

Plan Framework for Donor Services – CASP Pune



Executive summary

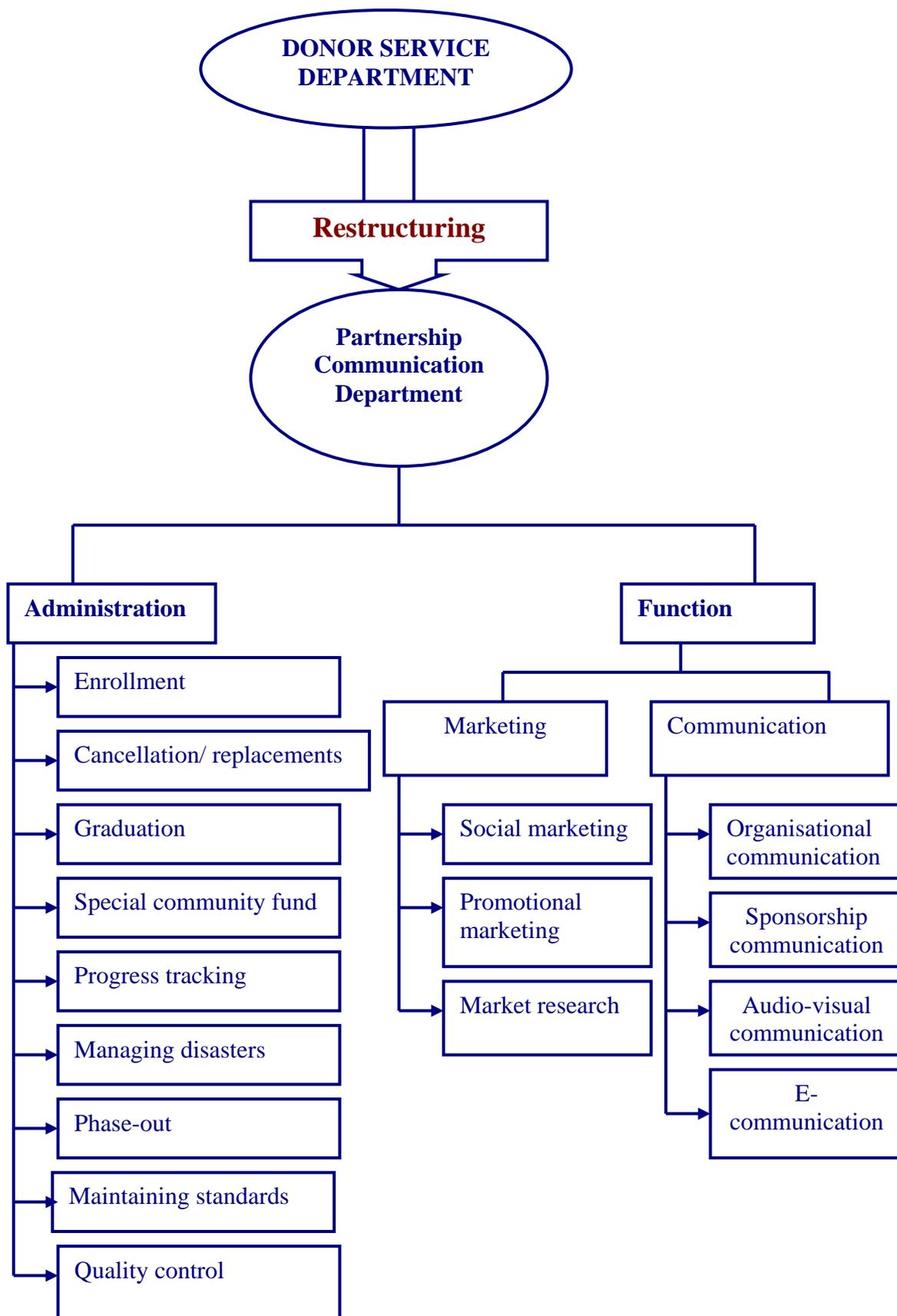
In order to strengthen the relationship with the sponsors, the management of Community Aid and Sponsorship Program (CASP) has decided to revitalize their existing systems department which will foster qualitative progress in the work. The basic objectives envisaged are :

- Effective communication with the sponsor
- Generate an effective marketing plan
- Restructuring of the existing department
- Total computerization

To realize the above objectives a plan framework is being suggested in this document. The salient features in this document are :

- a. Introduction - which deals with the existing scenario of child in India in accordance with UNICEF Plan of Operations 1999-2002 report
- b. A flow-chart - explaining the proposed plan of action
- c. Sponsorship – a general understanding on the concept of sponsorship and how does the sponsorship program work. There is a section on frequently asked questions (FAQ) in connection with sponsorship
- d. Partnership reassurance – the chapter on partnership reassurance specifically spells out the communication part with the sponsors including sponsor and child relationship. This chapter also deals with a proposed MIS, suggested computerization and general tips on media marketing.
- e. Explaining procedure - the chapter deals with framework of different administrative procedures that needs to be worked out in various specific areas viz. Cancellation /replacement ,graduation, tracking progress, setting standards etc.
- f. Addresses and phone numbers - this section deals with maintaining an address book of various donors/sponsors, well wishers, friends, experts and important personalities.
- g. Restructuring – a conceptual framework of restructuring has been given in this chapter. It is proposed that the details restructuring/ reorganization will be undertaken once the management report on organisational scanning is received.

The Proposed Plan at a glance



Introduction

In 50 years of independent nationhood, India has made notable progress in many fields specially agriculture and science & technology. It has also made progress in assuring the children their rights to survival, development and protection. There have been major gains for children in terms of sharp decline in vaccine preventable diseases and virtual eradication of dracunculiasis. The country is also well on the road to eradicating polio. High levels of iodisation of salt and significant improvement in access to potable drinking water have also been achieved. There has been marked progress in the physical provision of primary schools. UNICEF Plan of Operation report (1999- 2002) reveal, that close to 95% of the population have access to primary school within walking distance of one kilometer. Progress in expanding food supply and establishing an effective food distribution system have led to virtual elimination of famines and famine related deaths.

