# UNIT 4 COMMUNITY AND SOCIAL MOBILISATION

## STRUCTURE

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## 4.1 INTRODUCTION

The goal of social mobilization is to raise the status of the poor in a society through capacity building for self-awareness, self-development and self-realisation. Information sharing and discussion are critical elements of effective communication. Dialogue includes debate, disagreement and negotiation. It builds consensus and unities in diverse sectors of society around a common purpose. Sometimes, mediation is required to bring discussion and debate to agreement on problem definition, goals, or actions. Often dialogue is a means to empowerment. It may overcome or diffuse resistance, lead to compromise or to new ideas.

Besides dialogue, collecting; understanding and using information are other critical components of social mobilization. If gathering and disseminating information are to be a genuine part of social mobilization, it must involve local communities, families and children in the design and implementation of research and action. This includes identification of the problem and its cause, carrying out surveys or interviews, giving feedback, discussing the results and deciding what action to take; whether to organize local groups, advocate for a new service, or seek funds to create new infrastructure. The Unit start with defining social and community mobilization. After providing definition, the Unit will discuss the process of social and community mobilization. Community mobilization will be explained with the help of formation of self help groups.

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## 4.2 OBJECTIVES

After studying this Unit, you would be able to
- Define community mobilization and social mobilization;

- Discuss the process of community and social mobilization;
- Explain few successful case studies based on community mobilization; and
- Significance of community mobilization in local government institutions.

## 4.3 COMMUNITY AND SOCIAL MOBILISATION- INDIAN BACKGROUND

It was Aristotle who first defined the word "community" as a group established by men having shared values. That initial definition has been refined and expanded through the years. We have come, for example, to recognize that people can belong to a number of different "communities" simultaneously--communities of place; cultural communities; communities of memory, in which people who may be strangers share "a morally significant history"; and psychological communities "of face-to-face personal interaction governed by sentiments of trust, co-operation, and altruism."

Before we discus further precisely we can define what is "community"? A community is a body of persons sharing common problems, living in a physically identifiable area. The number of families in a physically identifiable area can be any number from 10 to 250. (People's process in post-disaster and post-conflict recovery and reconstruction, United Nations Human Settlement Programme). Community living in an area are responsible for the decisions taken by themselves with regard to their own development. Apart from micro level, decision taken by the governments at the macro level may also affect community. In this situation, social mobilization plays a significant role to mobilize entire society at macro level and they come together in a large scale to challenge the existing macro level situation.

The world, we are repeatedly reminded, has contracted into a "global village." One effect of this contraction is the bringing together of hitherto isolated peoples, allowing for the development of new patterns of civilization--but also creating new tensions. Thus, challenges now confront communities at local, national, and global levels. The concept of mobilization was first used to refer to the shifting of the control of resources from private-civilian to public-military process. More recently, it has been applied to a society's intentional increase in the control of a variety of assets, such as nation's mobilization of economic and other resources for development.

### 4.3.1 Community Mobilization

Community mobilization is a process through which action is stimulated by a community itself, that is planned, carried out, and evaluated by a community's individuals, groups, and organizations on a participatory and sustained basis to improve the health, hygiene and

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education levels so as to enhance the overall standard of living in the community. A group of people have transcended their differences to meet on equal terms in order to facilitate a participatory decision-making process. In other words it can be viewed as a process which begins a dialogue among members of the community to determine who, what, and how issues are decided, and also to provide an avenue for everyone to participate in decisions that affect their lives.

**Box 1: Case 1- Community Mobilization**

The following case study will explain the process of change through community mobilization. As we are all aware, Women are mobilized as self help group members to bring change at the individual level as well as community level. After forming as group by the women themselves, they start discussing among themselves on the issues affecting them as a community through external stimuli or self awareness. Once they gain awareness on the development issues affecting them, they try to provide suggestions to the community. Based on the above discussion, SHG members have been instrumental in arranging for street lights to be provided in the panchayat with the assistance of panchayat president in Pattabiramaparum tribal panchayat in Tiruvallur district of Tamil nadu. They are able to get insurance. Along with that, they formed milk producers society and supplied milk to Tamil Nadu Milk Co-operative society.

