

SOCIETY FOR MOBILIZATION ADVOCACY AND JUSTICE (SMAAJ)

Organization Profile



“Social Mobilization for Sustainable Development”



SMAAJ at a glance

SMAAJ PARTNERS /DONORS

1. USAID
2. RAHA – UNDP
3. Concern Worldwide
4. UNDP
5. Islamic Relief (IR)
6. World Health Organization (WHO)
7. Rutgers WPF through PARWAN Alliance
8. Alliance 2015
9. Government of Baluchistan Health Department
10. PARWAN Alliance
11. Action 2015
12. PDA
13. Global call action for poverty
14. Awaz Foundation

SOCIETY FOR MOBILIZATION ADVOCACY AND JUSTICE (SMAAJ)

SMAAJ is registered with Department of Government of
Baluchistan under Societies Registration Act 1860.

Registration No 1422



Society for Mobilization, Advocacy and Justice (SMAAJ) is a non-profit, non-political, non-government development organization dedicated to bring lasting improvements in the quality of life of the poorest communities in Baluchistan. SMAAJ was established as an independent NGO in 2005 and is registered with the Government of Baluchistan, under the Societies Registration Act 1860. Professionals with comprehensive knowledge and understanding about social and sustainable development provide governance and direction to SMAAJ management. SMAAJ has achieved tremendous growth and success since its inception through the dedicated teamwork of its highly motivated, skilled and experienced personnel. SMAAJ's prime work areas are Community Mobilization, Water, & Sanitation, Livelihoods, Health, Education and Emergency relief and preparedness. Several national and international agencies have supported SMAAJ projects on social development and relief activities. SMAAJ also implements projects with relevant line departments of the Government of Baluchistan.

Introduction



Society for Mobilization, Advocacy, and Justice (SMAAJ) Ongoing programming is guided by SMAAJ's Strategic Plan (2011-15), which focuses on Mobilization Sustainable Livelihoods, Water and sanitation, Education, Health, Child rights and education, and emergency preparedness & response. HIV & Aids, disaster risk reduction (DRR), equality and the environment are important cross-cutting themes. SMAAJ works with local communities' partners and has forged strong links with government departments at the local, provincial and federal levels.

SMAAJ is rights based organization working in remote rural areas of Baluchistan since 2005 for socio-economic development of marginalized communities. Some of our strengths are extensive linkages in far flung areas of the province and a volunteer base with expertise in Social Mobilization and water and Sanitation. The organization itself designs, develops and implements projects which relate to its overall mission and programs. As the organization also sometimes involves in the research and advocacy, work depending on the projects being implemented. SMAAJ may also be labeled as support organization as it is very much involved in the formation of groups (*local organizations*) and building their various capacities through various trainings. SMAAJ's programmatic areas include social mobilization, sustainable livelihoods, water and sanitation, education, health, micro enterprise, HIV/AIDS, emergency relief & disaster preparedness. SMAAJ is primarily focusing on women, children and youth. Keeping in view the overall socio-cultural fabric of the society and the overall power imbalances that exist at all levels; the focus, amongst these groups, is again on the marginalized ones. The organization strives to achieve its mission through the use of key strategies which include the fair participation and involvement of all stakeholders; advocacy, sensitization and capacity enhancement for addressing key concerns and the social mobilization. In addition to the core programs, the organization has three cross-cutting themes which are the fundamental part of all core programs of SMAAJ. These include gender equity, justice and advocacy in program areas.

The mission of SMAAJ is to mobilize and support and to develop the capacities of the disadvantaged and most vulnerable people of the society, to bring positive and sustainable changes in their lives by minimizing the contributing factors towards poverty and vulnerability.

OBJECTIVES

- ☞ Creation of opportunities and spaces for marginalized families, Women, Children and Youth so that they could meet their various growth and overall development needs and could freely exploit their potentials for achieving their dreams.
- ☞ Creation of opportunities and spaces for marginalized women so that they could be brought into the mainstream development and they could live a fear-free life and experience respect and justice at all levels.
- ☞ Women economic empowerment through skills enhancement, enterprise development and microfinance.
- ☞ Increasing literacy by establishing formal schools and adult literacy centers for women in the communities.
- ☞ Promotion of women rights, gender equality and provision of legal and moral support to the victims of violence against women.
- ☞ Physical infrastructure development for poverty eradication and environment conservation.
- ☞ Provision of basic health facilities through Community Health Centers and free health camps
- ☞ Promotion of democratic values, peace and social harmony in society through awareness campaigns and advocacy programs.



