

PROGRAM EXECUTION METHODOLOGY

Phase I: Institutional Development and Planning:

- Area Identification
- Base Line Survey/Village Profile/Poverty Profile
- Dialogues and Meetings
- Building a common understanding

- Community Needs Assessment (CNA) and Preliminary Planning
- Eye-opener Trip
- Finalizing Village Development Plan
- Submitting Development Plan

Legal Status

M.D GLOBAL BUSINESS registered under Partnership Registration Act.

Governance

M.D Global Business has a general body comprising of citizens from Pakpattan districts and from other parts of Punjab province.

The general body elects a board of directors for three years and board elects from among themselves a chairman and appoints executive director to manage the affairs of organization.

M.D GLOBAL BUSINESS has a leadership comprising of directors that guide the operations and assist the board in policy making and implementation.

SOCIAL MOBILIZATION (COMMUNITY ORGANIZATION)



Beneficiaries: 14,500 Households

The social mobilization unit of M.D GLOBAL BUSINESS is the central place that focuses on working with the poor and disadvantaged segment of the society especially women, small farmers, youth and children. Social mobilization approach follows a participatory process to raise awareness, mobilize and involve all key actors of local communities and meaningful participation of women, small farmers, youth and children to organize for collective action contributing towards the common goal. The strategy addresses collective and individual needs of the community by developing the partnerships with all stakeholders.

Progress as on June 30, 2014

<i>Total No. of Cos:</i>	405
<i>Total No. of VDOs:</i>	205
<i>Total No. of LCAs:</i>	31

The strategy follows the essentials of the community development focusing on social and economic development, enhancing the capacities of local communities so that the communities may be able to organize themselves, manage their resources and mitigate issues and become self-reliant.

This indigenous strategy is based on research and lessons learnt from the previous working experience with communities. It follows innovative approaches during the course of community mobilization process. The unit has gone through extensive training sessions and field exercises making its human resource well trained and capable of dealing with all kinds of challenges in the community.

Approach of Social Mobilization

M.D GLOBAL BUSINESS's Social Mobilization approach throughout the process focuses upon VDP (Village Development Partnership). The forum takes village as primary unit for its program interventions. Forum will be open for all village members including youth, children, men and women. Efforts are made to ensure effective representation from all disciplines of life regardless of any discrimination. The subsequent Committees are formed if required by the situation. It equips the cadre of volunteers with all the necessary skills to analyze the socio-political realities. Realization of best interest of children is ensured through meaningful participation of community. The VDP adopts the strategy of building partnerships with state institutions and community. Gender equality is the key strength of the VDP and it grows by cultivating friends.

The organization effectively creates this engagement by helping the community establish an elected Village Development Organization (VDO) at the very beginning of the process. The election ensures that the whole village community participates and takes ownership for the project right from the start. The elected individuals generally come from various backgrounds and act as representatives, allowing every villager to articulate his/her needs. The Village Development Organization consists of one or more community organizations (COs) which represent whole village.

Villagers are involved at every step of the development. They are responsible for carrying out their own Community Needs Assessment and for generating ideas. This is effective as the villagers know their specific needs better than M.D GLOBAL BUSINESS or the sponsoring partners. Every rural community exists within different surroundings and different circumstances. This means that while the general areas of development (e.g. economic, physical infrastructure, health, education, and environment) are consistent from village to village, the particular needs and priorities of each community are unique and the organization's process is tailored accordingly.

LOCAL COUNCIL ASSOCIATION (LCA)

A holistic strategy to organize the local council associations (LCAs) at each UC of tehsil Pakpattan through existing COs and VDOs. With the coordinated efforts of COs and VDOs, mass mobilization is aimed to attain the objective of 100 plus members in each UC, who would be tasked to achieve the consensus-based formation of 17-members UC Delegates in each UC. The leadership of these delegates will be finalized by them again through a consensus based approach, having Chairman, Vice Chairman and Secretary for the each UC which will be called executive committee.

