



CHIP **Social Mobilization Strategy**

August 2016

Prepared by
Civil Society Human and Institutional Development Programme (CHIP)

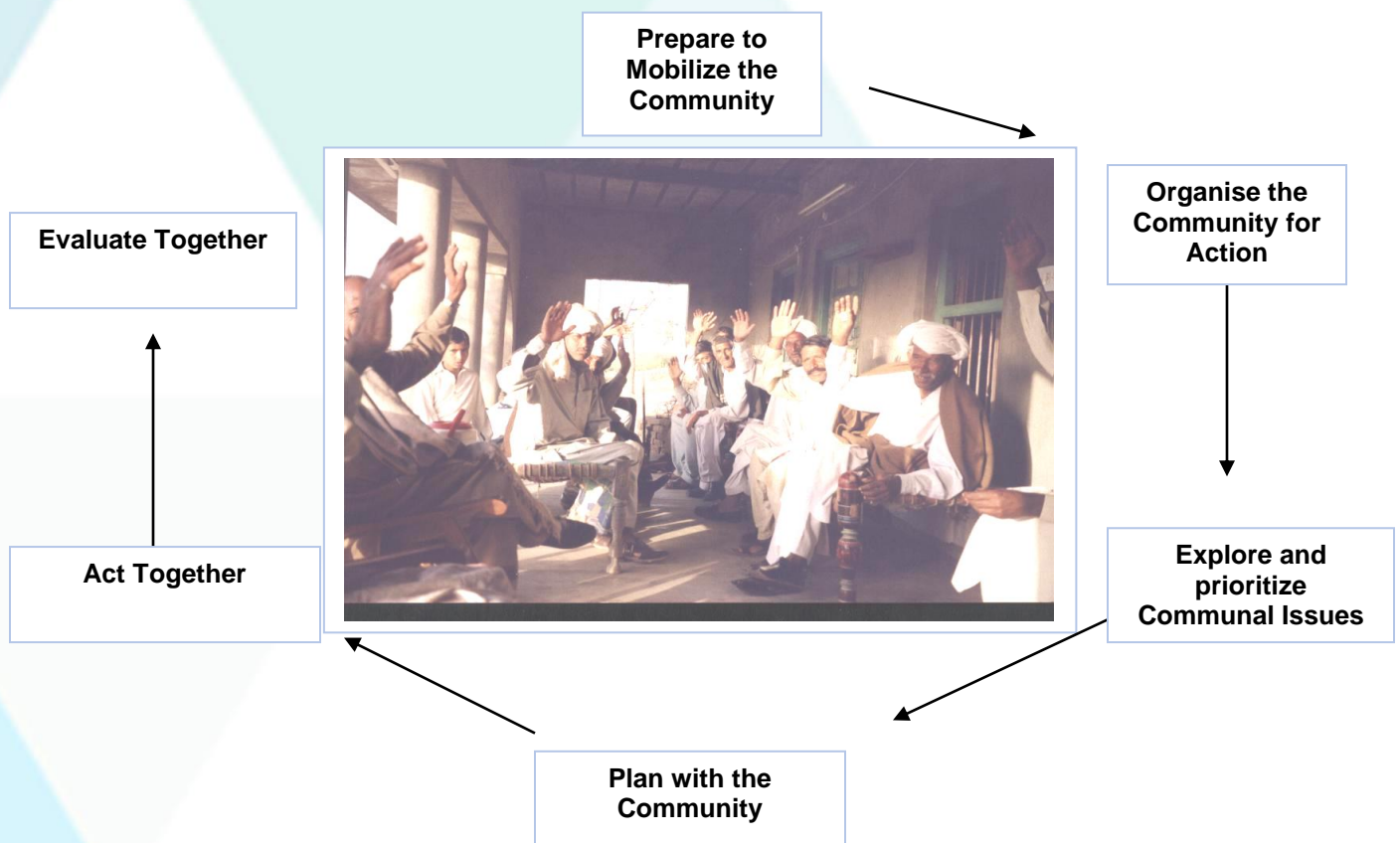


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(A) - Basic Overview

- Process of Social Mobilisation
- Formation of Community Organisation/Women Groups
- Capacity Building of Community Organisations/Women Groups



1. Introduction

This is a working guideline for field and head office staff. The purpose behind developing this guideline is to articulate the practical steps and milestone of each step. It is envisaged that this guideline will help in developing common understanding of methodology/process for social mobilization. This will also help to assess the drawback of any step and rectify it as and when required, hence retaining CHIP as a learning organization. This document will also help new staff to learn and adopt the approach in a relatively shorter time frame.

