

MoDe is a voluntary, non-profit organization committed to address the special needs of community by working with different sectors of the society. The challenge is immense but the team of young and enthusiastic social motivators are well placed to meet it through various innovative interventions.

MoDe – Movement for Development is registered under The Bombay Public Trusts Act, 1950 with Registration No.: F/16975/Ahmedabad, and the Indian Societies Registration Act of 1860 with Registration No.: Guj/17372/Ahmedabad having its head office in Ahmedabad, Gujarat.

Objectives

We aim to become enterprising promoters of equal participation, promote resources of empowerment of diversity and dignity and work towards ensuring that the people in community develop to their fullest potentials.

Area of Expertise

- **Corporate Social Responsibility**

Project Formulation, Implementation & Assessment - Technical & Implementation support for Corporate Social Responsibility Initiatives of Corporate sectors.

- **Livelihood & Poverty Alleviation**

Skill Training, Bank & Market linkages, Micro Credit, Micro-Enterprise Development, SME management

- **Social Research**

Qualitative & Quantitative Research, Large Scale Surveys, Monitoring & Evaluation, Impact Assessment Studies, Social Audit

- **Social Development & Policy Formulation**

Gender, Women & Child Development, Nutrition & Micro-Nutrient, Education, Water & Sanitation, Tribal Development, IYCF

- **Communication & Capacity Building**

Communication for development (C4D) strategy, Information-Education-Communication (IEC) programmes, Institutional Capacity Building (urban & rural), Training Design & Material Development, Community Mobilisation

- **Natural Resource Management**

Agriculture Development Organic Agriculture, Watershed Management,



Environment, Forestry, Water Resources

- **Urban Planning & Transport**

Urban Development, Urban Transportation, Water, Housing, Regional Planning

- **Governance**

Panchayati Raj, Decentralization

Core Competencies:

- **MoDe's** dedicated team consists of young and enthusiastic Social Motivators – Workers, & Public Health Experts. Team members are experienced personnel in field of Development Sector with experience ranging from Social and Behaviour Change Programs, Behaviour Change Communication (BCC) Interventions, Education, Rural Development, Sanitation & Hygiene, Capacity Building area – Grass root to ToTs, Women and Child Development, Health, Nutrition,
- **Having exemplary skills in** Capacity Building areas (Grass root to ToTs) Community Mobilization, Social Marketing, field monitoring, evaluation, technical support, documentation etc.
- Provided technical inputs to various Govt. / non Govt. Organization (program supported by C4D, UNICEF Gandhigar/New Delhi).
- MoDe also has been able to establish excellent rapport at District and State Level with Department of **Education / SSA**, Women and Child Development, Tribal, Rural Development, Health and Family Welfare .

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Experience in Human Resource Management (HRM)

- Current team strength of MoDe is of 30+ professionals working at State as well as District level.
- Apart from this, a team of consultants is also associated with MoDe under Swachh Bharat Mission – Gramin (SBM-G). These consultants are deployed at District level administration and support Block, District as well as State Administration to achieve the objectives under SBM-G. This project is supported by UNICEF, Rajasthan.
- MoDe also engaged ~ 2800 volunteers through 36 field level staff in 1296 villages of South Gujarat. The volunteers were also working with different government departments i.e. ICDS and Health. Since the project was a demand generation program for government services, they were paid activity based honorarium in coordination with respective government officials.
- MoDe possesses a huge data base of potential candidates having background of Social Work (MSW), Psychology, Sociology, Environmental Engineer, Food & Nutrition etc.

- The Senior Management Team of MoDe has a vast experience of Talent Acquisition & development of performance indicators in different sectors viz NGOs, INGOs, Corporate group etc. The screening of potential candidates is done through a pre-defined process to ensure right fit on right position.
- Our recruitment system is transparent and goes through many stringent processes like Advertisement in leading job portals, social media network, telephonic as well as personal interviews and background check.
- Director – Programs, MoDe has been on panel of various recruitment processes of District as well as State Administration. He was also associated with ICDS at Commisionarate Office, Gandhinagar for 3+ years. During his association, he gained experience of Monitoring, Training and Supportive Supervision of ICDS functionaries from Grass Root to State Level. He also has a wide experience of various schemes i.e. IGMSY, SABLA, Strengthening of Anganwadi Matru Mandal etc. Currently he is involved in development of AWW Job Training Module and trainings related to the same.
- Being a Non-Government Organization, we have a sound understanding & vision of Development sector. In addition to that our experience of working with ICDS has given us a thorough knowledge that will be an added advantage to identify right candidates for the right position and deliver positive outcomes as expected.
- We have excellent linkages with different MSW Colleges and departments, Food & Nutrition Department of various Universities of Gujarat State.
- Apart from a team of professionals associated with MoDe, the board members and advisory committee members are also well connected with development sector.