However, these rosy achievements should not let the development organisations and the professionals sleep in slumber as magnitude of unfinished task still pose great challenge and any negligence to arrest them will cause the problems to grow out of proportion. Even today close to 1.8 million children die every year before completing their first year of life and majorities of these deaths are avoidable. Close to 53% of the children under the age of 5 remain moderately and severely malnourished. There are nearly 100 million children out of school and almost a third of those who enroll in class I, dropout before completing primary schools. Close to 1.25 lakhs women die during pregnancy or just after childbirth every year. There are an estimated 4 million HIV positive persons living in India, greatly increasing the risks of vertical transmissions of HIV/ AIDs to new born children. The maternal mortality rate estimated at 437 per 1,00,000 live births remains unacceptably high. Fulfillment of child rights also vary between rural and urban areas. Where as urban areas are better endowed with physical and social infrastructure access is severely constrain for many reasons. The quality of life of children in urban areas particularly in crowded big cities and major towns is extremely poor.

In the light of the above reality working with children who are the future of any country remains a high priority in the development sector. CASP with 25 years of its historical existence has been striving to bring fundamental changes in the lives of thousands of children in both rural and urban areas. To achieve their development goals the core program remains through **Sponsorship**.

About us

What does CASP do?

CASP helps needy children and their families to lead better meaningful lives. This is done in 3 ways:

1. Sponsorship program for children in the age group of 03 to 10 years.
2. Assistance is provided to :
 - Start/continue education
 - Avail of medical services
 - Benefit from rehabilitative care in general.
3. In India, CASP collaborates with Foster Parents Plan International in undertaking community development programs in the areas of Health, Education and Development of Community Resources and Skills. With the child, its family, community and environment as the main focal points, these self-help programs help families develop the means, abilities and motivations necessary to meet their own needs. The ultimate aim is, to build strong, cohesive communities capable of achieving self-sufficiency.
4. CASP also collaborates with Children's Future, Norway, to integrate development needs of the disabled children in urban and rural parts of Maharashtra. The basic feature of Sponsorship program in Raigad District is, to provide necessary infrastructure to the people in their own villages, so as to prevent migration from villages to cities. Many villages in this District have been adopted meeting all the needs of the community in the areas of housing, potable water, sanitary facilities, better lighting and enhancing school infrastructure. Income generation programs for the mothers of the Sponsored children have been started to provide an opportunity for self-employment. A vocational training center is constructed in one village to enable people to become qualified masons, carpenters, plumbers, etc. The main concept is, to convert this village into a model village.

Basic principles underlying the Sponsorship program

The basic elements of Sponsorship program are:

- Every child has a fundamental right to belong to a family.

- If the family is unable to give the child the care it needs, efforts should be made to strengthen the family through Sponsorship aid and other support.
- The child will be helped :
 - In its own family, or
 - Through foster care.

Since its inception, CASP has given greater implications on the physical and psychological as well as spiritual development of children. Every child is born with some qualities. To Develop these inherent qualities, a child always needs attention, affection and appreciation besides the basic needs like nutritious food, proper health care, clothing , housing , education and above all love of parents , siblings , relatives and neighbors . Keeping this in view "**Community Aid & Sponsorship Programme**" has extended its endeavor to bring a large number of state's children in India suffering from poverty, ignorance and malnutrition under the umbrella of sustainable development of Physical Quality of Life by establishing sponsorship program. CASP aims at providing basic necessities and development opportunities to the neediest of the needy children.

Casp's understanding of development

Poverty is the direct consequence of an unequal distribution of wealth in an economic system where the unjust structures of exploitation and oppression are institutionalized and enforced. Thus, these structures are taken for granted, internalized and practiced regularly, resulting in a denial of human rights to the majority of people.

These rights are intrinsic and basic to human. History has shown and continues to show that human beings collectively has to stand for their rights and take them. Development is the empowerment of people to create their own destiny and build a new society of justice, equality, brotherhood and love. This calls for a collective organization of people. This begets people's power, the power that comes from unity, co-operation, organization and action.

For building this new society through collective action an authentic self-image must first be discovered. This is an essential part of the empowerment of human beings because it enables their to fight with determination for justice and equality. The discovery of this authentic self-image leads to a greater awareness of their dignity and potentialities as man. This enables them

to play a more active and responsible role in determining the Social, Political, Religious and Cultural life of society.

The false Gods of the present system such as wealth, power, prestige and status, which militate against creation of a new society of justice, equality, brotherhood and love, must be challenged and done away with. Thus development is the creation of their own destiny as a collective task, demanding unity, co-operation and organization, a community of concern and self reliance inspired by the values of the justice, brotherhood and love.

Sponsorship

What Is Sponsorship?

Sponsorship is an open ended contract.

It is a one-to-one relationship between you and your sponsored child. Million of sponsors worldwide enjoy this relationship. You can correspond, pray for your sponsored child, receive regular reports on their progress, even perhaps visit the child and his or her family and community. Sponsorship provides resources, which go into a program, usually 10 to 15 years in length, custom-designed in collaboration with the community to address key social economic and physical needs in the community. Programs are child-focused but also benefit non-sponsored children and families.

Sponsorship is a two-way street. It helps both the sponsored and the sponsor.

How are children chosen for sponsorship?

Most sponsored children live with family members in a community or village. Children of poor families in the project community are selected to be representatives for the child sponsorship program.

Before introducing a child sponsorship program, CASP workers fully explain the concept of child sponsorship to community leaders. These leaders are then asked to provide a list of needy children, which is verified by competent staff.

Families are asked if they want to be part of the sponsorship program. They are informed that their children will not benefit exclusively, but that benefits will be shared by all the children and families in the community. CASP also supports some special projects. In these cases, most of the residents and students would be part of the sponsorship program.

Basic facts about sponsorship

CASP, which is a not-for-profit organisation is dedicated to the long-term holistic development of children in poverty.

Our method of child development is two-fold:

1. We work through the local community to provide child development programs that release children from spiritual, economic, social, and physical poverty, enabling them to become responsible, fulfilled productive citizen of the country
2. We speak out on behalf of children in poverty—informing others of the needs and potential of children and motivating and equipping them to become increasingly involved in holistic child development.

How much does it cost to sponsor a child through CASP?

It costs \$50/ Rs. 2000/- per year to sponsor a child through CASP. That's a pretty big commitment. But, not so much when you think about the incredible difference you can make in a child's life.

Does CASP send assistance directly to children and their families?

