

**Programme: Master in Social Work,
Dept. of Sociology, Patna University**

CC-8: Community Organization & Social Action. (Unit-1 & IV, Sem-II)

Topic/Content:

Community Organization & Social Action

Community Organization

It is a process of dealing with individuals and groups who are or may become concerned with individuals and groups who are or may become concerned with social welfare services or objectives, for the purpose of influencing the volume of such services, improving their quality or distribution, or furthering the attainment of such objectives.

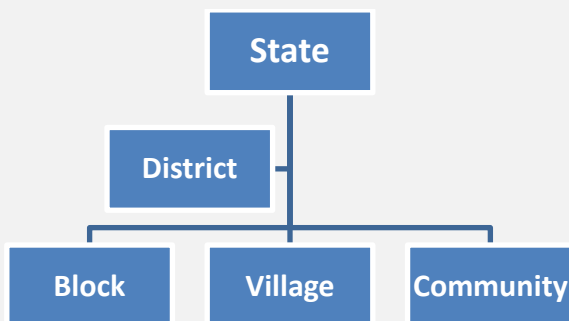
Definition of Community:

McIver defines community as “an area of social living marked by some degree of social coherence.” He further says, “Whenever the members of any group, small or large, living together in such way that they share, not this or that particular interest, but that basic conditions of common life, we call that group a community.”

- Man could not live alone due to interdependency.
- Linked with many ways to his fellows who form a group.
- Cannot however expect to become member of all groups.
- Can establish relation only with people residing near him.
- People who live over any length of time develop social likeness, common social ideas, traditions and sense of belongingness (We feeling)

Meaning of Community:

Community is human population living within a limited geographical area and carrying on a common interdependent life.



Elements of Community:

- **Group or people:** Whenever the individuals live together in such a way that they share the basic conditions of common life, we call them forming a community. Number of peoples should be there.
- **Locality:** The group of people forms a community when they begin to reside in a definite locality. Geographical area e.g. Kashmiri people.
- **Community sentiment:** we feeling, concern with feeling or Community sentiment means feeling of belonging together.
- **Permanency:** A community is not transitory like a crowd. It essentially includes a permanent life in a definite place. E.g. Caste may be Maratha, Muslim.
- **Neutrality:** It happens natural i.e. need fulfillment Communities are not made or created by an act of will but are natural.

- **Likeness:** In a community there is a likeness in language, customs, mores, etc.
- **Wider ends:** The ends of the community are wider and they are natural. Developing basic living conditions i.e. drinking water facility.
- **Particular name:** Every community has some particular nomenclature depending on specific geographical area.
- **No legal status:** No legal validity for registration i.e. Observation Home. Some sort of correctional services are there. The division of work will be carried out on different levels.

Organization: It means an arrangement of persons or part i.e. Family, church, colleges, factory, community and play groups.

- Function in a co-ordinate manner to accomplish a goal.
- Members are assigned fixed tasks (duties and routine work) and responsibilities according to their status (it is nothing but dignity) and role.

Elements:

- Goal or objectives.
- Preparedness: To accept once role and status.
- Position: Role and status.
- Norms and mores, rules and regulations.
- Sanctions: Warning to physical punishment.

Definition of Community Organization by Murray G. Ross:

“Community Organization is to mean a process by which community identifies its needs or objectives (problems), orders these needs or objectives, develops the confidence and will to work at these needs finds, the resources internal (man, machine, money and material) and external (guest lecture) to deal with these needs, takes action in respect to them and in so doing extends and develops co-operative and collaborative attitude and practices in community.

- Seeks to bring social climate: To resolve group conflicts and initiate co-operative activity.
- Concentrates on narrowing down the areas of conflict.
- Negative and destructive aspects of competition are sought to be replaced by the positive and constructive aspects of co-operation.
- Concerned with developing a capacity (physical and mental) in community.
- Primary focus is upon needs of people and means of meeting.
- To develop willingness to work together towards common objectives.
- To bridge the gap between social welfare needs and social resources. (Role of mediator)
- To bring about desirable change, modify attitude.
- Includes issues of women education, small family norm, literacy campaigns, ensuring health and education, water and electricity, maintaining peace in social interactions.

