

Management seminar, alashanek ya balady flashcard



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Management Seminar Final Project “ Alashanek Ya Balady” Non-Governmental Organization in Egypt Presented By: Yomna Hani2009/0380 Salma Shady2009/0275 Mennatullah Essam2009/3938 Reem Ashraf2009/2459 Supervised By: Dr. Mona El-Sholkamy The Research is divided as follow: 1. Yomna’s Part: What is the NGO, how does it work, the problems it faces, and its benefits. Pages 2-4 2. Salma’s Part: Types of NGO’s by Orientation. Page 5 3. Menna’s Part: Types of NGO’s by level of operation. Page 6 4.

Reem’s Part: Organization Background: Description of the NGO, vision, mission, main beneficiaries, recipients and fund management techniques. Pages 7-9 Non-governmental organizations (NGO’s) are generally nonprofit institutions which are independent from the government even though they might receive funds from the governments; the NGO’s were announced firstly by the United Nations in 1945. Egypt’s first NGO was the Greek Association of Alexandria, which was established in Alexandria in 1821.

The Egyptian Ministry of Insurance and Social Affairs has confirmed that the NGO’s are now 16, 660 with about 3 million employees. The NGO’s has too many fields worldwide which differ from a country to another depending on the needs of each, these fields are mainly to help deliver the help which they received from donors to the poor. These fields are particularly the public’s concerns as education, health care, agriculture, and income generation. Other fields care more about the women rights, natural resources.

When it comes to health, people don’t deserve to die every day because the proper healthcare doesn’t reach them, and because of lack of awareness in

the developing countries so some NGO's provide the appropriate health services for people, improves the primary health care centers, giving attention for elder people, and increase the health awareness like the negative effect of smoking and others among villages which has high level of illiteracy. In Egypt, Women Health Improvement Association in Qena is one of the NGO's which has too many fields and one of them is the health care.

Another activity that the NGO's carry out is Education, the level of illiteracy is increasing day after another which leads to people stealing, killing, and doing drugs for not having a job and it all adds up to not being educated. The education NGO's like etijah and other more aim to develop sustainable education for youth, train teachers to adopt with new educational methods which are mainly advanced, implement educational programs for people with special needs.

The Sanitation is another public issue that the NGO's try to fix which is mainly found in small villages around Egypt. The Better Life Association For Comprehensive Development (BLACD) is an Egyptian NGO which won a World Habitat Award by the United Nations for their projects on improving the access to clean water and sanitation, the project was to provide every house in Mina Governorate (one of the poorest villages in Egypt) connections to water and latrines, and they did so for 5, 900 families.

People in these country had to go daily trips which distant from their houses to get clean water and to use a clean toilet. And the list of the projects carried out by the non-governmental organizations is infinite, and so are the issues that Egypt and other countries face every day and the NGO's plan to

fix and provide something better for each situation. Raghada El Ebrashy mentioned in her article, " Empowering NGOs in Egypt: the need for a new legal framework" she's the founder and Chairperson of Alashanek ya Balady Association for Sustainable Development (AYB-SD) in Egypt.

The heart of the article was about the problems that the non-governmental organizations face in Egypt since there are more than 30, 000 NGO's most of them aren't active and are unknown and others face legal and funding challenges, but with this huge number of NGO's Egypt shouldn't face either poverty or illiteracy. But the problem is that the government doesn't provide any funding neither administrative support to these NGO's so they end up not being known.

Ever since the revolution in 2011, a new law was released regarding the NGO's, the document mentioned that the government has the right to interfere in the field and the activities of the NGO's, it also mentioned that each NGO is to deal with a certain activity not a variety of activities, if it works for employment services it can't deal also with educational services. How come these organizations are named as non-governmental organizations and they aren't free or independent to provide whatever they need without the government controls their actions, this law also stands in the way of the services that were to be delivered to the poor.

The main issues which need to be solved are totally neglected like the funding problems for new organizations. This article focused on that the new law has given the full authority for the Minister of Social Affairs to close any NGO or change the BOD in case of any law is broken, even though in these

case when the law is broken the incident should be filed to the judiciary that should be dealt by certain courts but when a case is filed the criminal courts deals with the issue.

The donations the NGO's mainly aim to collect inside Egypt or fund from the international foundations is always a problem. As for the donations, that should be collected inside Egypt the process is the NGO's must get permission from the ministry to be allowed to collect donations for every 3 months then the permission has to be renewed, its takes a lot of work and effort to get the paper work done and sometimes the requests are declined. When the NGO gets the permission only one mean of marketing is to be used like SMS, Point of sales, Banks.

