

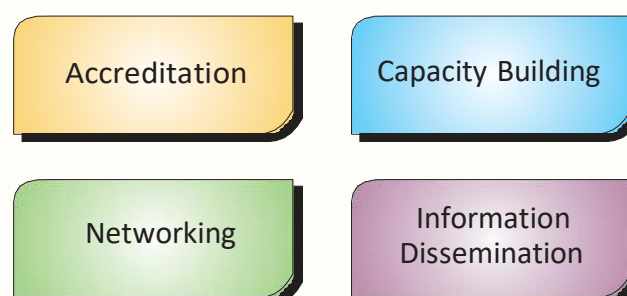


**CREDIBILITY
ALLIANCE**

Credibility Alliance (CA) is a consortium of Voluntary Organizations committed towards enhancing Accountability and Transparency in the Voluntary Sector through good Governance. Registered in May 2004 as an independent, not-for-profit Organization, CA emerged as an initiative from within the Sector after an extensive consultative process over a period of two years involving thousands of VOs all over India.

As an Organization, CA aspires to build trust among all stakeholders through improving Governance within the Voluntary Sector. As an initiative whose hallmark has been the participatory approach, CA has developed suitable Norms through wide-ranging consultation with and participation of diverse Organizations within the Sector by developing a large membership base. The members thereby participated in the process of evolving suitable guidelines based on Voluntary disclosure of information and adhere to them, promoting the ideals of Accountability and Transparency within the Voluntary Sector.

With the mission 'to build credibility of the Voluntary Sector through creation and promotion of Norms of Good Governance and Public Disclosure', CA's core programme areas comprise of:



I. Accreditation:

Accreditation by Credibility Alliance is a process through which a Voluntary Organization is certified as an organization adhering to Accountability Norms and providing service of a reasonably good quality. The recognition helps the public and others to trust in the quality of its services. The accreditation is provided only after ensuring that the organization adheres to certain Minimum Norms defined by CA.

BENEFITS OF GETTING ACCREDITED BY CREDIBILITY ALLIANCE

- Gain recognition as an accountable, transparent and governance driven organization by committing yourself to a set of Norms
- Avail discounted fees to participate in the capacity-building support through various Workshops and Consultations
- Relish a wider reach with Credibility Alliance and GuideStar India's websites displaying your organization's profile
- Enhanced prospects of attracting greater financial and other forms of support from various stakeholders, including Government and other donors
- Build the professional capacity of your organization through networking opportunities within a large membership base
- Last, but not the least, have a sense of belonging to bring greater credibility to the Sector as a whole



II. Capacity Building:

Credibility Alliance focuses on the Capacity Building process to maximize its potential and sustain its work by adopting the existing best practices. CA plans the Capacity Building initiatives for the Voluntary Organizations by identifying and outlining the gaps in the Sector, assessing the needs and finally instituting the programs to address those needs. In this regard, CA organizes National Consultation every year on the topics relevant to the Sector.

III. Networking:

Credibility Alliance works closely with many prominent organizations on various issues relating to the Sector. CA also facilitates interaction between experts in different areas and promotes the sharing of ideas and information between the Voluntary Organizations and the experts. CA helps VOs to seek issue-based information in the Sector that they are working in, which helps in building the professional capacities of VOs through training, thereby enabling them to increase institutional capacities.



IV. Information Dissemination:

Credibility Alliance sensitizes, spreads awareness, assists, educates and appraises on the recent developments, responsibilities and other critical issues pertaining to Voluntary Sector by disseminating vital information periodically to all VOs.



**CREDIBILITY
ALLIANCE**

**215, Second Floor, Kirti Shikhar Building,
District Centre, Janakpuri, New Delhi – 110 058
Ph.: +011 41656968 Email: info@credall.org.in
Website: www.credibilityalliance.org**



**CREDIBILITY
ALLIANCE**

Congratulations!

YOUR interest in accreditation by Credibility Alliance is the first step to achieving better Accountability and Governance in your organization.

In this guide, we help you understand the Norms and the process of Accreditation that Credibility Alliance follows.

Accreditation may sound tough, but it is a very simple process. The actual time frame required for completion of the process is 30 - 45 days, provided we receive the required documents from you in time. Here, we give you five simple steps to the process of Accreditation:

5 Steps to CREDIBILITY

STEP 1 ►

Fill the Accreditation Form

Fill in the Accreditation Form. You can download the same or send an online request on our website **www.credibilityalliance.org**. Attach the necessary documents and a demand draft/cheque as specified and send the same.

You can contact our Accreditation Coordinators for any query or concern.

STEP 2 ►

Desk Review

Your form and documents will undergo a Desk Review before we proceed to the next step of Accreditation by Credibility Alliance. During Desk Review, you will be informed about the adequacy of the required documents submitted to Credibility Alliance. Our Accreditation Coordinators will guide you to help you comply with all the Norms.

