 supporting staff. All the 16 staff members have been trained in various sectors of development: community development, diploma in civil engineering, water-shed development, credit and savings, income generation, women development drinking water, house construction, toilet construction, construction of overhead tanks, child and women development, youth empowerment, financial management, project management, and community based disaster management, micro-finance, capacity building, and animation. The staff has undergone training in various training institutes in different parts of the country such New Delhi, Hyderabad, Kolkata, Chennai, Coimbatore, Bangalore, Cochin, Warangal, and Visakhapatnam.

All the members of the staff have a minimum of 10 – 12 years.

THE PRESIDENT & CONTACT PERSON

Mrs. K. Thomasamma, the President, DSP, is a graduate in General Nursing. She has served in the medical field for several years. She had attended a number of training programmes in India. She also holds a diploma in Sociology, psychology, trauma counselling and psycho-social care. With an experience spanning over 12 years had executed several programmes such as sponsorship, community development, women empowerment, youth animation, child and women development, house construction, sinking of drinking water bore wells, agricultural development, sponsorship, etc.,

Two staff members are working in the financial departments, two staff members work in the project development department, seven staff members are coordinators for different social sectors, driver, attender, cook.

EXPERIENCED PROJECT MANAGEMENT

To be more relevant in the approach we divided our projects into 5 sectors according to its characteristic nature of addressing the concerns of the poor. They are categorised as follows:

i) Educational and Vocational Skill Training Projects – The projects under this category supports the formal and non-formal education of the orphan, semi-orphan and poor children to access quality education, Construction of Schools, supports Livelihood skills Education for the youth for employability.

a. Pre-school Education for the children of the agricultural labourers:

The poor rural children from SC/ST/BC communities whose parents are agricultural labourers are given pre-school education in our pre-school centres in different villages of the District. After the pre-school education the children have been admitted to regular schools.

b. Construction of Schools to promote education

The schools have been constructed or renovated in the different villages of Guntur district.

c. Educational Scholarship programme:

All the children supported under this programme are from the socially backward communities, whose parents are farm coolies economically marginalized and unable to educate their children. The children are taken to child labor losing their chances of education and the joys of childhood. Our educational support is a boon for these children as they get an opportunity to join school and better their lives. The children are regular to their classes, show great enthusiasm to study and excel. We are encouraged as our efforts are bearing ample fruit.

The coordinators regularly monitor this programme by visiting the school, checking up the progress reports interacting with the head masters and teachers to know the progress made by the children. They also take time to meet the parents of the children advising them to encourage their children in their studies.

d. Child Labor Eradication: Many children in the villages are turning out to be the child labourers and the DSP covering all the villages under the programme. The children are provided books, school uniforms, school bags and shoes. Classes are being taken up by teachers on voluntary basis. After the bridge course the children will be admitted into regular schools.

e. Agricultural Development to promote food security, end poverty and hunger in the villages.

The small and marginal farmers are formed into clubs to work collectively to find solutions to their many agrarian problems and issues. They are initiated to take up credit and savings. Training on improved farming techniques, cropping patterns and practices, watershed conservation, protection, rational management and sustainable development and utilization of water; land leveling to retain the rich alluvial top soil ; reclamation of waste land, dry land agriculture, land use patterns; the use of drought-resistant crops; soil and water conservation methods; pest management, use of fertilizers and pesticides, hybrid seeds, modern agricultural methods, farm implements and management techniques and practices will help the farmers to improve their skill sets.

Further, the farmers are subjected to crop demonstrations to popularize new crops/varieties and innovative management practices. Promotion of manual application to remove pests instead of using more pesticides. Use of fertilizers and pesticides in time and in specified quantities, programs to exploit the potential for sustainable land use, use of organic manure, plant based insecticides (neem cake, tobacco decoction, etc.,) in place of chemical fertilizers, pesticides, which in the ultimate analysis is aimed at sustainable development. Incorporation

of farm waste, crop residue, industrial waste and green manure in soil as it improves its organic matter status, maintains soil fertility and enhances crop yield.