Diverse Experience

- As a **Technical Support Unit**, MoDe India has taken an initiative to support an effective implementation of SBCC Interventions for acceleration and sustainability of Swachh Bharat Mission – Gramin, in four tribal Districts of Southern Rajasthan viz. Sirohi, Dungarpur, Banswara and Pratapgarh - - In partnership with **UNICEF - Rajasthan**. The project seeks to institutionalize planning of Social and Behaviour Change Communication (SBCC) interventions within the District-wide Approach of SBM (G).



This program will focus on all important components i.e. (a) technical Inputs to the district for development of SBCC action plan, (b) effective implementation with special focus on low performing GPs; (c) hand holding and Supportive Supervision (d) Capacity Building and system strengthening for SBCC, etc.

- **Green Highway Initiatives (RKC Infrabuilt Pvt. Ltd., Ahmedabad)** RKC Group is a



conglomerate of different companies with focus on infrastructure & related activities. The group has a pool of several units including infrastructure, construction, Quarry mining, Annuity Projects, Engineering and Real Estate Division.

“Green Highway Initiatives” is a program of RKC Infrabuilt and MoDe has been selected as Facilitating Agency for implementation of this project on Mehsana – Himmatnagar

State Highway-55. The project aims at Solid Waste Management, creating awareness on Cattle Crossing on Project Highway & Renewable Energy across the project corridor.

MoDe as a facilitating agency is playing a crucial role in developing guidelines for community based participatory solid waste management system and effective solid/industrial waste management practices and monitoring, liaison with PRI / municipalities for creating awareness amongst the communities in restricting the parallel movement of cattle along the project corridors, capacity building activities related to renewable energy and cattle crossing monitoring etc.

- **Implemented ‘Capacity assessment and strengthening of Training Centers of ICDS in Gujarat’** program in partnership of **UNICEF**.

In existing system of ICDS – Women and Child Development Department, AWTC is a hub to train AWWs as well as Helpers. In order to effectively build the capacity of AWWs/Helpers, there is an acute



need to strengthen the capacity of AWTCs itself. The rationale is that if AWTCs – as institutes are capable enough with regard to the required knowledge, skills and resources, the quality of the trainings being imparted to the trainees will definitely be significant. MoDe is instrumental to build capacity of AWTCs among the **State of Gujarat**.

- **Shishu Kendra, Wankaner (Dist. Morbi) supported by Gujarat Labour Welfare Board**

The community in Wankaner mainly comprise of labourers working in various industries in and around Wankaner. The Department has executed an agreement with MoDe for setting up a Shishu Kendra in Wakaner district. The main objective of this initiative is:

- Provide pre-primary education to children in the age group of 3 to 6 years along with other life skill activities
- Provide Nutritional meals to the children and contribute towards decreasing mal nutrition amongst the children



- MoDe works with Fisher BioPharma Services (I) Pvt. Ltd. Of **Thermofisher Scietific** – A multinational Corporate Group, in conceptualizing and undertaking the role of CSR facilitation targeting towards benefitting **400 children of a government run School** who belong to very grassroots in the close vicinity of company's location. Different type of activities carried out by MoDe includes

Sensitization workshop on **Child Rights**, Visit to Children Home and Old Age Home, Sensitization of front line functionaries of the community on IPC, creating awareness drive for promoting health & nutrition amongst the community etc.

- Implemented a **MI** funded and EHI International supported demand generation of ZINC –ORS project “BCC Strategy to Enhance Demand for ORS & ZINC to Manage Childhood Diarrhoea” in **1296 tribal villages** of five districts of South Gujarat i.e. Bharuch, Surat, Valsad, Tapi and Navsari. The project aimed at changing the behaviour of community towards Diarrhoea management amongst the children between age group of 0 to 5 years. The project also aimed to reduce IMR in the Gujarat State.