Yes, it does. CASP has direct contact with the children and their families, and their progress is directly monitored by the trained and committed social workers. However, sufficient precautions are taken so that there is no misuse of funds and there is no unhealthy dependency on an outside organization. In nearly all cases, CASP also undertakes community-based programs that provide developmental opportunities and benefits agreed upon by the community and CASP. The important standard is that funds be used for meaningful developmental opportunities for the progress of children.

What happens if I discontinue sponsorship?

If you need to discontinue your support, we will immediately look for a new sponsor for your child and continue that child's support without interruption.

How long should my sponsorship last?

CASP sponsorship usually offers you the opportunity to stay with a child for a number of years, through the school year in which that child reaches the age of 18. While we hope that you will be able to continue in your support of your sponsored child until he or she completes the CASP program, we recognize that sponsors' circumstances sometimes change. You may discontinue your sponsorship at any time. Please understand that a sponsored child's circumstances may change, too. For example, sometimes families move beyond the reach of CASP's program, and children have to leave CASP sponsorship. We will inform you as quickly as possible if any such circumstance affects the child you sponsor, and we'll offer you the opportunity to support another child in need of your help.

Why does CASP focus on individual child development rather than broader community development work?

CASP has been involved in development work for more than 25 years. During that time we have tried various approaches to break the cycle of poverty in children's lives. **We've seen that changed circumstances rarely change people's lives, while changed people inevitably change their circumstances.** Community development is important work that addresses the external circumstances of poverty and is an important complement to our work. However, our primary focus is individual child development—an inside-out, bottom-up approach that recognizes the value system and potential of each individual child. Very often, these children grow up to become positive influences in their own communities.

Is CASP a part of the relief and development community?

CASP's mission of holistic child development actually has more in common with many other children's organizations (child educators, child advocacy groups, child development centers, and child evangelism groups) than with many relief organizations. Yet, when a tragedy strikes an area where we have long-term child development work, we provide short-term relief so that child development can continue. For example, CASP has been responding to natural calamities and disasters such as earthquake, flood and also children of war victims.

How much of a sponsorship goes to a child's program?

CASP is committed to seeing that 80 percent or more of our funds are used for program activities, including cash grants to projects, field training, program evaluation, communication between sponsor and child, and other critical activities. We are committed to carefully managing our administrative and fund-raising costs in order to provide the most effective and meaningful programs possible.

Don't Western sponsors raise unrealistic expectations among poor children in developing countries?

Children around the world are bombarded with images from Western media that promote materialism and highlight the disparity between the rich and the poor. Sponsorship provides a bridge between cultures and connects those from different worlds on a very human, caring level. Sponsors receive materials that provide guidelines for their contacts with children, and staff screen correspondence for inappropriate or culturally-insensitive materials. Because a sense of hopelessness is at the root of poverty, we want our programs to raise the hopes and expectations of children. We encourage sponsors to emphasize the rewards of faith and family and values such as health, productivity, and generosity, rather than Western possessions or accomplishments.

How does CASP ensure that sponsorship funds are making a difference in the lives of children?

CASP seeks out local partners and CBOs, who share our mission and vision. They are as committed to the children as we are because the benefit is directly reaching their own community hence, they make sure that the funds are used effectively. In addition, we train and equip project workers so that they understand effective child development and good financial management.

CASP is totally committed to earning the trust of our donors and sponsors. Integrity is not only a commitment, it is a value that drives our whole organization. Besides an annual audit of CASP by an independent and statutory auditing firm, we regularly conduct our own audits to make sure that funds are properly received, tracked, and managed in every project for every child.

CASP + THE SPONSOR + THE CHILD = A UNIQUE RELATIONSHIP

Let Us Feel For Them, Let Us Care For Them

CASP has decided to provide the necessary inputs to the children as much as possible by mobilizing indigenous and foreign resources through **Sponsorship** program.

Your contributions to **CASP** provide every assurance to the neediest of the needy children of India for their total development.

Sponsorship

This concept rejuvenates childcare with person to person relationship, where the Sponsor and the child will relate to each other. It is obvious that in modern times material assistance is the kingpin, but a child also needs to experience the warmth of feeling that there is someone that feels for him/her and wants to feel with him/her.

CASP can assure you that your contributions and donations will be spent to bring a significant development in their Physical and Mental Quality of Life through the following services:

1.	Balwadis/Early Childhood Education
2.	Remedial Education
3.	Distance Education
4.	Residential Education
5.	Curative as well as preventive health care
6.	Supplementary Nutrition
7.	Assistance for schooling by providing books, fees, uniforms etc.
8.	Community Development
9.	Community enrichment and Community Empowerment

You Can Fulfill Social Commitment By helping them to achieve sustainable

development in their physical and mental quality of Life. Being a devoted and committed Sponsor, you can thus undertake the social responsibility to provide the basic inputs of life to at least one selected child of distressed household.

You Can Also Contribute Your Mite By :

- Supporting CASP in providing nutritious food to the malnourished children through the Supplementary Nutrition Program by paying an affordable contribution per year.
- Strengthening the capacity of CASP in providing basic education through the Education Program by paying an affordable amount per year. Enhancing the strength of CASP in providing healthcare inputs through the Mother and Child Care Program.
- Strengthening CASP in their efforts in special projects of street, destitute and children under shadow of leprosy being given free education.
- Last but not the least, you can support a part of the Indian children suffering from poverty, ignorance and malnutrition by contributing only a meager part of your yearly expenditure.

And You Will Get A Great Deal Back :

Being a Sponsor you will enjoy a new relationship. Actually a vital benefit of the Sponsorship concept is the interpersonal relationship that always develops between a Sponsor and the child through exchange of letters. The child starts to feel that somebody really cares for him or her . At the same time the Sponsor gets the opportunity to feel that a child is gradually growing through his or her assistance.

CASP has consequently decided to send *Innovative Progress Report* to every Sponsor so that the Sponsor can watch and feel the child's progress. The *Progress Report* will be published regularly , every half year.

You can easily become a sponsor of a selected child by paying an affordable amount per year towards total development process of the child, family and the community too!

Explaining procedures

Types of sponsorship :

The partners could be from both within the country or overseas may be an individual, donor organisation, a corporate body, a charitable institute, central/ state Government. Sponsorship can be given in any one of the three categories mentioned below:

Annual sponsorship (one/ more than one child) – by paying an amount of Rs. 2000/- per child per year (US \$50).