STEP 3 ►

Assessor's visit

Once the Desk Review is cleared, a team of independent Assessors will visit your organization for two days, to verify the documents, meet the Board members as well as the Staff and ensure completeness of the documents and information received.

STEP 4 ►

Sharing of Assessor's Report

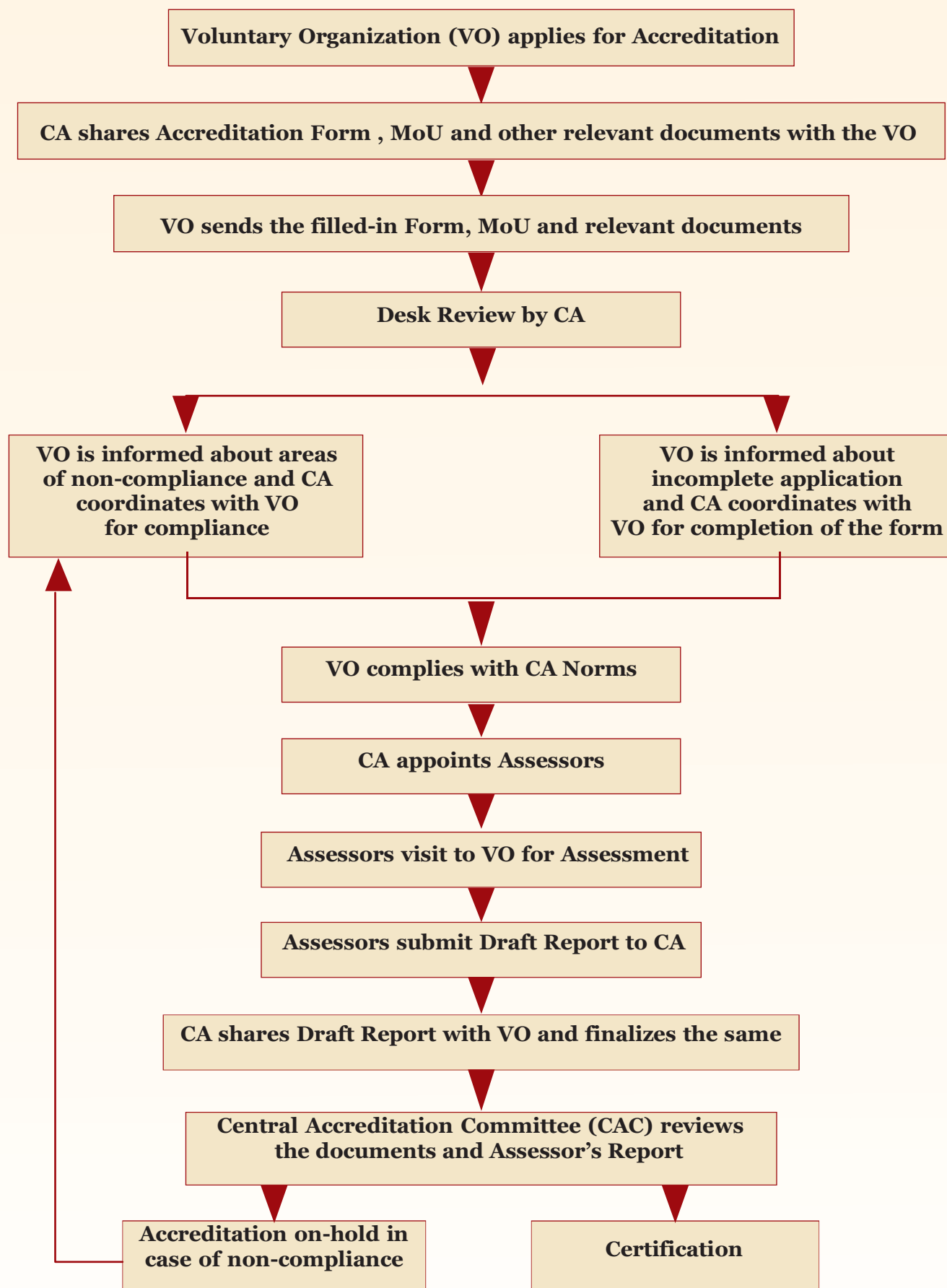
Assessor's report will be shared with you. Depending on the feedback, you may have to take necessary steps. For instance, if you are not including financial disclosures in your Annual Report, you need to do it in the upcoming Annual Report.

STEP 5 ►

CAC meets to finalize and qualify organization as Accredited

After you comply with all the necessary Norms, the Central Accreditation Committee (CAC) of Credibility Alliance will finalize and qualify your organization as Accredited.