Main Objectives:

- Democratic process of involving people in thinking, deciding, planning, and playing active part in whole problem solving process.
- Value for personal fulfillment of belonging to a community.
- Need in community planning to think of actual people in relation to other people.

Principles of Community Organization

- Community organization is a means, not an end: Community organization is not having end, it is a mean to reach to development of community. As programme should be organized to achieve the well-being of the community.
- An agency should develop a friendly trustful and trustful relationship with the members of community: An organizer should be a friend, companion, from a guide and enabler. He should work with community.

- The total needs of the community should be taken into consideration: While organizing any programme of development there should be a coordinated approach to all the programmes of the community and basic needs are food, shelter, clothing, education and health.
- Felt needs should be the basis of the community organization: No programme should be organized save the felt needs of community nothing should be enforced or imposed on the community by way of new ideas. Unless they are first prepared for it. The agency should be able to create consciousness among the community for understanding its various needs. Therefore the members of community should have an agreement on various needs and changes necessary in the community. It is only then the community will be able to accept any changes.
- Any developmental process has to effectively stimulate help and teach the people to adopt new methods and learn techniques and to improve their way of living: Make conscious to adopt new methods to people.
- The community should be help to help themselves: Self-reliance and sense of initiative of the community should be fostered rather than making the community substantially developed an external assistance. Stimulating force should come from within.
- All the programmes should be in harmony with economic and cultural patterns of the community: Traditions, customs, beliefs, economical condition.
- The process of changing all outmoded beliefs and superstitions should be very slow or gradual.
- Community should be psychologically prepared for accepting certain changes. E.g. changing the political leader. (Every year one man from same family is surpanch.)
- Various mass media can be used in creating consciousness in community about its needs and resources and using these resources for fulfilling these needs.
- Agency and community organizer should work with the community rather than for the community: Community organizer should work with the people not for the people.
- Establishing effective linkages to different agencies apart from parent agencies: For implementing programme, a co-organized should link with other agencies

Others principles:

- Community leader should be involved.
- Clarify organizational goals and working procedures. (E.g. Without introducing it is not possible to collect data of particular village.)
- Developed sense of belonging among members. (Mutual support / understanding to develop their confidence)
- Develop proper communication channels. (Media, television and transport facility) Without adequate communication, cannot get or fulfilled anything.
- Seek support of different groups. (Mahila Mandal, Youth Clubs)

Scope of Community Organization

Community organization as a method of social work would be applied on the issues of health, housing, education, living conditions / standards, economical, infrastructural development, agriculture development and to bring about changes in different cultural patterns. In brief community organization would be applied in the following areas which could be explored likewise.

1. Economic:

- Co-operative farming and co-operative marketing, proper storage of food grains.
- Water management, Dairy, poultry and animal husbandry.

- Acceptance of improved seeds and manures, Kitchen gardening.
- Soil conservation, Improvement in local crafts:
- Cottage industry, Maximum use of available natural resources.
- Promotion of cotton industry and it is depending on region, Vocational guidance and exhibition & developing entrepreneurship.

2. Education:

- Awareness about education & adult education and social education.
- Schools or educational institutions & Promotion of reading rooms and libraries.
- Special education for handicappers

3. Health:

- Primary health facilities, Sanitation facility – Potable drinking water.
- Health education and public health, Balance diet.
- Arranging camps, Family planning and population education.
- Immunization, Care of physically and mentally handicaps.
- Pre-natal, maternity and postnatal solvencies.

4. Roads and Housing:

- Provision of housing facilities i.e. HUDCO, MAHADA (State Level)
- Construction of roads, Maintenance of roads.
- Clearance and improvement of slums, Promotion of co-operative housing.

