



ORGANIZATIONAL PROFILE

Rural Community Development Society (RCDS)

The profile of RCDS contains general information about the organization, rationale of working, implementation strategy, geographical outreach, details of development partners, thematic program areas, pictorial glimpse of past projects implemented, details of beneficiaries served and current projects being implemented in the field

1. GENERAL INFORMATION	
1.1 Organization Details	
Organization Name: Rural Community Development Society	
Acronym/ Abbreviation: RCDS	
Office Address: House # 4-D, Al Rehman Garden, Phase II, Sharaqpur Sharif Road, Lahore. Pakistan	
Telephone No: +92 42 37170280-81	Fax No: +92 42 37902831
E-mail Address: info@rcdspk.org	Web Page: www.rcdspk.org
Registration No: RP/6061/L/S/98/570	Date of Registration: July 3, 1998
Registration As: Society under Societies Act, 1860	Renewal No: RS/NNS/749/Renewal
Area of Operation: Punjab province	Renewal Valid till: May 2021
General Body Members: 10 (Men 6 & Women 4)	Board of Directors: 7 (Men 4 & Women 3)
Core Staff: 7	Advisors: 3
Project Staff: 138	Volunteers: 15
Account Title: Rural Community Development Society	Account No: 0591857741000727
Bank Name: MCB Bank Limited	Bank Branch: Mandi Faizabad Branch (1470)
NTN No: 3583910-4	Financial Year: July to June
PCP Certification No: PCP-R2/2018/194	Valid till: April 2021
Tax Exemption Status: Yes - u/s 2(36)	Valid till: June 2021
Name of Auditors: Rafaqat Mansha Mohsin Dossani Masoom & Co.	
1.2 Organization Contacts	
Contact 1	Contact 2
Name: Muhammad Murtaza	Name: Qaisar Iqbal
Designation: Chairperson	Designation: Managing Director
Contact: +92 300 9458264 +92 333 7399994	Contact: +92 300 8827928 +92 333 7266668
Email: murtaza@rcdspk.org	Email: gaisar@rcdspk.org

2. BACKGROUND & INTRODUCTION

Rural Community Development Society (RCDS) started its journey of socio-economic development in 1995 by group of young professionals at small town, Mandi Faizabad (65Km distant from provincial capital of Punjab province). The energetic youth group under the leadership of Mr. Muhammad Murtaza envisioned an organization that would help the ultra-poor households to organize and work collectively for breaking the poverty cycle through provision of opportunities in Human & Institutional Development, Social Mobilization, Livelihood & Employment and Physical Infrastructure Development. The collective efforts started with the support of local philanthropists and initial years spent by the founding members for carrying out planning activities including community organization, area profiling, multi-dimensional social & development study and poverty assessment.

After the successful profiling of the target area, clear goals and objectives were defined by the team and RCDS registered itself as a Society under Societies Registration Act, 1860 on July 3, 1998 at district Nankana Sahib of Punjab province with mandate of working at provincial level in Punjab, Pakistan. Organizational policies and procedures documented and management approached different donor organization working for the socio-economic development of marginalized communities. During initial 2-3 years, RCDS established its partnership with South Asia Partnership-Pakistan and Trust for Voluntary Organization for social mobilization, rights awareness, establishment of non-formal schools, community based social enterprises and micro-loans for livelihood opportunities. However, the journey of transformational development started in 2001 after partnership with Pakistan Poverty Alleviation Fund (PPAF). Multi-dimensional area development program including poverty scorecard, microfinance, community physical infrastructure, education and health projects initiated in district Sheikhpura and Nankana Sahib. This longstanding institutional partnership with PPAF opens up the new horizons for RCDS management and its outreach increased to 19 districts of Punjab province at the moment. So far, 655,069 households have benefitted from the services of RCDS through multi-sectoral development programs.