Panchayat president belongs to scheduled tribe community and more than 20 scheduled tribe families reside in the panchayat. These families were struggling to get their lands registered and finally managed to obtain community certificates. As a result their children are studying in schools in Arungunam panchayat, Kanchipuram. Common Livelihood Group (CLG) called Senthamizh Milk Procurement formed with 20 members among poor and very poor. The group was trained and a grant amount of Rs.95000 has been provided with. The group procures about 140 litres of milk locally and sells it to 'Aavin'. About 15 litres of milk is sold in the local market at Rs.20 per litre (Vaiyavur panchayat, Kanchipuram) CLG formed among scheduled tribe families for goat rearing activity (Arungunam panchayat, Kanchipuram)

Ref. An Empowerment and poverty reduction initiative of Government of Tamil Nadu, www. Pudhuvazhvu.org. accessed on 13th November, 2013

### 4.3.2 Requirements of Community Mobilization

Community mobilization needs many analytical and supportive resources which are internal (inside community) and external (outside Community) as well. Several of the resources are as following:

- Leadership; Organizational capacity; Communications channels; Assessments; Problem solving; Resource mobilization; and Administrative and operational management.

## 4.4 SOCIAL MOBILIZATION

Social mobilization refers to mobilization of civilian population. Social mobilization is often used by grassroots-based social movements, including revolutionary movements, but can also become a tool of elites and the state itself. The process usually takes the form of large public gatherings such as mass meetings, marches, parades, processions and demonstrations. Those gatherings usually are part of a protest action.

Social mobilization usually starts in places where individuals have significant ties to their communities like peasant villages, urban craft and worker guilds and labour unions, or religious communities. News or rumours of political change are common triggers for mass mobilization, which aims to call attention to economic distresses of the community. Peasant rebellions are an example of such an occurrence. The extent to which social mobilization is organized versus spontaneous and the extent to which it relies on reason versus emotions are still debated by scholars. Informal social mobilization is usually seen as more spontaneous and emotional. Informal social mobilization occurs suddenly, in response to a crisis or an opportunity; when individual join the protest actions through networks based not on an organizational structure but through interpersonal relationships, such as friendship, workplace, or neighbourhood. Increasingly modern technology, such as mobile phones and the Internet are used to generate informal mass mobilization. Demonstrations such as the Monday demonstrations in German Democratic Republic or those during Iranian revolution are examples.

Of late, great success has been achieved around the world through social mobilization for immunization, eradicating illiteracy; empowerment of the weaker and underprivileged and creating self managed institutions of the poor etc. One of the key elements responsible for this success has been the concept of social mobilization. In the process of bringing together all feasible and practical inter-sectoral social allies to raise people's awareness and demand for a particular development programme to assist the delivery of resources and services and to strengthen community participation for sustainable and self-reliance, success can be achieved.

### 4.4.1 Social mobilization enhances participation of rural poor in local governance

Social mobilization is the cornerstone of participatory approaches in rural development and poverty alleviation programmes. It is a powerful instrument in decentralization policies and programmes aimed at strengthening human and institutional resources development at local level. Social mobilization strengthens participation of rural poor in local decision-making. It improves their access to social and production services and efficiency in the use of locally available financial resources, and enhances opportunities for asset-building by the poorest of the poor.

Social mobilization is about empowering the poor based on three vital parameters of power namely

a) Their own capital;

 b) Their own knowledge; and

c) Their own organizations.

Idea of empowerment is based on the assumption that there are three fundamental sources of power that is:

- Capital is power and the habit of saving must be included for self-reliance.
- Knowledge is power; no development can sustain without the process being grounded in one's own knowledge base, culture and skills.
- Organization is power for participation to be effective and dynamic; the groups must respect the principle of social, economic and cultural homogeneity.

### 4.4.2 Community Mobilization and Inter relationship

Social mobilization is commonly considered to be an important dimension of capacity, organization and institution building, particularly, when relating to disadvantaged people. Social mobilization may occur at all levels. Most often, however, the term is used for activities in local communities, although not necessarily confined to such communities. When thus confined, the process is commonly referred to as community mobilization. This may involve whole communities or be limited to sections of the communities (for instance, land-less people or groups of particularly poor women).