Perpetual sponsorship (one/ more than one child) - by paying an amount of Rs. 15000/- per child per year (US \$500).

Sponsoring community development projects (project to project basis) – several innovative projects are undertaken directly benefiting the child, the family and the community. Usually these are community empowerment projects aimed at long term sustainability.

Detailed plan document will consist of the following major heading :

Enrollment

- Method of enrollment
- Immediate responsibilities
- Eligibility criteria
- Partnership marketing (matching FC and FP)
- Checking the types of data available

Cancellation and replacements

- Summary
- Detailed guidelines for cancellation
- Method of filing cancellation documents
- Informing a sponsor
- Replacement rationale
- Communication

Graduation

- Step-by-step guidelines
- Criteria for graduation
- Methodology for tracking the where about and progress of the graduated child
- Communication

Giving gifts

- Detailed guidelines of receiving and dispatch
- List of gifts not accepted
- Individual gifts
- Group gifts

Creation and utilization of special community funds

- How to create a community fund
- Purpose of fund
- Method of utilization
- Mode of operation
- Legalities

Progress tracking

- Preparing a progress chart/ objectives of a child
- Tracking the progress through APR
- Tracking the progress through FC → FP communication
- Tracking the progress through audio-visual media
- Tracking the progress through e-report

Copying with disaster/emergency situation

- Defining disaster/ emergency situation
 - i. Natural calamities
 - ii. Riots /War /Fire
 - iii. Displacement
 - iv. Untimely death of breadwinner
- Step-by-step guidelines for dealing with such situation
- Communication

- Fund raising
- Disaster response guidelines

Phase-out

- Authorization to phase-out
- Reasons for phase-out
- General phase-out guidelines
- Communication
- Sustainability

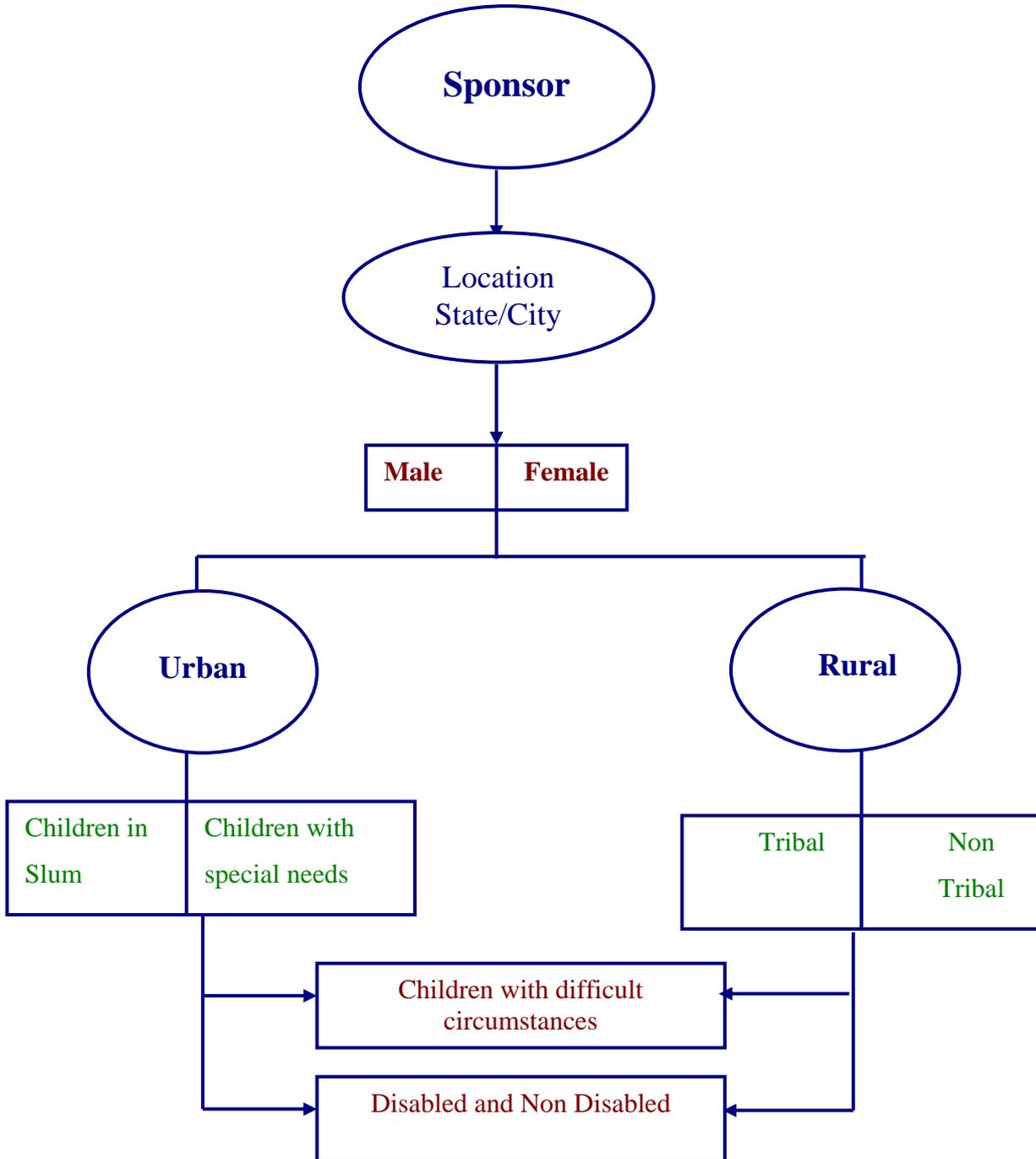
Sponsorship standards

- Basic operating principals and standards
- Guidelines for standards
- Use of information
- Policy on confidentiality
- Transparency

Choice of sponsorship

A partner can choose to sponsor a child from the categories as specified in the flow chart:

CHOISE OF SPONSORING A CHILD



Frequently asked questions by sponsors

- When will my sponsored child no longer assistance?
- What countries have Child Sponsorship?
- How long is a child in the sponsorship program?
- Why haven't I received a letter from my sponsored child?
- To whom do I make my check or money order payable to?
- Can I send packages to my sponsored child?
- How are children chose for sponsorship?
- Why did you replace my sponsored child?
- How do I visit to my sponsored child?
- When will I receive a new photograph of my sponsored child?
- How is my sponsored child benefiting from my Rs. 2000/ \$50 a year?
- Can I send money directly to my sponsored child?
- How do I write to my sponsored child?
- How does CASP start a project?
- Why is the special card not in my sponsored child's language?
- Can I bring my sponsored child to my home / country for a visit?
- Why does it take so long to receive a letter from my sponsored child?
- What is the address of the office in the country where my sponsored child lives?
- Can I send more money/ gift to my sponsored child?