The small and marginal drought hit farmers in the villages are assisted through animation, counselling and health care services, provision of water through sinking of bore wells, to plough and de-silt their fields and to purchase seeds, pesticides and fertilizers. This assistance helped the farming community to restart life with confidence.

f. Adult Education Program for poor rural men and women

Adult Education Programs are conducted in the villages covering a rural men and women. The program is manned by our coordinators and supervisors. The women have been organized into Self Help Groups (SHGs) under this component. These SHGs are taught the savings culture to sustainability. These groups have been helped with several social welfare schemes to improve their economic status. The women were able to address many social issues afflicting their villages and gender.

g. Computer, Bed Side Nursing, Tailoring technology and other vocational Education for the poor rural students

The young boys and girls from the socially marginalized communities from the different villages of the District have been imparted different vocational courses like computer, Bed Side Nursing, Tailoring technology and other vocational Education. All of them successfully complete their courses and are gainfully employed in the various companies and industries in and around Guntur City and in other places.

Despite the fact that the Indian economy has witnessed a considerable growth in the last two decades, this growth rate has not been uniform. Underemployment, low educational levels, a high rate of dropouts and lack of proper vocational training which can provide better employment opportunities, are still prevalent. The shortage of skilled workforce is evident from the discrepancies of demand and supply in the market.

h. Women Empowerment

The poor rural women belonging to the socially marginalized communities known as the SC/ST/BC hailing from different villages are being organized into groups and guided to work collectively for their social and economic empowerment. Animation, Awareness generation, Leadership development, saving and thrift, skill development etc., put them on the development spree. These women in groups discuss common issues, rights of women, savings and other issues relevant to them and together find a solution to them. They are equipped to take leadership role in issues related to the development of their villages, to organize people for them, to meet officials, to mobilize resources as available with the government, etc., These women have been assisted financially to take up income generation activities such as dairy farming, setting up of fair price shops, tailoring units, tea and snacks stalls etc., to improve their economic standards.

ii) Health and Projects for the differently Abled – The projects under this category supports the people for a healthy and happy living, Construction of Health centres and Income Generation activities for the disabled for self-support.

a. Health and allied projects for healthy and happy living

The poor rural people from different villages through community health programmes have been educated on preventive, curative and promotive aspects of health. This will awaken their consciousness on the importance of health care and the rural women switched over to healthy life styles.

b. Micro enterprises for the differently abled

Physically challenged persons are extended support to generate income through different income generating activities like – milch animal, sheep rearing and setting of petty shops to be financially independent.

c. Income Generation Programmes

The beneficiaries from different villages are assisted with different income generating activities to enhance their economic standards.

iii) Women Development and Elderly Care Projects – The projects under this category supports the formation of Self Help Groups, Savings, Income Generation Programmes, Widows and supports the poor elderly through sponsorship, starting of Aged Homes and related activities.

a. Archangel's Home for the Aged

The Archangel's Home for the Aged was started on 23rd April, 2014, for the senior citizens at Rentachintala village. The home has strength of 30 elderly people comprising of both men and women. These elderly persons have been badly neglected by their sons and daughters. They lead miserable lives without anybody to take care of their needs. This Archangel's Home for the Aged has been started specifically to provide the aged not only with accommodation but also to take care of their food needs, health care and other basic necessities free of cost.

iv) Housing, Water and Sanitation Projects – The projects under this category supports the strong shelters for the homeless, the safe and protected drinking water to safeguard from water WASH diseases and supports the promotion of health, hygiene and sanitation.

a. Housing Program

The houses are being constructed for the people in the villages through the assistance of national and international funding agencies.

b. Sinking of Bore Wells for Clean drinking water supply

DSP drills bore wells in the different villages of the district helping the rural poor with clean drinking water.