The interrelationship between community mobilization/participation and social mobilization needs to be clarified. For some, social mobilization seems to cover mostly social movements initiated from the top in which persuasion and /or 'manipulation' techniques are used to reach objectives on a massive and rapid scale. Conversely, community mobilization for

participation is often viewed as spontaneous movements initiated from the grassroots, which take the form of self-help and small-scale projects.

**Check Your Progress Exercise 1**

**Note:** i. Use this space given below to answer the question.

      ii. Compare your answer with the one given at the end of this unit

1. What is the meaning of Mobilization

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2. What is Social Mobilization?

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3. What is Community Mobilization?

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## 4.5 SOCIAL AND COMMUNITY MOBILISATION- AN ANALYSIS

Community mobilization is a frequently used term in developmental sector. Recently, community mobilization has been considered as valuable and effective concept which has various implications in dealing with basic problems like health and hygiene, population control, pollution control and gender sensitization. For implementation of basic education programme, organization of mobilising community is an essential step. A number of steps can be taken to increase awareness at individual and group levels. But to ensure basic education for the massive poor population there is a need for social mobilization.

### 4.5.1 Community Mobilization- Process

A community mobilization programmes ideally consist of a locally organized and planned, community intervention, where the individual stakeholders and other development workers such as health workers, NGO coalitions, Religious leaders, police, media and local businesses collaborate on a range of complementary interventions. There is a lot of community

mobilization research that has already been done, and the evidence for effective strategies tends to come from these studies. A number of research studies have shown that community mobilization can change the attitudes, norms, practices and behaviors of individual and groups.

Mobilization can facilitate the structural change within the community, which in turn works for the empowerment of communities and bring positive change. However, effective programmes tend to be complex, long term and demand resources. Community mobilization can be an effective tool but expensive strategy. The mobilization process usually does not occur spontaneously. It must be guided by effective organizers and leaders. The process depends on the cooperation among variety of agencies, groups, and individuals, cutting through denial and apathy, as well as managing inter-organizational suspicion and conflict, so that the process leads to changes in awareness, understanding, and improved response to the problem.

### 4.5.2 The Seven Principles of Community Mobilization

The following are the seven principles of community mobilization:

*Dialogue:* Community establishes dialogue between all relevant persons and institutions. Dialogue is the basis for the confidence and trust building and thus for development. Dialogue means open communication with all partners involved in the project cycle

*Capacity Building:* Community Mobilization aims at unfolding the capabilities and capacities of local partners and service providers. One explicit aim of any project is to increase the ability of the partners to handle such projects with less assistance in the future

*Social Responsibility***:** In communities, some have more than others. Community Mobilization demands that the elite care about the more vulnerable in the villages. Vulnerable families are to be integrated into the community

*Transparency and Accountability***:** Every villager has the right to know about the technical procedures, financial flows and the project progress. So there is an open process that encourages documentation and allows exchange of information

*Sustainability:* Community Responsibility demands local responsibility, Commitment and contributions to initiate ownership among those who benefit from the project. This is expected to improve the likelihood that those persons who benefit will take of the project in future.

*Gender:* Men, Women, Young and Old people within the village experience different conditions and have different needs and capabilities which have to be addressed and taken care of

*Do no harm*: Community Mobilization in a civil war has to take the conflict dimension into consideration. Do we increase the existing tension within and across the Communities? What is our role as development professionals in the conflict? What response could we expect towards our action from the conflict parties? Dialogue and transparency promote a certain degree of confidence and reduce friction among communities and also between service providers, communities and the private bodies

### 4.5.3 Perception and Attitudes

Community Mobilizers have to reflect their own perceptions and attitudes.

**Roles and Responsibilities:** Taking individual responsibility to teach and train others is the key task of Community Mobilization.

**Negotiating space for local action:** Different spaces have to be found for different activities like public meeting, informal gathering, private chatting etc.

**Self- reflection:** Community Mobilizers have to reflect on themselves and their values. Do we have and show respect to the poor? Do we empathize with the poor? Are we prepared to develop a close relationship with them?

**Relationship:** Space and time are critical factors in building relationship with people. Open and warm relation has to be cultivated.

**Joint Learning:** Learning is an ongoing process and it is a collective action and this happens when the community mobilizer exchanges ideas and discuss with the villagers.