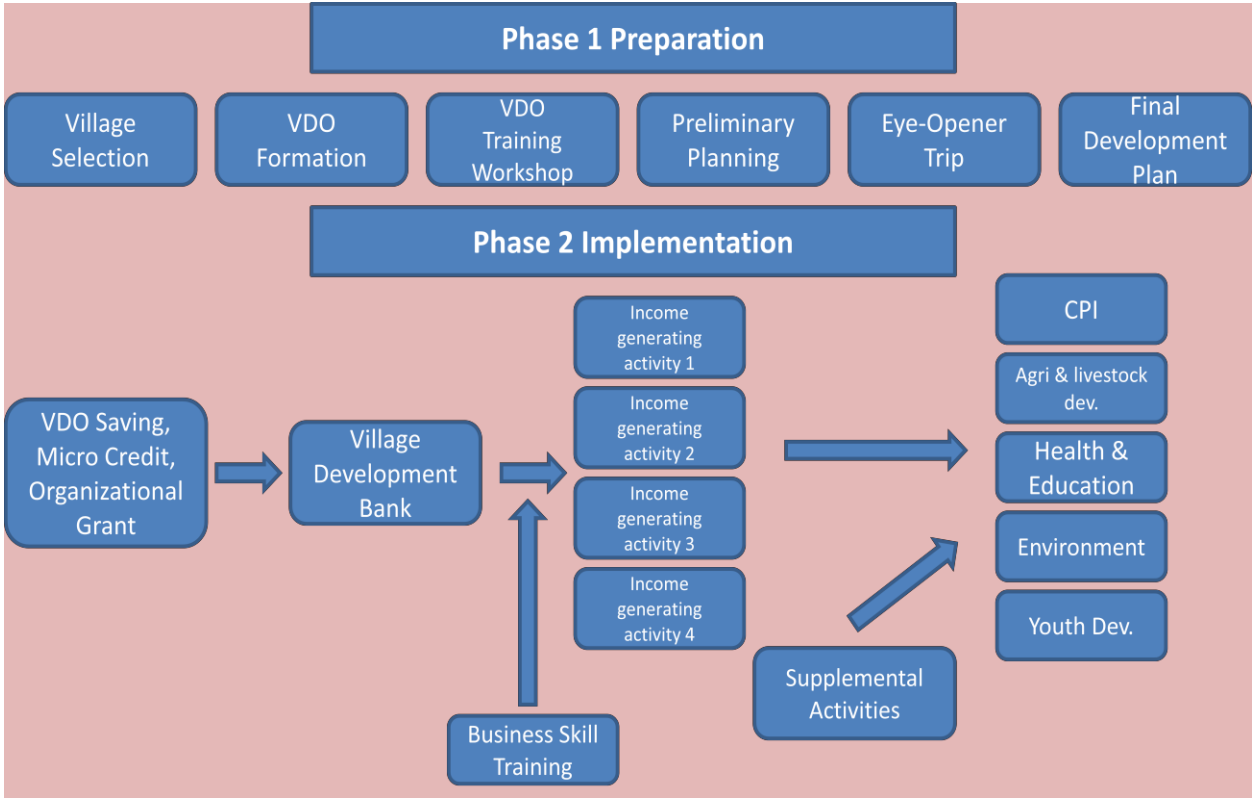


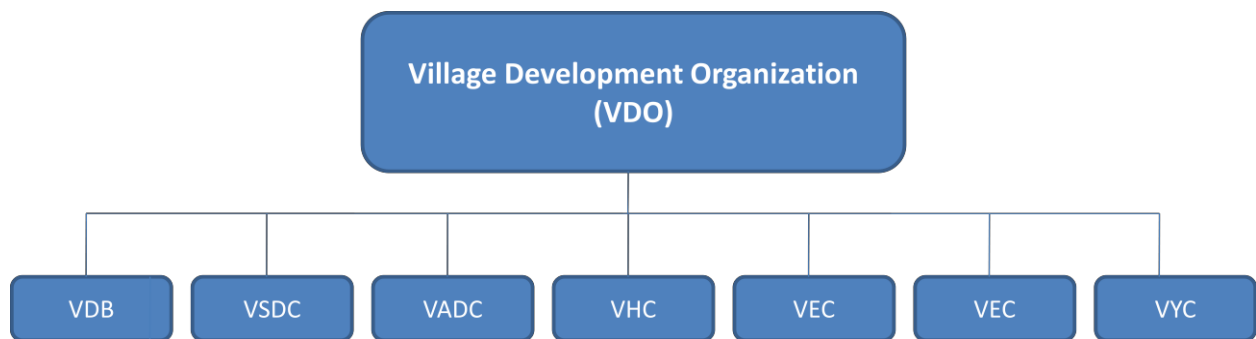
This formation process for the each UC should be evolved from the active and vibrant youth, female activist and notables, through one day session at the UC level by inviting all categories noted below including proactive citizenry representing most of the villages in the UC, while ensuring following major steps by the organization.

