

# COMMUNITY MOBILIZATION FOR SOCIAL AWARENESS

Turbhe Ward, Navi Mumbai



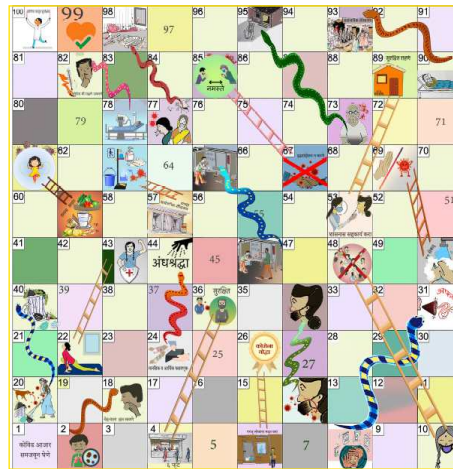
## BRINGING ABOUT A BEHAVIORAL CHANGE AMONG COMMUNITIES

The crux of every social initiatives is not only to implement impactful community projects but to realize tangible positive change in the quality of their lives. It is therefore necessary to build a positive rapport, shared knowledge and mobilize the communities by spreading awareness that will be an enabler for adopting good habits. The Urban WASH project at Turbhe, Navi Mumbai gives special emphasis to community mobilization as it is imperative to bring a positive behavioural change among the residents around COVID19 prevention, individual and community sanitation. The project is being implemented by Shelter Associates & supported by IKEA India in partnership with Collective Good Foundation.

### MOBILIZATION ACTIVITIES



**Focus Group Discussions** with small number of people from a different groups within communities



**Informal Activities** such as Snake & Ladder and Maze games customized to provide awareness about COVID19 prevention and sanitation.



**Corner meetings** to discuss issues around sanitation and COVID19 prevention



**Celebration Days** such as tree plantation drive during World Environment day, etc.

“  
The activities conducted by the organisation are very informative. All our problems are heard and solutions are provided by the team. It has inspired me to volunteer in their good cause”  
- Megha Shashikant Vanjaare  
Hanuman Nagar, Turbhe



**Transect Walks** to understand the sanitation situation within the slum



**Training sessions** to educate community coordinators on mobilization activities



**Hand Wash Activity** for spreading the message on effective hand washing habit