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## 4.6 SOCIAL MOBILISATION- PROCESS

Social Mobilization, as defined by UNICEF, is a broad scale movement to engage people's participation in achieving a specific development goal through self-reliant efforts. It involves all relevant segments of the society like decision and policy makers, opinion leaders, bureaucrats and technocrats, professional groups, religious associations, commerce and industry, communities and individuals. It is a planned decentralized process that seeks to facilitate change for development through a range of players engaged in interrelated and complementary efforts. It takes into account the felt needs of the people, embraces the critical principle of community involvement, and seeks to empower individuals and groups for action.

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Mobilizing the necessary resources, disseminating information tailored to targeted audiences, generating inter-sectoral support and fostering cross-professional alliances are also part of the process. While the components of the process may be everyday practice in many development programmes, they tend to be taken up in an isolation of each other. Social mobilization in total aims at a continuum of activities in a broad strategic framework. The process encompasses dialogue and partnership with a wide spectrum of societal elements. At the policy level, the outcomes should be a supportive framework for decision making and resource allocation to empower communities to act at the grassroots level. The outcomes should be people's active involvement ranging from identifying a need for implementation in achieving the development objective and evaluation effort. The solidarity of bureaucrats and technocrats and a broad alliance of partners among various non-governmental groups are equally critical for the attainment of any change-oriented development goal. Simply stated, social mobilization calls for a journey among partners and results in the successful transformation of development goals into societal action.

Social mobilization is the primary step of community development for recovery from conflicts and disasters. It allows people to think and understand their situation and to organize and initiate action for their recovery with their own initiative and creativity. Through mobilization, people can organize themselves to take action collectively by developing their own plan and strategy for recovery rather than being imposed from outside. Communities that take charge of their own recovery will make informed decisions, reach sustainable solutions, and achieve better results faster, while at the same time enhancing their solidarity and capacity to undertake development initiatives. This action is one of the most effective means of overcoming the trauma of a conflict or a disaster. Social mobilization is practiced in many different ways by development practitioners.

Though circumstances differ from country to country and often from one part of a country to another, health programmes depend upon the collaboration of other sectors. WHO has stressed the need to recognize the inter-sectoral nature of health, but little concrete action has been taken to effectuate such an approach. For the success of the programme, the health sector needs not just a helping hand from others, but a genuine partnership whereby ownership of the programme is shared and the stakes of other sectors are clearly recognized.

### 4.6.1 Formation of Primary Group

The following section clearly demonstrates the process of forming a group. The process is demonstrated with the help of disaster struck situation. A group of persons in a community

affected by a disaster, who wish to address their common interest of recovery and reconstruction, can form a Primary Group (PG). The main issue of common interest is rebuilding of the homes, but they may have many others e.g. restarting their livelihoods, education, health care, savings and credit, enterprise community infrastructure, technology etc. The purpose of forming a Primary Group is for the group to collectively address these particular issues.

- Community members who would have been living in neighbourhoods with socio-economic affinity, having common interest can form Primary Groups.
- Each group will select a group leader and a secretary to serve for a period to be determined by them.
- Ideally, the size of the group should be 15-20 households.
- The group should discuss amongst themselves and workout their rules of association
- Ensure that the rules are clearly understood by all group members.
- Initially, the groups would have to meet daily to discuss the most pressing issues and action to be taken. The regular follow-ups on the same will follow there after.
- For a community, the appropriate number of groups would be around 20.
- Primary Groups meetings can be used to activate and motivate passive members.
- The group leader and secretary will represent the Primary Group in the CDC.

## 4. 7 SUCCESSFUL SOCIAL MOBILIZATION- CASE ANALYSIS

This section discusses case studies where social mobilization successfully happened to achieve common goals.

### 4.7.1 Case Study 1

**Total sanitation programme in Avanur Gram Panchayat, Kerala, India**

This example of successful mobilization of the entire community by a Gram Panchayat to meet a basic need has been widely recognized. It has brought national honour and a cash prize to the Panchayat. In 1996, a survey held in the Avanur Gram Panchayat in Kerala, State found that over 2 000 of Avanur's 5 000 households were too poor to afford basic sanitation facilities. The Gram Panchayat President convened a series of awareness-building meetings for all families below the poverty line. As an outcome of these meetings it was agreed that the Gram Panchayat would provide building material to all the families living in below poverty line for a sanitation unit, with the condition that each beneficiary family would complete 20 percent of the work on its own. The meetings focused on awareness-building of women as main beneficiaries. Much to the surprise of all, the campaign was successfully completed

within three months. The Gram Panchayat spent only 20 percent of allocated resources because 80 percent of the work was done by the beneficiary families themselves. In this way, a total 12 million worth assets has been created for the poorest families.

