

PEOPLE'S ORGANIZATION BUILDING (POB) PROGRAM

PROSHIKA believes that keeping people engaged in development work then society country achieve its development as a whole. Half of the human resource talent lies in the poor community of the society. The most important step towards the empowerment of the poor is to organize and mobilize them to assert their rights. It is impossible for them to fight individually against the factors of underdevelopment. But unitedly, they can stand tall and let their voices be heard. When organized, they can make their presence felt and bring about changes in the service providing and administrative institution that control their lives and livelihood. About five decades of PROSHIKA's experiences in organizing and mobilizing the rural and urban poor is a testimony to this reality.

PROSHIKA's development activities are spread all over the country. However, there is still enough scope and unattended area for involving the poor in the development process. The area needs to be expanded by conducting surveys, analyzing the environment, identifying problems, and identifying needs. At the same time, capacity constraints are taken into account seriously. The nature extent and magnitude of poverty, the impact, the aspiration for development of poor working in unity is taken into consideration. PROSHIKA works to expand the area by considering and analyzing all these aspects. The final decision on organization building and area expansion was made on the basis of the results obtained through the collection and analysis of sufficient data. Therefore, PROSHIKA's strategy is to move steadily and slowly towards its development goal. It is, therefore, encouraging the poor to build primary groups which are popularly known as *samiti* at different levels.

Primary Group Formation

PROSHIKA believes neither poverty eradication nor sustainable development can be achieved through following a unitary approach. Hence, much emphasis is given on organization building of the poor. the landless, marginal and small peasants, occupational working people like fishers, weavers and artisans, slum-dwellers and women of all the above categories are organized to form the primary groups. Through a process of empowerment imparting different human and skill development training, the group members then develop their knowledge and skills that help themselves and engage in different income-generating activities with PROSHIKA financial services. A primary group is called *samiti* and consists of 20-25 members of a homogenous characteristics and same socio-economic condition.

However, People's Organization Building has been a key to PROSHIKA activity.

A total of 19,499 primary groups has been formed during the reporting period of which 14,738 are women's and 4,761 men's groups and a total of 359,273 group members has been increased during this year of which 2,63,376 are women and 95,897 men.

Table 1: Primary Group Formation (2020-2021)

Type	Target (2020- 2021)	Achievement (2020-2021)	% of Achievement (2020-2021)	Up to date (June 2021)
Women's Group	7,709	8,884	115	14,738
Men's Group	2,435	2,805	115	4,761
Total	10,144	11,690	115	19,499
Member (women)	159,261	155,455	98	2,63,376
Members (men)	50,293	49,091	98	95,897
Total	209,554	204,546	98	359,273

Area Expansion

To achieve a very effective and sustainable impact against poverty, PROSHIKA needs to expand its program activities in new areas where the target people are not involved in development and income generating activities facilitated either by any NGO or any government agency. This year PROSHIKA expanded its activities in 5,641 villages/slums under 807 unions and wards respectively. However, there has been some under-achievement in area expansion this year. PROSHIKA has been able to expand its activities of new 149 Area Development Centers (ADCs). Table 2 presents the details of area expansion.

Table 2: Area expansion (2020-2021)

Type	Target (2020-2021)	Achievement (2020-2021)	% of Achievement (2020-2021)	Up to date (June.2021)
Village/Slum	3,227	3,974	123	5,641
Union/Ward	475	643	135	902
Upazila/Thana	-	-	-	266
District	-	-	-	54
ADC	-	29	---	149
Branches of ADC	121	45	38	261