



RESOURCE MOBILIZATION FOR DAIRY ASIA

Resource Mobilization

A process of raising different types of support including skills, knowledge and capacity and in-kind resources such as provision of office space, seconded staff, or partner participation at meetings etc

Not only use of money

Identifying new sources of resource mobilization as well as prudent use of the available resources

Enlisting all necessary resources, be they human, material or services, ready for action to achieve specific goals.

RESOURCE MOBILISATION IS GREATER THAN FUNDRAISING



Submitting proposals to a typical donor agency is the most conventional way of getting support but one needs a sharp and well defined value proposition



Resource Mobilization in the current economic environment

- The global economy is facing a resource crunch
- Aid will not flow freely
- Internal budgets shrink
- Opportunistic grants become scarce.
- Donors are more frugal
- Competition becomes fierce
- Projects need to be well thought out, attractive and strategically relevant



RM STEPS

1. Assessment of the current situation
2. Identifying required resources for achieving the objectives
3. Comparing **what is needed** and **what is available** to determine the gaps
4. Identifying potential sources of needed resources
5. Outlining best strategies for approaching stakeholders (donors and partners)
6. Outlining monitoring and review mechanisms.
7. Documentation of all activities



What resources can we already commit?

What is our strategy to cover resource gaps?