### 4.7.2 Case Study 2

**Total housing scheme in Avanur Gram Panchayat, Kerala State, India**

The Avanur Gram Panchayat used the cash award of Rs 1.2 million to start a Total Housing Scheme for families living in below poverty line. Gram Panchayat could able to built 500 houses during the period 1997-2000. The Gram Panchayat gave Rs 20,000 to each family in three stages as a grant. The beneficiary families contributed their own labour and material worth Rs 30,000 for each unit. The scheme created assets worth more than Rs 25 million. The Gram Panchayat has also successfully implemented a drinking water scheme and neighbourhood units in Avanur, and was declared the 'Best Panchayat' in Kerala for its innovative work.

### 4.7.3 Case Study 3

**The Janmabhoomi programme in Andhra Pradesh: a learning model for capacity-building for participatory local development planning**

Janmabhoomi was inspired by South Korea's *Saemaul Undong* programme and launched in January 1997 as a mass mobilization effort to involve people in planning, development and decision making for rural development through PRIs in Andhra Pradesh. It aims to take the administration closer to the people, make it more responsive to their felt needs and to promote transparency and accountability in public affairs. It is also directed against the caste system. It has specific programmes for disadvantaged groups like Women, the Scheduled Castes and Tribes and people with disabilities to integrate them into the mainstream development. Janmabhoomi has activated the Gram Sabha, which is convened every three months and presided over by the Sarpanch, the Mandal president, the ward member and government officials.

The above examples show us how:

1. Work Together – Have Fun Together!
2. Consolidation will Help to Solve the Urgent Problems Successfully
3. Forum on Social Mobilization: When the Dreams Come True

## 4.8 SOCIAL MOBILISATION – RIGHT TO EDUCATION

Social mobilization can be used in the right to education campaign. It is all about using the law and the language of the law to activate people and to encourage them to work with governments as well as to set up the pressure group to pressurize governments, holding them to account for the right to education as described in laws and policies. It can be used as a tool to make the government accountable for the treaties it signed at the international and regional level.

It is important to find out where the energy is best spent either at the local community level or at the national level or at the regional or international level. Or indeed a combination of all three, exhausting the different remedies and instruments available. In order to take things to the international level, for example to the different regional committees or to the UN, it is important to know how these (often highly specialized) mechanisms work. It is also important to bear in mind that exhaustion of domestic remedies is often a prerequisite for a case to be considered at the regional or international levels.

## 4.9 BASIC PRINCIPLES OF SOCIAL MOBILISATION

In this section, we will look into Social Mobilization Strategies in the beginning. The social mobilization strategies are

- Mobilizing decision-makers including the organizational infrastructure;
- Mobilizing communities;
- Interpersonal communication: mobilizing the community advocates;
- Mobilizing the media; and
- Promotional material and Advertising.

## 4.10 THE CONCEPT OF SHG

### 4.10.1 What is SHG?

A self-help group (SHG) is a village-based financial intermediary usually composed of between 10-20 local women. Most self-help groups are located in India, though SHGs can also be found in other countries, especially in South Asia and Southeast Asia.

Members make small regular savings contributions over a few months until there is enough capital in the group to begin lending. Funds may then be lent back to the members or to

others in the village for any purpose. In India, many SHGs are 'linked' to banks for the delivery of microcredit.

A Self-Help Group (SHG) is a registered or unregistered group of micro entrepreneurs having homogenous social and economic backgrounds, voluntarily coming together to save regular small sums of money, mutually agreeing to contribute to a common fund and to meet their emergency needs on the basis of mutual help. Also it is a group of people who pool in their resources to become financially stable by taking loans from the money collected by that group and by making everybody of that group self-employed. The group members use collective wisdom and peer pressure to ensure proper end-use of credit and timely repayment. This system eliminates the need for collateral and is closely related to that of solidarity lending, widely used by microfinance institutions. To make the book-keeping simple enough to be handled by the members, flat interest rates are used for most loan calculations.