3. VISION & MISSION

Vision:

"Socio-economic empowerment of society where all citizens avail their potential for the societal benefits on equal basis"

Mission:

"A struggle for a just and democratic society through making marginalized communities' socio-economically empowered"

4. OBJECTIVES

RCDS is working to achieve the following objectives:

1. Develop an institutional infrastructure to infuse and promote sustainable participatory approach and shared vision at grassroots level
2. Help reduce unemployment and alleviate poverty by exploiting appropriate resources and employing appropriate mechanisms for promotion of economic activities
3. Increase the access of the poor communities to better health and education facilities
4. Access to the better Safe Drinking Water and Sanitation Facilities
5. Improve the human and technical capabilities of the poor through certain capacity building initiatives
6. Help women development through the provision of opportunities for them to participate in the process of development
7. Productive physical infrastructure development
8. Promote the innovation and value addition in horticulture and agriculture sector
9. Gender empowerment, NRM & Advocacy Networking
10. Protect environment and promote cleaner and greener Pakistan
11. Emergency Response and Rehabilitation

5. CORE VALUES



6. THEMATIC PROGRAM AREAS

1. Human, Institutional Development & Social Mobilization
2. Skills Development & Women Empowerment
3. Community Physical Infrastructure Development
4. Education
5. Agriculture
6. Governance
7. Health & Nutrition
8. Social Safety Net & Livelihoods
9. Water, Sanitation & Hygiene (WASH)
10. Disaster Response and Management

7. CONTRIBUTION TO MDGs and SDGs

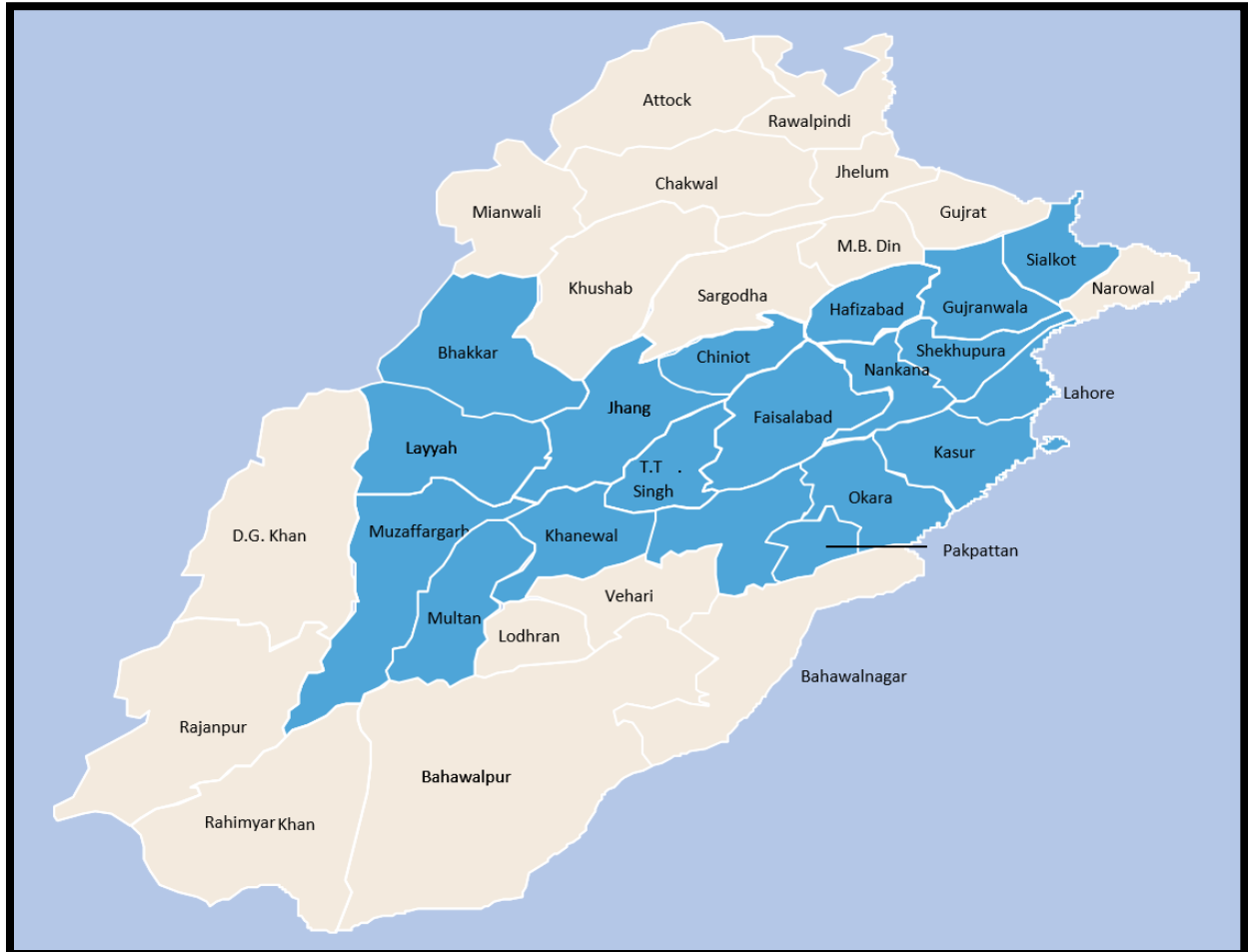
RCDS has been working by considering the contribution to the global commitments done by Government of Pakistan for human empowerment and sustainable development. Prior to SDGs, RCDS has significantly contributed to MDGs through decade long sectoral development programs.