Programme Philosophy

SMAAJ understands that disadvantaged people have a great deal of potential and the willingness to work for their own development. SMAAJ's role in poverty alleviation and community development is primarily to encourage self help and, in the long term, to guide the disadvantaged into becoming mature and self-reliant institutions. This is the route to community empowerment, which must arise organically from the traditional committees themselves. SMAAJ acknowledges that unless the concept of 'gender' is understood and mainstreamed into every aspect of the organisation and the programme, the kind of development, poverty alleviation and community empowerment that it wishes to attain will not be possible. This must be done in culturally appropriate ways: the skill lies in finding the ways to do this while upholding the principle of equality.

PRINCIPLES

In order to achieve its mission and to make its programs even more people-centered; SMAAJ follows certain guiding principles in all its interventions and dealings; these include:

- ☞ Transparency in all dealings and matters; accountability to everyone for everything concerned; and fairness and justice in all the matters and dealings at all levels.
- ☞ True and genuine participation of all those for whom the interventions are meant and those who share direct or indirect links with the programs and interventions.
- ☞ Respect, love and care for nature, for all religions, for cultures and for all humans of all ages; regardless of their backgrounds, sex, affiliations and capabilities.



Programme Philosophy

Vision: The organization envisions 'an enlightened society, where people have choices to exercise and enjoy rights and access to services without discrimination, a society where people will have freedom and dignity as well as respect for others and the environment.

Core Values:

- Human dignity
- Service beyond self
- Benefits primarily to extremely poor people
- Respect for the environment
- People centred approach
- Transparency
- Personal responsibility
- Rapid responses to emergencies
- Collaboration
- Participation by extremely poor people in the making of decisions which affect them
- Respect for people and the promotion of equality
- Respect for human rights



Systems and Policies:

SMAAJ follows its own implementation mechanisms which help organization in effectively achieving the desired outcomes from the programs. The systems concerning monitoring and evaluation help organization in keeping programs on the right direction, while the organizational and staff policies assist management in maintaining complete discipline and ensuring smooth working within the organization.

Financial Systems:

The organization maintains its all accounts on Peach Tree. Organization has developed various financial policies, systems and formats etc. which help organization in effective management of all its funds and maintaining a complete transparency of its funds / budgets.



The organization gets its accounts / projects audited by the recognized chartered accountants' firms on the completion of projects or annual basis - as the case may be. Double ledger book keeping system is being used. The financial system of SMAAJ is highly accountable, transparent and maintains all procedures for accounts of donors, partners and beneficiaries as per laid out procedures and guidelines. The accounts are audited on annual basis by reputable auditors



SMAAJ has seven core programs which help organization in strategically achieving its overall mission. These include the following.

Priority areas

- Mobilization
- Sustainable Livelihoods
- Water and sanitation
- Education
- Health
- Child rights and education
- Research and Training

Cross cutting

- Equality
- HIV/AIDS
- Emergency Relief & Disaster Preparedness

Humanitarian Assistance

- To extend humanitarian assistance to those affected by disaster or displacement.
- Sustainable Livelihood and Natural Resource Management:
- To contribute towards sustainable natural resource management and livelihood security through awareness raising, advocacy and promotion of appropriate technology



Presence and outreach in districts

SMAAJ is currently working in Quetta and Nasirabad District of Baluchistan with varied experience in five other districts of Baluchistan as following:

District Quetta

District Pishin

District Qilla Saifullah

District Qilla Abdullah

District Ziarat

District Harnai

District Jafferabad

District Nasserabad

District Sibi



Current Programme/Projects

Project Title	Project Districts	Approximate Target Beneficiaries	Cost of the Project	Name of Donor & Project Period	Thematic Sector covered (Health/Gender/Water/Sanitation/Education/Livelihood /Psychosocial etc.)
Title of the Project: "Improving Disaster Preparedness and Management Capacity of Communities and Stakeholders in UC Kherther, District Jaffarabad"	Jaffarabad	8,065	7,205,000	USAID	CBDRM
Community Based Disaster Risk Reduction (CBDRM)	Jaffarabad	11256	7,500,000	UNDP	CBDRM
Community Based Disaster Risk Reduction (CBDRM)	Jaffarabad	2814	7,500,000	UNDP	CBDRM
Community Based Disaster Risk Reduction (CBDRM)	Ziarat	2745	6,304,500	UNDP	CBDRM
Project Evaluation of BALOCHISTAN WATER AND SANITATION PROJECT (BWSP)	Nushki and Chagahi	30,314 individuals	970,000	Islamic Relief	WASH
"Improving Safe Drinking Water and Sanitation Conditions at UC Judher of District Nasirabad"	Naseerabad	2,516 male, 3,241 female and 4,936 children	735,6000	USAID	WASH
Livestock Management and Farming (LMF)	Killa Saifullah	8 farmers	300,000	RAHA-UNDP	Livelihood