## 4.11 HUMAN RESOURSE DEVELOPMENT AND GROUP SUSTAINABILITY

Social Mobilization is a complex process and it requires meticulous and continuous efforts for any purpose. The social mobilization process is of a particular quality and character. Social Mobilization involves people and their behaviour. These behaviours are not static and keep on changing. It is impossible to control over the behaviour of the people and subject to changing, progressing and reversing. Hence, Social Mobilization is also a continuous process according to the change of minds, attitudes and behaviours of the people for making them to involve in any development process.

Community members can maximize their potential not only by organizing themselves but also by upgrading their existing skills to better manage new inputs-business and community initiatives and establish effective links with local government and other sectors. The change agent can support direct training, exchange visits and other capacity building activities based on needs identified by the members of the community organizations. These can cover: organizational development, leadership, savings, and credits programmes, agriculture, natural resource management, and other key areas. Local human resource development can best be promoted when trained individuals take up the responsibility to train other community members.

Some of the important activities involving the Personnel in a social mobilizing group are:

- Identification of members;
- Formation of Groups;

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- Groups Stabilization;

- Training and Capacity Building;

- Linkage with Bank, Officials;

- Grading process;

- Micro Credit; and

- Micro enterprises development.

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## 4.12 MODE OF FACILITATION

The mode of facilitation has different stages. The phases are as follows.

### 4.12.1 Steps for Social Mobilization

*Phase –I Identification & Formation of SHG*

**Step –I**

**Collection of information about the Village through PRA methods.**

The following information is required.

- credit needs and analysis of sources of Credit;

- income of the community members and seasonality of crops and agriculture activities;

- Social &Resource Mapping-Availability of natural resources/location of households, location of drinking water facilities, grazing land, cultivatable land, forest;

- Skills available;

- Markets existing;

- People's perception on Poverty like asking them, why are you Poor? What are the resources required for the development of your family?

- Affinity groups available in village

- Wealth ranking Exercise

**Step II**

**Meeting with men and women in village and explain to them the purpose of the intervention.**

**Step-III**

**Conducting 4-5 meeting over the 4-5 months and set an agenda for each meeting**

- Talking about family issues/Community issues using the data collected through PRA;

- Talking about saving and lending;

- Talking about the self help concept or self help groups;

- Talking about rules and regulations in self help groups ;

- Familiarize members with Books to be maintained in SHG;

- Electing Representative and explain responsibilities of Members; and

- Giving the group a name and helping them open a Bank account.

### *Phase -II Stabilization phase*

1. Making them to attend their meetings on regular basis;

2. Encourage members not only to save but to also start lending to their members for both productive and consumption purpose.;

3. Assist them with Books and help them write if they cannot write;

4. Take up Gender Issues in training and invite men to attend gender training;

5. Take up Numeracy and literacy Classes;

6. Organize a **Common Action Programme** e.g. Tree Plantation, Cleaning Drive, Health

   Programme, or Building up a water source. One can plan the activities with the villagers and facilitate them to organize it.

7. Bringing Bankers, Government Officials from Other Departments like KVIC, Health, Agriculture, BDO, and Soil Conservation **to interact** with the Self help groups and organize a meeting;

8. Next step is to **organize Training programme and** capacity building training to the SHG groups.

9. At this stage it is necessary to organize *SKILLS Trainings* to SHGs. Skill training can conducted according to their interest or based on existing skill. For example skill training may be conducted for

   a) Training in Barefoot Technicians;

   b) Agriculture;

   c) Horticulture; and

   d) Training in animal care etc,

10. *Grading of SHG* may be done at this stage. By now SHGs are well prepared to receive external assistance from government schemes or banks like nationalized or co-operative or NABARD or any other source.

*Phase –III Withdrawal*

By the end of the 15 months of continuous working with the SHGs, preparation can be done to withdraw the support to SHGs. Start by reducing the attendance to their meeting but continue to monitor them and teach them how to access themselves.

