



Phone: 9932873484/7501133806

# SWARNAMOYEE JOGENDRANATH MAHAVIDYALAYA

Govt. Aided General Degree College | Estd.: 2014

At+P.O.: Amdabad, P.S.: Nandigram, Dist.: PurbaMedinipur, PIN 721650

[www.sjmahavidyalaya.in](http://www.sjmahavidyalaya.in) | Email: [sjmahavidyalaya@gmail.com](mailto:sjmahavidyalaya@gmail.com)

## Course Description:

This certificate course provides an in-depth exploration of community mobilization strategies and their role in fostering social transformation. Students will examine theoretical frameworks, practical approaches, and case studies to understand how communities can organize, empower themselves, and drive positive change. Through interactive sessions, discussions, and group activities, participants will develop essential skills for mobilizing communities, engaging stakeholders, and catalysing sustainable social transformation efforts.

**Duration:** 30hrs, Course starts from  
**2<sup>nd</sup> September, 2019.**

**Eligibility:** H.S. Passed

**Admission:** Application form will be issued from the Department of Sociology, Swarnamoyee Jogendranath Mahavidyalaya. Filled in application form shall be submitted at the Department within 22.08.2019 to 29.08.2019. Admission shall be first come first serve basis.

**Course Fee:** Nil.



**Value Added Course  
On  
'Community  
Mobilization and  
Social  
Transformation'**

**Department of Sociology,**

**Course Outcome:** Students will possess the knowledge and skills to effectively mobilize communities, engage stakeholders, and drive social transformation. They will understand theories of social change, employ community organizing principles, facilitate stakeholder collaboration, empower marginalized groups, utilize communication and advocacy strategies, monitor and evaluate initiatives, promote inclusivity and diversity, leverage media and technology, and ensure the sustainability of community mobilization efforts.

# **Title: Community Mobilization and Social Transformation**

## Course Description:

This certificate course provides an in-depth exploration of community mobilization strategies and their role in fostering social transformation. Students will examine theoretical frameworks, practical approaches, and case studies to understand how communities can organize, empower themselves, and drive positive change. Through interactive sessions, discussions, and group activities, participants will develop essential skills for mobilizing communities, engaging stakeholders, and catalysing sustainable social transformation efforts.

## **Syllabus**

Unit 1: Introduction to Community Mobilization and Social Transformation (3 hours)

- Understanding the concept of community mobilization
- Exploring theories of social change and transformation

Unit 2: Community Organizing and Leadership Development (3 hours)

- Principles of community organizing
- Strategies for building leadership within communities

Unit 3: Stakeholder Engagement and Collaboration (3 hours)

- Identifying stakeholders and their roles in community mobilization
- Techniques for effective stakeholder engagement

Unit 4: Empowerment and Capacity Building (3 hours)

- Empowering marginalized groups and individuals
- Capacity-building approaches for sustainable community development

Unit 5: Communication and Advocacy Strategies (3 hours)

- Effective communication for mobilizing communities
- Advocacy techniques for social change

Unit 6: Monitoring Community Mobilization Efforts (3 hours)

- Developing indicators for monitoring community mobilization efforts

- Evaluating the impact of social transformation initiatives

Unit 7: Tools for Fostering Community Participation (3 hours)

- Techniques for promoting community participation and ownership
- Building partnerships and coalitions for social transformation

Unit 8: Promoting Inclusivity and Diversity (3 hours)

- Strategies for promoting inclusivity and diversity in community mobilization efforts
- Addressing social inequalities within communities

Unit 9: Utilizing Media and Technology (3 hours)

- Utilizing media and technology in community mobilization
- Online advocacy and social media strategies

Unit 10: Ensuring Sustainability (3 hours)

- Ensuring sustainability and long-term success of community mobilization projects
- Strategies for maintaining community momentum and support

References:

1. Chaskin, R. J. (2001). "Building community capacity: A definitional framework and case studies from a comprehensive community initiative." *Urban Affairs Review*, 36(3), 291-323.
2. Kretzmann, J. P., & McKnight, J. L. (1993). "Building communities from the inside out: A path toward finding and mobilizing a community's assets." Evanston, IL: Institute for Policy Research.
3. Warren, M. R. (2001). "Dry bones rattling: Community building to revitalize American democracy." Princeton University Press.
4. Zimmerman, M. A. (2000). "Empowerment theory: Psychological, organizational, and community levels of analysis." *Handbook of community psychology*, 43-63.