c. Mineral Water Plants

d. Rural Sanitation Program

The sanitary units (toilets) have been constructed in the villages positively touching the families enhancing health, hygiene and sanitation scenarios in the villages.

v) **Emergency Relief Projects** – The projects under this category supports the emergency assistance in the face of calamities.

a. Community Based Disaster Preparedness Program (CBDP)

The families from the coastal villages of Bay of Bengal are involved in the community based disaster preparedness program by which the fishermen communities residing close to the sea are given knowledge and taught different skills to prepare and respond to disasters and minimize loss to life and properties.

b. Emergency Relief & reconditioning for the Flood Victims

The families from the villages affected by floods have been extended emergency relief through the distribution of food materials. They were also supported to recondition their huts destroyed by the flood.

c. Emergency Relief for Fire Victims

Year after year several fire accidents occur in the urban and rural areas of the District of Guntur adversely affecting the hutment dwellers. The DSP had always generously extended emergency relief to the fire victims by distributing food materials, clothing, utensils and hut re-conditioning materials.

The SWOT report unfolds before you our interventions sector-wise prove our long-standing and firm commitment in the service of the rural and urban poor. Our services have been memorable and a rewarding experience.

GOOD PROJECT PLANNING

The DSP works through the local units in the villages in the District. These local units identify community needs and development issues. They then approach DSP to address them. The DSP studies these needs scientifically and evolve a plan of action to respond to them. Based on these the DSP plans out a project proposal along with the stakeholders mobilises resources local and foreign and helps the local units in the execution. DSP is committed to participatory development processes. People concerned and affected initiate/are involved in the entire process of project identification, development, execution and monitoring. Project adopts a bottom up approach and is evolved at the community level.

Well laid out Financial Plan, Control, management and audit

There is a well laid down financial policy relating to approval and authorisation of payments. Great care is taken for the proper management and maintenance of the books of accounts. Daily cash book is maintained along with proper vouchering. Project-wise cash book and ledger with proper accounting principles are adhered to. Proper cash flow analysis is

maintained as per the project estimate and funds. The DSP has a financial department which supports the local unit in the implementation, and in maintaining proper records, accounts and registers. Progress report and financial statements are centrally collated. It also arranged verification, evaluation and audit. The DSP has an external auditor, who is popular in the district. Internal audit is done by the Governing body, the accounts are scrutinised in its meetings held once in every three months.

Good internal support

There is a good support from the members of the governing body, president and all the members in the various activities at the office and field level. The members of the staff work with perfect understanding and integrity with a common purpose to reach out to the poor.

Good team work

The president and the staff work as a well knit team in all activities with the each member performing his responsibilities dutifully. The staff members give a feed back and share their work experiences among themselves that enrich the work. This promotes solidarity among the various members of the staff.

Regular meetings and reviews for assessment, project review, implementation strategy, study success and failures and measures for course correction and remedy. The occasion is also used to elicit views and opinions of staff for functional improvement of organization with suggestions for improvement.

Regular meetings are conducted at the office and field levels to assess and review the project implementation strategy, to study the progress of the project, and measures taken for course correction to remedy the situation. The meeting is also fora to elicit views and opinions from the staff to improve the functioning of the organization.

Good rapport with the Government and Non-Governmental organisations.

The DSP has built a good rapport with the Government and NGO groups down the years coordinating and networking with them in several worthwhile programs lobbying for and working with : employment guarantee program, literacy, anti-child labor, implementation of land reforms and allocation of land to landless agricultural laborers, women movement against alcohol, watershed management, etc.,

It is closely involved with the district DRDA, the SC/ST/BC Corporations, NEDCAP, Housing Corporation, Animal Husbandry, Jan Shikshan Sansthan of the Ministry of Human Resource Development, Government of India, Women and Child Welfare, District Medical & Health Officer, District Forest Officer, AP Khadi and Village Industries Board, Handloom Weavers Cooperatives and Weavers Development/Training Centre, etc., In the housing front, it had collaborated with the HDFC, to enhance the volume of funds available.