A ccreditation *P* rocess at a *G* lance



Improving Governance
Building Trust

**CREDIBILITY
ALLIANCE**

215, Second Floor, Kirti Shikhar Building,
District Centre, Janakpuri, New Delhi – 110 058
Ph.: +91-011-41656968 Email: info@credall.org.in
Website: www.credibilityalliance.org



**CREDIBILITY
ALLIANCE**

Improving Governance
Building Trust

Credibility Alliance Norms Brochure

Head Office:
215, Kirti Shikhar Building, District Centre
Janakpuri, New Delhi-110058.INDIA
Ph.: 41656968
Email: info@credall.org.in
Website: www.credibilityalliance.org



NORMS FOR ACCREDITATION

To get accredited by Credibility Alliance (CA), you need to comply with the CA Norms. These Norms have been developed through in-depth research of international standards for voluntary sector. These have been discussed and passed with consensus of over 2000 grass root Voluntary Organizations in India.

CA has two sets of Norms

- Minimum Norms
- Desirable Norms

For an accreditation certificate, an organization must comply with Minimum Norms. You can also choose to comply with Desirable Norms as the next step after basic accreditation.

MINIMUM NORMS

The Minimum Norms are basic standards of Governance that all Voluntary Organizations should follow. It is mandatory for all members of the Alliance to comply with the Minimum Norms, which includes the following elements:

- Identity
- Vision, Aims, Objectives and Achievements
- Governance
- Operations
- Accountability and Transparency

1. IDENTITY

- The organization has been functioning for a minimum of one year from the date of registration
- The physical address given by the organization is verifiable
- The organization is registered as a Trust/Society/Section 25 Company
- Registration documents of the organization are available on request

2. VISION, AIMS, OBJECTIVES AND ACHIEVEMENTS

- A vision/purpose/mandate/mission, which drives the organization, is articulated beyond the registration documents
- The organization has a defined aim and a set of objectives
- The organization is able to show performance through defined indicators against stated objectives

3. GOVERNANCE

- The organization has a Governing Board, by whatever name called
- Disclosure details of Board Members namely: Name, Age, Gender, Position and Occupation

- Not more than half of the Board Members have remunerated roles
- The Board has at least two meetings an year suitably spaced with quorum stipulated in its own Articles of Association
- Minutes of the Board meetings are documented and circulated
- The Board approves programmes, budgets, annual activity reports and audited financial statements
- The Board ensures the organization's compliance with applicable laws and statutory regulations

4. OPERATIONS

- Activities are in line with the Vision, Aim and Objectives of the organization
- The organization periodically reviews the progress of programmes
- The organization follows consultative decision-making process
- The organization complies with applicable laws and regulations of the county
- The accounts of the organization are regularly maintained and those with an annual income above Rs. 50,000/- are audited by a Chartered Accountant
- Roles and responsibilities are defined for Personnel-Staff and Volunteers
- All personnel are issued letters of contract/appointment
- An appropriate Personnel Policy is in place

5. ACCOUNTABILITY AND TRANSPARENCY

- Signed audited statements are available: Balance Sheet, Income and Expenditure Statement, Receipts and Payments Account, Schedules to these, Notes on accounts and the Statutory Auditor's Report
- Statement of accounts to indicate whether constructed on a cash or accrual basis
- There are no serious adverse notes on any material point
- There are no material transactions involving conflict of interest between a Board or Staff member and the organization
- The organization's Annual Report needs to be distributed and communicated to the stakeholders and others and is made available on request every year, within eight months of the end of the organization's financial year
- The Annual Report contains a description of the main activities, a review of the progress and results achieved in the year; and information on the Board members' names, position in the Board, remuneration or reimbursement and should contain brief financial details

DESIRABLE NORMS

1. GOVERNANCE: Composition of the Board

- At least two-third of Board members are unrelated by blood or marriage
- A Board Rotation Policy exists and is practiced

2. ACCOUNTABILITY AND TRANSPARENCY

- Distribution of staff according to salary levels and gender break-up is disclosed in the Annual Report

The suggested frameworks are useful to help aggregate information from the organization. An organization can use **either of the following formats**:

i.	Slabs of gross monthly salary (in Rs.) plus benefits paid to staff	No. of Male Staff	No. of Female Staff	Total Staff
	< 5000			
	5001 – 10000			
	10001 – 25000			
	25001 – 50000			
	50000 <			

ii.	Slabs of gross monthly salary (in Rs.) plus benefits paid to staff	No. of Male Staff	No. of Female Staff	Total Staff
	< 2500			
	< 7000			
	< 15000			
	< 30000			
	< 50000			

iii.	Name	Designation	Year of joining	Years of experience	Gross monthly salary plus benefits	Remarks

Annual Report discloses the total cost of international travel by all personnel (including Volunteers) – segregating those incurred on the organization's expense and those that were sponsored, along with the names and designations of the persons who travelled and the purpose(s) of travel. In addition, organizations may also include details of air travel undertaken within the country

Name	Designation	Destination	Purpose	Gross Expenses (in Rs.)	Sponsored by