All the program interventions are being designed by considering the overall targets and indicators defined in Sustainable Development Goals; and objectives are aligned for contribution to following sustainable development goals:



8. GEOGRAPHICAL OUTREACH

RCDS has geographical footprints in 19 districts of central and south Punjab of Pakistan. Head office based at Lahore while having district office in each working district.



Registered Office: Mandi Faizabad, District Nankana Sahib

Head Office: Lahore

Regional Office: Faisalabad & Multan

Current projects are being implemented in district

- Sheikhpura
- Nankana Sahib
- Layyah
- Bhakkar

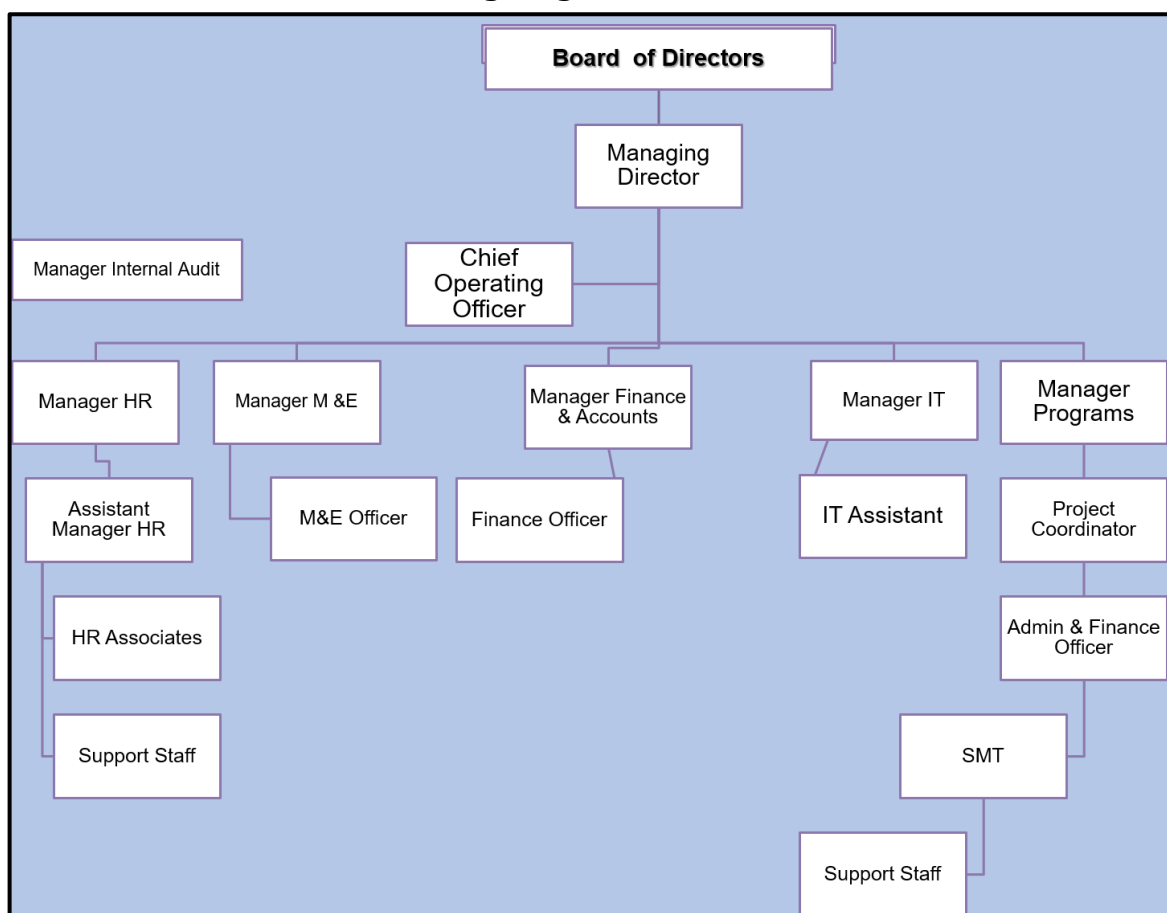
9. GOVERNANCE STRUCTURE & ORGANOGRAM

Governance of RCDS managed through 7 members of Board of Directors comprising of 4 men and 3 women. While overall management is being administered by Managing Director for day to day operations. Regular meetings of Board of Directors and Senior Management Team conducted to ensure the good governance practices.

Board of Directors for Year 2020-25

Sr.	Name	Designation	Profession
1.	Mr. Muhammad Murtaza	Chairperson	Social Entrepreneur
2.	Ms. Shahida Rafique	Secretary to Board	Gender Expert
3.	Ms. Hina Tahir	Member	Educationist
4.	Mr. Nauman Rehmat	Member	Development Professional
5.	Ms. Humaira Siddique	Member	Educationist
6.	Mr. Chaudhry Naeem Ahmed	Member	Journalist
7.	Mr. Akbar Ali Tariq	Member	Educationist

Organogram - RCDS



10. PROGRAM IMPLEMENTATION STRATEGY