Under the Zinc-ORS demand generation program supported by MI, MoDe took an initiative for inculcating basic hygiene practices amongst approximately 72000 children of 593 schools of tribal blocks of South Gujarat. As a part of this initiative, the team conducted various interactive activities with the children and reinforced the message of importance of hand washing, personal hygiene and cleanliness.

- **VIHAAN (GSNP+)**



Named for the Sanskrit word for 'dawn's first light,' Vihaan is a national initiative for improving the quality of life of people living with HIV (PLHIV) by expanding access to essential services, increase treatment adherence and reduce stigma and discrimination. The programme is designed as the care & support component of the country's HIV response under National AIDS

Control Programme IV (NACP IV). Working in collaboration with the National AIDS Control Organization (NACO) and with support from the Global Fund, the programme operates in 31 states and territories. The Vihaan consortium is led by Alliance India and 17 state-level PLHIV networks and NGOs that in turn partner with district-level PLHIV networks and other organisations to deliver care & support services in communities through Care & Support Centres (CSCs).

With support of GSNP+, MoDe is managing Vihaan Program in two Districts of Gujarat i.e. Gandhinagar and Jamnagar. Through Vihaan CSCs, we are providing a range of quality care & support services using an integrated approach that complements existing HIV prevention and treatment program. Working in coordination with nearby ART Centres, our CSCs serve as safe spaces for PLHIV by offering services that include counselling, outreach and follow-up support, health referrals, and linkages to social welfare schemes. Vihaan CSCs are committed to the health and wellbeing of all PLHIV and their affected families, with special effort to reach those from underserved populations, including women, children and members of high-risk groups.

- GVK EMRI in association with Government of Gujarat has launched **181 – Abhayam** Women Helpline in Gujarat. The 24x7 helpline '181' is a toll-free number to support woman in distress and is accessible through any mobile or landline. Any women can access 181 "Abhayam" helpline for the purpose of counseling, guidance, information and also for the rescue in various threatening situations including domestic violence. MoDe plays a pivotal role in building the capacity of counselors working under this project.



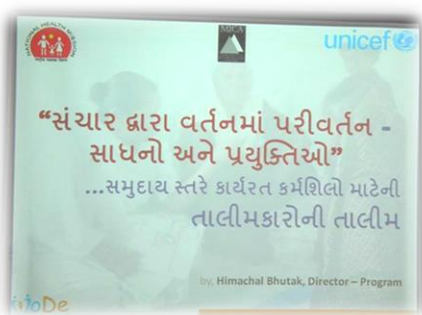
- “The police station based Support Centres” for Women in Gujarat is a new initiative aimed at providing short term/long term counseling and guidance to the needy women – victims of domestic violence and family problems, besides other forms of harassment in coordination with the local police and other Government agencies.

The objective of this project is to strive for ensuring that women are recognized as individual, with equal rights and opportunities in society, to live peaceful,



violence- free life. The support centres established by Gender Resource Centre - **Women and Child Development Department** Govt. of Gujarat are located within the selected police station in a district, to work with a clear understanding that Domestic Violence and other forms of violence against Women are dealt with seriously and every woman has a right to get protection against such crimes. The Counselors at the support Centers are appointed by WCD and they are imparted adequate training on counseling skills. MoDe has been instrumental in imparting training to these counselors on various subjects.

- In order to increase the ratio of Routine Immunization, MoDe has played a leading role in providing the technical inputs in line with the **Social & Behaviour Change Communication (SBCC)** module. This program is managed by **New Concept** and supported by UNICEF, New Delhi.
- With a broader objective of improving the nutrition status and reducing IMR, MMR among the community, MoDe has been instrumental in enhancing the skills of all ASHA facilitators and Block IEC Officers of six blocks of Valsad District through a three days training workshop on “Comprehensive Training of Asha Facilitators on IPC & Supportive Supervision” organized by Cell and **District Health Society**, Valsad with support of UNICEF.
- Considering the important role of Female Health Workers at community level, MoDe has also imparted training to FHWs of Valsad District on Interpersonal Communication (IPC) and use of key messages under the training program organized by BCC Cell and District Health Society, Valsad with support of **UNICEF**. A State Level Work shop was



also conducted on the same subject.

- Technical inputs to **Health & Family Welfare, MICA & UNICEF** for organizing “Training of Trainers” program on BCC Tools & Techniques for Frontline Functionaries.
- With an objective of providing safe and quality blood and blood components collected from

voluntary donors at an affordable cost to the general public and free of cost to the poor, MoDe is organizing “Blood Donation Camp” for Ahmedabad Civil Hospital Blood Bank.

