

**BCH SEM IV**  
**ENTREPRENEURSHIP**  
**UNIT-V**

# Introduction

Resource mobilization is all the means that an organization should acquire to implement its action plan. It goes beyond fund raising. It entails obtaining various resources from a multitude of partners, by different means. Thus resource mobilization could be seen as a combination between:

- Resources: elements necessary for the running of an organization.
- Mechanisms: means which make it possible to obtain resources directly.
- || Partners: persons and/or institutions providing resources.

# Definition

**Resource Mobilization** is a process, which will identify the resources essential for the development, implementation and continuation of works for achieving the organization's mission. In real terms, Resource Mobilization means expansion of relations with the Resource Providers, the skills, knowledge and capacity for proper use of resources.

Resource Mobilization does not only mean use of money but its extensiveness denotes the process that achieves the mission of the Organization through the mobilization of knowledge in human, use of skills, equipment, services etc. It also means seeking new sources of resource mobilization and right and maximum use of the available resources.

# Moral Aspects

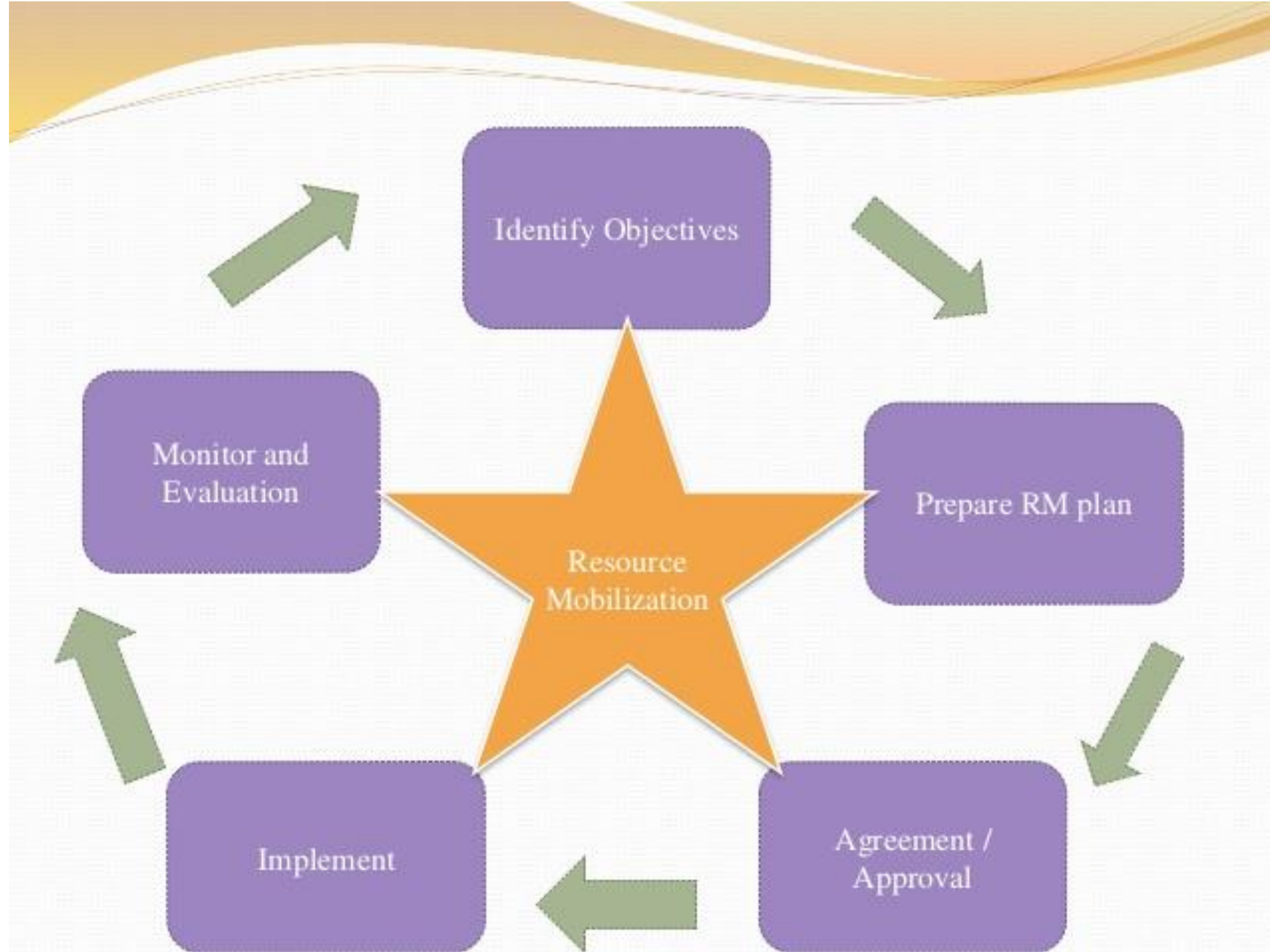
Every organization can develop a code of conduct on Resource Mobilization, which should specify what are the resource providers that one would like to expand relations with, and what types of resources should be mobilized. Such a code of conduct looks essential in the context of Nepali NGOs because NGOs are rarely found carrying out analysis of the type of resource providers and their expectations. For example, a company developing arms can provide financial sources to a human rights organization. Such trends are found in plenty.