5. Recreation:

- Sports activities.
- Entertainment facilities.
- Clubs.
- Conducting dramas and dances.
- Arranging high larges.

6. Cultural Activity

- Celebration of different festivals.
- Kirtans, bhajans, lok natya, tamasha, folk-ways and kavi-sahamelan.
- Discussion about different customs and traditions.

7. Social Services:

- Service to patients and poor.
- Establishing organization of volunteers.

8. Community Life:

- Cultural and recreational activities.
- Organization of youth, children and women in forms of clubs.
- Strategy community centers.
- Organizing co-operatives.
- Conducting public meetings, basically 'Gramsabha'.
- Improving and supporting Gram panchayat.

Roles of Community Organizer

1. AS A GUIDE:

- It is a primary role which is very much important for smooth functioning of the process of community organization.
- Through this role, it is indicated that community organizer is a person who helps the community to establish and find means of achieving its own goals.
- He is the person who is there to help community to move effectively in the direction, it chooses to move.

- Community organizer as a guide has to take up some responsibilities to help community to choose this direction / way or solution intelligently.
- He should not use the community for his own ends or manipulate (exploit) people.
- He should stimulate feeling of need in respect to any project.
- He should go for encouraging discussions on such projects.
- The role of guide is concern with helping the community to explore its discontent or problems.

Areas which are mostly concern under this role areas,

- Initiative: To take part in the process of community organization or development or growth.
- Identification with C.O.: Democracy style of working must be important.
- Acceptance of the role on the part of community organizer.
- Interpretation of role: To tell them why I am here. What are responsibilities to clarified?
- To interpretate the responsibilities at any levels. To avoid mis-interpretation in between workers and villagers.

2. As an Enabler:

- To make aware, to motivate and to make them able. To built capacity physical and mental. To develop will for reaching the objectives or goals.
- Focusing discontent or problem or goal which is fixed for community organization: To help the community to verbalized or expressed their discontents.
- In regard to this role community organization requires specialized skills and qualities to deal with some rigid communities to go on verbalizing discontent.
- You have to permit the flood of negative expression of their feelings in regard to any aspect of their life.
- You have to focus on personal and social problems.
- There should be nourishment of whole that something can be done collectively about these discontents.
- To help people to see the nature of discontent, deep roots of many of these contents, their interrelationships and difficult blocks to overcome these discontents.
- Encouraging organization: Always community organizer should focus on encouraging the people to come on common platform, discuss about their discontent and from this take a necessary action by developing necessary capacities with the help of community organizer to get rid of their discontent.
- Nourishing good interpersonal relation: Emphasizing on common objectives (To ventilate the discontent) as a role of enabler community organization should be consistently directed as freeing the community to realize its potentialities and strains in co-operative work.

3. As an Expert:

- To provide data and direct advice in number of areas about which he may speak with authority.
- He should have throw knowledge about research methodology, technical experiences, resource materials, advice on different method which are to be utilized through development. E.g. Jal-Swaraj scheme for drinking water.
- Confronting or clarifying the groups about facts, concepts which may be helpful for development of that community.
- Community diagnosis or analysis of community to identify the problem, area and problematic individuals.

- Information about other community. E.g. Dhamner village for Nirmal Gram.
- Methods of organization: To show him documentary, lectures.
- Technical information: Materialistic resources, equipments traits to give the information about it.
- Evaluation: Interpretation of process of co-operative aware without damaging interpersonal relationship.

4. As A Therapist:

It is basically treatment aspects. It deals with those deep lying and often unconscious forces which are constantly threatening the process of community organization. E.g. Superstitions beliefs to go for aware or treat from it, mentally retarded person, alcoholic addicted- to send him de-addiction centers and HIV/AIDS patients – to start ART treatment with all related tests.

Community Development

It is democratic process of consulting the people about their needs and involving them in decisions about priorities.