5. Wallerstein, N., & Duran, B. (2010). "Community-based participatory research contributions to intervention research: The intersection of science and practice to improve health equity." *American journal of public health*, 100(S1), S40-S46.
6. Minkler, M., & Wallerstein, N. (Eds.). (2008). "Community-based participatory research for health: From process to outcomes." John Wiley & Sons.
7. Gamson, W. A., & Meyer, D. S. (1996). "Framing political opportunity." In *Comparative perspectives on social movements* (pp. 275-290). Cambridge University Press.
8. Laverack, G. (2014). "Improving health outcomes through community empowerment: A review of the literature." *Journal of health, population, and nutrition*, 32(2), 332-340.
9. Butterfoss, F. D., & Kegler, M. C. (2002). "The community coalition action theory." *Emerging theories in health promotion practice and research: Strategies for improving public health*, 237-276.
10. Green, L. W., & Kreuter, M. W. (2005). "Health program planning: An educational and ecological approach." McGraw-Hill Higher Education.

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No.- 56/19

Date- 30.07.2019

## Notice

This is to notify that the department of Sociology is going to organize a Thirty Hours Value Added Course on 'Community Mobilization and Social Transformation' from and on 02.09.2019. Those who are willing to register themselves for the course are advised to fill in the form available in the college office from 22.08.2019 to 29.08.2019. Please note there are only 25 seats in the course and the admission will be first come first serve basis.



*Debnath 30.07.19*  
Teacher-in-Charge  
Teacher-in-Charge  
SWARNAMOYEE JOGENDRANATH MAHAVIDYALAYA  
Amdabad, Purba Medinipur Pin-721650

Register of student for value-Added course  
Community Mobilization and Social Transformation.

For the Session -2019 - 2020 on

Sl. No	Name of the Student	Semester / Year	Roll NO.	Caste	Religion
1.	NILAJIT MAITY	3rd	36	General	Hindu
2.	MADHUMITA MANDAL	3rd	11	OBC-B	Hindu
3.	PRIYANKA DAS	3rd	49	General	Hindu
4.	SURAJIT DAS	3rd	94	SC	Hindu
5.	SUMAN SEN	3rd	120	General	Hindu
6.	PRITAM MAITY	3rd	141	General	Hindu
7.	SANDIP BERA	3rd	157	General	Hindu
8.	SUDIPTA DINDA	3rd	171	General	Hindu
9.	SUBHASIS DAS	3rd	183	SC	Hindu
10.	BISWAJIT SAHOO	5th	64	General	Hindu
11.	MALLIKA MANDAL	5th	65	General	Hindu
12.	PRATIMA MAITY	5th	66	General	Hindu
13.	SUNANDA MAITY	5th	69	General	Hindu
14.	SAHADEB GHORAI	5th	70	General	Hindu
15.	BIKASH DAS	3rd	194	General	Hindu
16.	BISWAJIT SAHOO	3rd	186	General	Hindu
17.	ABHIJIT PANJA DAS	5th	01	General	Hindu
18.	ANUSHRI BERA	5th	03	SC	Hindu

Contact NO.	Mail ID.	Signature with Date.
7428095269	nilajitmaity52@gmail.com	Nilajit Maity
9732859492		Madhumita Mandal
8145826972		Priyanka Das
8617072384	sdhs65729@gmail.com	Surajit Das
6294984443	Sumansen1999@gmail.com	Suman Sen
7407230279		Pritam Maity
7679443768		Sandip Bera
8710066782	sudiptadinda598@gmail.com	Sudipta Dinda
9749654579	subhasidas01092000@gmail.com	Subhasis Das
7407390230		Biswajit Sahoo.
8145743485		MALLIKA MANDAL
9609307523		Pratima Maity
6294035388		Sunanda Maity
6295115896		Sahadeb Ghorai
9647766053		Bikash Das
6296159604		Biswajit Sahoo
6297526018		Abhijit Panja Das
9933228195		Anushri Bera

