

✓ Community: Group of people based on common geography (country, state, region, suburb, neighbourhood).

\* Engagement: The art of including stakeholder

⇒ Community Engagement :- involves strategic approach to an organization's community based stakeholder.

→ Community engagement is a type of stakeholder engagement.

\*⇒ Why Community Engagement :-

- ① Make better decision
  - ② Be social responsible
  - ③ Trust build
  - ④ Gain a license to operate
  - ⑤ Successfully manage conflicts and negotiate
- Successfully Manage Conflicts and Negotiate**

Forms of C.E

- |               |                 |
|---------------|-----------------|
| ① Vertical CE | ② Horizontal CE |
|---------------|-----------------|
- Which involves the collaboration and interactions b/w different levels of hierarchy
- Peer that refers to the interaction & collaboration that appears among peers or members of that organization



Date: \_\_\_\_\_

Day: \_\_\_\_\_

## Sub-Types

① Top-Down Initiative:

② Bottom-up Advocacy

③ Hierarchical Collaboration

④ Resource Allocation

## Types of Vertical CE:

① Participatory Planning <sup>participatory actively</sup> ⇒ Directly involve hotyain <sup>plan</sup> <sub>discuss</sub> <sup>community</sup>

② Community Based Research

③ Educational Partnership

④ Cultural & Arts Engagement: <sup>Kuch aisi cheezen jo</sup> arts ke through solve karna

⑤ Corporate & Business Engagement

## Horizontal Component

① Peer Collaboration

② Shared Decision Making (4-5 people)

③ Mutual Support (Mutually Understanding)

④ Networking (Using Networks to solve issues)

## Horizontal Types:

① Volunteerism

② Community organization

③ Public Participation

④ Charity/Philanthropy

⑤ Social Activism



## \* Core Principles GE

## \* Successful Community Engagement

Date: \_\_\_\_\_

- ① Demographic Diversity
- ② Collaboration
- ③ Openness
- ④ Transparency
- ⑤ Impact
- ⑥ Sustained Engagement

- ① Capability
- ② Collaboration
- ③ Commitment
- ④ Contribution
- ⑤ Continuity
- ⑥ Conscience

## \* Identity

The process in which you either define or describe yourself is called Identity.

→ Stages:

Identity Diffusion  
// Disclosure

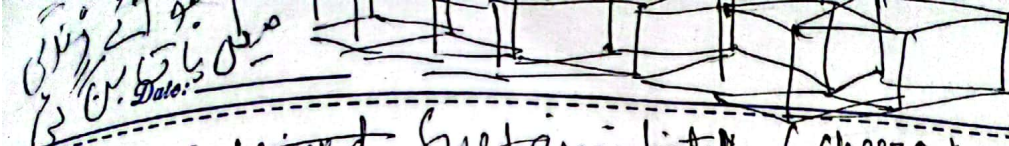
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## Identity Achievement

## \* Approach to Efficient Community Engagement

- ① ~~Integrity~~ Intensity of Diversity { All members have same rights }
- ② Partnership & Collaboration { partnership karte hai main phir collaborate karte }
- ③ Transparency & Communication { Har cheez transparent hogi aur phir communication }
- ④ Active Listening { sabse pehle logo ko sunen gen phir communicate karen gen }
- ⑤ Capacity Building { capability na ban pana, capacitate krdena Aik do bar unko help krdena }
- ⑥ Respect & Trust { Jaisa kisi ki respect karen to unpar trust bhi karen ge vice versa }
- ⑦ Tailored Approaches { Aisi approaches use karna jahan specific context aaye }
- ⑧ Empowerment & Ownership { Empower bhi kia jaye }





Day: \_\_\_\_\_

9) sustained sustainability (cheezo ko sustain krna  
gaye faay waste na ho)

10) Evaluation & Feedback (har kaam mein evaluate karna  
aur feedback lete rehna)

Importance CE : —

1) Strengthening social cohesion (Bhaiyon aur behnon ke beech)

2) Addressing local needs

3) Empowering Individuals & Communities

4) Enhancing community health & well-being

5) Encourage civic participation

6) Economic Development

7) Enhancing Trust & social cohesion

8) Generating innovative solutions

9) Building sustainability

10) Improve knowledge

11) Local Networking

12) Community Development

13) Planning & Decision Making

→ Community Engagement

Successful Programs in Pakistan

1) Orangi Pilot Project (OPP) : Dr. Akhtar Hameed 1980  
in social activist

↳ Sanitation ↳ capacity Building ↳ Scaling up

2) Aga Khan Rural Sport Program :

↳ 1980 / Gilgit Baltistan, Chitral

↳ Integrated Rural Development

↳ Community Based Organization

↳ Local level to support karnal

Achievement: Poverty Alleviation

↳ Empowerment & Education



# National Rural Sport Program

Throughout Pakistan  
Different for different  
provinces

\* Community  $\rightarrow$  group of same people

Development: relate to realizing growth/expansion

Social human index cultural index

~~Community~~ Development's process in which programs/projects are designed for social and economic growth.

\* Nature of C.D

- (1) Participatory
- (2) Holistic (should be engaged in the process)
- (3) Sustainability
- (4) Inclusivity
- (5) Capacity Building
- (6) Collaborative
- (7) Context-specific
- (8) Empowerment
- (9) Flexible
- (10) Process oriented
- (11) Reflection
- (12) Learning

You can do separate calculations along the direction of any basis vector worrying that result along another basis vector affecting it.