

Online Training on Mobilization – Tools and Techniques in DDUGKY

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**NATIONAL INSTITUTE OF RURAL DEVELOPMENT AND
PANCHAYATI RAJ**
(Ministry of Rural Development, Government of India)
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1. Need for Training Program

DDU-GKY rests on the key pillar of candidate mobilisation. Mobilisation of candidates requires knowledge of the village demography, sensitivity to village ethos and strategies to build connect with the target group, and other stakeholders. State and its districts have distinct features which need to be kept in mind when venturing into mobilisation. The PIAs need to be sensitive to these factors, if not mobilisation cannot be effective and can hamper the outcomes of the programme.

2. Objective

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

- Describe the role of mobilizer. Adopt the success mantras for mobilization.
- Adopt appropriate medium and tools of mobilization.
- Conduct screening and selection as part of counselling. Adopt best practices from existing PIAs.

3. Target Group

PIAs PAN India

4. Training Duration & Mode

Online Training for 3 hours.

5. Registration link and joining link have been shared with nominated PIAs from Jammu & Kashmir.

**DDU-GKY Team
NIRD&PR**