Do's and Don'ts

Do's and don'ts for the visiting foster parents/ guests:

Do's

- i. Should give prior intimation about the visit
- ii. Guests should discuss with the country office people about the gifts to be given, to the foster child

Don'ts

- i. Foster parents should avoid frequent visits to foster child
- ii. Foster children must not be invited or taken away from their communities with foster parents under any circumstances
- iii. Foster parent must not correspond directly or exchange mailing address during visits with the foster child

Do's and don'ts for organisation when foster parents/ guests visit

Do's

- i. To intimate the foster child and his/her family members about the visit
- ii. List of documents required to justify the foster child's progress and to keep it ready to show it to foster parents
 - Annual progress report
 - School reports
 - Health check up reports
- iii. Arranging for the visit of foster parents to there foster child's area/ house.
 - Presence of social worker of the respective area to accompany the visitors
 - Arranging vehicle for their visits
- iv. The information should be provided in the language understandable to the guest
- v. Providing detailed information about the surrounding where the foster child lives:
 - Historical and geographical details of the country
 - Historical and geographical details of the area/city where the foster child lives
 - Details about the community people ; such as the languages spoken by them; religions and customers followed by the people; festivals celebrated etc
- vi. Providing detail information about the foster child and his/her family

- General information: Types of family, No. of siblings, Occupational details of parents
 - Religion followed by the foster child and its family
 - Festivals being celebrated by them
 - Foster child's family is migrated or not if yes then the reason behind it
- vii. Providing detailed information about the organisation and its work
- Objectives
 - Types of programs undertaken
 - Hierarchy of the organisation
 - Funding organisations
 - Collaborative organisations

Don'ts

- i. No organisational matters should be discussed/disclosed in front of the guests
- ii. During the field visit the informer should avoid providing artificial/untrue information about the foster child and his/her family
- iii. No negative overtone regarding the country
- iv. No negative overtone regarding government
- v. Guests should be taken to any press people

*A proposed Computerization & Management Information System
(MIS) for Partnership Communication Department (PCD)*



About us



Partnership reassurance

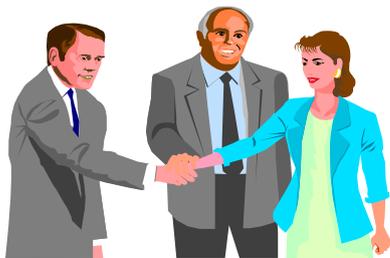


Tracking the progress Of the child



Frequently asked questions

On child Sponsorship



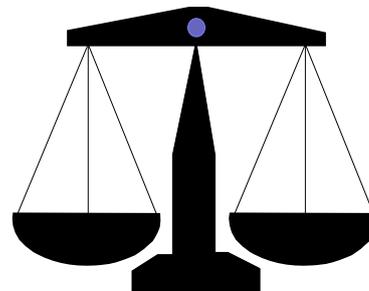
Do's & Don'ts in Partner Visit



Important phone no. & addresses



Publications, rules & regulations



Report Compliance

It is proposed that the partnership communication department will be fully computerised on the above mentioned broad subhead. Each one of the major item will have sub folders ultimately tracking the overall communication quality of the department. The following will be the subfolders under each of these headings:

1. About us

- *What does CASP do?*
- *Basic principles underlying sponsorship program*
- *CASP's understanding of development*

2. Sponsorship

- *What is sponsorship?*
- *How are children chosen for sponsorship?*
- *Basic facts of sponsorship?*
- *How much does it cost to sponsor a child through CASP?*
- *Does CASP sends assistance directly to child and their family?*
- *What happens if I discontinue sponsorship?*
- *How long should my sponsorship last?*
- *Individual child development Vs community development*
- *Is CASP a part of relief and development community?*
- *How much of a sponsorship goes to child program?*
- *Does CASP receives gift-in-kind?*
- *Expectation of western sponsors*
- *Ensuring sponsorship is making a difference in the child's life*

3. Partnership reassurance and communication

- *Getting introduced*
- *Child progress report*
- *Development report*
- *Annual report*
- *E- report*

4. Explaining the procedures

- *Types of sponsorships*
- *Choice of sponsorship*

5. Frequently asked questions

6. Important phone numbers and addresses in India and abroad

7. Publication

- CASP regular publications
- Publication of special events
- Translated versions of publications available on CASP website

8. Special information

Appropriate software will be worked out / identified for the overall computerisation. Available Software such as child-link will be field tested to judge the appropriateness of the software suiting the need of CASP. However a list of available website dedicated to child development softwares is mentioned below:

Titles of some available website on softwares related to Child Development

1. **Computer Hardware and Software at The Boojum Tree**
... CD-ROM cooking **titles** in 7 ... and 1995 Julia **Child** Cookbook of ... provides systems **development** and consulting ... dining guide **software**, but I ... to your **computer** as easy ...
<http://www.jwp.bc.ca/BTPubs/Food/Computer.htm>
2. **The National Parenting Center: Holiday 2000 SOA - Computer ...**
... party, your **child** must come to ... These **software titles** are real ... into the **development** of auditory ... PC-based **computer** lab and ... of educational **software** to supplement ...
http://www.tnpc.com/soa/hol00soa_c.html [More Results From: www.tnpc.com]
3. **US News: The revolution in how scientists view child ...**
... segment of the **software** industry, with **titles** like JumpStart Baby ... is a complex **computer** that arrives with ... professor of **child development** at the ...
<http://www.usnews.com/usnews/issue/990913/baby.htm>
4. **Child Development Review: GP Magazine, November 2000**
... medical educational **software** has been slow ... that a **computer** has over ... released several **titles**, which include ... another on **child development**, and various ...
<http://www.medicalhousepublishing.com/review/review.html> [More Results From: www.medicalhousepublishing.com]
5. **BabyResource.Com Baby Software, Child Development Software, ...**
... **Child Development Software**. Here you ... Rabbit Other **Titles**, The Learning ... the best toddler **software** program anywhere ... concepts and **computer** discovery. It ...
<http://www.babyresource.com/software.htm>
6. **Viewz - Canada's Online Computer, Software, Games and PC ...**
... educational? At the **development** stage, education ... classroom? A **computer** does not ...

