



For more information write at
info@chrs.pk

Four days Training on
**SOCIAL MOBILIZATION AND
INSTITUTIONAL DEVELOPMENT**

25-28 FEBRUARY

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Social mobilization is a process to engage a wide range of traditional, community, civil society and opinion leaders around a common cause or issue. Expanding beyond community engagement as a focus, social mobilization reaches out to non-governmental organizations, professional groups/networks, youth groups, women's groups, community-based organizations, faith-based organizations, professional networks and the private sector to catalyze these different groups to take action and/or support change a common cause



TRAINING OBJECTIVES

- To create basic understanding of transformational approach to social mobilization and institutional development at all levels and by all stakeholders
- To ensure uniformity In approach relating to social mobilization, institutional development and project implementation at grassroot level



TARGET AUDIENCE

The target audience of this training are social development specialist, district coordinators, NGOs, field facilitator, social mobilizers, and extension workers.



TRAINING CONTENTS

- What is community and community development
- Community/social mobilization
- Institution mobilization

- constructive mobilization
- local partner organizations
- Dos and Donts of social mobilization
- 03 tier institutional development process
- Process of social mobilization
- Performance measurement framework
- Monitoring and Evaluation
- Coordination with stakeholders and networking
- Community survey and meetings



EXPECTED OUTCOMES

At the end of the course, the participants will be able to:

- Understand the concept & techniques of SM&ID
- Understand the importance of effective SM&ID
- Understand the practical implementation & methods of SM&ID
- Develop effective action plan in the communities