This decreases the NGO's ability organize any public funds for social good. As for the international funding, the law might make an NGO wait for almost a year to get one approval for an international grant. As for The benefits of non-governmental organizations, it can be cheaper to implement since they are non-profit organizations, so most of the projects can be provided without the assistance of the government's money, they mainly depend on private donors who support the NGO's which decreases the lack of resources.

Better communication, is another benefit in which NGO's can easily communicate with all peoples and deliver their message to the top levels of the government, it also has the ability to hire motivated staff and most of them are volunteers without any certain restrictions from the government. Innovation approaches, the non-governmental organizations target the local needs and the local circumstances, so they can freely choose and work on

different approaches even if they're risky, they can also help with unfinished projects to help with the production and the employment

Type of NGO's by Orientation:

1. Charitable Orientation: Charitable orientation is mainly based on charity in which giving help to the people that need it "beneficiaries". They are activities which are directed to the needs of the poor such as food, clothing, medicine, housing, transport. In addition charitable NGO's carry out relief activities during a natural or man made disaster. It is considered the most common type or orientation.
2. Service Orientation: Service orientation depends on interaction as it involves dealing with activities such as the provision of health, family planning or educational services.

Since it's designed by NGO's, people are expected to participate in its implementation and receiving the service. It is a long term type of orientation but needs constant funding to provide the required services.- 3. Participatory Orientation: Participatory Orientations are self-help projects as local people participate in implementing the project by contributing cash, tools, materials, land, labor etc. As mentioned in the Career Guide of Non-Governmental organization that "participation begins with the need definition and continues into the planning and implementation stages".

It is often used by Co-operatives.

- 4. Empowering Orientation: Empowering Orientation's aim is to help the poor people to develop the social, political and economic factors affecting their lives and to help them discover their own potential and how to use it to control their lives. It's considered the most common and powerful orientation.

Type of NGO's by level of operation:

- Community-based Organizations (CBOs): It appears from the guide of their

own. This had embraced from women's organizations, educational or religious organization, sports clubs, neighborhood.

There are a huge diversity of these, a few had been supported by the NGOs, international or national NGOs, or mutual agencies, and others self-governing of outer assist. Some are dedicated to rise the awareness of the urban pitiable people or by serving them to recognize their rights in advance of access to desirable services while others are implicated in giving such services. • Citywide Organization: It integrated organizations like Rotary club, and coalitions of business, and educational or ethnic groups.

There is some who exist for other functions, and there is others who become concerned in one of many activities like helping the poor people, while the others are formed to a particular reason which is helping the poor people. • National NGOs: It integrated organizations like the professional organizations, and the red cross. Some of these have a form branches and others aid the local NGOs. • International NGOs: It arrays from materially agencies such as Redda Barna and save the children organizations, CARE, and OXFAM foundations is loyally motivating the groups.

Their actions differ mostly from money local NGOs, foundations and projects, to apply the projects themselves. Alashanek Ya Balady for Sustainable Development Vision and Mission: As mentioned on the organization website, their vision is: " Our aspiration is to create an economically independent society and promote youth engagement in sustainable development through creating innovative models applicable on a regional level. " While their

mission is: " AYB-SD is committed to the economic empowerment of underprivileged communities.

The organization offers training, personal coaching, formal employment opportunities, and loans, while striving to promote volunteerism in community development and fostering private and public partnerships. "

Background: Alashanek Ya Balady (AYB) is considered one of the most pioneering and effective youth volunteer-based NGOs in Egypt. It started out as a student club at the American University in Cairo. Back then, its goal was to encourage volunteerism among the Egyptian youth; It also brought together the concept of development as a sustainable solution to poverty compared to charity.

After only one year of its founding, The AYB student club model at the AUC was being replicated at other universities including Cairo University and Ain Shams University. It is still continuing to reach more and more universities in Egypt. In 2005, Alashanek Ya Balady was registered as an Egyptian NGO.

Description: Alashanek Ya Balady is an empowerment oriented NGO. As mentioned in Shabab Inclusion, It has many developmental programs, first comes the micro-credit program, which offers micro loans with zero-interest to unprivileged and poor families in order to implement value-added ventures at their communal.

When those families complete these micro projects and ensure its success and after repaying the loan they will be qualified to apply for additional loans to develop their micro project more. AYB also offers another program which is a capacity-building program which concentrated on the soft skills of the

unprivileged youth. This program offers a computer literacy course, English language course, career planning and CV writing sessions, and also some technical skills so that they can work as plumbers, carpenters, electricians and so on.

