

# Community Mobilization

A Module on Community Mobilisation and Formation of Community Based Organisations



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EXERCISE

Problem Tree - To identify root causes of problems

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Daily Activity Clock - to understand Gender Difference

# What is the Community?

A community is a group of people who:

- Live in the same village, town, city and geographical area
- Have the same characteristics, cultural background and language
- Have same interest and goals, beliefs and values
- Trust and respect each other
- Share the same public facilities, e.g. schools, community hall, religious places, health facilities and social amenities

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*The community is the base of all our program interventions, therefore the importance of community mobilisation techniques and the principles behind it are the issues which are very central to any programme intervention.*



# What is Community Mobilization?

Community mobilization is the process of engaging communities to identify community priorities, resources, needs, and solutions in such a way as to promote representative participation, good governance, accountability, and positive change. Sustained mobilization takes place when communities remain active and empowered after the program ends. Fostering people to be their own agents of change is the underlying goal of community mobilization

To mobilize a community around any issue or problem, such as the COVID 19 Pandemic, human rights, climate, workers rights is to raise the community's consciousness about that issue through education, support the community to think about how the issue affects them, and to nurture the will and commitment of community members develop constructive responses. The end goal of community mobilisation is to facilitate the promotion of community leaders and the cultivation of a strong sense of awareness in the members of the community which helps them to know and fight for their own rights.



# Objective of Community Mobilization

- To develop specific knowledge, skills, methods, and techniques about the community mobilisation process.
- To develop understanding about the various development stages of Formation of Community based organisation (CBO).
- To understand the use of different participatory tool for assessing the community problems as well as solution.
- To understand the role, skills, and values of the Facilitator to facilitate the community mobilisation process.

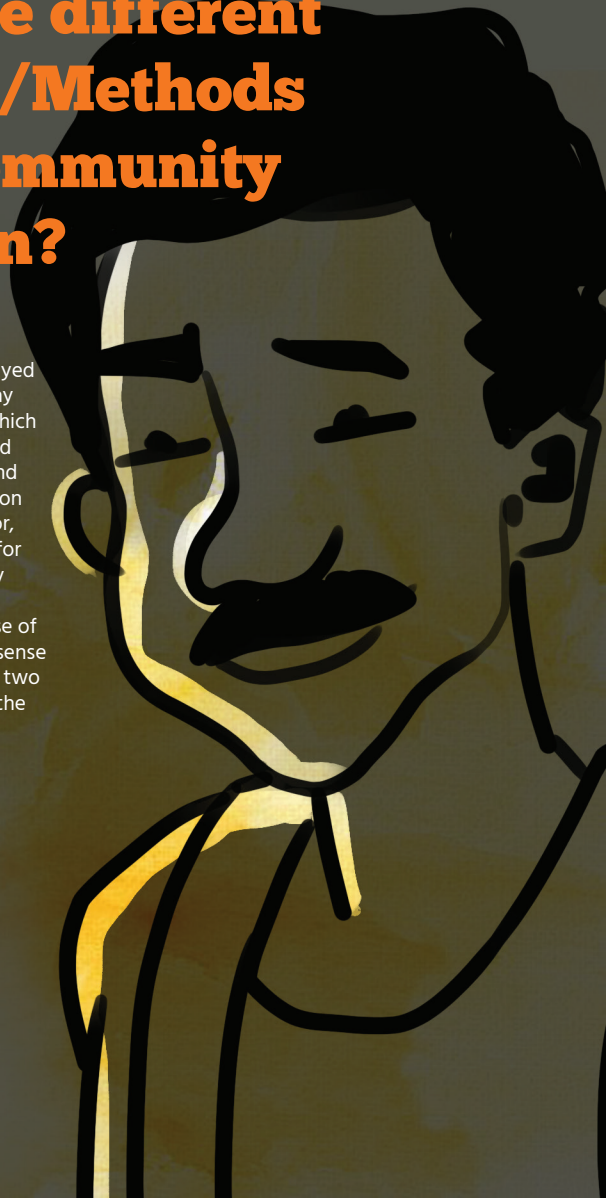
## Methodology

Community building process will be done through Participatory methods. Facilitator will build understanding on the existing knowledge of the participants. The process will include methods like brainstorming, case studies, group discussion and group exercises

