



# **EFICOR'S** **External** **Communication Policy**

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#### **Preamble:**

EFICOR is working to establish a just, responsible, and compassionate society,

It is committed to promoting an environment that is of mutual respect and understanding.

It believes in the principles of stewardship, transparency, accountability, and inclusivity.

To further the objectives and the principles it embodies, the Board of EFICOR has resolved to create policies and guidelines to achieve its stated objectives.

#### **The Source of its Values, Principles and Practices**

Our understanding, principles, and practices are guided by the law of the land.

Our involvement will be based on the voices of different groups in a community and primary and secondary data.

#### **Application of the Policy**

This Policy applies to

Any Staff Member who is defined in EFICOR Employment Policy.

Any Representatives, which includes Board and Society Members, Guests, Visitors, Supporters, Consultants, Journalists, Photographers, Media Persons, Interns, etc.

This policy is to give clear guidance to all staff and representatives on what to communicate and who has the authority at what level to communicate about EFICOR to the media and others and the staff.

#### **1. Who could be the spokesperson?**

The main spokesperson of EFICOR is the Executive Director. He/She may assign the work to any staff member in writing to be the spokesperson for a particular period (when the Executive Director is on leave or travel) or occasion.

#### **2. What is the process of giving an Official Statement about EFICOR and its work or anything related to EFICOR?**

The Executive Director (ED) will issue the Official Statement to anyone on EFICOR Policies and what it stands for, through a written Statement signed by him/her or through email sent from his/her official email id. In case of a field situation where the ED is not present and cannot be present then he/she may assign the next in line, either the concerned Lead or Manager or the Project-in-charge to be the spokesperson. But the Statement to be issued should be approved by the ED/ a person authorized by ED. either by a written signed copy or by email sent from his/her official email id. Staff members should not give any Statement about EFICOR work without a proper approval process.

#### **3. What are the limitations at different levels to speak on behalf of EFICOR?**

- a. The Executive Director can speak on all matters.
- b. Directors/Managers – Only on matters about the particular project under them on the kind of activities carried out, achievements, and budgetary details.
- c. Project-in-charge – Field-level matters such as project details on what activities are



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carried out, achievements of the project, methodology undertaken, etc. pertaining specifically to the project they are in charge of.

d. No Junior Field Officer (Project Officer), Project Staff, or Community Organizers can make a Statement on behalf of EFICOR.

e. On matters related to HR or any other sensitive matters involving personnel (such as salary, sickness of staff, or death) the Statement has to be approved by the ED.

#### 4. Communication about EFICOR

In all presentations and communications, EFICOR is to be presented as a national relief and development organization engaged in disaster response, development, and training. EFICOR works with the poor and marginalized communities irrespective of caste, race, creed, or religion in situations of poverty, injustice, and disaster.

EFICOR Project Teams, in all its operational areas, should ensure that written posters about EFICOR are displayed to the communities. Apart from this, project field implementers will share with the communities about EFICOR by reading out the poster in the local language during meetings and training.

#### 5. Who can communicate with Donors?

The donor list is given in the EFICOR Annual report. Normally the Leads are authorized to communicate with the donor with a copy to [hq@eficor.org](mailto:hq@eficor.org). In some cases, the Executive Director/Lead authorizes staff within their Department to communicate with the donor with a copy to [hq@eficor.org](mailto:hq@eficor.org).

#### 6. Can EFICOR Manuals, data and materials be shared with others?

All Policies of EFICOR and the Finance Manual can be shared only with the approval of the Executive Director.

EFICOR Data cannot be shared by any staff, in any form with anyone. Only the ED or Staff Member authorized by the ED can disseminate the data. Sharing Data without proper approval is an offense and appropriate action can be initiated against the staff if violated.

The Staff Members can share promotional materials and other materials produced for distribution. However, training materials and modules can only be shared with appropriate approval from the concerned department Head.

All materials and data produced by the Staff Member during the work period with EFICOR are the intellectual property of EFICOR. No one can use or disseminate the same without proper approval from the ED.



