



COMMUNITY MOBILISATION

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WHAT LIES BEHIND CSR?

- The extension motivation espoused by Dr.Udai Pareek of IIMA,
- “A need or a desire to extend oneself or the ego to others and relates to a larger group and its goals.it means a motivation for helping others,working for larger goals that benefit large group or society”
- “A human is literally what he thinks,his/her character being the complete sum of all his thoughts.as the plant springs from,and could not be without,the seed,so every act of a man springs from the hidden seeds of thought and could not have appeared without them” James Allen

THE VISION...

Go to the people

Live among them

Learn from them

Plan with them

Start with what they know

Build on what they have

Teach by showing;

learn by doing

Not a showcase but a pattern

Not odds and ends but a system

Not piecemeal but an integrated approach

Not to conform but to transform

Not relief but release”

**Paraphrased from Lao-Tzu by Dr Y.C.
James Yen**

COMMUNITY MOBILISATION...

- THE COMMUNITY IS DIVERSE, HETEROGENEOUS AND WITH DIFFERENT, AND OFTEN CONFLICTING PRIORITIES
- COMMUNITY MOBILISATION IS BOTH AN ART AND SCIENCE
- MOBILISATION IS MOST EFFECTIVE WHEN ITS FOR ADDRESSING PRIORITIES OF THE COMMUNITY AND SOLUTIONS DEVELOPED BY THEM

The diagram consists of a vertical stack of three green chevron shapes pointing downwards. The top chevron is labeled 'Efficiency spread' and is associated with a white box containing two bullet points. The middle chevron is unlabeled but also associated with a white box containing two bullet points. The bottom chevron is labeled 'Effectiveness depth' and is associated with a white box containing two bullet points. The background is dark blue with white circuit-like lines and circles in the corners.

Efficiency
spread

- Problem priority and Idea from CSR
- Community mobilised to receive the benefits

- broad theme decided by CSR(Education, health)
- Community priority within that theme

Effectiveness
depth

- Problem priority and Idea from community
- CSR responds with flexible,adaptive support

CONSTRAINTS WHICH LEAD TO INEFFECTIVE COMMUNITY MOBILISATION..

- Blind adoption of corporate principles to development work forgetting that most corporates address a minor need of humans(soft drinks,pipes,etc)tbtd development work relates to transforming the entire human being and society
- Leads to spread over depth,efficiency before effectiveness
- Manufacturing firms have to contend with a SAP(Sarpanch Appeasement Programme)
- Community mobilisation enters the project cycle not upfront,but post ideation/implementation.
- “My project,now you manage and maintain”