Rural Community Development Society strongly believes that indigenous knowledge of local communities has pivotal role in identification of social issues and the alternate solutions. We implement our projects with bottom up approach and communities remain engaged right start from the planning phase of any program. Communities and relevant stakeholders consulted on regular basis during the project lifecycle for ensuring the sustainability of implemented programs/projects. This methodology also impart ownership among the working communities and indigenous resources also contributed during the implementation by field teams. This is the reason that we have social & human capital in shape of Community Organizations, Village Organizations, Local Support Organizations, WASH Committees, Health Committees, Education Committees, Disaster Resilience Committees, Community Resource Persons and Volunteers who supported us to implement the multi-sectoral development programs.

Participatory Rural Appraisal tools used by the social mobilization teams for area profiling, identification of beneficiaries, community organization and management in communities. Democratic processes introduced and practiced for all tiers of community groups, plan for capacity building of community institutions formulated and executed with the support of senior team members. RCDS teams play the role of bridge among the community institutions and Government department for ensuring the effective and efficient service delivery. Linkages created for community institutions through local advocacy tools to solve the problems at local level with the facilitation of field teams of RCDS.

For infrastructure or procurement related projects, joint procurement committee (consisting of members from community and RCDS staff) formed for implementation. This ensures the transparency and accountability among the partners leading to the effective program management and trusted relationship at grassroots level.

