



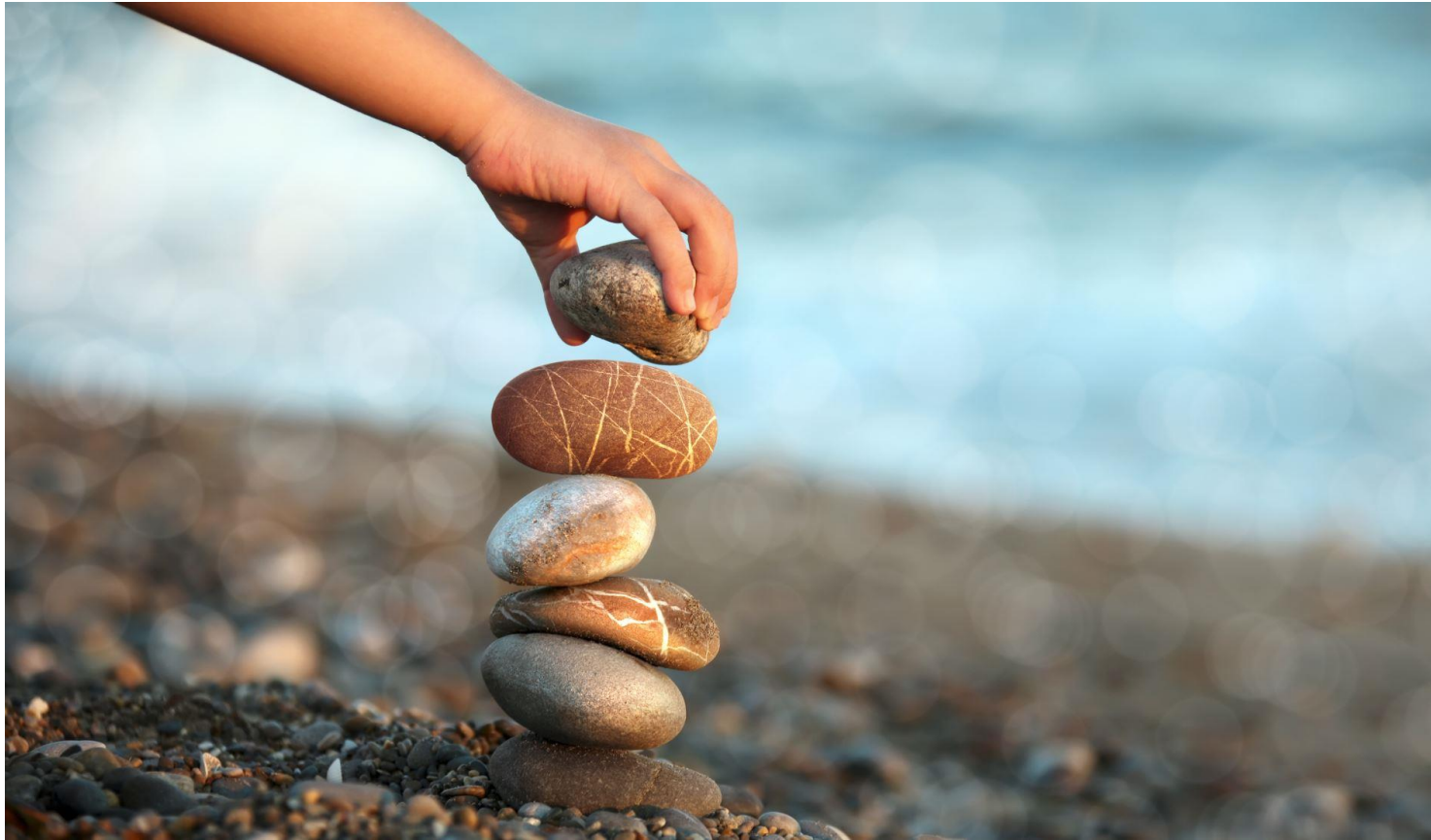
# Leaders for Life

Block Team – Capacity Building



People's Action for National Integration - PANI





## Objectives of today's session

- Reflections on self-development over the last one year
- Importance of planning and review during our day to day work
- Reflect on our way of communication with other stakeholders
- Importance of building relationship with people
- Importance of a Coach to guide and support our growth



# Your Elevator Pitch

- Imagine you have just gotten into the elevator.
- A government official/ donor/ important person you have been trying to meet for the last one month, steps into the elevator.
- You have 45 seconds till the elevator reaches his/her floor. This is your chance to introduce yourself.
- What would be your elevator pitch?



