

**WELCOME**



**COMMUNITY PARTICIPATION  
AND MOBILISATION**

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## **APPROACHES TO DEVELOPMENT**

- **Supply Driven Development**

- **Participatory Development**

**Sustainable Development**

**Demand/Community Driven Development**

**People Centered/Controlled Development,**

**Rights Based Approach**



# SHIFTS IN DEVELOPMENT APPROACHES

## Supply driven development

- Target oriented approach
- Basket/Cafeteria approach
- Project Approach

**Welfare Approach**

## Participatory Development Sustainable Development

- People Centered
- Demand Driven
- Community Driven
- People controlled



**Rights Based Approach**

## **QUESTIONS ON PARTICIPATION**

- 1. WHY DO WE NEED PARTICIPATION?**
- 2. WHAT IS PARTICIPATION?**
- 3. WHO PARTICIPATES?**
- 4. TYPES OF PARTICIPATION?**
- 5. PARTICIPATION IN WHAT?**

## DEFINING PARTICIPATION

**‘Participation means that people are closely involved in the economic, social, cultural and political processes that affect their lives’.( UNDP)**

**Participation is a process through which stakeholders influence and share control over development initiatives and the decisions and resources which affect them” (World Bank).**

**In rural development, participation includes people's involvement in decision-making processes, in implementing programmes, their sharing in the benefits of development programmes and their involvement in efforts to evaluate such programmes.**

# WHO PARTICIPATES

## STAKEHOLDER PARTICIPATION

### Who are Stakeholders?

A stakeholder is any person, group or institution that has an interest in an aid activity, project or programme. This definition includes both intended beneficiaries and intermediaries, winners and losers, and those involved or excluded from decision making process. (DFID, 1995)

### Stakeholder Participation

DFID define stakeholder participation as a process whereby stakeholders - those with rights ( and therefore responsibilities) and/or interests - play an active role in decision-making and in the consequent activities which affect them.

### Categories of Stakeholders

Stakeholders can be divided into two broad groups:

1. Those with some intermediary role: they are called Secondary Stakeholders, and those
2. Those ultimately affected: they are called the Primary Stakeholders , who expect to benefit from or to be adversely affected by the project interventions.

# **TYOLOGY OF PARTICIPATION**

- **Manipulative Participation**
- **Passive Participation**
- **Participation by Consultation**
- **Participation for Material Incentives**
- **Functional Participation**
- **Interactive Participation**
- **Self-Mobilisation**

## **PARTICIPATION MATRIX**

<b>Levels of Participation</b>	<b>Types of Participation</b>				
	<b>Inform</b>	<b>Consult</b>	<b>Partner</b>	<b>Delegate</b>	<b>Control</b>
<b>Identification</b>					
<b>Planning</b>					
<b>Implementation</b>					
<b>Monitoring &amp; Evaluation</b>					



# **Community Participation and Social Mobilisation**

- **There is a **symbiotic relationship** between social mobilisation and development process.**
- **Social mobilisation lies at the root of genuine development.**
- **Social mobilisation is the cornerstone of participatory approaches in rural development and poverty alleviation programmes.**

**Social mobilisation strengthens participation of rural poor in local decision-making, 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.**

**•In the economy, the various forces that work against the poor are highly organized.**

**•To overcome the constraints and effectively use the space, that is, to be empowered, it is necessary for poor people to themselves.**

**Organization is essentially a means of empowering the poor to enable them to deal with the problems and issues of their poverty.**

**Organising is a slow and continuous process of enabling a group of people to perceive common interests and act collectively.**

**Individually, Poor people can not overcome powerlessness - collectively, they can. Their strength is in organisation.**

**Unity + Self Respect +  
Organisation = United  
Action for a New society**



**Geese bird flying in V formation**

# SOCIAL MOBILISATION

**Meaning** : Social Mobilisation is a process in which the principal initiative is taken by the poor and under-privileged themselves to improve their socio-economic and political status using locally available resources, expertise, as well as their own creativity.

Social Mobilization is commonly considered to be an important dimension of capacity, organisation and institution-building, particularly when relating to disadvantaged people.

Jenkins (1983) argues that "*mobilisation is the process by which a group secures **collective control** over the **resources** needed for collective action*".

# PRINCIPLES OF SOCIAL MOBILISATION

**You can not develop a community.**

**The community develops itself.**

**You can provide:**

- **inspiration,**
- **stimulation,**
- **information,**
- **encouragement;**
- **training;**
- **organizing.**

# ANIMATION AND FACILITATION

**Animation:** It is a process of assisting the poor to develop intellectual capacity to investigate the reality of their life-situations, analyze relevant issues, understand the factors creating poverty and deprivation and through such understanding to perceive self-possibilities for change. The process of animation in breaking mental barriers and show possibilities for change.

**Facilitation:** It is an attempt at assisting the poor to overcome practical barriers to action.

Learning to stimulate poor people into organised actions is an art that has to be cultivated through practice rather than through formal training and mechanical guidelines.

***"Go and meet your people, live and stay with them, love them, work with them. Begin with what they have, plan and develop from what they know, and in the end, when the work is over, they will say: "We did it ourselves".***

Lau Tse



# **SYSTEMATIC APPROACH TO SOCIAL MOBILISATION**

## **ATMA**

**A** stands for **AIM**

**T** stands for **Transformation**

**M** stands for **Means, and**

**A** stands for **Activities**

THANK  
YOU