2. Definition

Social Mobilization involves planned actions and processes to reach, influence and involve all relevant segments of society across all sectors from national to community level, to create an enabling environment and effect positive behavioral and social change.

3. Advantages of Social Mobilization

- Planned actions and processes
- Enabling environment
- Positive Behavioral change
- Empowerment of people
- Unlearning, re-learning and learning anew.
- Self efficacy leading to collective efficacy
- Positive change through a process of moving and shaking the people
- Induced organization within people, especially women and marginalized groups in the form of people platforms

4. Components

The components of social mobilization are as under:

- Community Organisations (COs)
- Women Organizations (WOs)

5. Definition of Each Component

5.1 Community Organisation

CO is an organized group of people for the solution of collective or area problems. CO usually consists of 25 persons, which helps in easier registration with Department of Community Empowerment. After the registration CO becomes a legal and registered entity eligible for district level funds for developmental issues. If CO members are not 25 then it can not be registered. CHIP calls registered COs as CO(R) and unregistered COs as CO (UR). Minimum membership for unregistered CO is 12 members. Male and Female both can form and register a mix CO.

5.2 Women Organizations

WO is a group comprising of solely females. The minimum membership for a WO is 8, whereas a group consisting of 25 females can get themselves registered from the Department of Community Empowerment as CO. The objective behind the formation of WOs is that it often difficult to identify 25 females from a village. To address the issue of women mobility, WOs can be formed at mohalla level.

5.3 Inactive CO(R/UR)/WO

A CO(R/UR) or a WO, is declared inactive, if it has not conducted its meeting during the last three consecutive months. An inactive CO(R/UR) and WO can be reactivated.

5.4 Dead CO(R/UR)/WO

A CO(R/UR)/WO, is declared “dead” if it has not conducted its meeting during the last 4 months. Dead organizations cannot be reactivated and the process has to be initiated anew for setting up another organization

6. Objectives

- Mobilized communities led to self sustainable organizations (CO/WO)
- Capacities of the targeted communities in self-management system enhanced.

7. Target Group

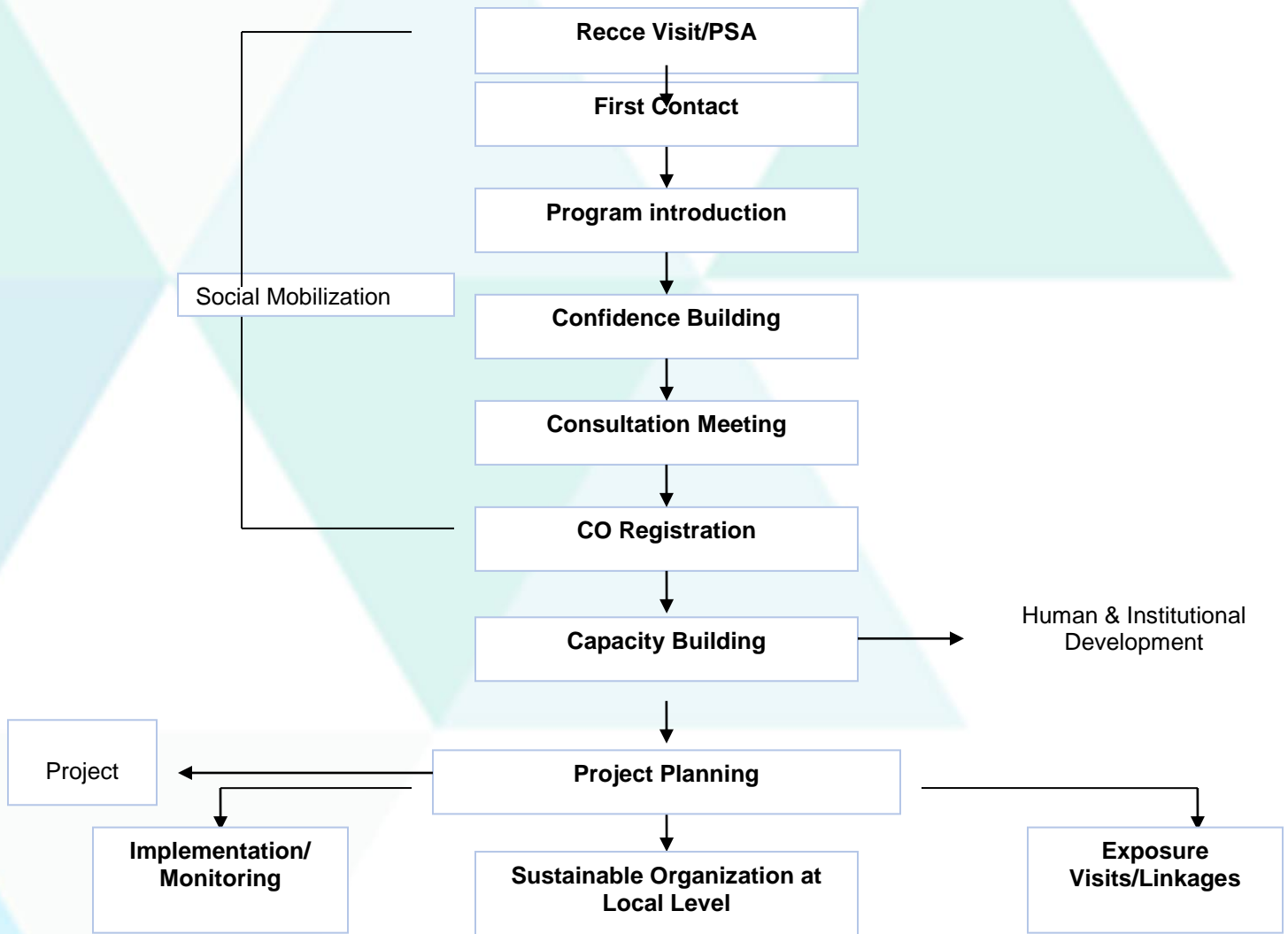
CO(R/UR) are mostly comprised of males. WOs are comprised of females only. If WO membership is 25 (a rare occurrence), they can register themselves as CO. The minimum age limit for the membership is 15 years.