However, educational **software titles** do have ... giving the **child** a positive ...
<http://www.viewz.com/features/kidcdguide.shtml>

7. **Computer Software - The Canadian Toy Testing Council**
... process transactions. The **development** of a ... for your **child's** short attention span ... there are **titles** on space ... that your **computer** fits the ... for the **software**. The box ...
http://www.toy-testing.org/contents/whatbuzz/bz_cmfil/bz_com.htm
8. **Computer Software**
... **Computer & Electronics >> Computer Software** {3} {1 ... growth and **development** of the ... version
promotional **software titles** to help ... teaching your **child** how to ...
<http://www.shop50states.com/mall/cpe/sw3.htm>
9. **The Doric Column - brain evolution, child development, Mr. ...**
... The article **titles** include: ... beginning their **computer** education at ... some toddler **software**
and have ... their article "**Child Development** and Neuroscience ...
<http://mbbnet.umn.edu/doric/brainscapes.html>
10. **KinderStart - Learning Activities and Crafts : Computer ...**
... this by reviewing available **software titles** that we find or are ... Site; Rose Studios Producing educational **computer software** for children. Check out kid ...
<http://www.kinderstart.com/learningactivitiesandcrafts/computersoftwareprogramming.html>
[More Results From: www.kinderstart.com]
11. **Library -- Child Development Databases and Resources**
... **Child Development** Abstracts ... Policy and **Development** Abstracts) which ... films, and **software**.
WWW Search ... many additional **titles**. Search ... education, **computer** sciences ...
<http://www.lib.wsc.ma.edu/dbchild.htm> [More Results From: www.lib.wsc.ma.edu]
12. **Psychology & Psychiatry - Child Development - BookBuyers ...**
... Select Outlet. Over 4 millions Products. ... Subjects : Psychology & Psychiatry : **Child Development**. ...
http://www.bookbuyer.com/aisles/subject_PSY004000.html [More Results From: www.bookbuyer.com]
13. **Free Software from ArcaMax - Home Teacher Series**
... Pre-School **Titles** and Games & ... If your **child** is a Nick ... math skill **development** more."
Windows ... on your **computer** making greeting ... More Free **Software** Offers ArcaMax ...
<http://www.arcamax.com/preschool.htm>
14. **China: COMPUTER SOFTWARE**
... want their only **child** to have the ... what kind of **titles** they are going to ... acknowledge, the **development** of a ... China National **Computer Software** Service and ...

<http://www.tradeport.org/ts/countries/china/isa/isar0032.html> [[More Results From: www.tradeport.org](#)]

15. [BonusTree - Free Stuff and Freebies](#)

... site essential to a **child's development**, such as language ... home, through your **computer** modem, in a ... large list of **software titles**, ranging from ...

<http://www.bonustree.com/free/Computer+Software.html>

16. [Software](#)

... **software** solutions, **child** safe, chid sa ... all the **titles**. Our high ... combines the **development**

of public **software** with the teaching of **Computer** Science. With ...

<http://www.geometry.net/Computer/Software.htm> [[More Results From: www.geometry.net](#)]

17. [New Products - Computer Hardware and Software](#)

... graphics **software titles** for young ... educators and **child development** experts, this ... its filtering **software**, Cyber Patrol ... for **Computer-Assisted Reading** ...

<http://www.kidsource.com/kidsource/pages/product.computer.html> [[More Results From: www.kidsource.com](#)]

18. [Software sites, programs, information and much, much more.](#)

... a million other **titles**. ... detrimental to the **child computer** user: includes ... PalmPilot; custom **software development**. ... Thousands of **computer** products at ...

<http://www.merchantstore.com/computer/software.html>

19. [Computer hardware & software - from Feb 96](#)

... of your **child** and family ... have found these **titles**, on the ... drill and **development**, and for ... purchase the **Computer** and adaptive equipment/**software**. At the ...

<http://www.rettsyndrome.org/digests/00084.htm>

20. [Computer Almanac - Numbers About Computers](#)

... demand for baby **titles**--particularly for kids ... out as **child's** play now ... of the **development**

work is ... shrink-wrapped **software** products for ... in Dell **Computer** is worth ...

<http://www.cs.cmu.edu/afs/cs.cmu.edu/user/bam/www/numbers.html>

21. [100 Top Software Sites ** CLICK HERE **](#)

... Mac and PC **titles**. ZDNet **Software** and ... to see top **software** sites in these ... c++; cgi; cheap; **child**; children's; commerce; **computer**; **computer** game; cracks; ...

<http://www.100topsoftware.com/>

22. [Early Childhood Development and Technology: A Case Study](#)

... Broderbund, 1990). The **titles** were included in ... HyperStudio **Computer software** . (1995). El Cajon ... SR (1992). **Child development**. Dubuque, IA: Wm ...

http://www.coe.uh.edu/insite/elec_pub/HTML1997/yc_rodr.htm [[More Results From: www.coe.uh.edu](#)]

23. [Amazon.com: buying info: The Child and the Machine : How ...](#)

... majority of "educational" **software** is described as ... also bought **titles** by these ... and children **Child development Computer-Aided Instruction** ...

<http://www.amazon.com/exec/obidos/ASIN/0876592108/qid=966895415/sr=1-1/103-8835064-4958202> [[More Results From: www.amazon.com](#)]

24. [School House Software Reviews](#)

... Welcome to the School House **Software** Review! ... Sailor Moon Colorforms **Computer** Fun;

Write, Camera ... Reader Rabbit's Reading **Development** Library #4; Reading ...

<http://www.worldvillage.com/wv/school/html/scholrev.htm> [[More Results From: www.worldvillage.com](#)]

25. [Nurture Your Child's Visual-Spatial Intelligence](#)

... of multimedia science **software titles** for kids. ... Download a **computer** version FREE ... Discipline,

Emotional **Development**, Jump-Starting Your **Child's** Education ...

<http://childparenting.about.com/library/weekly/aa091397.htm> [[More Results From: childparenting.about.com](#)]

26. [The Piano Education Page - Piano and Music Software Reviews](#)

... supplement their **child's** music learning ... student's musical **development** will make ... fonts for **titles** and credits ... of the **software** is ... most knowledgeable **computer** users ...