# What are the different Techniques/Methods Used For Community Mobilisation?

"Once a colleague of mine who was an experienced community mobiliser displayed an extremely easy and heartwarming way of gaining the trust of the community which one is not well acquainted with. She used to approach the community members and before telling them about the organisation she comes from and what she is there for, she would just ask one of the members for a glass of water from their house. Merely seeing the community mobiliser drink a glass of water that comes from the house of someone in the community gives a real sense of affection and belonging between the two parties. This went a long way in gaining the trust and confidence of the community"

- Tarun from Delhi team



# Different techniques of mobilisation

Organise Rallies

Mobilisation through art

Sports Events

Community Meetings / Discussions

Mobilisation through TV and Radio

Street Plays and Theatre

WOMEN POWER



# What is Community Based Organisation and why are they important?

## **What is a community-based organisation?**

The community-based organisation is a group formed by local community people making a democratic space for inclusive development. This is an association of people living in the same geographical location and united to bring change in their space. The community development process will be with/through CBO addressing community needs.

## **Why is community-based organisation important?**

The purpose of the Community based organization is to sustain the community development process by community people with participatory approach. CBOs often emerge and play an important role in identifying community needs and addressing them through collective action. It develops integration within the community and helps the people to co-operate with each other.

# Process of mobilization

## **1. Visit the Community and Collect Information about them and Key Stakeholders:**

The first thing that the community mobiliser has to do is to be present in the basti and interact with the community. They have to be careful to not immediately address sensitive issues such as religious or political allegiances etc. The information about the community should only be collected after the mobiliser tells the community their intentions and makes them believe that there are no ulterior and secret motives.

## **2. Situational Assessment of the Community:**

A situational assessment of the community should be conducted in the form of survey, community meetings so that the issues and problems can be identified. The needs assessment is necessary as it can help to guide the nature and scope of the intervention that the CBO and mobiliser plan.

## **3. Building Trust and Confidence:**

This step is extremely crucial as it will dictate the future interactions with the community. We should always be well prepared with the information that the community needs, and if one is not, the mobiliser should never lie or promise things that one cannot fulfil. The mobiliser should also not treat themselves as superior or the community members as inferior.

## **4. Hold Preliminary Meetings with Community Leaders and Stakeholders and Enlist their Support to Mobilize Community Participation:**

It is very important to enlist the support of the community leaders and local stakeholders in the ongoing interactions. The leaders should also be told the intentions of the programme or the community mobiliser and should hear the concerns that they might have.





### **5. Conduct a Meeting Sharing the Concept, Vision, Mission, Values of the Organisation or the Programme:**

After initial meetings, larger meetings should be held where the issues of the community are formalised and intervention areas can be discussed in an organised way. The vision, mission and plans of the organisation should be shared with the community.

### **6. Developing an Ongoing Dialogue between Community Members, thereby Strengthening CBOs based on Age, Sex, Occupation, Inclusiveness and Diversity:**

The important and complex issues that exist in the community should also be talked about in these larger meetings. Vulnerabilities within the communities, its population and infrastructures must be talked about through the lens of the most vulnerable populations. Women, disabled, elderly, sick, informal sector workers and other vulnerable populations must be at the forefront of the community dialogue.

### **7. Formation of Community Based Organization:**

Finally, a community based organisation or CBO must be formed with the consent of the community members. The CBO must be established after discussing and sharing the Basic Concept, Core Values and Principles of the project or organisation. The values of the CBO must be reflected in the dreams and aspirations of the community members. The CBO represents the concerns, the demands and aspirations of the entire community, therefore the CBO should have representation from all the different types of persons in the community.



## **8. Activities in the basti community with CBO**

- Identification Of Community Problems In Participatory Way
- Capacity Building And Leadership
- Participatory Community Planning For Problem Solving
- Interface With Duty Bearers-Sharing Demands, Memorandum, Petition For Claiming Their Rights
- Exposure And Cross Learning
- Action-Reflection, Learning And Planning
- Collaboration, Networking And Advocacy Actions, Linkages With Networks And Movements, participation In Governance And Accessing Resources
- Celebration Of Success, Visibility And Recognition Together

## **Steps to keep in mind while forming a CBO**

- Same membership criteria for all
- One set of Norms for all
- Specific Objectives
- Distribution of Duties
- Leadership



## **STAGES OF Forming a CBO:**

### **Forming**

- People are polite/on their best behavior
- Unsure of where they stand with one another
- Trust is yet to be built
- Clarity of purpose and roles may be missing
- Focus on self rather than the team
- High dependence on leader for guidance and direction

### **Storming**

In this stage team members starts sharing their feelings, ideas, voice their opinions and, because of this, a conflict may arise between team members as power and status are assigned.

- Conflicts arises as people begin to establish their place in the team and they have not clarity about their roles and responsibility

### **Norming:**

In this stage, all team members take the responsibility and have the ambition to work for the success of the team's goals

- Team members adjust their behavior to accommodate difference
- Rule, values, professional behavior established
- Roles and responsibilities are well defined to each the team member
- Closed relationship developed in team members and increase the trust and motivation

### **Performing**

- Function as a unit
- Roles and responsibilities are clear and accepted
- Big decisions are made by group agreement. Smaller decisions may be delegated to individuals or small teams within group
- Commitment and unity are strong
- The team may engage in fun and social activities
- The team discusses and develops its processes and working style
- Leader facilitates and enables

**community  
interaction**



**formation  
of CBO**



**activities  
with the CBO**



# Challenges in community mobilization and participation

- Less control on the community members
- Time and cost restrictions
- Differing Priorities between mobiliser and community
- Disagreement from different stakeholders
- Community volunteer motivation is difficult to sustain
- Lack of skills and very low capacities in the community can be a hindrance to engagement with mobiliser.
- Selection of community participants may be biased
- Gender inequalities

# Role of community mobilizer/facilitator



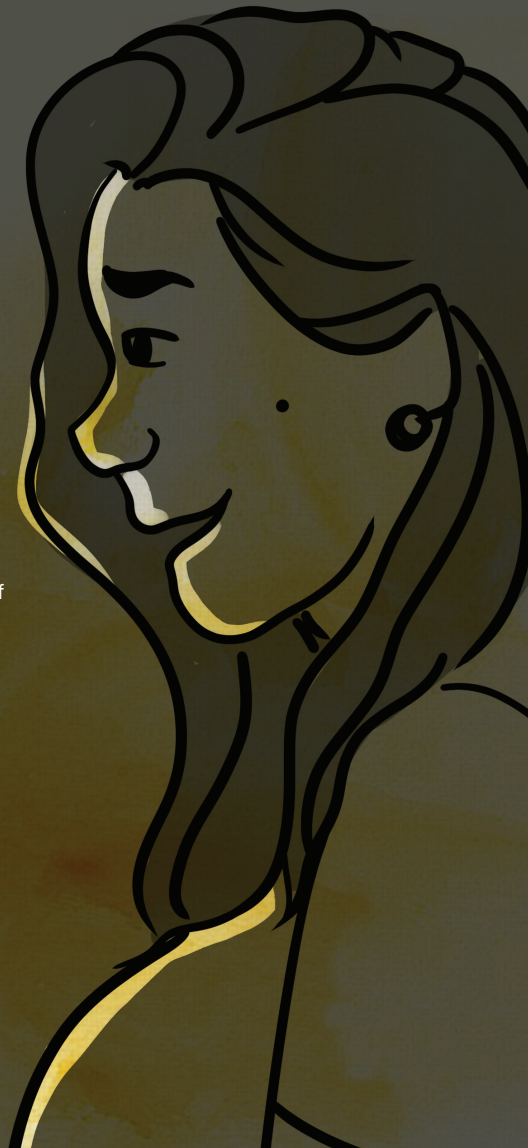
- Facilitation In Community Mobilization Process
- Bringing people together
- Making the community realise their problems and the possible solutions
- Explaining complex issues in a simple way to the community
- Building trust
- Encouraging participation
- Conduct training as per the needs of the community
- Facilitating discussion and decision making
- Making community members believe in their capabilities
- Helping things to run smoothly
- Facilitate smooth functioning of CBO and RFC

**Golden words for  
community mobilisers**

**“We don’t have  
to catch the  
fish for the  
community  
but enable  
them to fish  
themselves”**

community ke saath jab hum ho, dimaag pe baraf  
ho aur zubaan meethi ho”

- Pournima, community mobiliser from Nagpur



# Values of a community mobilizer

- Be humble,
- Be polite
- Respect local belief, religion and culture
- Be a good listener



# Things community mobilizer should avoid

- Do not disbelieve the community members
- Do not get angry
- Do not be in a hurry
- Do not be harsh or rough with the community
- Avoid talking about or challenging the community on sensitive issues such as religious affiliation, political allegiance or caste identity. Do not promote any section over others
- Do not push your own agenda at the expense of the community
- Do not treat yourself as different from or above the community. Addressing as 'sir' 'madam' etc should be avoided as much as possible
- Do not take decisions for the CBO, your job is to provide information so that they are able to take fruitful decisions for themselves
- Do not make promises to the community that you cannot keep
- Do not exclude community members who are the most vulnerable, or who are excluded within the community.
- Do not get drunk when visiting the community

## **What we have learned:**

- Meaning of Community Mobilisation
- Process of Community Mobilisation
- Stages of Community Mobilisation
- Community Based Organisation
- Values of Community Mobiliser
- Things to Avoid as Community Mobiliser

## EXERCISE

# Problem tree analysis

Problem tree analysis helps community to establish a realistic overview of the problem by identifying the fundamental causes and their effects.

A tree-shaped diagram in which the trunk represents the main problem, the roots represent its causes and the branches its effects.

### **Process:**

Particular problem from the basti is chosen for discussion and written in the middle of the big tree. The tree has many roots and many branches.

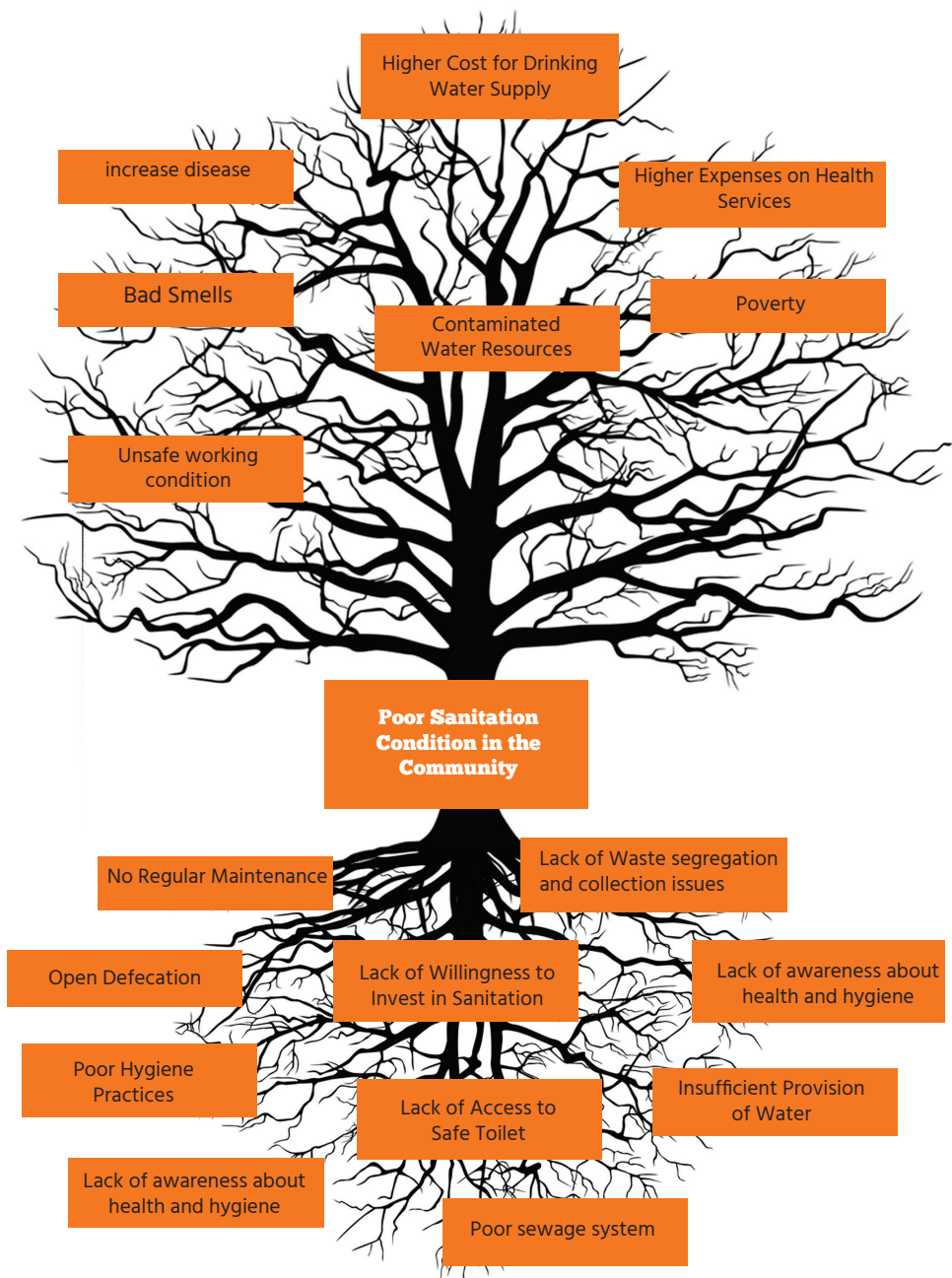
Ask the community members what they think are the causes and the effects of this problem. For example, if the problem is poor sanitation, then a cause can be poor sewage and drainage system and the effect can be an increase in diseases within the community.

Based on the discussion, keep writing the causes near the roots of the tree and keep writing the effects on the branch of the tree.

Service:

This exercise will clearly explain to the community members the root causes of the problem and will allow them to think about the possible solutions to the root causes.





## EXERCISE

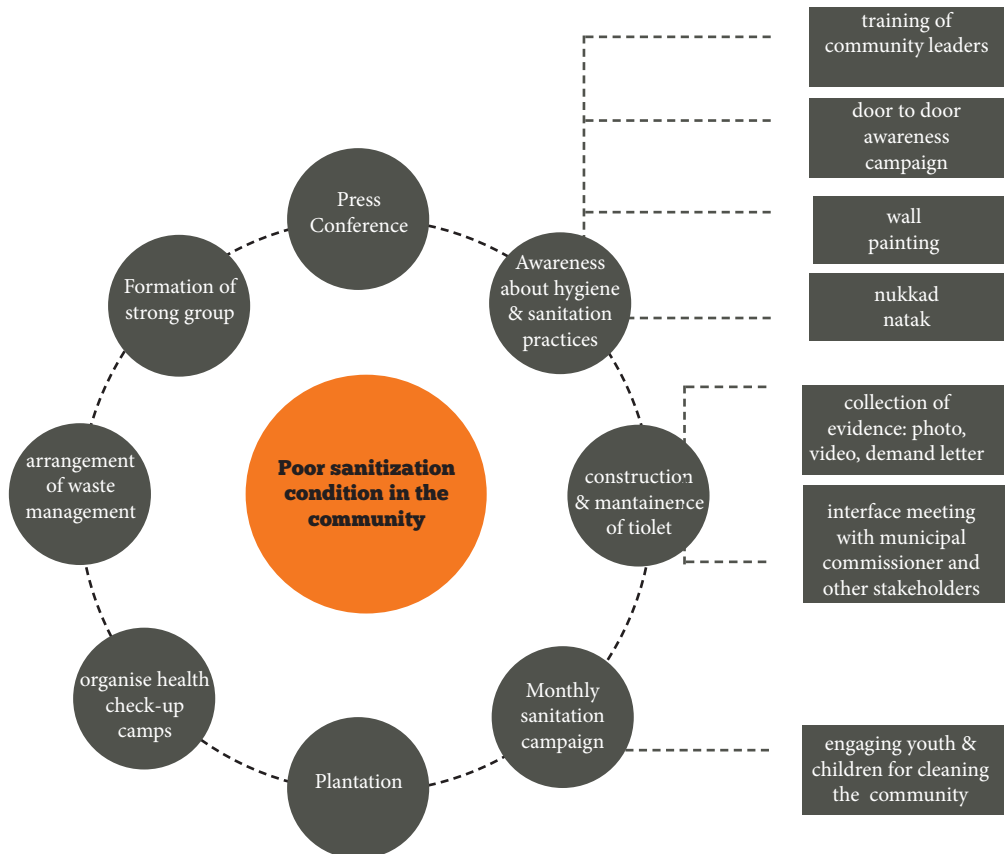
# Spider diagram

A spider diagram is a visual brainstorming diagram to help people organize concepts and ideas logically so that they can see a complete overview of all your information. This helps with solving problems and identifying solutions.

### Process

- Draw the spider body in the middle of the diagram and write the subject in the middle of the spider's body. Encourage the participants to brainstorm and discuss the solution of the subject.
- Ask participants to draw the legs of the spider and, at the end of each leg, to write one of the solutions.
- Encourage participants to keep going until they have identified all the possible solution of the problem.

# Spider diagram



# Daily Activity Clock



## EXERCISE

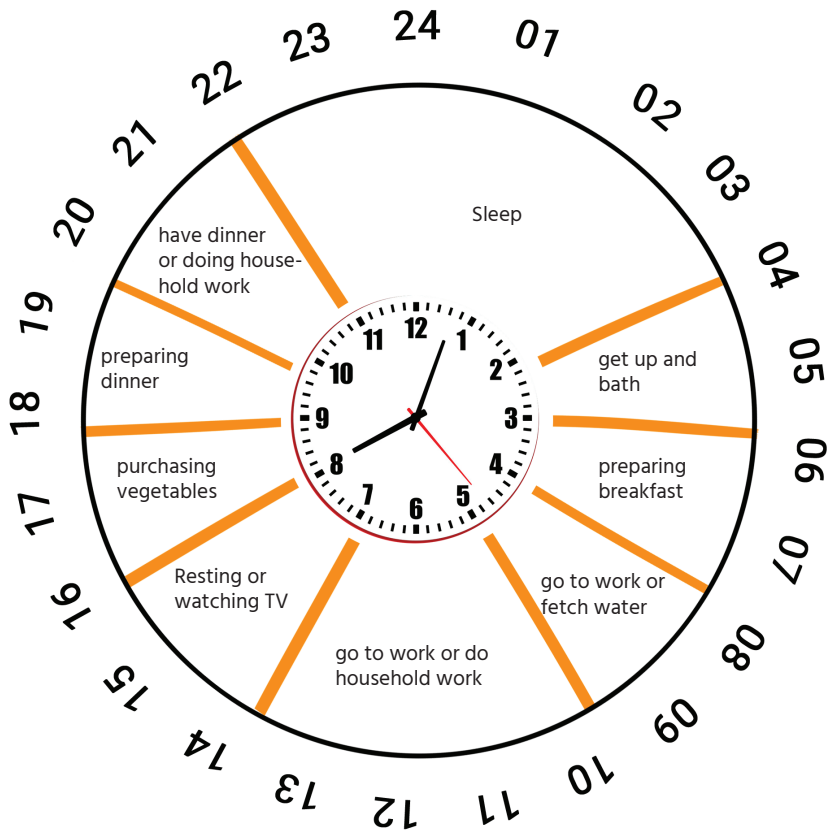
Daily Activity Clock shows how people spend their time over the course of days. This exercise helps to answer some basic questions that are necessary to understand gender disparities in communities. These questions are:

- What is the difference between the women's and the men's clocks?
- Who has the heaviest workload?
- Who has time for rest and entertainment ?
- How much time per day do women or girls spend
- What time they are free?

Process:

Draw a large clock and divide the it into 24 hours to represent one whole day. Ask the community members to tell us the activities they do in the day from a woman's point of view and from a man's point of view. Fill in the details as per the discussion.

After filling in the day's activities, calculate the total amount and workload of both genders and compare the same. Then initiate a discussion amongst the community members about the existence and reasons for any gender disparity.



## 24 hour clock showing daily activities

## About IGSSS

Indo-Global Social Service Society is a non-profit organisation working with the mandate for establishing a humane social order based on truth, freedom, justice and equity. Established in 1960, IGSSS works for development, capacity building and enlightenment of vulnerable communities across the country for their effective participation in development.

With its presence in 25 states and one Union Territory of India, IGSSS has set its thematic focus on promoting sustainable livelihoods, energising the youth as change makers, protecting lives, livelihood and assets from the impact of hazards, advocating for the rights of CityMakers (Urban Poor Residents) and developing a cadre of leaders from the community and civil society organisations. Gender and Youth are underlying themes across all its interventions.

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