# Elevator Pitch

- Brief way (45-60 seconds) of introducing yourself
- Get across a key point or two
- Get someone's attention
- Create opportunity for follow up

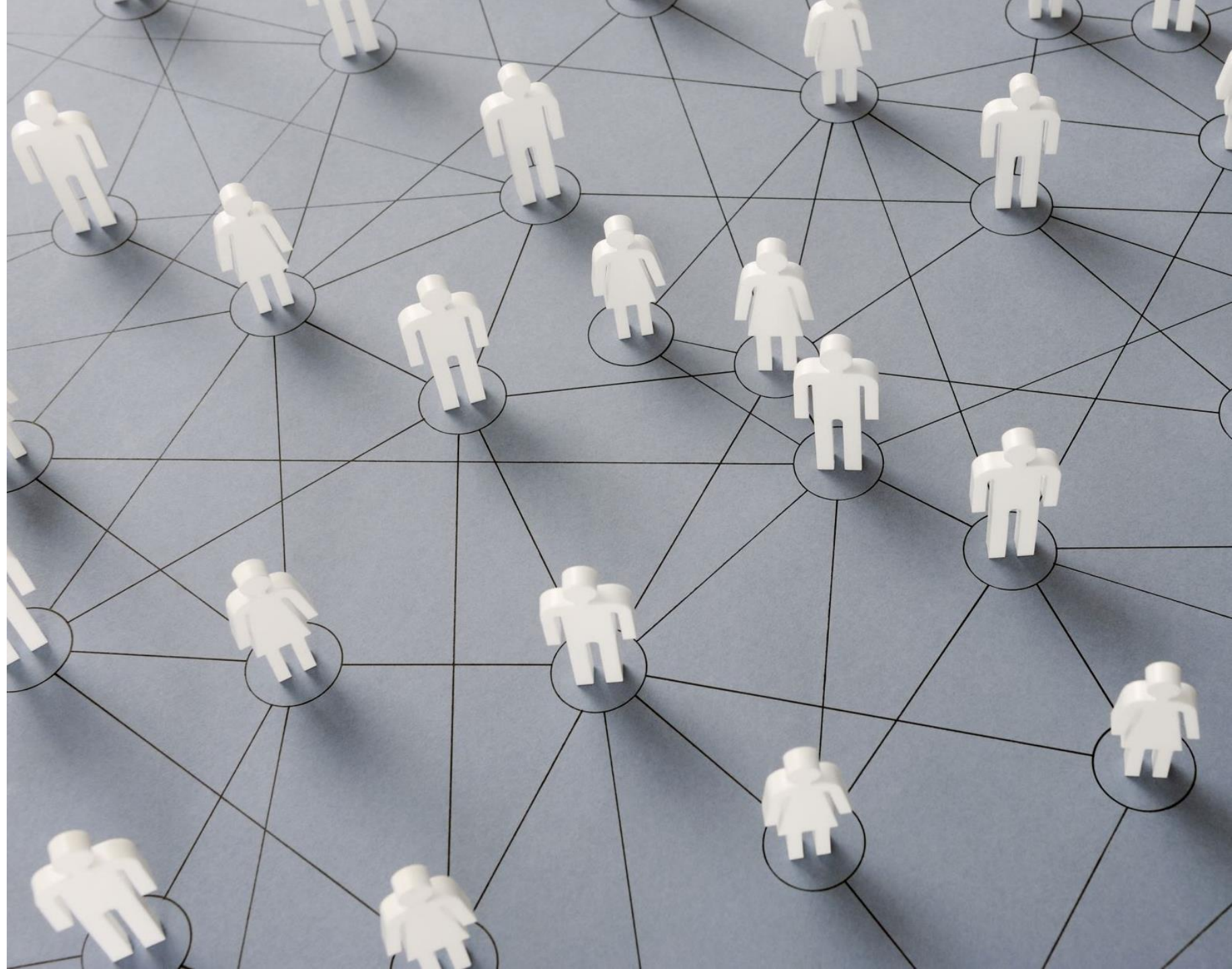
Who am I?

What do I do?

What's my ask?