8. Requirements

The requirements for social organization are as under:

Component	Requirements	Community Responsibility	CHIP Responsibility
CO(R)	A group of 25 men/women, Potential in the area for development, Willing community , meeting registers, saving books, registration from the District Community Empowerment Department, office furniture, rules and regulations manual	Identification of 25 members, Potential in the area for development, Willing community, a room for CO office, regular monthly meetings	Technical support , meeting registers, saving books, office furniture, registration, rules and regulations manual
CO(UR)	A group of 12 males at least, potential in the area for development, Willing community, meeting registers, saving books, furniture	A group of 12 males, potential in the area for development, willing community, a room for office,	Technical support, meeting registers, saving books, furniture
WO	A group of 8 women at the very least, room for office, meeting registers, saving books	A group of 8 women at the very least, meeting registers, individual saving books, a room	Technical support, manual, meeting registers, saving books

9. Steps for Social Mobilization



10. Intervention

10.1 Pre-Intervention

- 10.1.1 Recce visit/PSA is an activity through which the area is identified. This survey is not a detailed one like the baseline survey but it just gives the main indicators of the area to be selected by looking at whether the community is deserving and willing to accept the program or not. Either a potential in the community exist or not.
- 10.1.2 A detailed household survey follows the reconnaissance visit. Survey focuses on assessing the socio – economic and cultural environment along with problems in the area. The social and cultural factors may be dominant castes, conflicts etc. The economic factors focus on assessing the affordability of community.
- 10.1.3 After the analysis of data results are interpreted and it is determined whether there is a need to organize community or not.
- 10.1.4 Decision about village selection for the social mobilization depends upon the findings of the survey.
- 10.1.5 Development of detailed maps of the area (social map and resource map)

10.2 During Intervention

- 10.2.1 First contact is made, meaning visiting the selected village for the first time to introduce program staff and activities in that area. CHIP staff is responsible to make first contacts. Usually involving more than one visit, the staff must identify and meet activists and any influential who may be a social worker, teacher, a religious leader, Nazim/Councilor or any other well-reputed person within the community. These activists, together with CHIP finalize the agreed upon time, date and place for detailed introduction of the program.
- 10.2.2 Program introduction follows the first contact. It is held on an agreed date and time at a venue within the community. During program introduction the presence of concerned CHIP Staff is necessary. In the introduction meeting, preferably one representative from each household should be present. If the community is willing, then the CHIP staff explains to the participants, activities to be conducted in their area. A comprehensive introduction of CHIP staff, community and CHIP programs is also held. The relevance of the CHIP interventions to the identified needs is highlighted.
- 10.2.3 Confidence building meetings are held at mohalla level. These are small group meetings. CHIP staff met with people from time to time and their confidence is built and they are motivated to organize themselves in group for the solution of collective problems.
- 10.2.4 Consultation meetings are held with the people who are willing to organize themselves in the form of CO or WO. Community prepares bye laws for their organization. These bye laws are about the selection of members for CO/WO, monthly meetings and saving etc.
- 10.2.5 Election meetings are held immediately after the completion of consultation meetings. In this meeting CBC/WO is finalized and members are selected. CO is comprised of two bodies. One is executive body and other is general body. The executive members and general body members are selected through election. The dates for monthly meetings are finalized.
- 10.2.6 The criteria for the selection of CO/WO members is as under:
- Every member is selected through elections in election meeting.
 - The age of the member is not less than 15 years.
 - The member is a resident of the same community.
 - The member is willing to work for the welfare of the entire village.