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Do's	Don'ts
Interact with the media with the proper approval of the concerned Lead/Manager/Zonal Implementer.	Should not use media as a platform to raise his/her profile in public.
Relate with the media person to promote the image of EFICOR's work, consider the media as one of the stakeholders to advocate on behalf of the poor and marginalized communities, and provide relevant IEC materials to promote.	If a potentially controversial situation arises whereby EFICOR's reputation is put at risk, it is considered crucial that the matter be discussed with the Lead Team, including legal Consultants before engaging with the media.
Compensate and/or bear some costs incurred for food, transport, travel, or lodging; however, engagement based on incentives is discouraged.	Staff will not pay journalists/media houses to cover the news.
State facts and figures of programmes/projects being implemented.	Avoid giving personal opinions about EFICOR's work to the media.
Affirm that EFICOR works along with the government in building the nation by empowering and building sustainable and resilient communities, and where appropriate affirm partnership with government and other NGOs'/INGOs' programme /work.	Avoid giving statements concerning the local authorities, political parties, and the Government of India and refrain from commenting on other NGOs'/INGOs' programmes.

#### 8. Who is authorized to upload materials on EFICOR's official website, Facebook, Twitter, and Blogs? How often should it be updated?

Staff authorized by the Executive Director only can upload materials on EFICOR's official website, Facebook, Twitter, Instagram, and Blogs. However, the contents must be approved either by the ED or any concerned Lead.

The website will be updated as and when required or at least once a month. Facebook and Twitter should be updated at least once a week, Instagram updated instantly after the event and Blog as and when required.

#### 9. Uploading EFICOR information/photos in personal Facebook, Twitter, Instagram accounts and other social sites:

The following matters have to be taken into account: Staff are only permitted to promote EFICOR's work through posting the EFICOR official social media link into their personal social media accounts for purposes of prayer, for informing friends and well-wishers about our work, and for raising support/resources from friends and the social media circle. Staff are not allowed to post any official and community photos or such information directly into their personal social media accounts.

#### **10. What is the process to get approval to print or produce any materials, which will be circulated, projected, or displayed?**

If the staff or the Unit/Department decides to print or produce any materials which will be circulated, projected, or displayed, the draft or concept must be sent for approval to the ED's office and the final draft has to be approved by the ED.

#### **11. Sharing of information with the communities**

Staff can only share the following information with the communities:

- a) Final Project proposals after approval by the concerned Supporting Partner
- b) Project Implementation Plan (PIP) with the budget of each activity
- c) Evaluation / Mid-Term Review / Assessment Reports
- d) Impact of the projects or best practices to disseminate.
- e) Linkages with other stakeholders within the target locations, e.g., any network groups and appreciation letters from the authorities.
- f) Information about Line Departments or local administration to strengthen the sustainability of the project.
- g) CHS commitments and assessment report (where relevant) and EFICOR policies (relevant).

### FREQUENTLY ASKED QUESTIONS (FAQs)

Staff members are to use the information below to share about the work of EFICOR. All staff members are to read and understand the following.

#### **1. What does EFICOR do?**

##### **a. Training and Capacity Building**

EFICOR engages in Training and Capacity building to enhance knowledge and skills and to influence change in the attitudes of individuals, organizations, and communities. It conducts workshops, and short- and long-term training programmes for individuals and staff members of organizations to build their capacity to work towards transforming communities. EFICOR publishes magazines, booklets, and related materials on social issues and undertakes research activities to highlight social issues affecting the poor and the marginalized.

##### **b. Internship Programme**

EFICOR offers opportunities for students who want to do internships to expose them to community development and other related programmes. They are given opportunities to visit field projects for their studies and present their observations and recommendations. The duration may vary from 15 days to 6 months.

##### **c. Training Providers (TPs) workshop (2-4 days)**

This is a unique and comprehensive programme in which partners identified by EFICOR are trained in all areas required for community development on the grass root. This programme is offered both in English and Hindi. EFICOR has been offering this



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programme, motivating and building capacities of NGOs to respond to the needs of the poor, needy, and socially excluded communities in their locations.

Sahbhagita Model (CCT): EFICOR works with institution/groups to envision and equip to work with their own communities to bring transformation. This is unique in itself as they raise their own resources to implement this module. EFICOR trains Facilitators and Mentors to provide local level training and leadership towards community transformation.

#### d. Leaders Training programme

The training is aimed at enhancing the skills of participants to plan, develop and implement community development programmes effectively and efficiently.

The topics covered in this programme include:

- Integral Mission
- Survey Methodology
- Project Cycle Management
- Disaster Management and Risk Resilience
- Public Health (MCH and WASH)
- Climate Change & Environment Degradation Risk and Adaptation
- Government Schemes
- Finance Management
- Issues such as Gender, HIV & AIDS, etc.
- Standards required by organizations in Governance and Programmes.
- FCRA Regulation

#### e. Social Worker Training:

This is a unique and comprehensive programme with hands-on practical experience in the field in which the candidates are trained in all areas required for community development at the grass-root. This course is offered both in English and Hindi.