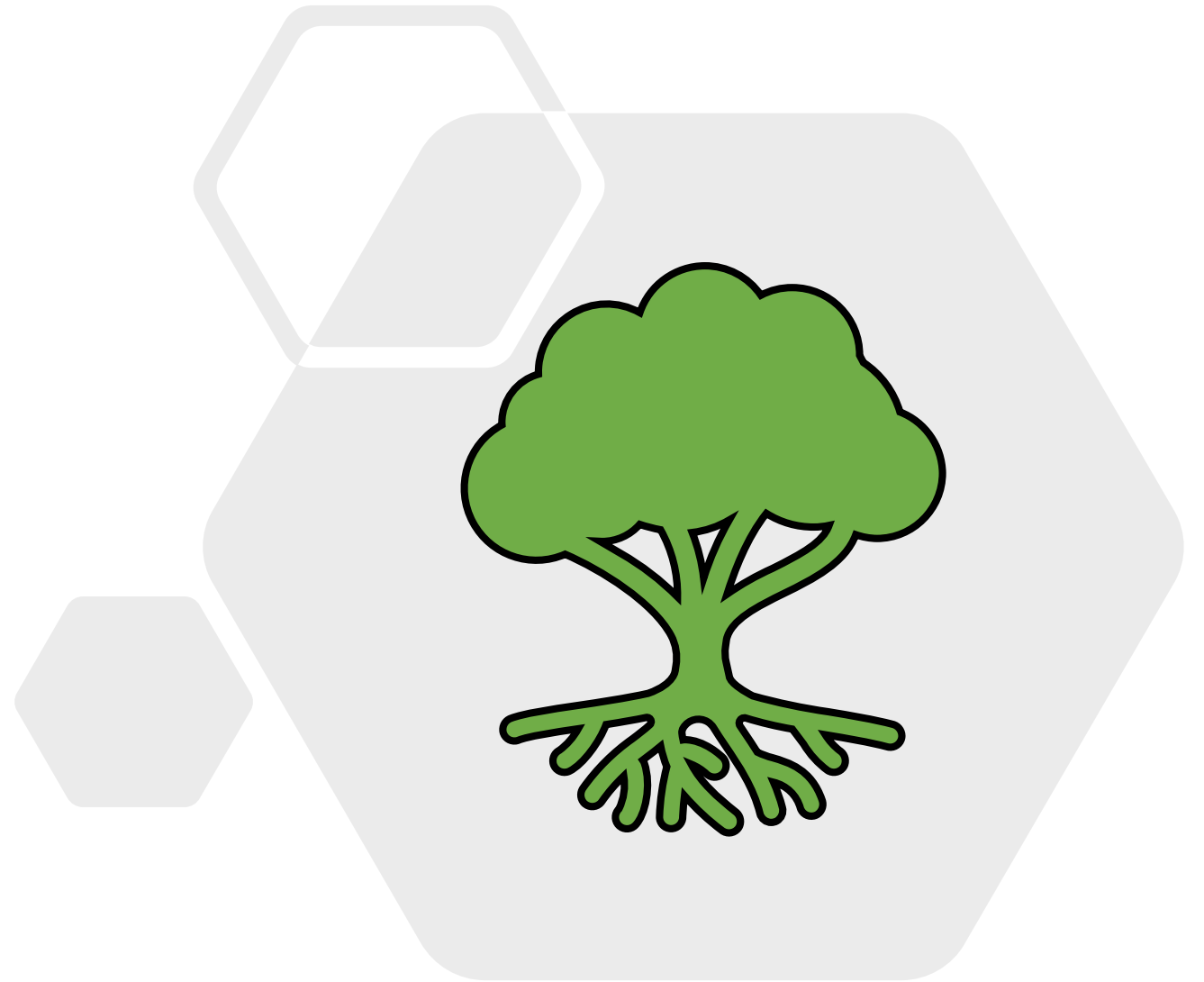
## 3 Cs of Communication

- **Clarity**
- **Confidence**
- **Crisp**



# Tree of Life

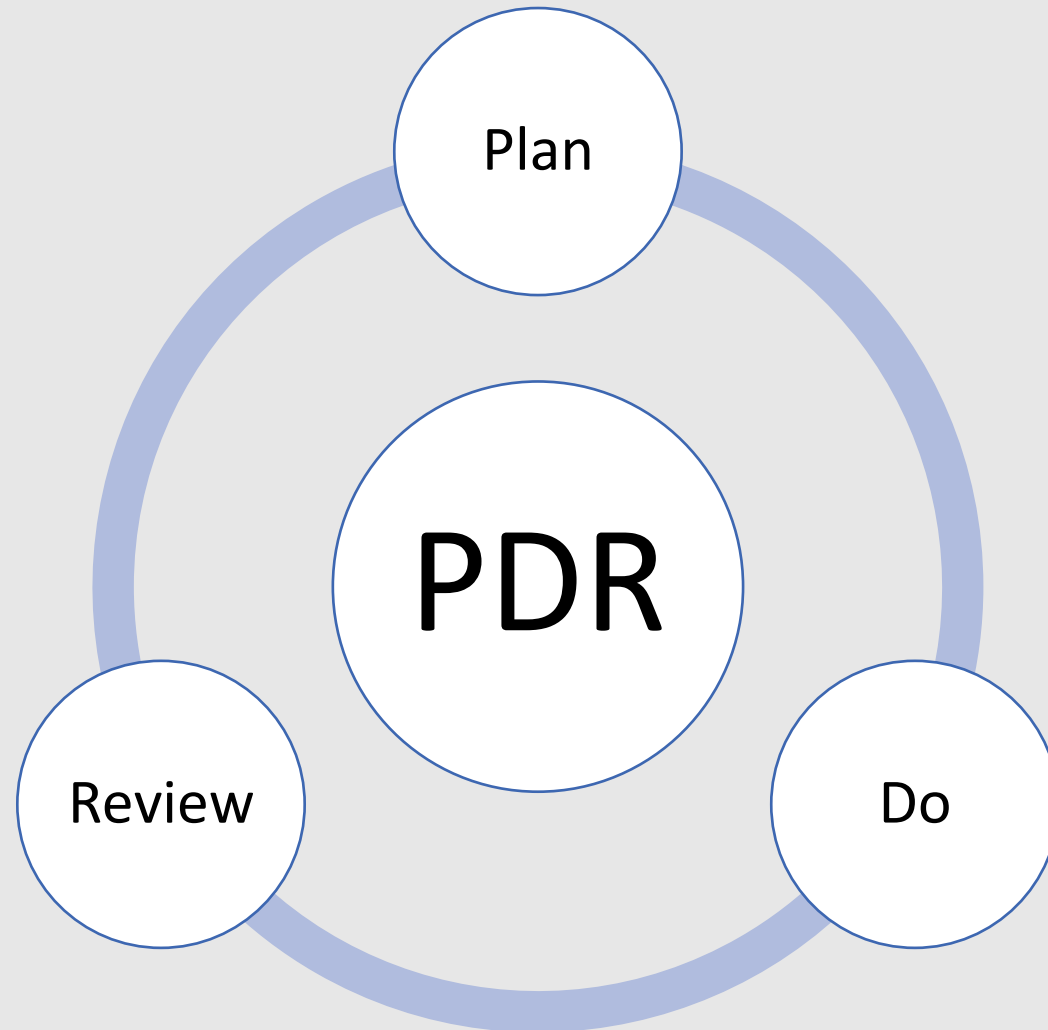
- Bugs – Areas to work on
- Fruits – Your achievement
