

Objectives

- To pursuit of knowledge for community mobilization
- To provide tools that drive community efforts on sustainable development.
- To change individuals and communities by changing habits, lifestyles, actions and their role in sustainable development.
- To assess the practice followed in community with the help of key indicators and design, development programs for sustainable living and its sustenance.

Community Dynamics - Introduction to Community Dynamics, Significance, Community based programs, Community Level and Groups, Community Motivation, Gender Empowerment, Case studies

Change Management - Overview of Change Management, Importance of Change Management, Understanding System Perspective of Community Change Management, Key Process Flow, Team for Change Management, Understanding the Stakeholders, Characteristics of Change Leaders and Case studies

Behaviour Change Communication - Social Change and Behavioural Change, Social-Ecological Model-An overarching theory of change, Behaviour Change Process, Effective communication, Quality of Good Communicator, Interpersonal Communication, Personality development, Use of IEC materials, Theory of Adult Learning, Facilitation Skills

Community Mobilization - Process of community and social mobilization, Principles of community mobilization, Importance of Community Mobilization, Community Learning, Adapting to New Sustainable System and Case studies

Sustainable Communities - Concept and Principle of Sustainable Community, Characteristics of Sustainable Community, Design of Sustainable Community, Community Sustainable Indicators, Sustainable Sustenance, Case studies

TEXT BOOKS/ REFERENCES:

1. Course Module Community Mobilization and Change Management, MGNCRE, Hyderabad - <http://www.mgncre.in/publication.php>
2. Jeffrey M. Hiatt and Timothy J. Creasey, 2012. Change Management: The People Side of Change. Prosci. USA.
3. John Hayes. 2010. The Theory and Practice of Change Management. Palgrave macmillan, China.

4. Tarang Social and Behaviour Change Communication (SBCC) Training Module 1: Facilitator's Guide - <http://www.unicefiec.org/document/tarang-social-and-behaviour-change-communication-sbcc-training-module-1-facilitators-guide>
5. Communication for Development (C4D). Training for Module, UNICEF, IEC eWarehouse - <http://www.unicefiec.org/search/index/searchterm:Training/catid:32>
6. Iqbal Shah, 2017. A practical guide to Community Mobilization Techniques
7. Clark and Woodrow, 2009. Sustainable Communities, Springer
8. Flint, R. Warren, 2013. Practice of Sustainable Community Development – A participatory Framework for change
9. Hugh Barton, 2000. Sustainable Communities, Earthscan UK