Block 1-3-19  
Teacher-in-Charge  
DWARANAYEE JOGENDRANATH MAHAVIDYALAYA  
Ambedkar, Purba Medinipur Pin-721650

# REGISTER OF ATTEN-

For the Month of

# DANCE OF PUPILS

Course on Community Mobilization and Social Transformation 2019

Serial No.	Roll No.	NAME OF PUPILS	Serial No. & Date of Admission in the Admission Register	ATTEN-																	
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
				P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1	01	Nilajit Maity	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
2	02	Madhurnita Mandal	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
3	03	Priyanka Das	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
4	04	Surajit Das	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
5	05	Suman Sen	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
6	06	Pritam Maity	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
7	07	Sandip Bera	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
8	08	Sudipta Dirida	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
9	09	Subhasis Das	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
10	10	Biswajit Sahoo	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
11	11	Mallika Mandal	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
12	12	Pratima Maity	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
13	13	Suranda Maity	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
14	14	Satadeb Ghoran	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
15	15	Bikash Das	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
16	16	Biswajit Sahoo	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
17	17	Abhisit Panja Das	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
18	18	Hrushri Bera	1/7/19	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		

No. Present Daily

DANCE																			No. of Days			
19	20	21	22	23	24	25	26	27	28	29	30	31	Present	Late Present	Absent on Leave	Absent without Leave						
19/7/19	20/7/19	21/7/19	22/7/19	23/7/19	24/7/19	25/7/19	26/7/19	27/7/19	28/7/19	29/7/19	30/7/19	31/7/19										
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REMARKS	
Inauguration on. 22.09.2019	
Class taken by Prof. Sanjit Dabral on 7.9.19	
" " by H.K. Bhaurik on 14.9.2019	
" " " A.A.H. Bhaurik on 19.9.2019	
" " H.K. Maity on 24.9.2019	
" " A.K. Maity on 26.9.2019	
" " A. Majumdar on 26.9.2019	
" " A. Majumdar on 3.10.2019	
" " Dr. D. Basu on 31.10.2019	
" " Dr. D. Basu on 2.11.2019	
" " Sweta Bera on 7.11.2019	
" " S. Bera on 9.11.2019	
" " S. Maity on 10.11.2019	
" " S. Maity on 12.11.2019	
" " H. Mandal on 12.11.2019	
" " A. Mandal on 14.11.2019	
" " H. Chatterjee on 21.11.2019	
" " H. Chatterjee on 23.11.2019	
" " M.H. Mandal on 28.11.2019	
" " M.H. Mandal on 30.11.2019	

Signed 28.11.19  
Teacher in Charge  
SWARNAMOYEE JOGENDRANATH MAHAVIDYALAYA  
Kendrapada, Puri - 751005



**Swarnamoyee Jogendranath Mahavidyalaya**

**Programme Schedule**

**Value Added Course on Community Mobilization and Social Transformation**

**Organized by Dept. of Sociology**

**Session- 2019-2020**

**Date: - 02.09.2019 – 30.11.2019**

	Day	Date	Time	Title of Lecture	Name of the Teacher	Remarks
Session 2019-2020	Monday (Inauguration)	02.09.2019	9.00AM	Welcome address by Sanjit Debnath, Teacher-in-Charge & Program Co-Ordinator  Swarnamoyee Jogendranath Mahavidyalaya		
	Saturday	07.09.2019	2.00PM – 4.00PM	Introduction to Community Mobilization and Social Transformation  - Understanding the concept of community mobilization	Sanjit Debnath Assistant Professor & Head Department of Sociology  Swarnamoyee Jogendranath Mahavidyalaya	



