



Training Workshop On Art of Social Mobilization

March 2014, 18-21. Lahore

About Human Resource Learning Center (HRLC)

Human Resource Learning Centre- HRLC is a dedicated resource for human development related training programmes, career development programs and customized solutions. It helps the individuals to meet present and future challenges by offering valuable learning experiences that empower them to maximize performance and achieve their full potential.

About Course

Social Mobilization is the foremost strategy to involve people and community at all levels of planning and interventions. It is a broad scale movement to engage people's participation in achieving a specific developmental goal through self-reliant efforts. It is the key element in almost every phase of implementation, reporting, monitoring and evaluation. It is the basis of participation of community at grass-roots level and facilitates the empowerment of community and urges actions in the community's larger interest through their own involvement.

The recent developments in the aftermath of multiple catastrophes and the efforts for grass-root institutional development have also increased the need for effective social mobilization and community empowerment. Our objective is to enhance the skills of the social organizers, field workers, managers and executives considering their critical role in the process. The intent is to enhance their knowledge, share the international best practices as well as the current theories of social mobilization and in addition, create a cadre of master trainers in the field of social mobilization to sustain the efforts of organization related to social mobilization at grass-root level.

The Course Offers

Basic concepts of social mobilization and community development, identification of activist and its role in sustainable community organization, conduct of CO meeting and its prerequisites, art of field communication and motivational skills, maturity indicators of COs, concept of second generation social organization and community mobilization planning and monitoring framework, how to conduct social mobilization training and the basic principles of designing, organizing and delivery of SM training at field level .

How will this course benefit you?

After completion you will be able to:

- Understand basic principles and practices of community mobilization including many practical examples drawn from different case studies
- Understand the tools and techniques of community mobilization
- Understand the process of social mobilization and its dynamics
- Assess the extent to which your organization demonstrates characteristics of good and effective community mobilization
- Understand the role that social capital (community activists) might play
- Organize development and governance efforts at local level
- Orient people about basics of civic rights and role & responsibility of citizen vs. state
- Learn some practical tips on embedding concept of community participation into the culture of your organization
- Develop a community mobilization plan of any program
- Design and deliver social mobilization training at field level.

Course Outline

You will be expected to participate fully throughout this course, which will cover the following topics:

- Introduction to the course and participants expectations
- Objectives setting
- Perception of participants about organizational objectives and social mobilization practices
- Concept of community development and need of social organization
- Social mobilization - its dimensions and prerequisites
- Steps of social organization and its logical flow
- How to conduct situation analysis /needs prioritization — (method, practices and utilization)
- Field exercise — PRA tools and its application
- How to conduct programme introduction/probing techniques — Practical exercise
- Community organization and its dynamics
- Identification of activist and its role in sustainable community organization
- How to conduct CO meeting and its prerequisites
- Art of field communication and motivational skills
- Maturity indicators of sustainable community organization

- Concept of 2nd generation social organization
- Community mobilization planning and monitoring framework.
- How to design and conduct SM training at field level.

What's Unique?

HRLC believes in innovative ideas and unique practices for building knowledge, skills and attitudes. We apply the methods that are most appropriate for achieving the desired learning including relevant training, mentoring, attitude building, coaching and case studies. At HRLC we provide trainees with the opportunities to practice and discuss what they have learnt. We follow up the training with a shadow facilitation ensuring the learned knowledge and skill are being applied by the individuals at their workplace. .

Who should attend?

Senior and middle level executives, managers, social organizers and field workers, community based trainers and the people who have exposure to community work.

Investment:

Your total investment in the programme is PKR 20,000/- which includes cost for all training material, resource person, lunch and tea during the sessions.

Contact Person:

For registration and details please visit our website www.hrlc.org.pk or contact to Manager Adeel Gul (Training and Capacity Building) for registration of your nominees at +92-51-4900485-6,0322-940-3507 and send the filled in registration form to him via email at adeel@hrlc.org.pk or info@hrlc.org.pk

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