As mentioned by Sara Zaki, HR assistant at AYB at an interview with Egypt, AYB uses a family based approach that is based on the knowledge that by concentrating on the comprehensive development of poor families it will eventually lead to a positive social impact. To be able to reach that goal, the organization offers health and environmental awareness for all the family members at these communities AYB also offers the graduates from its training program secure employment opportunities in local companies. The organization funding techniques are mainly based on donations, and fundraising projects like concerts and simple clothing gallery.

Alashanek Ya Balady is a national based NGO, which uses the franchise system as a way to expand and reach as many regions in Egypt as possible. Its franchise system gives the franchise members the liberty to select and decide how to operate, which programs to use, where to work with a few guidelines from AYB-SD. It has many franchises across Egypt. 1. In Cairo: The American University in Cairo (AUC) franchise which was established in 2002, and works in Ain El Sira. ; Ain Shams University (ASU) which was established in 2003, and its work is in Ezbet Abo Qarn; The German

University in Cairo (GUC) where it was established in 2008, and works in Matareya; Academy of Science and Technology and Maritime Transport (AST) which was established in 2010, and works in Boulak Aboul Ela together with

Helwan University and MUST which were founded in 2011, 2013 respectively, And, Cairo University – Faculty of Pharmacy (FOPCU) which was established in 2010, and works in Zeinhom; and finally Al Azhar University which was founded in 2013, and works in El Doweika. 2. In Alexandria: Alexandria University which was founded in 2010, and works in Al Haremein. 3.

In Allsmailya: Suez Canal University which was founded in 2010, and works in Bahteem. 4. In Portsaid: Portsaid University which was founded in 2011, and works in Portsaid. 5. In Assiut: Assiut University which was founded in 2012, and works in El Megahdeen. 6. El Mansoura: El Mansoura University which was founded in 2013, and works in El Mansoura. AYB-SD Has Four Main Programs: 1. Employment program: One of the first programs in Egypt which aims to employ women and youth whom had a tough life and fight for their rights and make sure they get an appropriate job with fair wages and salaries.

The main plan of the organization during this employment program is to increase the skills of the beneficiaries to meet the standards of the market, at the same time the employers observe the performance of the beneficiaries as they are hired. When the youth and women graduate from this program they get to have formal official job opportunities in any institutions like companies, factories, schools based on their skills. This employment program aims to increasing the participation of the private sector in the development of the poor. 2. Training program:

Alashanek Ya Baladi usually has two training program categorized as follow the Vocational training, and training and career guidance. The first training

program is about training the women and the youth handcraft skills like sewing, leather making and other products which will help them find job mainly in factories. Other than the handcraft skills the program also provides maintenance jobs like AC, mobiles, hardware's and other heavy equipment. As for the second training program it mainly sets up new skills for the poor to increase their qualifications for job opportunities.

These skills mainly depend on the demand on the market, and they vary from soft life skills literacy skills, and specialized skills. The soft life skills are like communication, teamwork, stress management and presentation skills. The literacy skills seek the educational phase for an example Mahu Ommeya, math, computer literacy and others, The specialized skills depend on the kind of job the youth or women are being prepared for which is also depends on the employers needs in the market. The training program varies between tremendous categories like housekeeping, sales, babysitting, secretary and administrative work.

The youth and women get to know more about the job and its regulations and laws before the skill training which is called personal coaching which deals with them even after they are hired to make sure they are taught the basic ethics of the job and to make sure they are interacting with their colleagues correctly. 3. The Loans Program: whoever passes the training program can apply for the loan program which could be small loans starting from 2500 up to 10000 EGP or micro-credit loans which starts from 350-2000 EGP both kinds of loans helps them start their own business.

These loans are also given to the youth who took the vocational training and would like to work for themselves like owning a sewing shop, handmade carpets, and others. This programs aims to help the poor grow and be part of the economy, and to help them depend on themselves and to help the poor move above the poverty line. 4. The Educating and Awareness Program: Its main center of attention is to develop skills and educational improvement through sessions or tutorials regarding health awareness this program guides teens and women how to face health problems during early ages.