- The member is aware of the problems in the area and is willing to play his role accordingly.
- The member is socially acceptable to the community.
- The member is able to save.
- The member is willing to work in all the interventions of CHIP partnership.
- The member is a justified representative of the household.
- The member is willing to volunteer his/her services as needed.
- The member is willing to attend monthly meeting and is not employed outside the area.

10.2.7 CO registration is a process of registering CO (UR) from the District Community Empowerment Department. But the membership for a registration of a CO O shall be 25 at least. CO(R) is a legal entity devised in newly formed devolution plan and work in collaboration with district government for collective problems and development. If a community is willing to get registered as a CO (R), CHIP facilitates the process.

10.3 *Post Intervention*

10.3.1 After the formation of CO/WO and elections a Memorandum of Understanding (MoU) is shared with them. After sharing, a MoU between CO and CHIP is signed.

10.3.2 CO/WO conducts their monthly meeting. In every meeting CO/WO decides about the date for meeting. Every CO(R/UR)/WO conducts one meeting in a month. CHIP staff participates and facilitate the meeting. But CO/WO can conduct more than one meeting. CHIP provides the CO(R/UR)/WO with the proceedings registers for monthly meetings, individual saving books, monthly saving and expense registers. The secretary of the CO/WO takes the minutes of meeting and update saving books in every meeting.

10.3.3 CO opens a joint bank account in the nearest bank or post office in the names of secretary, president and CHIP staff. Secretary of CO/WO collects the saving in the meeting and deposit it in the bank account.

11. **Support Checklists**

1.13.1 Checklist for Survey

Criteria for Establishing VTC – Box 2

- Name of the area
- Union council and Tehsil
- Total households
- Major Problems
- Any CBO exist or not
- What are the conflicts if it exist
- How the conflicts are solved
- The names of influential
- Willingness of community for organization and work in partnership with CHIP
- What steps have been taken to address the problems

1.13.2 Criterion for Village Selection

Checklist for Survey – Box 1

- Minimum 70 – 100 households are living
- None of the conflicts exist
- None of the political differences exist
- People are willing to organize themselves and to work in collaboration with CHIP
- Potential in the area exist
- Most marginalized village
- Communal issues exist in village

12. **Contribution**

12.1 *CHIP's Contribution*

12.1.1 CHIP facilitates the process of social mobilization both on male and female side separately.

12.1.2 CHIP provides technical support to these COs/WOs for collective action on self help basis.

- 12.1.3 CHIP provides these COs with proceedings registers, Monthly saving and expense registers and individual saving books and office furniture.
- 12.1.4 CHIP arranges for the exposure visit of the COs/WOs to different organizations quoted as success stories.
- 12.1.5 CHIP trains executive members and office bearers in record keeping, community mobilization skills, CO formation and registration, Report writing, Development, planning and management and community empowerment.

12.2 Community Contribution

Community provides the building for CO/WO office. Community conducts monthly meeting and update record of the CO/WO. Community invests their opportunity cost to participate in trainings. Community itself bears the transportation charges for the mobility. Moreover, community practices saving money for capital building.

13. Sustainability and Capacity Building

To make these COs/WOs sustainable CHIP build their capacity through its Human and Institutional Development Programme and help in the registration of these COs from the district community empowerment. CHIP implements all its programs through this COs/WO so that their capacity in programme management, implementation and monitoring build. COs/WOs write and submit their proposals to the local government for their problems and get the approval of funds. Local problems are solved at local levels. CHIP helps COs in developing linkages with other government and non-government organizations. CHIP implements all its programs through these COs/WOs. Capacity building of COs/WOs is carried out as follows.

13.1 Pre-Intervention

- 13.1.1 Community Organisations identify the 3 active members for their capacity building to manage and run a Community Organisation effectively.
- 13.1.2 Community Organisations forward their request to CHIP through a resolution.
- 13.1.3 CHIP organizes the requested training and sends invitation letters to the respective Community Organisations.

