

COMMUNITY MOBILIZATION

Social mobilization is seen as a process for unlocking participation for collective action in course of community development. It is on going, dynamic, spiral and continuing process.

Definition:

"A process through which people are kept in action for a specific purpose by removing their visible and invisible stagnations"

The stagnant character of community is broken first with special focus on invisible stagnation that is stereotyped thinking and behavior towards life.

Community mobilization aims at making the people do what they were unwilling to do previously.

Social Mobilization is Equal to Turn:

No into Yes

Anti into Pro-fever

Coward into Brave

Sluggish into Active

Steps of Community Mobilization:

1. Sensitization
2. Awareness
3. Motivation
4. Actionization

Sensitization:

Sensitization refers to bring realization rather actionable realization to the minds of people and make them conscious about their needs and problems. Most of the people are unaware that they are unaware and views their problems and non-problems and issues as non-issue. However, sensitization serves pebble in the stagnant water and initiates a thinking process on community level.

(Refers to the feelings)

Awareness:

Once sensitized people need to go aware about the in-depth reality of their respective commodity in terms of conditions keeping them under-developed. They are told about the extent and severity of problems.

Motivation:

Once aware people are motivated to stand up and overcome the long-standing problems and miseries. For which people are also encouraged that they themselves can do the same in a better way. Here, ideas for action are generated.

Actionization:

Once motivated enough people initiate collective action aiming at collective development to come out of the slough. Here all stagnations are broken and removed and insiders become active participants of development course.

- 1 Sensitization
- 2 Awareness
- 3 Motivation
- 4 Actionization

Who can facilitate the mobilization process?

- ✓ Individuals
- ✓ Voluntary Groups
- ✓ Local Government
- ✓ Business Group
- ✓ School Group
- ✓ Religious Group
- ✓ Political Group

Some Modes/Methods for Mobilization:

1. Corner Meetings

Meeting with individuals, home meeting, pocket meeting (isolation)

2. Broad-based Community Meetings

You collect majority

3. Extension Lectures

Religious group, cast group, political group

(To give lecture on other place)

4. Door-to-door Campaigns

5. Community Dialogue

Related and link debate type, it is need based

6. Pamphlets and Handouts