- Branches – Your learnings
- Trunk – Your strength
- Roots – Your purpose and values



# Paper Ball Activity



3 important steps to follow!







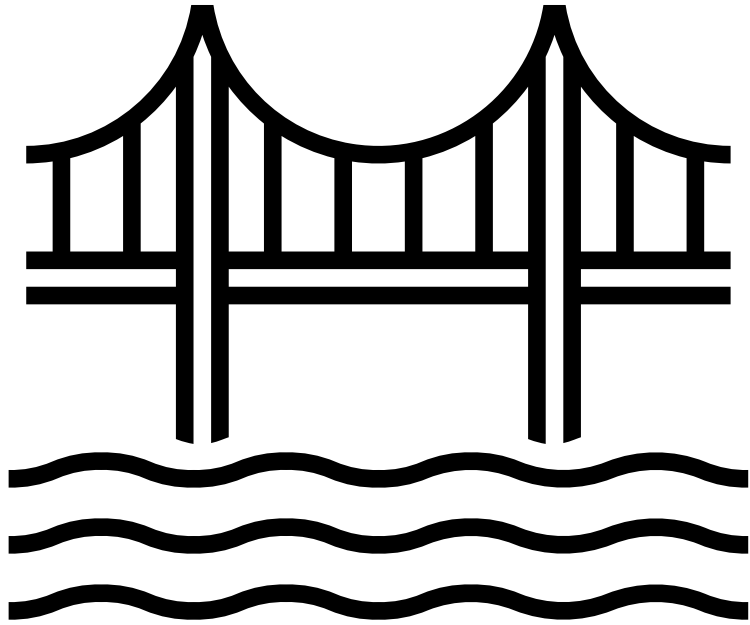
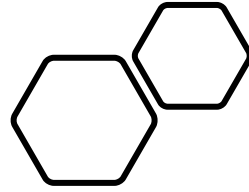
Effort is 40%