<http://www.unm.edu/~loritaf/pnosoftr.html> [[More Results From: www.unm.edu](#)]

27. [Yahoo! Business and Economy>Shopping and Services>Health> ...](#)

... symptoms, expenses, insurance, **child development**, eldercare, prescriptions, and ... while using the **computer**. Wimoweh **Software** - CycleWatch is a ...

http://au.yahoo.com/Business_and_Economy/Shopping_and_Services/Health/Software/Titles/ [[More Results From: au.yahoo.com](#)]

28. [KIDS/TEENS SOFTWARE/VIDEOS](#)

... com FEATURED **SOFTWARE**: Nancy Drew ... jury comprising **child development** professionals ... endorsed

titles appeal to ... to children's **development**. KIDS ... party, **computer** games ...

<http://www.child.net/software.htm>

29. [UWS Nepean Libraries - New Titles \(C\)](#)

... **Titles** are sorted ... Approaches to **child** treatment : introduction ... and polyrhythmic **development** of John ... Materials - N42248 **COMPUTER SOFTWARE HUMAN FACTORS** ...

<http://library.nepean.uws.edu.au/newtitles/c.html> [[More Results From: library.nepean.uws.edu.au](#)]

30. [AcquireX.com: The Full-Service Education Procurement Network](#)

... operator of **computer** learning centers ... education and **child development**. Davidson & ... Blizzard Entertainment **titles**, which ... educational **software** company ...

http://www.acquirex.com/lbbj_story.html

31. [Course Titles By Discipline](#)

... for School-Age **Child** Care; Play ... I; Suburban **Development** II; Structural ... Utilizing Surveying

Software; Introduction to ... Course **titles** available under ... **Computer** Science ...

<http://www.so.cc.va.us/mcf/crscfile.htm>

32. **Software**
 ... technology, staff **development** and instructional ... 000 **software titles**, supplemental **software ... Fas-Track Computer Products ... you identify software which ... the child, as ...**
<http://trainland.tripod.com/software.htm>
33. **45,000+ Psychology & Nursing Book and Software Titles**
 ... Therapy. **Child Development. Child Psychology. ... Care. Maternal/Child. Medical/Surgical. ... & Nursing Titles in Over 90 ... Engineering & Computer Book and Software Titles ...**
http://members.spree.com/business/mgaspard/PSYC_NURS.HTM [More Results From: members.spree.com]
34. **Intelligent Software Agent Bibliography - Steve Gant**
 ... 85 Entries. Click **titles** to see ... work in **child psychology**. The ... economic terms. **Computer science has ... of this development. The ability ... to the software domain. It ...**
<http://ils.unc.edu/gants/agentbib.html>
35. **Children's Titles**
 ... PRECIOUS MOMENTS BABY RECORD BOOK - Beautifully records a **child's development**, special occasions, and sacraments. 72 pages. Gift Boxed. (Hardcover ...
<http://www.catholicsupply.com/books/children.html>
36. **Open Directory - Computers: Software: Educational**
 ... is in the **development**, publishing and ... on the **computer**, over the ... Win] Educational **software** that fits each **child's** special needs ... Over 95 **titles** that cover ...
<http://www.dmoz.org/Computers/Software/Educational/> [More Results From: www.dmoz.org]
37. **Student Handbook - Looking Ahead**
 ... Resume Expert is **computer software** for writing a ... and consult on **child development**, special education, and ... Employed Job **Titles** Day care ...
http://www.fcs.iastate.edu/hdfs/ugrad/handbook/looking_ahead.html
38. **GH: Better Way -- Computer Programs for Kids (March 1996)**
 ... Although no **computer** program will jump ... The type of **software** a **child** uses can have a ... negative -- on her **development**. ... dizzying array of **titles**? On the following ...
<http://www.homearts.com/gh/betterw/03bwcof1.htm>
39. **Children's Software at the All-Internet Shopping Directory!**
 ... to reward a **child's** natural curiosity about ... on early **development** research. ... from the **computer**. These **software ... more children's software titles** at Amazon ...
<http://www.all-internet.com/childrens-software.html>
40. **educational software**
 ... back to **child** education. **software ... Offering interactive computer games for ... the internet. Development of reading ... republishes educational software titles for ...**
<http://www.childsource.com/cdp/a-child-education/software.htm>

Partnership reassurance and communication

One of the major and prerequisite for a continued partnership is the organisational transparency and regular communication. CASP is committed in maintaining this transparency with its partners through a sound network of innovative communication. The communications would be as follows:

Getting introduced (communication from CASP to the partner)

When a new partner joins, in addition to its initial thanking letter CASP will send the following informations.

1. At the introduction stage the partner is introduced by the following specific reports :
 - About the country
 - i. Geographical details
 - ii. Basic profile of the state , city/ block/village
 - iii. Major festivals and national events of the country
 - About the child
 - i. Family constellation
 - ii. Other basic demographic profile
 - About the community
 - i. Specific community typology
 - ii. Customs and beliefs
 - iii. Basic geographical details

The partner will also receive a thanking communication from the sponsored child in a form suitable to the age of the child.

Methodology to add new partners

The gigantic task of development cannot be achieved without mobilizing the resources from various walks of life. These include expertise, time, information and finances. To fruitfully realize these it is important to identify and add new partners in development and collaborate with them.

In addition to the existing regular sponsors, new sponsors will be identified through a consorted marketing strategic plan. Currently CASP is going through a detail organisation scanning and analysis being done by a reputed management institute (Nurseee Munjee Institute of Management studies Mumbai). The detailed report is expected to be submitted by the institute in the month of August/ September 2001, will spell out the specific details of marketing strategy. Identification of new sponsors will form one of the main elements of this strategy. Hence the entire subject will be dealt in details once CASP management accepts the report.

While the detail marketing plan will be worked out at a later date, some advantages and disadvantages, do's and don'ts of marketing through various media are mentioned below. It is suggested that in the interim of making the detail-marketing plan, these tips may be kept in mind.

