3 **Plan of Work**

**3.1** **What activities will be undertaken to achieve the goal and objectives?**

**Issues on Framing a quality Goals:**

1.Do not write a vague goal

2.Goal should be in line with the problem statement

3. Goal should be consistent with your organizations mission and vision statement

4.Use simple language to write a goal

5.Keep only one goal for a proposal

**Issues on Framing quality Objectives:**

1.Objectives should address the 5Ws(Why ,What ,When ,Where ,Who)

2.Objectives should support the goal

3.Objectives should follow a logical order

4.Frame SMART objectives

( Speciﬁc , Measurable , Achievable , Realistic ,Time)

5.Use action verbs while drafting objective

6.Keep 3-4 objectives

**3.2** **What speciﬁc activities will be conducted to achieve each objective?**

Once we have a logical and well reasoned goal, We have to frame three/four objectives that would help us in achieving the particular goal. While framing the objectives ensure that they provide answers to the 5Ws: Why: are you proposing a particular thing? What: approach will you adopt to reach the desired goal? When: will you conduct the particular project? Where: will you implement the project? Who: will be the primary stakeholders/beneﬁciaries or who will be doing a particular thing in a project? This is an easy way to frame objectives that provide detailed strategy for accomplishing the desired impact. it is very important that each of your objectives contributes and supports in achieving the goal. For instance if the goal of the project, is to improve maternal health in XYZ area, then each of the objective should contribute and suggest measures for improving maternal health. while framing the objectives, one should always remember that objectives should be logically placed, which simply means that while implementing a project a step by step procedure should be in place. This will also help you in planning all the activities accordingly. Most of the program mangers might have heard about this acronym for framing quality objectives. SMART mean objectives that are: Speciﬁc: This means that the objectives should be clear and unambiguous, giving details of how and what you intend to achieve. Measurable: This means that the objectives should be quantiﬁable so that one can see if they are being achieved or not. This can be done by assigning a numeric value to your objective by answering questions like: How many? How much? By when? Achievable: This means that the objective should be feasible, viable and within the control/capacity of the organization. While drafting the objective, the organization should keep in mind its own capacity, constraints and abilities to achieve the objective. Realistic: When you draft the objective ensure that they are realistic and can be attained within the available resources and time frame. Time – bound: It is important to give a time-frame for completing a particular objective. This helps in timely delivery of the outputs and outcomes without unnecessary delays. whenever you frame objectives use active verbs like create, identify, promote, enhance, increase, and develop etc. These verbs help in describing the course of action and give clarity to your object.