

Priority Areas	Strength	Weakness	Opportunities	Threats
Quality and Cost Efficiency (Programmes)	<ul style="list-style-type: none"> Proximity of service (community-based) Quality of the programmes Proven curriculum (Jhula) Replicability Conversion of beneficiaries into staff 	<ul style="list-style-type: none"> Infrastructure Cost efficiency Short-term intervention (Umang) 	<ul style="list-style-type: none"> Need in other communities Resource Centres Tie-ups for implementation of programmes: <ul style="list-style-type: none"> Schools Community based organizations 	<ul style="list-style-type: none"> Other NGOs offering life skills programme Low availability of infrastructure and cost
Successful Outcomes (M&E)	<ul style="list-style-type: none"> Qualitative impact Basic monitoring tools Team involved in M&E 	<ul style="list-style-type: none"> No structured M&E framework Capture qualitative data in a systematic manner 	<ul style="list-style-type: none"> Experts in participatory M&E 	<ul style="list-style-type: none"> NGOs with available impact data Trend towards quantitative outcomes
External Recognition (Marketing)	<ul style="list-style-type: none"> Marketing through word of mouth Networking Marketing materials Social Media 	<ul style="list-style-type: none"> Low visibility in communities 	<ul style="list-style-type: none"> Interest of community in events, street plays etc. 	<ul style="list-style-type: none"> NGOs with aggressive marketing
Funding	<ul style="list-style-type: none"> Branded funders Good reputation because of high accountability Legal framework in place 	<ul style="list-style-type: none"> Short-term funding No revenue stream No corpus Donor management 	<ul style="list-style-type: none"> Employee engagement Revenue generation through Jhula Increase individual donor base 	<ul style="list-style-type: none"> NGOs with available impact data
Talent Acquisition & Retention (HR)	<ul style="list-style-type: none"> Very low turnover Second line management Basic performance appraisal Competitive salaries and benefits 	<ul style="list-style-type: none"> Staff development 	<ul style="list-style-type: none"> Capacity building of local staff through external consultant/volunteer Professionals/volunteers who want to work at the grassroots 	

	<p>External Opportunities</p> <ul style="list-style-type: none"> • Need in other communities • Resource Centres • Tie-ups for implementation of programmes (through schools and community based organizations) • Experts in participatory M&E • Interest of community in events, street plays etc. • Employee engagement • Revenue generation through Jhula • Increase individual donor base • Capacity building of local staff through external consultant/ volunteer • Professionals/volunteers who want to work at the grassroots 	<p>External Threats</p> <ul style="list-style-type: none"> • Other NGOs offering life skills programme • Low availability of infrastructure and cost • NGOs with available impact data • Trend towards quantitative outcomes • NGOs with aggressive marketing
<p>Own Strengths</p> <ul style="list-style-type: none"> • Proximity of service (community-based) • Quality of the programmes • Proven curriculum (Jhula) • Conversion of beneficiaries into staff • Qualitative impact • Basic monitoring tools • Team involved in M&E • Marketing through word of mouth • Networking • Marketing materials in place • Branded funders • Good reputation because of high accountability • Legal framework in place • Very low turnover • Second line management • Basic performance appraisal • Competitive salaries and benefits 	<ul style="list-style-type: none"> • Increase reach through new community resource centres or tie-ups with local NGOs • Beneficiary-led expansion • Tie-up with schools for implementation of Jhula to create revenue • Design M&E system and train staff in systematic data collection • Strengthen outreach programme • Design a fundraising strategy to diversify fundraising streams 	
<p>Own Weaknesses</p> <ul style="list-style-type: none"> • Replicability • Infrastructure • Cost efficiency • Short-term intervention (Umang) • No structured M&E framework • Capture qualitative data in a systematic manner • Low visibility in communities • Short-term funding • No revenue stream • No corpus • Donor management • Staff development 	<ul style="list-style-type: none"> • Replicate programme in other communities 	