The idea of teaching and tutoring was found as a solution for poor families and parents who pay a lot on private lessons to decrease these expenses. * Alashanek Ya Balady has a variety of projects which usually seek to meet the future goals in the employment program, and these goals are to increase the employment rate for youth, and women, these unprivileged communities need to increase their income rate too, like having stable salaries and fair treatment, this will also help these poor families to get through the overtly line, and finally it will increase the involvement of the private sectors. Their plan to reach these goals is through a development model. This development program begins with a specific market analysis and needs assessment of youth, in which they arrived to the gap analysis between the qualifications of the youth and the requirements of the market. After that the industries with the highest market demand is chosen virtual to the target group which are sales, mechanics, carpentry, and others.

The following step is to design tailored employability services around the career guidance and coaching, and follow up and market for the youth who are in need of jobs or want to have their own small businesses, the youth or <https://assignbuster.com/management-seminar-alashanek-ya-balady-flashcard/>

the beneficiaries then are to register and then the organizations calls them for interviews and to fill out applications, and the process is to continue. One of Alashanek Ya Baladi's successful projects is Work which we'll be discussing Egypt @ Work

One of their solutions was to apply this project Egypt @ work place. This is a 1.5 year program which its purpose is to prepare 2,000 male and female youth from poor families in Cairo, El Beheira, Qena, and Al Menya for the job market through teaching them the skills that are needed in the job market place today to find a job or to be successful entrepreneur by owning their own business.

Alashanek Ya Baladi should first know the required skills for each job available in the market which is one of the key components in Work @ Egypt in order to identify the economic opportunities and strategies along with the labor needs and challenges, second AYB will manage to set a meeting with local civil society organizations to have them offer to the youth from 15 up till 29 years access to the employment programs, it mainly includes these three programs: loans, employment, and training. The Objectives of This Program Are:

To provide 2,000 beneficiaries whether males or females with training which will includes feasibility study, how to manage your own business and marketing, provide about 1,400 youth from 2,000 with vocational training on mechanics, maintenance, sewing, handmade products such as carpets, and leather products; also to provide from 1,500 youth from 2,000 small loans or micro-loans to star their business. The above objectives are to be

achieved through the following: * Support employment and entrepreneurship education Generate knowledge and lessons learned around youth employment/entrepreneurship programming and scale up successful models to be shared with the global community This project which will mainly generate knowledge and develop methods to improve the employment for the youth and this how Egypt will benefit from it. Objectives Fulfillment: The project took place a year ago and nowadays they have reached more than half way with the project.

They finished the assessment of the market process and they are done training the 2, 000 males/females with how to handle their own business and market it, but now they're main concern is to give the beneficiaries the loans and help them get hired. The major beneficiaries of this project are: The youth whether males/females who come from poor families and had suffered huge poverty throughout their lives in Cairo, Qena, Al Menya, and El Beheira Members:

Members working on this project are mainly volunteers who are elected based on their skills and their expertise in the field besides to the staff who train the 2000 underprivileged females and males and experts who evaluate them throughout the training Funding: Nahdet El Mahrousa was the main funder of Egypt @ Work projects in which it will provide jobs for beneficiaries with the corporation of Vodafone Egypt. . Transparency and Accountability: Accountability and Transparency are both two of the most significant measures of good governance.

Transparency is a condition, prerequisite and an earlier step for the accountability where it provides an access to precise, accurate, updated, and detailed information and based on these principles, accountability is determined. Since Accountability and Transparency are crucial principles for the sustainable development, AYB implement them fussily. On the website of AYB, all the information regarding every projects, implementation, outcomes and analysis can be found in a very detailed manner.

The Staff of AYB also welcomes any interested individuals or organizations in its projects and make any information they might need available like feedbacks, analysis, results of projected implemented. Furthermore, brochures with specifics and information of projects, activities, as well as many of the organization's accomplishments are always available. AYB is accountable for any information that is provided by its members, volunteers, members, flyers, brochures or that on its website.

In Egypt @ work project, AYB has all the data concerning the project documented and available, like the project's goals, phases, beneficiaries and sponsors. AYB staff is always ready to explain and provide information to anyone who is interested. AYB is liable and accountable for the information provided, the phases implemented to attain the goals of the project.

Furthermore, AYB-SD is more than capable of carrying out the sought after outcomes and goals to its beneficiaries with honesty, trustworthiness, high morale. AYB Analysis: An empirical study was done and it showed that AYB mission is not focused only on providing the unprivileged with money, but it is more about empowering people, helping them in incapacitating their

problems, and take control of their lives. In order to achieve these goals, AYB
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provide them with trainings and workshops that enable them to have a decent opportunity to work and make a career for themselves; AYB also provide them with loans so that they are able to make their own craft and business and also it helps them in finding an appropriate job that fits their own problems and situation. AYB was able to achieve its mission and help many people; there are many fruitful stories that prove so. For instance, Hoda is a 23 years old female who is a holder of an arts certificate. She lives in an unprivileged village in Qena governorate. Her family's income was EGP 500 which is not sufficient and doesn't cover their expenses. She knew that if she was given the right opportunity she could change her family's situation. Hoda heard about the employment projects launched by AYB in Upper Egypt so she went there and told them all about her situation.

