

2nd TOT on
“Social Mobilisation”
at Islamabad
November 19-20, 2014

This TOT is last in series for 2014. Next possible and similar event might be in November 2015 but not guaranteed.

Last date to secure place is 14th November 2014

Importance of Social Mobilisation (SM) is catalytic for the success of the development projects' objectives and to ensure sustainable outcomes through change in behaviour of the people—the primary stakeholders. SM is a key instrument developed and used by international public organisations like World Bank, UN, FAO and others and this tool also played key role in achievement of the objectives of social changes at grassroots i.e. community level. For example, Grameen Bank would never have become a model of micro-finance if SM was not used to introduce its core philosophy to people needing micro financing. Behaviour change is ensured only through two platforms: Advocacy and SM. Advocacy techniques are used to ensure changes in policies while SM is the only viable tool to ensure changes at grassroots level. This training is for all those who are key role players in Social Mobilisation—the continuous process to sustainable development.

Training Objectives:

The main aims of the training course are:

- Orientation on social mobilisation & PRA
- To bring all at one wave length for participatory approach
- Learns different styles of development efforts
- Apply social mobilisation techniques in their profession
- Conceptual clarity on process of social mobilisation and other related items

Course Contents:

Organised by
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An initiative of
“Research Analytics International”

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Course Contents:

1. Social mobilisation & social organisation

- What is social mobilisation?
- Why social mobilisation?
- Empowerment of people?
- Learning , re learning & unlearning
- Aims of social mobilisation
- Major forms of mobilisations

1.1. Building blocks of mobilisation-Social organisation

- Social organisation at community level
- What is village or community organisation?
- Types of village or community organisation?

2. Social mobilisation strategy/ process

- How to form a village organisation?
- Understanding the context
- Initial visit and area selection
- Stakeholder analysis and selection of activist
- Community meetings
- Forming structures
- Training & capacity building
- Making village/community development plan (CDP/VDP)
- Implementation of village/ community development plan (CDP/ VDP)

3. Participatory tools & techniques

- Introduction to participatory tools
- Basics RRA, PRA & PLA objectives & features
- PRA principles & pillars
- VDP/CDP structures & phases
- Introduction to VDP/CDP framework
- Action planning

How to Register? Registration can be done online at www.researchanalyticsintl.org/course_register.php or send an email at trainings@researchanalyticsintl.org.

Fee and Discount Policy: The total fee for two days attendance is **Rupees 21,739/=**. This fee includes training material, certificates, training notes, government taxes, two day lunch and teas. Following discount applies. Discounts are mutually exclusive.

1. 6% discount for registration before 30th October 2014
2. 5% discount for registration before 3rd November 2014
3. 5% discount for registration of 3 to 4 participants from same organisation
4. 10% discount for more than 4 registrations.

The fee can be paid by the following methods:

1. Online Deposits at UBL (Branch Code: 1155)—School Road, Islamabad Branch: Acc # **000203686098**
2. Cross Cheque: Account Title: “Research Analytics International”
3. Pay order/demand draft for “Research Analytics International”

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