Good rapport with the people

The DSP has registered a good presence in almost all the villages in district through its several socio-economic activities for the empowerment of the poor. We established women self help groups in the different villages and played a major role to empower them socially,

economically, educationally and culturally. Several drinking projects were executed for the rural poor deprived of clean drinking water. Educational support was extended to poor children of the agricultural labourers, who were not able to educate their children. Pre-schools were established in many villages for the small children, whose parents leave for work at the crack of dawn and return only by late in the evening. The houses have been constructed for hutment dwellers to safeguard them from natural and man-made calamities. The toilets were constructed for the rural poor who defecate in the open due to the absence of toilets in their house plots to control water-borne diseases. The youth, boys and girls, from the villages, were given vocational training, computer literacy, and medical laboratory technology, foot wear technology, tailoring, motor mechanism etc., many of them have been employed gainfully. Several income generation and micro-finance schemes were launched to improve economic conditions of the rural poor women. Small and marginal farmers were helped to improve their agricultural practices and extended loans to purchase seeds and fertilizers to improve agricultural yield. The community health programmes were executed in different villages of the district to generate awareness among women on preventive, curative and promotive aspects of health. Medicines and vitamins supplements were distributed. Doctors were pressed into service to reach out the poor illiterate rural women. Small irrigation projects were revived working in collaboration with the Irrigation department benefitting the families and re-irrigated many acres of land. DSP had also implemented programs to benefit traditional handloom weaving families in the villages through comprehensive programs for skill development of traditional weavers and for supplementary income general for women. Community Based Disaster Preparedness program was put in place in the coastal villages that was always the target of cyclone attacks assisting the fishermen families on disaster preparedness. There is an on-going health program in the villages with the collaboration of District Medical and Health Officer, Guntur. Mineral water plants are set up in the villages and the sinking of bore wells are in process. These are only some of the prominent programmes taken up by DSP. All these programmes had made DSP a household name in Guntur District.

Weaknesses:

Lack of process orientation

There is a procedure in the implementation the projects according to guidelines given in the proposal. At times the field personnel fail to follow the procedure systematically due to the lack of knowledge, understanding and in-depth study of the project. Take for instance in all animation projects prior to the actual implementation, the affected beneficiaries are made to reflect upon their poor socio-economic situation. Why are they caught up in such an ugly situation? What is coming in their way of development? What actions should they take and how should they go about resolving their issues and problems. These are important pointers for the beneficiaries. Hence there is a lack of process orientation.

Absence of Project Perspective Plan

A project perspective plan for the coming five years was not worked out. This would have been good guide and a focused plan of action to prepare ourselves in advance and work towards that direction.

Creativity and innovation in work

Creativity and innovativeness were lacking. There is a need to develop new skills to match the current trends.

Keep pace – swiftness to meet deadlines effectively

Some of the Coordinators and staff members are slow to meet deadlines set by our partners for project reporting and relevant works connected with the project because of work pressure, unfavourable weather conditions, their health conditions, family situations, non-cooperation of the beneficiaries, arising of unexpected situations, expenses. All these and other more unexpected conditions come in the way may hinder the swiftness to meet deadlines effectively.

To meet competitiveness

Day by day many NGOs are coming up with different original and new concepts. Lack of knowledge, skill sets, lack of training modules and application of update technology hinders our competitive edge.

Opportunities:

Upgrade skills and gain professionalism

The staff needs to be exposed to various training exercises to build up their capacities and sharpen their skills to gain proficiency. This will give them ample opportunities for improvement and enhance their performance.

To build potential of staff for creativity and innovation.

Training programmes for the staff at regular intervals will built up their creativity and innovation. They are to be given exposure trips to visit popular NGOs with good reputation in social work to learn from them.