#### f. Climate Change

EFICOR builds community-based methods to address the negative impacts of climate change and facilitates community-based practices to respond and adapt to actual or potential impacts of climate change. EFICOR is also involved in advocating on the issues of Climate Change, focusing on mitigation and adaptation along with Climate Action Network – South Asia (CAN-SA).

#### g. Maternal and Child Health and Nutrition

EFICOR has been working with the Ministry of Health and Family Welfare and the Ministry of Women and Child Welfare to bring about better health and improve nutrition status among mothers and children through Maternal and Child Health (MCH) Projects whereby it contributes to work towards the reduction of maternal and infant deaths.

#### h. Urban Poverty

Issues covered under urban poverty include childcare, nutrition, and school enrolment



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with a special focus on the girl child. EFICOR also facilitates access to government schemes and entitlements at the local level, formation and strengthening of Self-Help Groups (SHGs) and linkages with nationalized banks, access to health facilities, promotion of hygiene & sanitation practices, and skills training for livelihood options.

#### i. Disability

EFICOR provides career guidance, soft skills training, sector-specific training, placement support, social security protection, entrepreneurship counseling, and self-employment opportunities for persons with disabilities. EFICOR also links up with probable Employers to advise on workplace solutions, free training, and placement of persons with disability as per job requirements and in supporting and facilitating their integration in the workplace.

#### j. Emergency Response

EFICOR helps rebuild the lives of disaster-affected communities in line with international humanitarian standards, i.e., Core Humanitarian Standards, Red Cross Code of Conduct, and Sphere International. EFICOR is a task force member of the National Disaster Management Authority (NDMA) and a Member of Sphere India, which is a network body of humanitarian agencies in India.

EFICOR alleviates the suffering of the people affected by disasters by providing food, household articles, non-food items, and psychosocial care. Beneficiaries are selected according to the need across sections of the community and care is taken that vulnerable communities are included such as the disabled and aged etc. EFICOR coordinates and networks with government and other humanitarian organizations for effective coordination and operations.

#### k. Disaster Risk Reduction

EFICOR helps to rebuild lives in times of disaster by restoring land for cultivation, livelihood, reconstruction of houses, etc. Disaster Risk Reduction programs have been implemented in selected disaster prone-areas to reduce the damage caused by natural hazards like floods, droughts, cyclones, and earthquakes, through ethics of prevention and resilience.

#### l. Peace and Reconciliation

EFICOR strengthens the capacities of the people affected by conflicts, works towards restoring peace and resolving conflicts, and helps communities to identify ways to promote social harmony and mend relationships.

#### m. Livelihood

EFICOR assists in empowering vulnerable, tribal, rural, and urban communities to meet their food needs and overcome injustice, restoring hope and dignity. EFICOR provides skills training to farmer groups to increase crop yield, which ensures sufficient food supply even in lean season and increases purchase power for household expenses. It trains marginal farmers to conserve rural natural resources to sustain them. Farmers learn



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various methods of land treatment and rainwater harvesting to recharge groundwater levels and improve soil moisture.

EFICOR assists communities in the formation and strengthening of Self-Help Groups (SHGs) linking them to formal credit sources and training them in Income Generation Programmes (IGP) that provide the needed additional family income. In addition, EFICOR works towards providing clean drinking water, which helps them to overcome health issues.

#### **2. What are the International and National Standards, which EFICOR adheres to?**

EFICOR is working towards improving the transparency and accountability and overall performance of the organization. To demonstrate social, and ethical performance, and accountability, EFICOR has adopted various approaches to measure, manage, improve, and demonstrate performance. EFICOR is the first NGO from India to receive Core Humanitarian Standards certification and one of only 20 organizations worldwide to be certified, through independent verification by HQAI.

#### **3. How do the Society and Board function?**

The Society is a representation of those in leadership in the community and those with rich experience in Development, Management, Finance, Human Resources, Media, and Legal issues representing all regions of India. Gender balance is maintained in the membership. The identified candidates are invited to become Members of the Society. The Society meets at least once a year in the month of July / August normally on the first Friday of the month. The Leads are invited to the Annual General Meetings.

EFICOR is governed by a Board, which is elected by the Society Members every year. The Board meets at least twice a year, normally on the first Friday of March and August. The Executive Director is the Secretary of the Board. The Leads are invited to the Board Meetings.

#### **4. Which are the States EFICOR works (Projects) in and will work in?**

EFICOR works at present in the following States: Andhra Pradesh, Bihar, Delhi, Jharkhand, Maharashtra, Madhya Pradesh, Orissa, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal.