

## **Demographic and Geographic approaches on the hands on, practical Mass organizing process of the Eritrean Yeakle Mass Movement.**

The main purpose of the two, attached demographic and geographic, diagram based approaches to the Mass Yeakle Movement, on the ground are meant to visually glorify the practical mobilizing and organizing processes on the ground, on a city by city, basis. The two most challenging problems to the Eritrean opposition camps have been and still are as follows: 1) The inability of the too many, different opposition organizations and groups to come to unity, and 2) To educate, mobilize and organize, the about 95% of the apathy ridden Eritreans in the Diaspora, who are not yet, politically organized, and by devising new, research based approaches, strategies, tactics, and broad and accommodating Road Maps, can have great potential to produce unprecedented optimal results. Therefore, the attached, visionary, successful, practical mass organizing process, involving the following three different approaches , are in practice:

A)The demographic approach, as shown on the attached diagram, on a city by city basis : is demographically divided into 12 segments, namely, the youth, the women, Cab drivers, Truck drivers, students, all faiths, intellectuals, Artists, Information, Home canvassing, Business owners and Elders. Such segmentation process, will be implemented using sub committees to implement actual mobilizing process, and three coordinators will be involved to make sure the mobilization process is conducted properly and optimally.

B)Geographic approach: As shown on the attached diagram, the subject city will be segmented into five zones, namely, North, South, East, West and central. In each zone, sub committees will be formed in order to practically mobilize the masses, optimally, and two coordinators will be involved to ascertain that the mobilization process is properly and efficiently implemented.

C) The third approach, of the mass organizing process, on a city by city approach, is the simplest to implement and which has been practically tested on community wedding rituals. During Eritrean wedding programs, in the Diaspora, families invite each other formally, using wedding cards invitation process, and such formal invitation approach is effective, and is highly recommended on this occasion, as well. The only difference, is, that on this invitation process, the attached customized invitation letter and a Membership Registration Form, will be used instead of a wedding card.

Using the three different approaches for optimal mass organizing process, committed sub committees will do their best, to mass mobilize in their own ways. Those vast majority, unorganized Eritreans, in the Diaspora will have great chance to join hands with those who are already being organized. The five coordinators involved in all the activities have

empowerment and control roles over all the different committees in action, to make sure that optimal efficiency is ascertained.

While financial raising programs are also put in place, in parallel with the mass organizing process, it is also equally important to note that this highly effective and simple to practically implement a plan, that has the following advantages :

- 1) The Yeakle Mass Movement harnesses a great number of virtuous youth and women, Who should be encouraged and empowered.
- 2) It mainly focuses on the expressed needs and wants of the Yeakle Mass Movement, which harnesses the vast majority of Eritreans in the Diaspora.
- 3) It takes both, short term and long term benefits and potential impediments into account and upon enough debates, takes the best option.
- 4) It offers a research based answers to the lingering unity problems that the ever opposing and feuding too many Eritrean opposition groups and organizations, have been suffering from.
- 5) It believes that only united Eritreans are the true and sole solution to Eritrean national socio-political problems.
- 6) And, finally, it has a strong potential to get us to fruition, within the shortest time possible, which is only about six (6) months only, and yet, without leaving a single Eritrean out.

**Long Live Eritrea, and Eternal Life to our Martyrs.**

**Our Unity and Eventual Victory is Imminent !!**

**Berhe Desta  
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