Strengthen Team Work

Team work could be strengthened by generating awareness through a number of trainings to work together in a team sharing responsibilities to enhance performance levels. Team building promotes solidarity among the members of the team.

Perfect coordination

To produce good project results and to resolve problems a perfect coordination between the various members of the team is an essential requisite. There should be understanding on the various aspects of their work and time to time feedback. The members must understand each other and build up inter-personal relationship among them.

Development of competencies

There are many opportunities within the organisation like regular internal trainings and exposure trips external to develop ones competence. This will enable the staff, quick to adapt, creative at problem-solving and good at relationship building. Track the progress of the team on regular basis and guide the members to improve performance

Better understanding of staff responsibilities

The staff should be educated on and off to understand their responsibilities through internal trainings and reviews. They are to be constantly motivated and animated on their responsibilities.

Evolve a strategy to tap Funding Organisation, Government funds.

The organization is to make a proper planning and adopt a strategy internally to take advantage of the resources of the external donors and the local Government. There are also many training programmes organised by experts on the field that offer opportunities to learn how to approach agencies for support.

Threats:

Resource crunch due to economic slow down

There is paucity of financial resources for the project implementation due to global recession. Many of European agencies are short of funds, as their respective Governments have no money to support projects in India and express their inability.

Outside influence

Many NGOs from outside misuse the project funds that puts the partner organization in bad light denting our image. As a consequence funding partners tighten the screws.

Cooperation from funding and Government organisations

The financial cooperation from the external funding partners is discouraging as they are also affected by the financial slow down because they depend on their respective governments for fund flow to help us. The Government also has no funds and if their fund there is inordinate delay in the release of the grants. They also demand a kickback. This will affect the project implementation.

Change in the policies of the funding partners as well as the Govt.

The funding partners are shifting their focus of work to other under-developed States of India, where the need is felt more.

(2) Based upon the factual information stated above here we offer our views about the actions our organisation will take to deal with our present situation, thus to improve the future status, as following:

Strengths	Weaknesses	Opportunities	Threats
Human resources - staff, volunteers, board members, target population	Resolve Process orientation	Future trends in the field or the culture	Resource crunch due to economic slow down
Physical resources - your location, building, equipment	Preparation of prospective project plans.	The economy - local, national, or international Funding sources - foundations, donors, legislatures	Outside influence
Financial - grants, funding agencies, other sources of income	Creativity and innovation in work has to be developed through exposure trips to various organisations	Demographics - changes in the age, race, gender, culture of those you serve or in your area	Cooperation from funding and Government organisations
Activities and processes - programs you run, systems you employ	Through constant monitoring, reviewing and checking of the projects bring swiftness to meet deadlines effectively	Legislation - the new Government requirements make our job harder...or sometimes easier.	Change in the policies of the funding partners
Past experiences - building blocks for learning and success, your reputation in the community	To maintain quality, productivity and timely action has to be taken to meet competitiveness	Local, national, or international events	Cut throat competition to source funds.

Longevity — the DSP has been working since 2005 – that is about 13 years.	Lack of process orientation	The physical environment - that is our building in a growing part of town	Failure to follow guidelines of donors.
Good infrastructure facilities	Absence of Project Perspective Plan	Upgrade skills and gain professionalism	Hostile attitude of the Govt. at all levels thinking that we are prostelyzing
Good office equipment and furniture for the staff to work.	Creativity and innovation in work	To build potential of staff for creativity and innovation.	Non Cooperation from the beneficiaries affiliated to certain political parties
Vehicles.	Keep pace – swiftness to meet deadlines effectively	Strengthen Team Work	Climatic barrier
Trained, experienced and committed staff members.	To meet competitiveness	Perfect coordination	Lack of knowledge, illiteracy among the beneficiaries
The President & Contact person.	Language barrier	Development of competencies	Escalation of cost of the materials
Experienced Project management	Lack of professionalism	Better understanding of staff responsibilities	Migration and seasonal works
Good Project Planning.	Lack of proper monitoring	Evolve a strategy to tap Funding Organisation, Government funds	Lack of negotiation skills on the part of certain funding agencies.
Good rapport with	Lack of proper	Utilisation of the	