Process monitoring and outcome monitoring continued during the project cycle by Monitoring & Evaluation (M&E) unit of RCDS to track the progress, gaps in implementation and achievement of defined targets against monitoring & evaluation indicators. Data management is also one of the key aspects that contained special attention and data of beneficiaries managed through database for record, reference and efficient use of technology by M&E unit.

Quarterly meetings organized for development projects among the project teams and senior management team to discuss the progress, key achievement, challenges and way forward for smooth implementation. Further regular field visits conducted by senior management team to harness the leadership and management skills of mid-level managers and to mentor the field teams. Effective coordination and engagement done with district level administration and stakeholders for support, compliance of requirements and progress of project(s) shared with concerned Government departments on regular basis.

11. PICTORIAL GLIMPSE



Women Rice Trans planters during field work at Sheikhpura; emergency medical camps organized at field by RCDS with the financial and technical support of Helvetas Swiss Intercooperation. The overall purpose of project was to provide awareness and on field support to women rice workers during the rice plantation season. RCDS also setup day care centers for the children of women rice workers at field level where children were provided joyful learning environment



Biogas tube wells were provided in rural areas of District Nankana Sahib and Layyah with the financial and technical Support of Pakistan Poverty Alleviation Fund (PPAF). The initiative was taken to provide alternate sources of energy to the communities in rural areas; 10 schemes completed and 150 families benefitted from this technology. Selection of families done through participatory approach (Poverty Ranking and Poverty Score Card) and community institutions were consulted during the beneficiary selection process. To ensure the ownership and sustainability of biogas tube wells; 20% of total cost was contributed by the respective family



Distribution of Food & Hygiene items to deserving families under COVID-19 Response with the financial support of Unilever Pakistan. RCDS has distributed these kits to 2,000 families in district Sheikhupura, Nankana Sahib, Kasur, Layyah, Bhakkar and Rahim Yar Khan



Lining and construction of water courses under Physical Infrastructure Development Program converted the barren land to agricultural land by provision of irrigated water. RCDS completed 335 schemes with the financial and technical support of Pakistan Poverty Alleviation Fund (PPAF), Food and Agriculture Organization (FAO) and United Nations Development Program (UNDP) in district Nankana Sahib, Sheikhupura, Kasur, Faisalabad, Layyah and Bhakkar



A beneficiary with livestock provided as grant to ultra poor families to improve their livelihoods. RCDS provided assets to 286 beneficiaries in district Layyah under LEP and LEED pgrams of Pakistan Poverty Alleviation Fund (PPAF)



Tree plantation at Circuit House, Layyah under Clean Green Pakistan Movement by RCDS. Total 10,000 sapling planted in 15 Union Councils of district with the support of Community Institutions and Community Resource Persons



Awareness raising session with community on healthy hygiene practices under WASH Program implemented with the support of Pakistan Poverty Alleviation Fund (PPAF) in district Layyah



Awareness raising session with school children on importance of hand washing, critical times for hand washing with soap under WASH Program funded by Unilever Pakistan in district Kasur