### 4.12.2 Benefits expected out of social mobilization

Due to the Social Mobilization process, the following benefits can be expected like people realize their power; building people's confidence on NGOs; realizing the importance of forming of SHGs. In the process, number of groups may increase. Women start saving regularly. Women get the capacity to solve their problems by themselves. Motivation will increase and generated among women. Level of awareness will increase. Once the women economically empowered and able to take decisions, the study shows that the women will contest in local body elections and become elected representative in Panchayati Raj Institutions and become respective positions within the village

**Check Your Progress Exercise 2**

**Note:** i. Use this space given below to answer the question.

ii. Compare your answer with the one given at the end of this unit

1. What is SHG?

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2. Name a few benefits of Social Mobilization

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## 4.13 SOCIAL, ECONOMIC AND POLITICAL RESULTS

Socio-economic development initiatives are a great incentive for the community members to organize themselves. It is important, therefore, that initiatives, which include social mobilization, provide supports in the form of getting matching grants, accessing credit, marketing the products and other services will ultimately lead tangible improvements in socio-economic conditions of the individuals within the community. The process of identifying community priorities, participatory planning, implementing and monitoring of community projects and managing partnerships with local government, private sector and

other actors helps not only to improve local conditions but also to empower people and their organizations.

## 4.14 SUMMING UP

In this Unit, we have discussed the social and community mobilization. The Unit not only defined the social and community mobilization, the Unit elaborately discussed the process of social and community mobilization. The best practices were also given in this Unit. Finally the Unit explained the process of formation of Self Help Groups (SHGs). Formation of SHGs is the community mobilization process. Women who are part of the SHGs not only empowered financially, they become politically empowered also.

## 4.15 GLOSSARY

**Attitudes:** An individual's predispositions toward an issue, person, or group, which influence his or her response to be positive or negative, favourable or unfavourable.

**Communication strategy:** A statement that describes:

•       The intended audience members

•       The settings, channels, and activities that should be used to reach them

•       The image that program communications should convey

•       The action intended audience members should take as a result of exposure to your communication

•       A compelling benefit they will receive by taking the action

•       Support that convinces them they will experience the benefit

**N.G.O:** The term "NGO is operationally defined as "the organizations as a social force that facilitates collective action and people's mobilization and involved in promoting Self Help Groups through various social mobilization processes in the study areas".

**Environmental factors:** Factors that are external to an individual but can influence the individual's behaviour (e.g., policies, access to services, geography, physical features such as sidewalks and parks).

**Focus group:** A qualitative research technique in which an experienced moderator guides about 8 to 10 participants through a discussion of a selected topic, allowing them to talk freely and spontaneously. Focus groups are often used to identify previously unknown issues

or concerns or to explore reactions to potential actions, benefits, or concepts during the planning and development stages.

**Self Help Group:** The term "SHGs" is operationally defined and used for the purpose of the present study "Self Help Groups are usually informal groups whose members have a common perception of need and importance towards collective action. These groups promote savings among members and use the pooled resources to meet the emergent needs of their members, including consumption and income generation.

## 4.16 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

**Check Your Progress Exercise 1**

1. Mobilization refers to the shifting of resources from the palce where it is abundance to the places it required.

2. Community mobilization is a process through which action is stimulated by a community itself, or by others, that is planned, carried out, and evaluated by a community's individuals, groups, and organizations on a participatory and sustained basis to improve the health, hygiene and education levels so as to enhance the overall standard of living in the community

3. Social mobilization refers to mobilization of civilian population as part of contentious politics. Social mobilization is often used by grassroots-based social movements, including revolutionary movements, but can also become a tool of elites and the state itself. The process usually takes the form of large public gatherings such as mass meetings, marches, parades, processions and demonstrations. Those gatherings usually are part of a protest action.

**Check Your progress Exercise 2**

1. Due to Social Mobilization process:
The people will realize their power; one could build people's confidence on NGOs; People will realize the importance of forming SHGs; Number of groups increased over a period; Women start saving regularly; Women will get capacity to solve their problems by themselves; Motivation will be generated; Level of awareness will be increased; and women have become elected representative in Panchayat Raj Institutions and able to attain leadership positions within the village

2. A Self-Help Group (SHG) is a registered or unregistered group of micro entrepreneurs having homogenous social and economic backgrounds; voluntarily coming together to

save regular small sums of money, mutually agreeing to contribute to a common fund and to meet their emergency needs on the basis of mutual help.

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## 4.18 QUESTIONS FOR REFLECTION AND PRACTICE

1. Examine the Indian context of social and community mobilization with suitable examples
2. Analyze the concept and the process of formation of women SHGs