Important tips for undertaking a media marketing campaign

	Advantages	Disadvantages
	Television	
1.	Combines sight, sound, and motion attributes	Message limited by restricted time segments
2.	Permits physical demonstration of product	No possibility for consumer referral to message
3.	Believability due to immediacy of message	Availabilities sometimes difficult to arrange
4.	High impact of message	High time costs
5.	Huge audiences	Waste coverage
6.	Good product identification	High production costs
7.	Popular medium	Poor color transmission
	Radio	
1.	Selectivity of geographical markets	Message limited by restricted time segments
2.	Good saturation of local markets	No possibility for consumer
3.	Ease of changing advertising copy	No visual appeal
4.	Relatively low cost	Waste coverage
	Magazines	
1.	Selectivity of audience	Often duplicate circulation
2.	Reaches more affluent consumers	Usually cannot dominate in a local market
3.	Offers prestige to an advertiser	Long closing dates

4.	Pass-along readership	No immediacy of message
5.	Good color reproduction	Sometimes high production costs
	Newspapers	
1.	Selectivity of geographical markets	High cost for individual coverage
2.	Ease of changing advertising copy	Shortness of message life
3.	Reaches all income groups	Waste circulation
4.	Ease of scheduling advertisements	Differences of sizes and formats
5.	Relatively low cost	Rate differentials between local and national advertisements
6.	Good medium for manufacturer/ dealer advertising	Poor color reproduction
7.		Only reach the educated mass
	Direct mail	
1.	Extremely selective	Often has poor image
2.	Messages can be very personalized	Can be quite expensive
3.	Little competition with other advertisements	Many restrictive postal regulations
4.	Easy to measure effect of advertisements	Problems in maintaining mailing lists
5.	Provide easy means for consumer action	
	Point-of-Purchase Displays	
1.	Presents message at point of sale	Dealer apathy in installation
2.	Great flexibility for creativity	Long production period
3.	Ability to demonstrate product in use	High unit cost
4.	Good color reproduction	Shipping problems
5.	Repetitive value	Space problem
	Outdoor Posters	
1.	Selectivity of geographical markets	Often has poor image
2.	High repetitive value	Message must be short
3.	Large physical size	Waste circulation
4.	Relatively low cost	National coverage is expensive
5.	Good color reproduction	Few creative specialists
	Transit Posters	
1.	Selectivity of geographical markets	Limited to a certain class of consumers

2.	Captive audience	Waste circulation
3.	Very low cost	Surroundings are disreputable
4.	Good color reproduction	Few creative specialists
5.	High repetitive value	
Movie Trailers		
1.	Selectivity of geographical markets	Cannot be employed in all theaters
2.	Captive audience	Waste circulation
3.	Large physical size	High production costs
4.	Good medium for manufacturer/dealer advertising	No possibility for consumer referral to message
Advertising Specialties		
1.	Unique presentation	Subject to fads
2.	High repetitive value	Message must be short
3.	Has a “gift” quality	May have relatively high unit cost
4.	Relatively long life	Effectiveness difficult to measure

Do's and don'ts of dealing with the media

Do's

- Understand how the media work
- Know who you're talking to
- Abandon hype for objectivity
- Make resources such as research, expert interviews, photographs, quotes and competitive data available
- Listen carefully
- Be sensitive to tone
- Stay relaxed
- Be creative and be available
- Point out errors, don't insist on retractions unless the error is extreme

Don'ts

- Don't talk over the editor's head
- Don't beg
- Don't make it a 60 second commercial
- Don't over promise
- Don't feel a reporter is doing you a favor

- Don't ever insist that a story be used, no matter how badly you want it
- Don't favor a particular reporter

The partner will continue to communicate with his/her sponsored child through the following methods as well during the course of the year to track the progress of the child.

➤ *Child progress report*

- Scheduled periodic report
- Child to sponsor correspondence
- Sponsor to child correspondence
- Audio-visual report
- Special correspondence
- E-report

➤ *Development report*

- Community infrastructure report
- Audio-visual report
- Report on any specific community initiative during the year
- E-report

➤ *Annual report*

- Statutory annual report
- E-report

Restructuring of existing department

It is recognized that restructuring is a process oriented task, it has been decided in consultation with the senior management of CASP that the planning for restructure/re-organisation will be done only after the detailed report from Narsee Monjee Institute for Management studies (NMIMS) is received in order to avoid duplication of efforts. However, a conceptual framework of restructuring is explained briefly.

The restructuring process would need to go through the following stages:

1. Situation at start
2. Structure of organisation
3. Background / rational behind using BPR
4. Overall objectives
 - having a team profile made for every member of the team;
 - find out about the work preferences and team roles of the manager and the administration team and how well they are distributed and suited to the tasks;
 - create understanding and respect for the value of differences in work preferences;
 - analyze the tasks and job needs of the team in detail;
 - optimal assignment of the team tasks according to individual work preferences;
 - work with the present manager to see which was his team role and how he was coping with the decision of the shareholders to look for a new manager;
 - find a short-time solution for a functioning team until the end of 1994 and opening perspectives for 1995, involving the team with finding criteria for recruiting him;
 - create new levels of cooperation as team members begin to understand differences;
 - confront issues arising in an open and constructive manner;
 - using necessary linking skills for the process;
5. The process
 - Discussion of the profile
 - Information about BPR and criteria for balanced team
 - Desired characteristics and team role
 - Work allocation
 - Major aspects
6. Outcomes and value addition to organisation

Thus empower the present manager and the support team to give optimal support to the work of the team of trainers.

Conclusion

This report has been envisaged as a framework for the proposed department. There are plenty of works ahead before embarking upon full-fledged implementation of the various activities that has been earmark for this report. It is however suggested that a workshop be organised along with the concerned persons in the organisations in order to generate ideas and finally make the **Partnership Communication User Manual (PCUM)** which can be referred at any point of time. While the details will be worked out by the group it is also important to either design a requisite software to suit CASP's need or locate an appropriate software that is available. It may however be kept in mind that the software identified/designed should be competent enough to fulfill the need of the organisation in terms of :

- ◆ Communication
- ◆ Marketing
- ◆ Administration

Restructuring of the organisation is an ongoing process wherein attunement with the organisational culture is of utmost importance. Keeping in view that restructuring also brings the process of change in the organisation, there are bound to be resistance to change. However respecting and careful management of the basic sentiments of the people in the organisation must be carefully handled. It is suggested that a layout of restructuring may be prepared and discussed with the staff at various levels in order to realise the smooth implementation of the restructuring process.