13.2 During Intervention

CHIP trains the executive members or office bearers in management trainings. Their capacity is built that they recognize the area problems and works in collaboration with CHIP to address it.

The CO/WO members are trained in:-

1. Community Mobilization & Community Empowerment Skills
2. Record Keeping and Savings
3. Registration of Community Organisations and Linkages Establishment
4. How to conduct a CO meeting

13.3 Post-Intervention

- 13.3.1 After the formation of CO apply for registration. CO and CHIP join together to identify problems in their area and prepare an action plan to solve the problems. A copy of this action plan is pasted in CO/WO office on chart and CHIP also keeps a copy of problem analysis and action plan.
- 13.3.2 After the action planning the conduct of monthly meetings start. Initially, CHIP Staff participates in every meeting for one year. But with the passage of time as the CO/WO becomes stronger the frequency of monitoring is reduced.
- 13.3.3 CHIP helps these COs/WOs establish their links with other Government and Non Govt. Organizations for submission of their proposals and linkages. CHIP helps these COs/WOs in developing and submission of their proposals.
- 13.3.4 CHIP provides these COs/WOs technical assistance for two years, after the date of formation. After two years every organization is supposed to be made sustainable that

- they take self initiatives and address other problems through linkages established in two years and capacity building. CHIP facilitates the self initiatives of the organizations and helps them in making these initiatives sustainable.
- 13.3.5 Progress on the action plan is monitored and a review is held in every monthly meeting. Sub committees are formed to monitor the progress i.e. health committee, PTA and sanitation committee.
- 13.3.6 CO/WO members are sent on exposure visits for learning and experience sharing to the other successful organizations. CHIP facilitates these exposure visits
- 13.3.7 CHIP facilitates and monitors the way these organizations adopt the learning from trainings and exposure visits in their routine operations. The ultimate purpose for this process of organization and mobilization is to develop and establish a sustainable local management system responsible for the solution of collective area problems.
- 13.3.8 CO/WO after receiving the training identifies their area problems. In their monthly meetings they try to identify the solution for the problems in consultation with CHIP. CHIP helps the CO/WO in prioritizing their problems. CO/WO starts practicing saving for sharing in matching grants.
- 13.3.8 CO/WO during the monthly meetings record the minutes in registers and for each intervention they maintain their record. CHIP during the monthly meetings facilitates the CO/WO to incorporate their learning from the received trainings.

14. Protocols for Social Mobilisation

- Orientate yourself with CHIP philosophy (Vision, Mission).
- Use positive words during interaction with community members.
- Observe local culture before going in field.
- Obey and respect the culture (dress code, language, wording, gender sensitivity etc.)
- Staff must be prepared themselves before interact to community.
- Must have copy of NOC before going in field.
- Get information on political scenario, religious scenario of selected village.
- Prepare yourself for expected questions.
- Don't talk negatively for political parties, religious parties.
- Don't give your personal opinion on terrorism, Army, Army operations.
- Try to avoid discussion on sects.
- Compile relevant information/document and clear yourself on relevant document.
- Don't try to high community expectations.
- Create positive image of CHIP.
- Always in time/on time in field.
- Listing of all households of each village with name of head of the household, contact number and caste or any identification.
- Interact with any respective/ known person in the village. (if you have already any contact person then interact with him).
- Explain the purpose of your visit.
- Ask him to arrange a meeting with other community members.
- Introduce yourself and CHIP.
- Explain the purpose of your visit.
- Observe community in perspective of selection criteria for community organization.
- Interact with them and respond their questions and queries.
- Observe their willingness to work together.
- Take attendance or write names of community representatives. (Name, phone number, profession is necessary part of attendance sheet).

- Give community time to think and rethink their opinions.
- Make responsible one or two persons to inform the decision of other community members.
- Assess communities according to selection criteria.
- Select communities for group formation.
- Follow up of visited communities/ villages.
- Make plan of 2nd visit in selected/ responded villages.
- Introduce CHIP again and its Vision and Mission.
- Encourage group to increase their members. (minimum 25 members are must in a group).
- Mutually plan next meeting date. (group should increase their membership till next meeting).
- Meeting with formed group. (introduce yourself, CHIP to the new participants).
- Fill profile of group on existing format. (Profile of new group).
- Signing of MOU
- Provide register to write meeting minutes. (encourage members to take responsibility).
- Discuss major problems of village. (unemployment, disability, situation of health, solid waste management, immunization).
- Document database on developed format.



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