village communities and target beneficiaries.	follow up	services of volunteers	
Good network of village volunteers	Lack of proper designing of projects for certain specific communities i.e., fishermen, weavers, widows etc.	Expansion of office for wider range of outreach activities.	
Good rapport with Govt. Officials		Training of staff members for better performances.	
Good relation with donors		Conducting of campaigns for volunteer recruitments.	
Good team work and coordination		Development and training of cultural groups and utilization of the services of the trained cultural groups.	
Reporting and Documentation			
Workable rapport with the Local Units and CBO's			

❖ **Building Strengths:**

To further improve the strengths the partner organisation should conduct further trainings periodically for all levels of staff to build on their existing strengths. There should be capacity building exercises, leadership trainings, communication, inter-personal relationship, communication skills, integrity, problem solving, good work ethics, etc. It is also essential that efforts should be made to network with like-minded NGO groups operating in the area on a common platform to work together for a common good.

❖ **Resolve Weaknesses:**

The weaknesses of the staff can be resolved through various training modules and courses so their skills are honed and core competencies such as positive attitude, good work ethics, time management, team spirit, flexibility and sharing of ideas and work experiences comes to the fore.

Resolve Process orientation

The staff must be educated and given insights to adhere to the established norms and guidelines of the agencies, fine tune the skills of the staff through constant motivational exercises and direct them to be systematic and adopt correct methodology in their approaches to execute projects.

Preparation of prospective project plans.

A five year project plan is to be drawn up with targets: Specific, Measurable, Achievable, Realistic and Time bound (SMART) to be followed. With this in hand the partner organization is equipped to move forward with a specific plan of action for the year.

Creativity and innovation in work has to be developed through exposure trips to various organisations

Creativity and innovativeness can be developed among all levels of the staff right from project conception, development, execution, monitoring, and evaluation through exposure trips to view the works of other popular NGOs working in the area to learn more from them their methodology of work. Thus the partner organisation and its staff can draw many lessons.

Through constant monitoring, reviewing and checking of the projects bring swiftness to meet deadlines effectively

The partner organization must see that the staff members are constantly animated, motivated, work reviewed and guided to put them on fast mode to fit in a highly competitive environment. The team leader will play a proactive role in this process.

To maintain quality, productivity and timely action has to be taken to meet competitiveness

A competent and well trained staff will deliver qualitative, quantitative and time-bound services to achieve the target objectives.

❖ **Exploit Opportunities:**

The partner organization is bound to develop the proficiency and competency of the staff through a number of training exercises conducted periodically both internally and externally. The results are to be evaluated.

There is a great need to upgrade office technology so that financial resources of different agencies around the globe can be mapped to help the poor and the under-privileged. The partner organization must also strengthen its relationship with the donor agency through the proper utilisation of their funds, robust and incisive reporting and financial audit. Focus should be on building credibility through conscientiousness and integrity that will help win the trust of the agencies.

❖ **Avoid Threats:**

The partner organization must sharpen the skills of its staff for the proper execution of the project on the level of central and field administration in keeping with the guidelines of the funding partners. The partner organization to be eligible and qualify for help should better its strategies and built contacts with the national, international and Government bodies. The partner organization should also visit and explain the needs of their area. They should also organize related training programmes to sharpen their strategies and approach.

The most important aspect the partner organization must up-date its office automation /technology system to acquire perfection to take advantage of the resources available with the funding partners in first come first served manner. There are still many agencies that will help us if only we can make wide efforts with the updated technology to map resources for fruitful work.

Mrs. K. Thomasamma
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Rentachintala, Guntur, India