

MoDe is a voluntary, non-profit and an **ISO 9001:2015** compliant 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. The organization is also registered in Niti Aayog (GoI) with Registration No. GJ/2016/0098354 and UN Portal with Registration No. 7929.

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.

- **Social and Behavior Change Communication**

SBCC Planning, Strategies for Implementation, Identification of Stake Holders and their Capacity Building, Sustainability Planning, Development of SBCC Tools etc.

- **Social Research**

Qualitative & Quantitative Research, Large Scale Surveys, Monitoring & Evaluation, Impact Assessment Studies, Social Audit, Dip Stick Study etc.

- **Social Development & Policy Formulation**

Gender, Women & Child Development, Nutrition & Micro-Nutrient, Education including ECCE, Water & Sanitation, Swachh Bharat Mission, Tribal Development, IYCF/N etc.

- **Communication & Capacity Building**

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



- **Natural Resource Management**

Green Highway Initiatives, Solid Liquid Resource Management (SLRM), Agriculture Development, Organic Agriculture, Watershed Management, Environment, Forestry, Water Resources etc.

- **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 areas – Grass root to ToTs, Women and Child Development, Health, Nutrition etc.
- **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. Organizations (program supported by C4D, UNICEF Gandhinagar/New Delhi).
- MoDe 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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Diverse Experience

- MoDe has entered into partnership with **UNICEF – Gandhinagar**, to provide technical support as well as need based inputs for effective implementation of SBCC Intervention. The project aims to support UNICEF-Gandhinagar in their various interventions for high-impact practices by institutionalizing planning of SBCC within the UNICEF supported districts in the state of Gujarat. The program will mainly focus on important components like providing technical support for developing and implementing district SBCC plan, Mentoring, Hand holding, Capacity Building,



Supportive Supervision, Conceptualization and development of Modules, Communication materials etc. Three major elements of this project:

1. Support effective implementation of “Poshan Abhiyan”
2. Strengthen UNICEF affiliated Govt./Non-Govt. organizations
3. Strengthen Community Health Centre (CHC) facility by building capacities of functionaries on Counseling and IPC Skills to enable them provide qualitative Health Care Services with a special focus on Early Child Development (ECD) and Mother & Child Health (MCH)

- Vastra (Cloth) is not just a tangible product, but has far deeper connotations. Clothes uphold self-esteem and are linked with health and wellness of human beings. Food, Clothing & Shelter demarcate the fundamental requirements of living human beings and also signify as an integral part of basic human rights as embodied in the Indian Constitutions. It is very unfortunate that due to weak financial conditions, in our country, many people are unable to secure these basic requirements for themselves and their families. Under **Project “Vastram”**, MoDe facilitates collection of old /pre-owned clothes from individuals / social networks / societies and delivers them to the beneficiaries. In return, the bright smiles of contentment and blessings are conveyed from the recipients to the concerned donors.



The motto of Project Vastram is “Clothes for all”. Through this project, MoDe reaches to the two extreme sections of the society viz people having ample clothes and people who have limited or no access to clothes due to their social/economic or other factors.

- Under the fourth phase of National AIDS Control Program (NACP-IV), **Link Worker Scheme (LWS)** has been designed to intensify and consolidate the prevention services, focusing on the at-risk population in rural areas. The scheme envisages reaching out to High Risk Groups and at-risk population in rural areas with information, knowledge, skills on STI/HIV prevention and risk reduction.

In partnership with Gujarat State AIDS Control Society (GSACS), **MoDe India** has taken an initiative to support an effective implementation of LWS in two districts of Gujarat viz. Vadodara and ChhotaUdepur. Under this program, MoDe India will work for building a rural community model for addressing the complex needs of HIV prevention, care and support requirements in selected geographies. The services include:

- Reaching out to rural population who are vulnerable and are at risk of HIV/AIDS in a non-stigmatized enabling environment.
- Improving access to information materials, commodities (condoms, needles/syringes) through collaborating with nearest TI or government health facilities, testing and treatment services ensuring there is no duplication of services or resources.

- Improving linkage to other social and health benefits provided by other line departments in line with local norms, regulations suitable for vulnerable populations.
- 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.

- The construction industry is the largest industry that comprises of migrant laborers who have left their native villages to find employment in big cities. These migrant workers travel from one area of work to another and live in temporary settlements, sometimes provided by the construction company, for the duration of construction project. Due to their migrant nature, they are deprived from the basic facilities like health, Nutrition, Education, sanitation etc. The situation is even more dreadful when they migrate with their families. Children of these workers are most vulnerable and are deprived from their basic rights like health, education, Nutrition etc. “MoDe” as an organization is eager to work for such children of migrant labourers in shaping their lives. Thus, MoDe initiated the project “**Aangane Ajwalu**” to provide integrated services i.e. Health, Nutrition and pre-primary education along with life skill education to the children of migrant laborers. With support of The Rajhans (Desai-Jain) Group, MoDe managed a Child Centre in Surat under **CSR program of Rajhans Infracon (India) Pvt. Ltd.**



- **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 worked as a Facilitating Agency for implementation of this project on Mehsana – Himmatnagar

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

MoDe as a facilitating agency played 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 & Jamnagar, supported by Gujarat Labor Welfare Board)**

The community in Wankaner& Jamnagar mainly comprise of laborers working in various industries in and around Wankaner and Jamnagar. The Department has executed an agreement with MoDe for setting up a Shishu Kendra in both the districts. 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 worked with Fisher BioPharma Services (I) Pvt. Ltd. Of **ThermoFisher Scientific** – 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 behavior of community towards Diarrhea 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 72,000 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 program is designed as the care & support component of the country’s

HIV response under National AIDS Control Program IV (NACP IV). Working in collaboration with the National AIDS Control Organization (NACO) and with support from the Global Fund, the program 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 organizations to deliver care & support services in communities through Care & Support Centers (CSCs).

With support of GSNP+, MoDe is managing Vihaan Program in two Districts of Gujarat i.e. Ahmedabad 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 Centers, our CSCs serve as safe spaces for PLHIV by offering services that include counseling, 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 Centers”** 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 centers 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 & Behavior 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.
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- 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.
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- 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** Districts.



- MoDe imparted training to about 660 participants of all district 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. **Narmada**, Ahmedabad, Rajkot etc.
- Under Swachh Bharat Mission (G)Team MoDe was involved to develop District and Block level SBCC intervention plan and Training of Stakeholders in Gujarat as well as Rajasthan
- MoDe as an organization has a pool of 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 Mission-Gramin, organized by Rural Development Department, Rajpipla, Narmda.
- MoDe has trained SHG Groups of Dahod district on “4S – Sakhi mandal Swasthya ane Swachchhata Sachetna Program” organized by DRDA, Dahod with support of GLPC and UNICEF.
- MoDe has also worked on Sanitation and Hygiene components during its different program interventions with School Children in Ahmedabad, Valsad, Bharuch, Surat, Navsari and Tapi
- MoDe has 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 Vihaan 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

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

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