It is based on concept of self help. E.g. IRDP (Integrated Rural Development Planning). It is nothing but need base planning.

Definition

“Community development is an attempt to bring about social and economic transformation of village life through efforts of peoples themselves.” (Planning commission)

“Community development is the process designed to create conditions of economic and social progress for whole of the community with its active participation.” (United Nations Bureau of social affairs)

India got freedom in 1947s; the first community development programme was inaugurated in 02 October 1952. This programme was started because of the efforts of Mahatma Gandhi, Rabindranath Tagore and Vinoba Bhave all these three eminent personalities had targeted their work area for rural reconstruction / development. Several different movements like ‘Sarvodya’, ‘Bhudan Movement’ where concern with upliftment of rural life. Because of all there regions community development schemes where started by the Government at all levels of society.

Approaches of Community Development

- *Single function approach*: In which programmes are implanted by external agents such as new school, medical programme or housing project, etc.
- *Multiple approaches*: In which recognition of wholeness of community life and team of experts who are seeking to provide variety of services come together and form or established community development programme.
- *Inner resources approach*: In which encouragement of communities to identify their needs and to work comparatively with Government and other agencies which are working for social welfare.

Elements of Community Development

- Activities corresponding with community development programme should be related with basic need or felt needs of community.
- Every community development programme should be multipurpose programme.
- It should help to bring attitudinal change or modification in community or beneficiary group.
- There should be better participation of people or involvement. All schemes are working for people.
- Identification encouragement and training of local leaders.

- There should be separate administration (infrastructure) arrangement for implementation of these schemes. Every scheme assigned to administration set up. E.g. Family counseling centre and Krishna Charitable Trust, Karad. Working on HIV/AIDS.
- Resources utilization: Internal and external. Here 4 'M' are important with energy and time.
- Economic and social progress necessary: It should lead in economic and social growth.

Social Action

Every profession has a tested body of knowledge, which includes principles, techniques, methods, procedures, tools and terminology of its own. The same is true with professional social work. Social work has six methods of working with people (casework, group work, community organisation, social action, social welfare administration and social work research). These methods are the techniques of enabling the people for better social functioning. Social action, as a method of professional social work practice, is an organised effort to change or improve social and economic institutions through organisation and mobilization of the community people. Unlike other social work methods, social action emphasizes on long-term essential changes in established social institutions. Social action covers movements of social, religious and political reform, social legislation, racial and social justice, human rights, freedom and civic liberty. Previously social action was considered as a tool within the field of community organisation, but now it has been considered as a separate technique of social work and as such a fourth process (see Siddiqui, 1984).

Social action process, more or less, passes through the recognizable and systematic stages. First of all, a scientific analysis or research on the social problem affecting the community people is carried out. Then, awareness is generated regarding various aspects of the problem and people are encouraged to take collective and collaborative action to solve the problem. Third stage is centered on organizing people for coordinated and directed intervention whereas in further stage suitable strategies are developed to achieve the goals and lastly, action is taken. Every social action process passes through these stages and professional social workers or actionists are well-equipped with knowledge and skills required in different stages.

Social action has a definite set of goals and objectives. The goal of social action is redistribution with regard to resources and power to provide social justice to all. Its objective is the proper shaping and development of socio-cultural environment in which a richer and fuller life may be possible for all the citizens. Social action aims at prevention of needs, solution of mass problems, improvement in mass conditions, influencing institutions, policies and practices, introduction of new mechanisms or programmes, redistribution of power, resources (human, material and moral) and improvement in health, education and welfare.

Social Action in Relation to Community Organization

Social action shares many similarities with community organization. Sometimes there is a debate whether social action is a part of community organization or is completely a different entity. Some believe that it is a part of community organization. The problem of confusing social action with community organization arises mainly on account of lack of agreement as to what the term community stands for in social work. While community organization is meant for a limited geographical area - the 'community', social action has larger context. It signifies the society, say, nation-state. Social action definitely has a larger scope and impact.

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