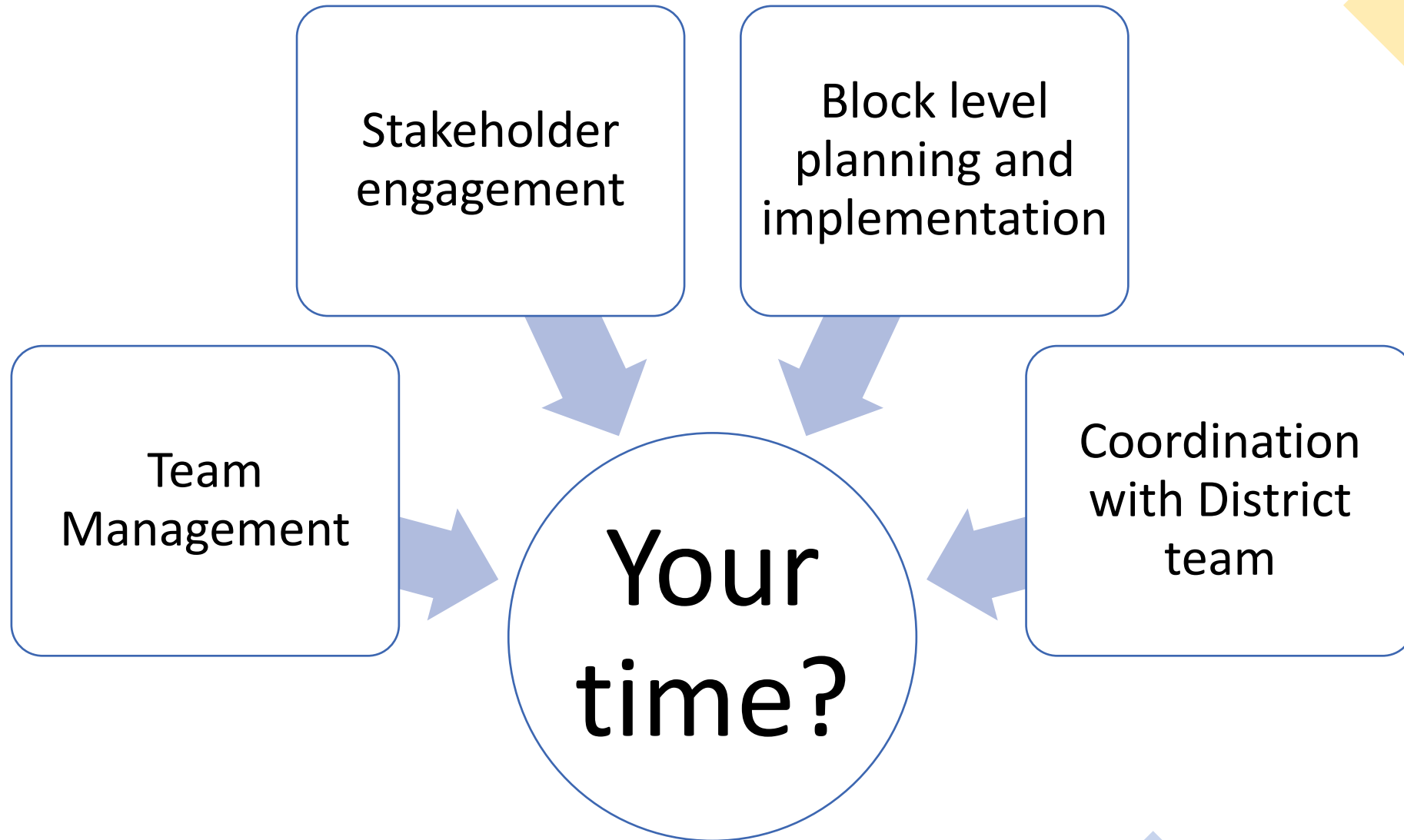
Effort is 20%



Effort is 40%



You are the  
bridge!



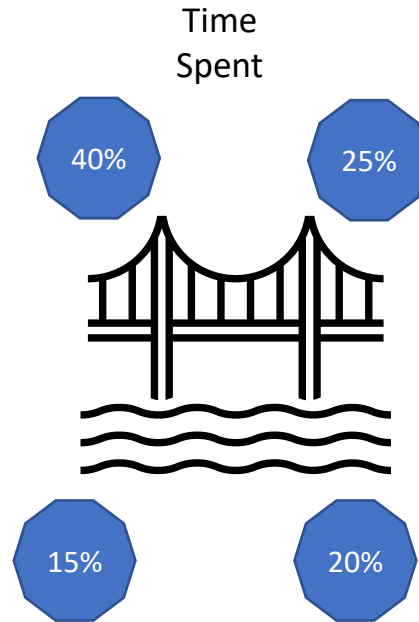
# What does the Block Coordinator Do?

