## CREDIBILITY ALLIANCE

Improving Governance
Building Trust

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:

Accreditation	Capacity Building
Networking	Information Dissemination
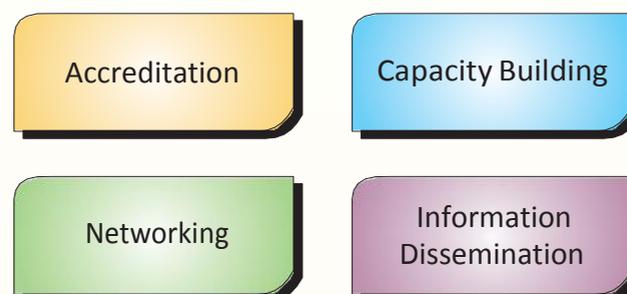
I. Accreditation:

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
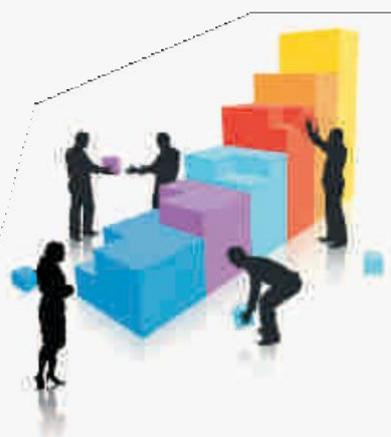
II. Capacity Building:

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 apprises on the recent developments, responsibilities and other critical issues pertaining to Voluntary Sector by disseminating vital information periodically to all VOs.