



WELCOME



SOCIAL MOBILIZATION
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COMMUNITY

- A group of people living together in same environment sharing mutual benefits to each other is called a community

The world Needs

“MEN”

- Who cannot be bought
- Whose word is their bond
- Who put character above wealth
- Who possess opinions and a will
- Who do not hesitate to take chances
- Who will not lose their individuality in a crowd
- Who will be as honest in small things as in great things

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- Who will make no compromise with wrong
- Who will not say they do it “because everybody else does it”
- Who are true to their friends in adversity as well as prosperity
- Who do not believe that shrewdness, cunning and hard head ness are best qualities for winning success
- Who are not ashamed or afraid to stand for the truth when it is unpopular, who can say “no” with emphasis although all the rest of the world says “yes”

- Whose ambitions are not confirmed to their own selfish desires

THINK THREE TIMES BEFORE YOU ACT

- **Think First:** How well do I listen?
- Do I reserve judgment until hear all the facts
- How many essential facts do I usually remember
- Do I try to listen from the other person's view point
- How many questions do I ask to clear vague issues?
- What efforts do I make to check disputed points with other sources

THINK SECONDLY: WHY DO MY COMMUNICATION FAILS?

- Do I close up when misunderstanding occurs?
- How often do I resist new ideas because they do not fit my way of doing things?
- Do I talk to people but ignore their reactions?
- Do I always insist on having the last word?
- Do I dominate every group discussion?
- Do I use too many word to present a simple idea?

THINK THIRDLY: HOW DO CONFLICT START?

- Do I often be little the ideas of others?
- Do I usually order – instead of invite action?
- Am I interested mainly in self promotion?
- Do I often delay action when a decision is needed
- Do I expect others to read my mind?
- Do I tend to annoy others?
- Do others often misunderstand me?

TIPS FOR SUSTAINING COMMUNITY INSTITUTIONS

HISTORICAL PERSPECTIVE

- Panchayat /Jergah
- Masjid Committees
- Muhalla Committees
- Salat Committees
- Zakat Committees
- City Aid Groups
- Cooperative Societies

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- Local Councils
- Markaz Councils
- District Councils
- Isla-e-Muashrah Committees
- Welfare Societies

REASONS FOR LOW PROFILE

- Defective Need Assessment
- Poor Socio-Cultural Considerations
- Absence of Leadership in the Community
- Group Domination in the Community
- False Commitments by Organizers
- Defective Organizational Procedures
- In-effective motivation
- In-adequate Training and Guidance

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- Lack of recognition and respect
- Mis-matching of incentives with the needs
- Selfishness of dominated individuals/groups
- Absence of proper accountability
- Discontinuation of follow up services

Element for Conducive Environment

No	Elements	Quality Conditions
1	Community Organizer	<ul style="list-style-type: none"> ■ Dedicated and Devoted ■ Capable to satisfy the community
2	Organizational Goals and Objectives	<ul style="list-style-type: none"> ■ Clear & well defined ■ Quantifiable & acceptable
3	Community Groups	<ul style="list-style-type: none"> ■ Preferably homogeneous ■ Free from enmities ■ Have positive thinking ■ Face identical problems

4	Inter-actions	<ul style="list-style-type: none"> ■ Frequent between community members ■ Well planed between Organization and Community
5	Leadership	<ul style="list-style-type: none"> ■ Dedicated and Devoted ■ Always inclined to watch the community interest ■ Should have sufficient time for community works ■ Free from personal biases and believer in justice ■ Should feel sufficient incentive in program

6	Membership	<ul style="list-style-type: none"> ■ Voluntary ■ Business oriented ■ Generally acceptable to majority
7	Rules and Regulations	<ul style="list-style-type: none"> ■ Simple and understandable by majority ■ Fully backed by Government ■ Implemented in letter and spirit ■ Evaluated and modified

ANTICIPATED DIFFICULTIES	
<ul style="list-style-type: none"> ■ Poor Command of Change Agent on the subject ■ Inadequate assistance ■ Non availability of resources ■ Disappointing response from community 	

STRATEGY FOR CHANGE	
<ul style="list-style-type: none"> ■ Deploy dedicated and devoted change agents, impart full training and establish a continued monitoring system ■ Build the confidence of Community ■ Make comprehensive situation analysis ■ Suggest minimum and most promising changes to the willing individuals ■ Pool the resources of community where these are beyond the access of the individuals ■ Conduct detailed surveys of pre and post situation and quantify the change ■ Use services of local forward group for multiplication of the change 	

DECISION MAKING

- Find the precise problem
- Define the most likely solutions to the problems
- Assess the quantitative effects of each likely solution
- Evaluation of the qualitative effects of each likely solution
- Decide the best solution
- Take action