# Importance

- To diversify and expand resources.
- Resource Mobilization helps to formulate an independent budget. To break the tradition of running the specific programs of any donor agencies only.
- To spend in the program of the Organization's liking.
- To decrease dependency on others.
- To save oneself the chance of becoming contractors of foreign donor agencies.
- For sustainability of the Organization and program.
- For maximum use of domestic capital and skills.

# Importance

- To expand deep relations with the stakeholder and community.
- To clean the image of the Organization and expand relations.
- To fulfill responsibilities towards the community.
- To run programs based on the genuine needs of the community.
- To disseminate the good practices of the Organization.
- To develop new thinking and challenge the old traditions.
- To enhance the dignity of one's Organization.



# Reasons for the requirement

- In order to continue with its work and achieve the works and targets.
- In order to begin or plan for new work.
- In order to enhance or maintain relationship with the community, individuals,
- Government Organizations, Private organizations or donor agencies.
- For the development of the various conditions of the Organization.



# Types of Resources

In general terms, Resource is understood as materials, goods or services that help fulfill the organization's needs. Materials, money, human (man and woman), means and time are Resources that are used by Group, organization and individuals to fulfill their objectives. Resource is required by every kind of organization to fulfill its objectives. It is essential to know the type of resource, its normal availability and the estimated cost to attain the require resources in order to carry our works as per the objectives of the Organization. On the basis of this information, the primary plans of resource mobilization should be established, checked and if needed repeated.

# Types of Resources

## **Money/Cash:**

Wealth/Cash is essential in order to run the existing programs, pay cost of goods and salary and to carry out new works. Wealth/Cash can be increased through various means like membership fees, grant received as per or without request, local fund, donations and various other sources such as NGO, INGO or external funding.

## **Technical Assistance/Cooperation:**

Every Organization will not have people essential for carrying out various types of activities, project and programs. Apart from that, every organization may not have the necessary fund to appoint essential efficient employees. Technical cooperation can be made by any Organization by providing the amount essential for appointing such efficient employees for a special project or the efficient employee helping for a fixed timeframe. Some organizations provide technical cooperation through trainings.

# Types of Resources

## **Human Resources:**

Every type of Organization will require people/personnel to ensure that the Organizational role and works are fulfilled. For essential human resources, the Organization will make different provisions. The Organization can appoint some permanent employees while the remaining appointments are made as per requirement. The permanent employees are taken as internal resources of the Organization while employees appointed for a specific time period are regarded as external resources. Many NGOs utilize dedicated and regular volunteer groups in order to fulfill the need of human resource.

## **Physical Goods:**

They are physical goods resources. For example, the Organization's activities or availability of the project are taken ahead together by the tools. It is essential for the Organization to spend on such goods in order to train on main activities of the project/organization. Examples of resources like office tools, furniture, training tools and raw goods, vehicles and other machines have been classified under the Physical Goods.

# Types of Resources

## **Free Service and Facilities:**

A non-profit-making Organization gives many physical goods, service and facilities only in minimum cost. As a result, provisions for free services in the Project/Organization should be made through community support. Apart from this, other Organizations provide the non-profit-making Organizations to use these facilities (Eg. Computer, Telephone, Photocopy Machine and Internet). Which is a form of free facility. The kinds of resources could differ and change as per the various phases of the project. For example, in the preliminary phases, active participation from all the organizations is essential for leadership and management of the organization. Maintenance service and resources to make it sustainable is essential. This condition or need has a big impact on the kind of human resource and accordingly on assisting tools and equipments.

# Factors motivate

- 1. Politics:** Receiving votes, spreading the ideology, making decisions for one's interest,  
asking to keep the name of the party, asking to construct statue of leaders, enforce the party's program, publicizing the party, bringing divisions.
- 2. Social:** To have one's name, protect image, for employment, for future of son/daughter, or family, to expand relations with various personalities, enhance pride, for genuine development, to support, to affect on education, utilize the unused resources.
- 3. Financial:** To earn money, make profit, for job, employment, use illegal property, to evade tax, to get tax concessions, to receive interest .

# Factors motivate

- 4. Business:** To evade tax, to get concessions, to make profit, to sell one's products, to earn interest, as a good citizen of the country, realizing one's duty, because there is not many profit.
- 5. Religious:** To publicize the religion, to increase followers, to built temples/monasteries etc.
- 6. Development:** Because of common thought on development, pity, love, to share experiences, utilize free time, to gain knowledge skills, with pure heart/ spirit, to bring equality.
- 7. Cultural:** To increase influence of one's culture, to influence on the food, style of working, to preserve good culture, to wipe out superstition etc.

# Conclusion

A resource mobilization plan becomes effective when the organization analyzes the existing resources at its disposal and run programs on the basis of a plan on the type and quantity of resources essential to achieve the strategic objectives (mission).

In this manner, strategic plan, state of resources, analysis of mechanism/instruments to receive resources and skills etc. are essential for resource mobilization. So, the meaning of Resource Mobilization is to collect resources from more and more resource providers, which will in turn brings down the financial risks and give sustainability to the organization.

Thank you  
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