Thursday	12.09.2019	9.00AM-10AM	Exploring theories of social change and transformation	Sanjit Debnath Assistant Professor & Head Department of Sociology Swarnamoyee Jogendranath Mahavidyalaya		
Saturday	14.09.2019	2.00PM – 4.00PM	Community Organizing and Leadership Development - Principles of community organizing	Dr. Anindya Kisor Bhaumik Retired Principal Bajkul Milani Mahavidyalaya Bajkul, Purbamedinipur	President of Governing Dody, Swarnamoyee Jogendranath Mahavidyalaya	
Thursday	19.09.2019	9.00AM-10AM	Strategies for building leadership within communities	Dr. Anindya Kisor Bhaumik Retired Principal Bajkul Milani Mahavidyalaya Bajkul, Purbamedinipur		
Saturday	21.09.2019	2.00PM – 4.00PM	Stakeholder Engagement and Collaboration - Identifying stakeholders and their roles in community mobilization	Atin Kumar Maity Guest Teacher Department of Sociology Swarnamoyee Jogendranath Mahavidyalaya		
Thursday	26.09.2019	10.00AM-12.00Noon	Session I - Techniques for effective stakeholder engagement	Session I- Atin Kumar Maity Guest Teacher	Holiday	

			12.30PM-2.30PM	<p>Session II- Empowerment and Capacity Building</p> <p>- Empowering marginalized groups and individuals</p>	<p>Department of Sociology Swarnamoyee Jogendranath Mahavidyalaya</p> <p>Session II- Arpita Majumder Assistant Professor Department of Geography</p> <p>Swarnamoyee Jogendranath Mahavidyalaya</p>	
Thursday	03.10.2019	9.00AM-10.00AM	Capacity-building approaches for sustainable community development	<p>Arpita Majumder Assistant Professor Department of Geography</p> <p>Swarnamoyee Jogendranath Mahavidyalaya</p>		
Thursday	31.10.2019	9.00AM-10.00AM	Communication and Advocacy Strategies	<p>Dr. Durba Basu Assistant Professor &amp; Head Department of English</p> <p>Swarnamoyee Jogendranath Mahavidyalaya</p>		
Saturday	02.11.2019	2.00PM – 4.00PM	<p>Effective communication for mobilizing communities</p> <p>- Advocacy techniques for social change</p>	<p>Dr. Durba Basu Assistant Professor &amp; Head Department of English</p> <p>Swarnamoyee Jogendranath Mahavidyalaya</p>		

Thursday	07.11.2019	9.00AM-10.00AM	<p>Monitoring Community Mobilization Efforts</p> <p>- Developing indicators for monitoring community mobilization efforts</p>	<p>Sweta Bera</p> <p>Guest Teacher</p> <p>Department of Sociology Swarnamoyee Jogendranath Mahavidyalaya</p>	
Saturday	09.11.2019	2.00PM – 4.00PM	<p>Evaluating the impact of social transformation initiatives</p>	<p>Sweta Bera</p> <p>Guest Teacher</p> <p>Department of Sociology Swarnamoyee Jogendranath Mahavidyalaya</p>	
Saturday	10.11.2019	2.00PM – 4.00PM	<p>Tools for Fostering Community Participation</p> <p>- Techniques for promoting community participation and ownership</p>	<p>Srabani Maity</p> <p>Guest Teacher</p> <p>Department of Education Swarnamoyee Jogendranath Mahavidyalaya</p>	
Thursday	12.11.2019	10.00AM-12.00Noon	<p>Session I- Building partnerships and coalitions for social transformation</p>	<p>Session I- Srabani Maity</p> <p>Guest Teacher</p>	Holiday