Advocacy for Integrating Youth Friendly Health Protocols in Balochistan Health policy	Quetta	1500	274000	RutgersWFP through PARWAN Alliance	Reproductive health
Youth friendly sexual and reproductive health services and awareness campaign	Quetta	1350 Youth	321,750	RutgersWFP through PARWAN Alliance 2013	Reproductive health
Food Processing and Preservation in RAHA Targeted UC Khanozai for improving household income through diversified livelihood opportunities	Pishin	Direct 6 entrepreneur in direct 1500	290,070	RAHA- UNDP 2013	Livelihood
Awareness on Sexual and Reproductive Health & Rights through Media	Quetta	3000 men women and youth	78,000	3000 men women and youth 2013	Reproductive health
Baseline study on the existing educational policy in Baluchistan	Quetta	Education department , NGOs, and Schools	20,000	YMSESDO USIAD project 2013	Education
Need identification for Initiatives for Sustainable Livelihood Opportunities (ISLO), Chagai water and sanitation project (CWSP), Safe and Clean Drinking Water (SCDW) District Chagai Baluchistan supported BY Islamic Relief (IR)	District Chagai	All Union Councils of District Chagai	900,000	Islamic Relief 2012-13	Livelihood
Awareness on Sexual and Reproductive Health & Rights (ASRHR)	Quetta	2300 women, men and adolescent	75,000	RutgersWFP through PARWAN Alliance 2013	Reproductive Health

Independent Post Campaign Monitoring (PCM)	Pishin	Children in 16 UCs of district Pishin	98,000	World Health Organization 2012	Health – Polio
Identification of Non-functional Water Supply schemes in Baluchistan	Balochistan province	30 District	870,000	Concern Worldwide 2012	Water
Working children Education and Protection Programme	Pishin	70 working children	175,000	Local philanthropists and organization resources 2010-11	Protection
Organized Medical Camp	Pishin	600 children, women and men	25,000	Health Department 2010	Health
SMAAJ Community Resource Centre (SCRC)	Pishin District	1020 Direct and indirect individuals	400000	Trust for Voluntary Organization (TVO)	Education and Enterprise Development
Women Rights in Democracy	District Jhal Magsi	300 Individuals	30,000	Aurat Foundation (AF) 2005	Gender
Mobilization and Election of CCBs District Network	District Pishin	6750 Individuals	97,000	Devaluation Trust for Community Empowerment (DTCEO Oct -Nov- Dec 2009	CCB Network Strengthening



Future Plans of Interventions

Continuation of community Mobilization and Capacity Building of Community Institutions to Undertake Pro-Poor Sustainable Development;

Development and rehabilitation of water supply schemes and construction and provision of sanitation service in four target districts;

Provision of education services;

Improved Natural Resources Management (NRM) Enterprise development (small and medium level enterprise development for Improved Livelihoods, Employment Opportunities and Incomes for Men And Women; off and on farm employment/ income generation;

Development and Rehabilitation of Rural and Community Physical Infrastructure;

Promotion of health with special focus on reproductive health;

Gender mainstreaming at policies' and programs level;

Promotion of rights based interventions;

Promotion of peace and interfaith harmony;

Youth development and empowerment



Governance/ Board of Directors

1	Mrs. Masooda Naeem	Professor	Chairperson
2	Mr. Arif Hussain Shah	Chief Economist P&D	Senior Voice Chairman
3	Dr. Abdullah	Doctor	General Secretary
4	Mrs. Rubab Hameed Durrani	Director Deputy Education Colleges	Joint Secretary
5	Mr. Shamsullah	Social Activist	Finance Secretary
6	Mr. Shoukat Ali	Finance head in Small industries	Information Secretary
7	Mr. Rasheed Shah	Social Activist	ED- Nonvoting Member

Officio Director

Mr. Rasheed Shah
ED, SMAAJ

SMAAJ Legal Advisor:

**Muhammad Yaqoob
Nasar L.L.B LL.M UK)
Associate
Advocate High Court**

Chair National Humanitarian
Network Baluchistan Chapter
(NHN)

Pakistan CSOs Coalition for
Health and Immunization
(PCCHI)

Member of governing body of
Alliance for Social Mobilization
Baluchistan (ASMB)

Member of Pakistan PARWAN
Alliance

Member of Child Rights
Movement (CRM)

Member of Baluchistan Gender
Network (BGN)

It will comprise development professionals, provincial Government, CO/CBOs representative, the donor and the implementing organizations.