To help her, AYB researched Qena's Market and it found out that Qena is famous for its hand-made carpets which are traded and sold in Aswan and Luxor to tourists with very good prices. AYB Employment and Vocational Program launched a comprehensive training program on looms throughout a professional vocational training center in Qena. AYB loaned Hoda EGP 750 so that she could enter the training. Two months later, Hoda started her business by buying a small loom and she began making handmade carpets at her home and then selling them to shops who in return sell them to tourists. By this, Hoda earns on average EGP 750 monthly.

Hoda got pretty known for her high quality carpets that she was later hired by the Employment office of AYB to work as a trainer in one of Qena's workshops where she earns EGP 800 monthly. Now, Hoda's income per month is EGP 1, 500 from both her carpet-making business, in addition to her <https://assignbuster.com/management-seminar-alashanek-ya-balady-flashcard/>

work as a loom trainer in AYB. * Alashanek Ya Balady for Sustainable Development was established in 2005, and since then it has grown and developed to become one of the most effective and influencing youth NGOs in Egypt through its innovative projects where it has made many contributions to the Egyptian community in the past years.

AYB-SD has given employment opportunities and provided 1000 of the unprivileged and poor youth in Cairo who is now working in many well-known corporations like Vodafone, Gourmet, Maytex and Aramex. AYB-SD also, offered micro-loans to 80 micro business entrepreneurs who now have their own business, like textiles, leather making, painters, and butchery. AYB-SD also signed a contract with Nissan were they agreed that Nissan will finance the establishing of micro businesses in many poor areas.

In addition to that, AYB also signed a project called “ Door to Life” which aims to support and empower 1000 families so that they can get out from the circle of poverty. This project is a partnership with Global Biking Initiative-Egypt Team which will reach its goal by giving small loans to families so that can make their own businesses and projects and increase their income. AYB-SD also launched another program in association with the Egyptian Pharmaceuticals Students Federation and under the patronages of the Egyptian Pediatrics Association which was a campaign named “ protection is their right”.

Its aim was to escalate the awareness in all the Egyptian governorates about a certain disease which is pneumonia that the UNICEF/WHO reported that a child die every 20 seconds because of that disease. The project operated on

increasing the health awareness; and also vaccinating 10, 000 children who were considered high risk from all over the country. Recommendations After analyzing the projects and status of the NGO it was clear that AYB-SD recently faced a funding problem that will affect its ability to carry on some projects in the future. 1.

AYB could increase their advertisement and do more ads on regularly frequented radio and TV channels in order to increase the awareness of people about their projects and campaigns; hence, encouraging them to donate, whether they are individuals or corporations. 2. They could launch a campaign that highlight their achievements, showing the audience how AYB make and effect and change and that they can participate in that change by donating. 3. AYB could also do more self-funding projects so that it can limit its dependency on donations. Work Cited Page “ Alashanek ya Baladi: Own your own charity” N. p. , n. d. web. ; <http://www.egyptindependent.com/news/alashanek-ya-baladi-own-your-own-charity>; 23 Apr. 2013. * “ Al-Shabab Awalan: Alashanek Ya Balady Association for Sustainable Development” N. p. , n. d. Web, ; http://www.shababinclusion.org/section/multimedia/_shabab_awalan_ayb; 23 Apr. 2013. * “ Association Story” N. p. , n. d. Web, ; <http://www.ayb-sd.org/en/about-us/#tab-4>; 23 Apr. 2013. * “ Benefits Of NGO | Benefits Of. ” Benefits Of NGO | Benefits Of. N. p. , n. d. Web. 19 Apr. 2013. It; <http://benefitof.net/benefits-of-ngo/>; * “ Egypt State Information Service. ” Egypt State Information Service. N. p. , n. d. Web. 19 Apr. 2013. <http://www.sis.gov.eg/En/Story.aspx?sid=2266> * “ Egyptian NGO Wins UN Prize for Water and Sanitation Projects | Circle of Blue WaterNews. ” Circle of Blue WaterNews. N. p. , n. d. Web. 19 Apr. 2013. ;

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