## Team Management – FCs and CRPs

- Provides direction and support to FCs and CRPs to help them deliver outcomes
- Conducts daily and monthly meetings with FCs to check in on progress of CRPs
- Trouble shoots problems on the field and provides adequate support to the FCs
- Conducts capacity building sessions for FCs and CRPs to build their capacity
- Identifies strengths and areas of development for FCs/ CRPs and helps them bridge the gaps
- Motivates and inspires the team and role models 'what good looks like'
- Hires and inducts new FCs and CRPs into the program during transitions

## Stakeholder Engagement and Management

- Liaisons with Block level government officials to create awareness about PANI and program SWERA
- Interacts with the Gram Panchayath and Sarpanch on a regular basis to provide information about government schemes
- Interacts with the farmers and the community to trouble shoot problems related to farming
- Engages with the farmers and the community on a regular basis to build and maintain positive relationship



## Block level planning and implementation

- Plans and coordinates all block level implementation of the program to achieve targets set for the block
- Supports FCs to create weekly/ monthly cluster level plans for their GPs
- Oversees, records and documents all activities that are conducted at the block level
- Ensures all block level data is captured accurately by FCs, compiled and shared with the District team
- Trouble shoots any issues or challenges faced by the block team during implementation
- Provides support to new block coordinators as and when required
- Facilitates any block level visits or discussions for Program Swera

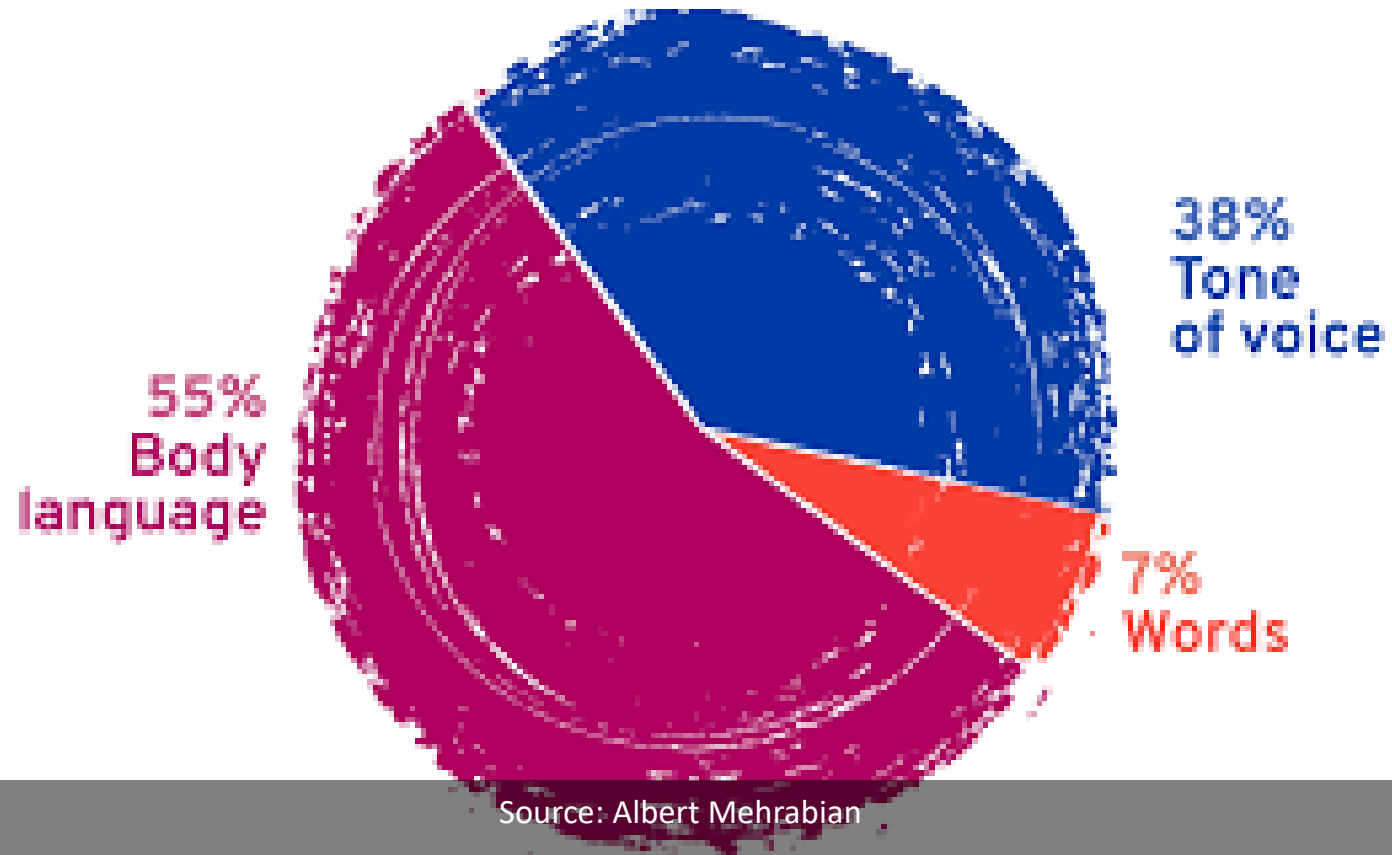
## Coordination with the District Team

- Coordinates with different verticals of the District team to implement various aspects of the program
- Coordinates with the different verticals to trouble shoot issues faced by the block team on the field
- Shares data and information to the MIS/ MEL team to capture progress of the Block team's performance
- Provides regular updates and inputs in monthly meetings and updates with the program team



Build a tower

# COMMUNICATION PIE



- How you say it is more important than what you say!


