

**EFFECTIVENESS OF SOCIAL MOBILIZATION FOR RURAL POVERTY
ALLEVIATION WITH SPECIAL REFERENCE TO PALLEPOLA
DIVISIONAL SECRETARY DIVISION IN MATALE DISTRICT**

By

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Degree in Human Security.

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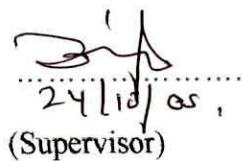
DECLARATION

The work report of this thesis is the result of candidate's own investigations carried out in Walmoruwa Grama Niladhari Division in Pallepola Divisional Secretary's area for the fulfillment of the M. Sc., in Human Security Degree Programme. The contents of this thesis have not been submitted for any other degree, in any University.



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ABSTRACT

Social Mobilization has been identified as the most important part in many fields such as social development, infrastructure development, marketing, environment protection, political activities etc. This approach has been used in Sri Lanka for social development and sustainable development by development professionals since 1986. Although it has been used for so many years for the development of the country, an in-depth and a sufficient study has not been done so far.

All agencies involved in development activities including the Government are using social mobilization as a main part or a component in their programmes. But it is very unfortunate that the outcome is negligible compared to the efforts made in the social mobilization process. For instance, there are figures in many institutions indicating that they have mobilized several thousands or hundreds of thousands of people to cater to their objectives. But practically there is no sufficient response or results from the people, compared with the amount of resources they have used for social mobilization. On the other hand it is very difficult to measure the level of mobilization in a community.

The overall purpose of this study is to analyze poverty alleviation programmes implemented in the country, while understanding the explicit poverty alleviation programmes and the efficiency of the mobilization patterns, which have been, used so far.

There were no proper tools or a system to measure the mobilization level in the said community. Therefore, the writer created a new method named MITA PCS.

This is an effort to fill this vacuum and it will create a new opening which could be used in any organization or by an individual to measure the mobilization level of a community and also this method could be used in marketing surveys and as well as a rapid appraisal method in people centered development programmes. MITA PCS can also be used as a monitoring and an evaluation tool.

This study analyzed all the poverty related programmes implemented by the Governments of Sri Lanka since 1937 to date, and comparing specially both Janasaviya and Samurdhi

programmes as explicit poverty alleviation programmes implemented by the then Government and found that MITA PCS is a very good method impact to measure the mobilization level. Two sample surveys were carried out to identify the poverty level of the community and to identify the mobilization level.

Therefore, this study proposes that the properly designed continuous mobilization method should be applied to any national level poverty alleviation programmes and MITA PCS could be used as a mobilization tool, marketing tool, monitoring tool and behavioral communication tool (BCT) and as a rapid appraisal tool by any development sector, engaged in this area of activities.

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CHAPTER ONE

INTRODUCTION

1.1 POVERTY PROFILE IN SRI LANKA

South Asia has 22% of world population and 44% of world's poor. 85% of South Asians receive US \$ 2.00 per day. Five hundred million live in abject poverty and three hundred million are chronically malnourished. (Human Development Report.2002)As such , United Nations declared a decade for eradication of poverty during 1997-2007 under the resolution No. 53/198 . Accordingly, all the successive governments ,various organizations , NGOs including the United Nations Organization have been trying to alleviate poverty. But it is still the same old daunting specter, as powerfully menacing , and unable to see an end to the age old problem .

Poverty management has been analyzed in many ways and the ruling elite have adopted alternative measures to overcome the problem including the use of varying techniques of suppression , as endorsed rightly or wrongly by the leaders of religious groups , philosophers , economists , politicians , poets , novelists , and many other professionals according to their assumed collation of thoughts.

This is the very reason why the United Nations Organization and the related agencies gave highest priority to alleviate poverty . To put in even simpler terms the specter of poverty and of its manifestation has rightly become a global issue which no longer can be ignored or kept in wraps .

“ A basic principal that underscores the Rio Declaration on Environment and Development (1992) is that human beings who are the center of concern for sustainable development are entitled to a healthy and productive life in harmony with nature . The declaration made it explicit that all states and all people shall cooperate in the essential task of eradicating poverty as an indispensable requirement for sustainable development . The world summit on Sustainable Development (2002) held in Johannesburg has reaffirmed its commitment to alleviate poverty ” (Karunanayake M.M. 2002).

Similarly Sri Lanka faced the same problem and all the successive governments made arrangements to alleviate poverty during the period in which they were in power. Most of these programmes were not purely poverty alleviation strategies, but the governments have used them as poverty alleviation measures to combat the existing situations. "It is worth noting that successive governments in Sri Lanka since independence have been concerned with the upliftment of quality of life of the poor in Sri Lanka through various programmes. This took the form of providing social welfare benefits or creating assets and livelihood opportunities.

Social mobilization is the backbone of any people targeted development programme. All governments have spent millions and millions of rupees to mobilize the people and get their fullest co-operation for many development programmes. But unfortunately, the successive governments have not been able to obtain the expected output from these massive programs. Therefore, it is very important to study the mobilization patterns they used and go deep in to these processes and to investigate the mobilization level they have reached. Since there are no accepted measuring methods or tools to measure the social mobilization, the writer created a new method to measure the mobilization level of the community.

Unfortunately Sri Lanka is still facing this problem in the same level specially in the same sectors in the community, although two major poverty alleviation programmes were implemented by the government. The poverty levels in the districts where both these poverty alleviation programmes were implemented have increased as shown by the annual income and household survey conducted by the Department of Census and Statistics. Therefore, a systematic poverty alleviation programme and an acceptable system is required to measure the outcome of all these activities implemented so far for poverty alleviation.

Table 1.1 Increased Poverty levels from 1989-2003

S/No.	District	Increased by %
1	Puttalam	9
2	Badulla	6
3	Moneragala	3
4	Ratnapura	3
5	Nuwara Eliya	3
6	Kegle	1

Source: Department of Census & Statistics, Income & Household expenditure Survey 2003.

The governments that came with power have changed the strategies according to their needs perceptions, and view points of their consultants and the level of poverty in the country remains as it was. These changes affect very badly the poor in the country and so much of public and wasting Public funds are wasted on unnecessary publicity campaigns, foreign tours, seminars, awareness programs, press conferences etc; in the name of poverty alleviation. Following table shows the changing pattern of poverty alleviation programmes implemented in Sri Lanka since 1989.

Table 1.2 Changing pattern of poverty alleviation programmes

Programme	Implemented Year
Janasaviya	1989-2004
Samurdhi	1995 to date
Regaining Sri Lanka	2000-2002
Gemidiriya	2002 -

Source: Literature Survey -2004

“The most important determinant of the high incidence of poverty in Sri Lanka today have been the result of the war that had spread for decades and the result of poor economic management of the country by rulers from time to time. The government is fully committed to