- To conduct mobilization and registration of membership in each village of the UC
- To conduct one-day gathering for consensus based formation of 17-members UC delegates, 3-members Executive Committee and registration of 100 plus General Body members.
- To ensure that during the one-day session is split into two parts, i.e, public gathering plus orientation of all 17-members UC Delegates specified capacity building, MoU, work Planning with the UC Delegates.
- To collect data and add information for the dissemination on the same day and afterwards as well.
- To assist implementation and monitoring of UC Delegates quarterly work plan with the help of **M.D GLOBAL BUSINESS**. The basic objective to organize the LCA is to resolve the UC level issues and problems with local resources.



Village Development Partnership (VDP) Model





- One Village Development Organization will be formed at village level
- These will represent the 75% population (Castes) of the village
- These will have President, Manager and Secretary besides the members
- VDO consist of seven committees including:
 - Village Development Bank (VDB)
 - Village Social Development Committee (VSDC)
 - Village Agriculture Development Committee (VADC)
 - Village Health Council (VHC)
 - Village Education Council (VEC)
 - Village Environment Council (VEC)
 - Village Youth Committee (VYC)

Every development committee has its own roles and responsibilities

PROGRESS OUT OF POVERTY INDEX PPI (BASELINE SURVEY)

A baseline study simply defines the 'pre-operation exposure condition for the set of indicators that will be used to assess achievement of the outcomes and impact expressed in the program's logical framework. When compared with the condition of the same indicators at some point during implementation (mid-term evaluation) and post-operation implementation (final evaluation), the baseline study forms the basis for a 'before and after' assessment or a 'change over time' assessment. Without baseline data to establish pre-operation conditions for outcome and impact indicators it is difficult to establish whether change at the outcome level has in fact occurred.

Baseline Study is a core and basic component of organization for analyzes and identify the actual condition of target community. The organization is currently conducting baseline study in two union councils of Tehsil Pakpattan through **Progress Out of Poverty Index (PPI)** supported by **Plan International, Pakistan** to identify the neglected, destitute and poorest of the poor (widows, orphans) community.

Beneficiaries: 7500 Households



SKILL DEVELOPMENT – EMPOWERING RURAL YOUTH & WOMEN BY IMPARTING EDUCATION

SKILL FOR MARKET PROJECT

Beneficiaries: 575 Persons

Pakistan is developing country with a strong Agriculture base. Vegetables are not only important part of our food; they are also more profitable as compared to other crops. Due to increase in population and decrease in cultivated area with every passing day, now it has become necessary to increase the production per acre with reduced expenses. M.D GLOBAL BUSINESS in collaboration with Solve Agri Pakistan (Pvt.) Limited and Bunyad Foundation has initiated this project in four districts of South Punjab (Pakpattan, Bahawalpur, Lodhran and Muzaffargarh) funded by Punjab Skill Development Fund (PSDF).

This Programme encompasses following trainings project:

- Tunnel Farming (6 month)
- Kitchen Gardening (4 month)
- Horticulture (3 month)
- Adult Literacy (It is combined to all above mentioned projects)



Milk Bank Project (An Innovative Model)

Pakpattan is backward and neglected District of the Punjab Province. The low literacy ratio and the resultant unemployment are the major factors responsible for the under development of the area. This has resulted in the migration of the rural population to the urban areas across the country in search of new opportunities to meet their livelihood on daily basis. The influence of rural population to urban areas has resulted in an increase in unemployment in the urban areas, which is a major cause of social unrest in the region.

In the same way, livestock of this region is also very popular all over the country. There is no competitor of this type of livestock in other regions. The breed of the livestock is unique but the farmer of this region is unaware about the livestock, its sub products, value addition, (handling

processing, and marketing), lack of access to market information and some capacity building issues, the farmers are still in poverty. ***The concept is “to introduce methods for hygienic supplies of fresh milk for the domestic markets as well as urban market under value chain approach through “KISAN COUNCIL” for the sustainability of the farmers.***

Goal:

“Hygienic supply of fresh and pure milk in domestic as well as urban market under value chain approach through “KISAN COUNCIL” for the financial sustainability of the small farmers”
There are four following major parts of the project:

- Establishment of livestock form
- Collection of milk from livestock form
- Milk collection center
- Milk outlet

Under the above mentioned approach, the farmer community will increase their income on sustainable basis and general community will purchase the fresh and pure milk and meat at a reasonable price. In this scenario, the livestock sector will improve in the region and there will innovative value addition practices will adopt.

M.D Global Business is first organization in Punjab Pakistan have established 45 Livestock

Farms and got Global Gap certification of supply chain improvement project, form LSQA SA.

GLOBALGAP Registration Number LS ZPK 3232