## Hearing

- Accidental
- Involuntary
- Effortless

## Listening

- Focused
- Voluntary
- Intentional

# The art of asking questions



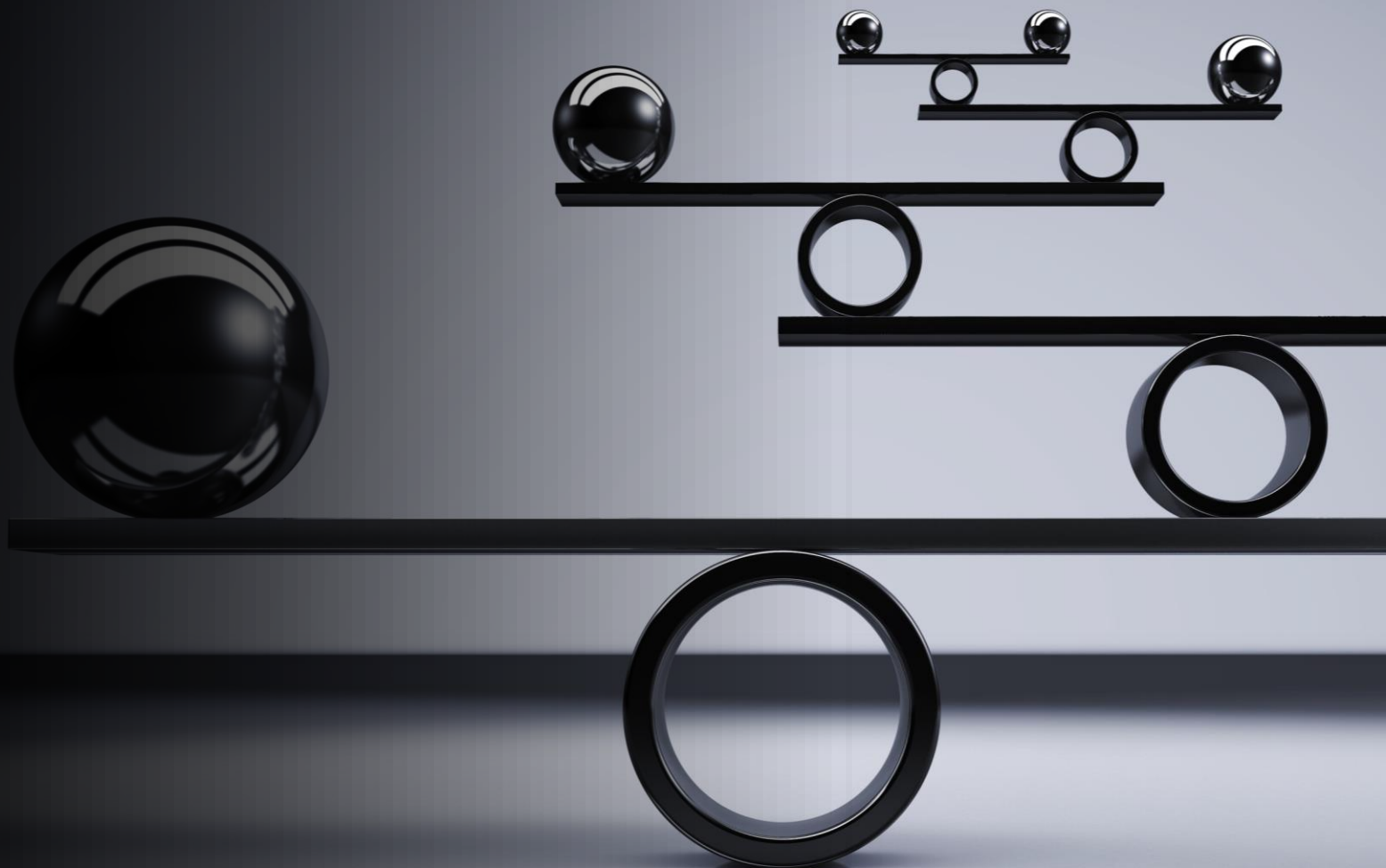
Open Ended	<ul style="list-style-type: none"><li>• What did you do to help the CRP?</li><li>• Tell me about your family</li></ul>
Closed Ended	<ul style="list-style-type: none"><li>• Did you share all the required details?</li><li>• Do you want to help me?</li></ul>
Probing	<ul style="list-style-type: none"><li>• How did it happen?</li><li>• What were you doing at that time?</li></ul>
Hypothetical	<ul style="list-style-type: none"><li>• What if...</li></ul>





# Working with a Sutradhar

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# Trust Walk



# Individual Development Plan!

Sl No.	Goal I want to achieve	Tasks and Actions that will help achieve the goal	Support I need to accomplish the goal and its tasks	Timeline

Thank you!