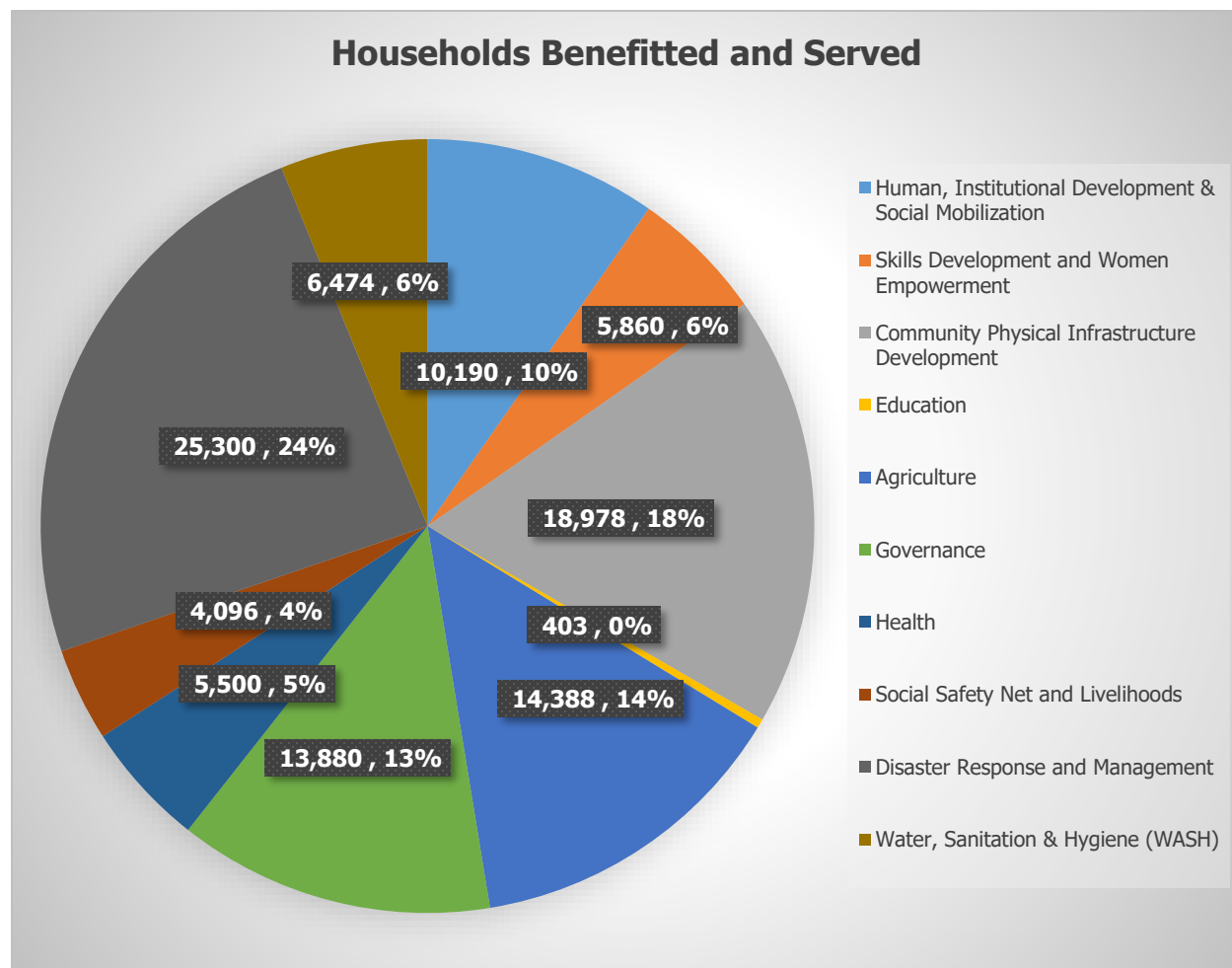
Free medical camps organized and food packs distributed among the flood affected people of district Jhang and Layyah through own resources by RCDS under Flood Response Program



Awareness raising session being conducted at district Nankana Sahib. Access to Justice project implemented by RCDS with the financial and technical support of The Asia Foundation

12. PROGRAM BENEFICIARIES

Following graph is showing the number of households benefitted from services under thematic programs implemented by RCDS:



* 550,000 households mobilized, sensitized and enrolled for distribution of Health Cards under Sehat Sahulat Program of Government of the Punjab is not part of this graphical presentation due to high value of families

13. NETWORK MEMBERSHIPS

RCDS is active member of following networks and contributing for the social development



14. DONORS/ PARTNERS

Rural Community Development Society has diverse working experience in both humanitarian and development contexts and honored to work with following donors/ partners:



Contact Us:

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