- Chief Minister of Gujarat launched an initiative of ‘**Swasthya Samvedna Sena**’ under which interactive tablet devices were handed out to Female Health Workers and Anganwadi Workers. MoDe steered training sessions on effective use of tablets as IPC tools.
- MoDe works with Gujarat State Network of People Living with HIV/AIDS (**GSNP+**) - a State level CBO as a partner agency for improving community capacities by conducting training programs on different subjects like Basics of HIV/AIDS and relevant topics under VIHAN Project. MoDe is also giving technical inputs for conceptualization of BCC themes to motivate PLHAs for taking treatment in Government Hospitals.

- Facilitating / Supporting / Given Inputs to various programs i.e.,

- AWWs trainings on **Adolescent** organized by CHETNA under Sangam program in Sabarkantha Dist. The module includes varied subjects like **Gender, Health, Nutrition, Life skills** etc.



- ToT of ICDS officials on ‘Use of innovative communication tools for promoting maternal and infant and young child nutrition’ in **Sabarkantha and Dang** District.

- MoDe imparted training to about 660 participants of all districts of Gujarat on SBCC during a State level 5-day ToT for the District Resource Teams on CATS (Community Approaches to Total Sanitation)
- MoDe had been engaged previously for supporting capacity building initiatives for Swachh Bharat Mission (Gramin) and has the capacity to deliver the training effectively – in different districts of Gujarat i.e. **Narmda**, Ahmedabad, Rajkot etc.
- Under Swachh Bharat Mission (G)Team MoDe is involved to develop District and Block level SBCC intervention plan and Training of Stakeholders Gujarat as well as Rajasthan
- MoDe as an organization has resource persons trained as master trainers on Tarang Modules on SBCC developed by UNICEF
- Team members of MoDe have also given their inputs during the Regional Level Workshops i.e. “Capacity Building on Engaging with Communities on Swachh Bharat” under the Mission-Grameen, organized by Rural Development Department, organized by DRDA, Rajpipla, Narmda.
- MoDe has trained SHG Groups of Dahod district on “4S – Sakhimandal Swasthya and Swachhata Sachetna Program” organized by DRDA, Dahod with support of GLPC and UNICEF.

- MoDe has also worked on Sanitation and Hygiene component during its different program interventions with School Children in Ahmedabad, Valsad, Bharuch, Surat, Navsari and Tapi
- MoDe has also developed a Thematic Audio Visual song on Sanitation and Hygiene.
- We have profiles of around 600 individuals having background of Social Development.

Supplementary Activities:

- Facilitation of **Women Consultation Workshop** focusing domestic and work place violence– Organized by GSNP+
- Script writing on ICDS Scheme for **Doordarshan**, Ahmedabad
- Developed **Interpersonal Communication Module** for District Panchayat, Valsad (Supported by UNICEF)



- IEC/BCC Material development for Vihan Project (supported by GSNP+ and HIV/AIDS alliance)
- Developed IPC / BCC materials under Zinc & ORS Demand Generation Program
- Technical Inputs to IPC ToT organized by **District Training Team** (Health & Family Welfare Dept.), Rajkot
- Awareness camp on personal hygiene – to primary school students
- Awareness camp on HIV/AIDS to youth
- Peer Educator training on HIV/AIDS & Sexual Health supported by Adarsh Mahila Mandal, Valsad

Contact Us

Operation Office / Correspondent Address:

F-1210, Titanium City Centre,
100 ft. Anandnagar to Prahalad Nagar Road,
Nr. Sachin Tower, Satellite,
Ahmedabad – 380015, Gujarat - India

Registered Office (Ahmedabad):

A-404, Sahjanand Homes, Chenpur Road,
Near Theatre Media Centre, New Ranip,
Ahmedabad – 382470, Gujarat - India

Field Offices:

Gandhinagar | Jamnagar | Vankaner (Morbi District) | Vadodara

info@modeindia.co.in / modeindia@yahoo.in / www.modeindia.co.in

+91 9925818085

+91 79 66178085,

+91 94262 04247

All contributions made to MoDe India are deductible under section u/s 80G(5) of Income Tax Act, 1961

मोड *believes that Every Turn towards Development of Society Counts.*