			12.30PM-2.30PM	Session II- Promoting Inclusivity and Diversity - Strategies for promoting inclusivity and diversity in community mobilization efforts	Department of Education Swarnamoyee Jogendranath Mahavidyalaya Session II- Aparesh Mondal Assistant Professor & Head Department of Geography Swarnamoyee Jogendranath Mahavidyalaya	
Thursday	14.11.2019		9.00AM-10.00AM	Addressing social inequalities within communities	Aparesh Mondal Assistant Professor & Head Department of Geography Swarnamoyee Jogendranath Mahavidyalaya	
Thursday	21.11.2019		9.00AM-10.00AM	Utilizing Media and Technology - Utilizing media and technology in community mobilization	Hiya Chatterjee Assistant Professor Department of English Swarnamoyee Jogendranath Mahavidyalaya	
Saturday	23.11.2019		2.00PM – 4.00PM	Online advocacy and social media strategies	Hiya Chatterjee Assistant Professor Department of English Swarnamoyee Jogendranath Mahavidyalaya	

	Thursday	28.11.2019	9.00AM-10.00AM	Ensuring Sustainability - Ensuring sustainability and long-term success of community mobilization projects	Moyazem Hossain Mondal Assistant Professor & Head Department of History Swarnamoyee Jogendranath Mahavidyalaya	
	Saturday	30.11.2019	2.00PM-4.00PM	Strategies for maintaining community momentum and support	Moyazem Hossain Mondal Assistant Professor & Head Department of History Swarnamoyee Jogendranath Mahavidyalaya	
	Saturday	30.11.2019	4.00 PM	Speech by Sanjit Debnath Teacher-in-Charge Swarnamoyee Jogendranath Mahavidyalaya		

*Sanjit Debnath*  
**Teacher-in-Charge**  
 SWARNAMOYEE JOGENDRANATH MAHAVIDYALAYA  
 Amdabad, Purba Medinipur Pin-721650

**Sanjit Debnath**  
**Teacher-in-Charge**  
**Swarnamoyee Jogendranath Mahavidyalaya**

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Report on Value Added Course

On

Community Mobilization and Social Transformation

Organized by

Department of Sociology

Swarnamoyee Jogendranath Mahavidyalaya

For the Session 2019-2020

Dated- **02.09.2019 – 30.11.2019**

**No. of students registered for the course: 18**  
**No. of students completed the course: 18**  
**No. of classes held during the course: 20 (30 hrs.)**  
**No. of resource person delivered their lecture: 11**

**Course Outcome:** Now students had the knowledge and skills to effectively mobilize communities, engage stakeholders, and drive social transformation. They understand theories of social change, employ community organizing principles, facilitate stakeholder collaboration, empower marginalized groups, utilize communication and advocacy strategies, monitor and evaluate initiatives, promote inclusivity and diversity, leverage media and technology, and ensure the sustainability of community mobilization efforts.

SIGNATURE

*Shak***Course Coordinator****Course Coordinator****Swarnamoyee Jogendranath Mahavidyalaya***Debnak 30.11.19***Teacher-in-Charge****Teacher-in-Charge****SWARNAMOYEE JOGENDRANATH MAHAVIDYALAYA**  
**Amdabad, Purba Medinipur Pin-721650**



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At+P.O.: Amdabad, P.S.: Nandigram, Dist.: Purba Medinipur, PIN 721650

## *Certificate of Participation*

***This is to certify that \_\_\_\_\_ of \_\_\_\_\_ Semester have Successfully completed Value Added course on 'Community Mobilization and Social Transformation' organized by Department of Sociology of Swarnamoyee Jogendranath Mahavidyalaya held during 2nd September, 2019 to 30th November, 2019.***

**Sanjit Debnath**

T.I.C

**S.J.Mahavidyalaya**



# Swarnamoyee Jogendranath Mahavidyalaya

(A Govt. Aided General Degree College::Affiliated to Vidyasagar University)

At+P.O.: Amdabad, P.S.: Nandigram, Dist.: Purba Medinipur, PIN 721650

## *Certificate of Participation*

***This is to certify that Nilajit Maity of 3<sup>rd</sup> Semester have Successfully completed Value Added course on 'Community Mobilization and Social Transformation' organized by Department of Sociology of Swarnamoyee Jogendranath Mahavidyalaya held during 2nd September, 2019 to 30th November, 2019.***

**Sanjit Debnath**

T.I.C

**S.J.Mahavidyalaya**