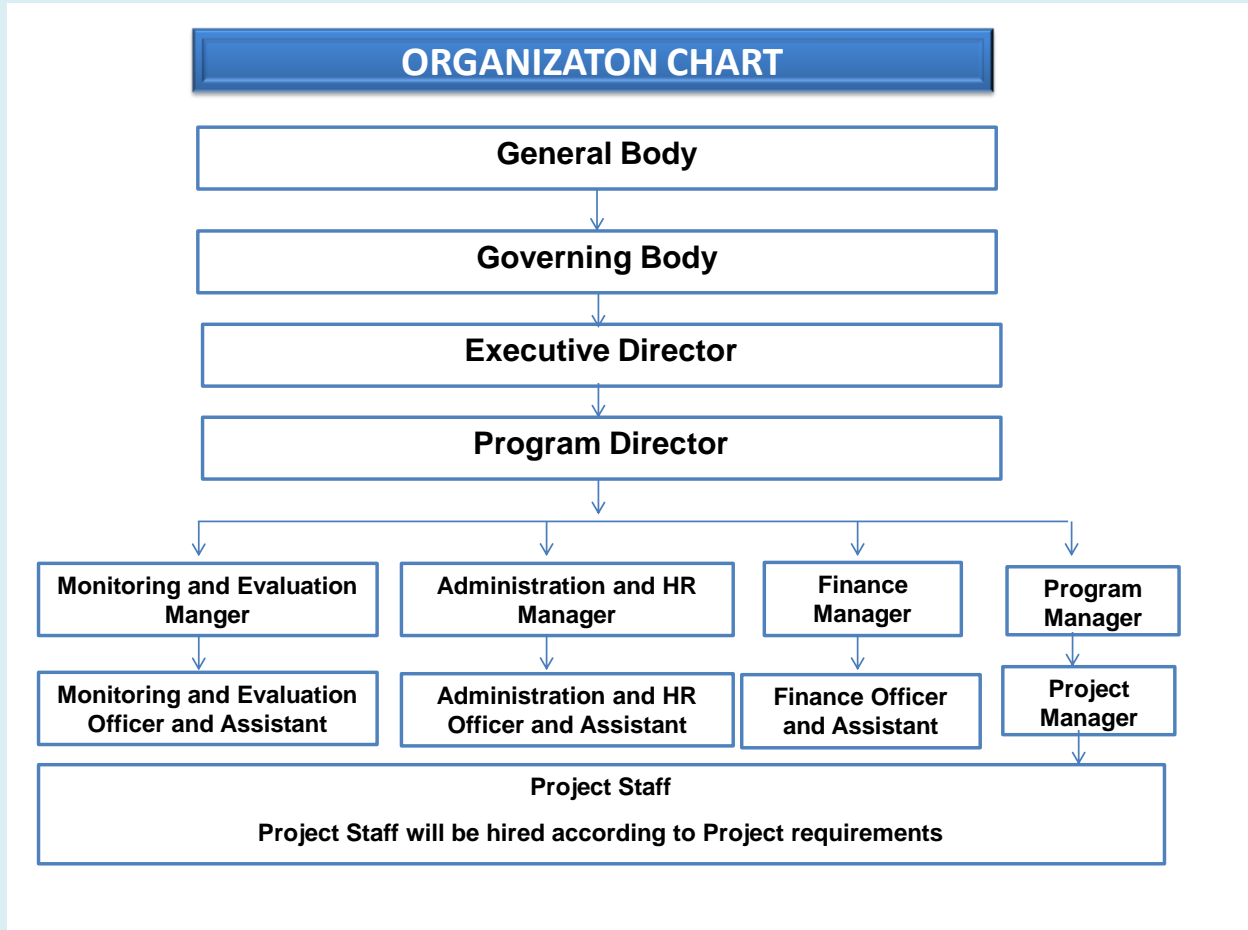
The role of the Strategic Advisory Council (SAC) is:

- To make critical review of organization performance with thoughtful assessment of inputs delivered at outcomes level and their contributions in accomplishing programme goal and objectives.
- The SAC meeting shall be convened semi-annually and need basis to oversee the organization strategy and provide overall policy dialogue and strategic directions to the programmes.
- The SAC shall also facilitate broad support for the programmes i.e. advice ED for systems improvements in policy and practice for organization growth and improve effectiveness in identifying,
- SAC will also assist in informing lessons learnt during and after the projects/programmes.
- SAC will also review the progress reports of the projects/programmes and endorse the implementation strategy.
- SAC will also assist SMAAJ for upcoming programmes/projects and develop link with potential donors.

SAC members:

1. Rehana Khilji
(UN Women)
2. Abdul Qayoom
(PHED Director Finance)
3. Nisar Shah
(WASH Advisor OXFAM)
4. Yousaf Jagezai
(Country Director Concern Worldwide)
5. Dr. Isa Khan Jomezai
(Health Department)

Organization structure



Our partners

Our partner



Empowered lives.
Resilient nations.



Society for Mobilization Advocacy and Justice (SMAAJ)

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