People's Action for National Integration - PANI



# Block Coordinator - Persona

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### Who is a Block Coordinator?

The Block Coordinator at Program Swera is a gentleman who is in his 30s/ mid 40s who belongs to one of the Districts in UP.

Most of the BCs have had long term association with PANI. They have been in other programs or employed with partner organizations for PANI.

### Their Family

BCs come from a large family of 3 to 4 siblings, parents, grandparents, uncles and aunts staying together. Their family is involved in farming for their livelihood. The BCs have some experience working in the fields and knowledge about traditional farming practices.

Most BCs are married with 2 or 3 children who stay with the extended family. The BCs stay close to the block office and visit their family whenever possible.

### Their Background

The educational qualification of the BCs would be Bachelors or Masters in any stream. Some of them have formal education in agri sciences that helps them in their role.

The BCs have about 8-15 years of experience working in grassroot level organizations with exposure to managing teams and engaging with communities.

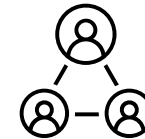
### A week in the life of a BC

The Block Coordinators spends time planning the activities for the week along with the Field Coordinators. They provide direction, handholding support for FCs, trouble shoot any issues they face in the field along with the CRPs and farmers.

Field visits, interacting with the farmers/ community, providing on the job support to FCs and BCs is a big part of the role.

The Block Coordinators spend significant amount of time coordinating with various verticals of the district team for planning, implementation, monitoring, recording and reporting of the program milestones.

### Block Coordinator - Persona



### Challenges they face

The BCs face some challenges in implementing their responsibilities as there seems to be an overlap of responsibilities between the District team and Block Coordinator. Their goals need to be defined better so they can focus on achieving their goals.

Building capacity of FCs and CRPs is a huge challenge as they are all at different skill levels. To bring everyone on the same page and develop their technical capabilities is a challenge.

### Their motivation

The Block Coordinators are motivated by the idea of improving the farmer's life and providing their family with better education, health and opportunities. They want to make a difference and contribute to the betterment of the farmers and CRPs.

The kind of work done at PANI and the involvement of senior leaders in developing people, is a big motivator for many.

The recognition, respect, growth and acknowledgement they have received at PANI, keeps them going for the long run.

### Their aspirations

At a program level, the BCs aspire to see their Block converted to a model Block that can be adopted by other districts/ states. They would like to see farmers accept and adopt new technologies that increase their revenues.

At a personal level, the BCs want to grow to bigger roles and positions where they can provide their expertise to a large team/ group of people. They are clear about wanting to be involved in agriculture related work and becoming experts in this field.

# What does the Block Coordinator Do?

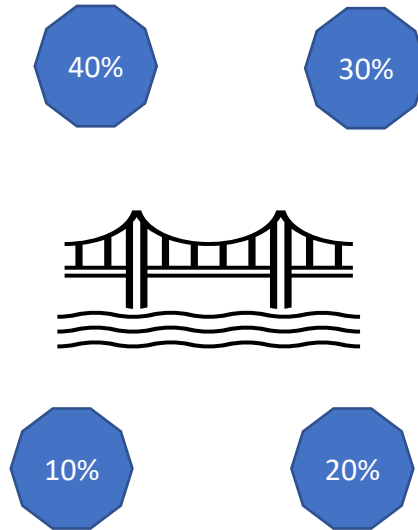
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Time Spent



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Scale: One BC manages 5 FCs; 50 CRPs; 50 GPs; 10,000 farmer households

# KNOWLEDGE AND SKILLS – FOCUS AREAS FOR BCS

- In-depth knowledge about farming – traditional and new
- Knowledge about crop seasons, seeds, pesticides, harvesting timeframes, fertilizers, plant diseases
- Water conservation techniques; water measurement
- Government schemes at a State and Central Level
- Demographic information about the block
- Cultural nuances and challenges faced at a block level
- Vision, mission and goals of the program

Knowledge



- Communication skills
- Stakeholder engagement and management
- Outreach and community mobilization
- Planning and execution skills
- Problem solving and decision making
- Facilitation skills
- Influencing and negotiation
- Documentation and reporting skills
- Team management – handholding, coaching, sharing constructive feedback, monitoring, evaluation and motivating
- Leadership skills

Skills

