## Principles of community organization

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## **Principles of Community Organisation**

- Principles of community organisation are generalized guiding rules for the sound practice.
- We are concerned with the dignity and worth, the freedom, the security, the participation, and the wholesome and abundant life of every individual.
- Knowledge of the principles provide a professional thrust to the community worker.
- Principles provide ethical legitimacy for field practice while empowering people, communities and workers

Ross (1967) presented specific principles, which have been discussed in terms of the nature of the organisation or association and the role of the professional worker. The principles identified by Ross are

- 1) Discontent with existing conditions in the community must initiate and/or nourish the development of the association
- 2) Discontent must be focused and channeled into organisation, planning and action in respect to specific problems

- 3) The discontent which initiates or sustains community organisation must be widely shared in the community
- 4) The association must involve leaders (both formal and informal) identified with, and accepted by, major subgroups in the community
- 5) The association must have goals and methods of procedure of high acceptability
- 6) The programme of the association should include some activities with emotional content

- 7) The association should seek to utilize the manifest and latent goodwill which exists in the community
- 8) The association must develop active and effective lines of communication both within the association and between the association and the community
- 9) The association should seek to support and strengthen the groups which it brings together in cooperative work

- 10) The association should be flexible in its organisational procedures without disrupting its regular decision-making routines
- 11) The association should develop a proper pace for its work and relate it to the existing conditions in the community
- **12)** The association should seek to develop effective leaders ("popular leader" and a "task leader)
- 13) The association must develop strength, stability, and prestige in the community

In the context of working with actual practice situations in India, **Siddiqui (1997)** also evolved a set of eight principles to guide community organisation practitioners. These are briefly described below:

- 1) The Principle of Specific Objectives
- 2) The Principle of Planning
- 3) The Principle of People's Participation
- 4) The Principle of Inter-Group Approach

- 5) The Principle of Democratic Functioning
- 6) The Principle of Flexible Organisation
- 7) The Principle of Optimum Utilisation of Indigenous Resources
- 8) The Principle of Cultural Orientation (In most developing countries, traditions and customs are very important)

## **Principles of Community Organisation**

- Since community is treated as the client in community organization, care should be taken by the community organizer to strictly observe the specific principles. The principles will help to achieve the objectives of community organization. They are discussed below:
- a. Principle of Felt Needs: The community organizer should concentrate on the needs that require immediate intervention. He should facilitate the community to identify and prioritize the needs according to the merit and urgency of intervention.

- **b. Principle of Resource Mobilization:** Resources are essential to solve the problems which are identified by the community. These resources are available within the community or outside. The resources must be mobilized by the community to find solution to the problem. The resources can be in the form of men, material, money, etc.
- c. Principle of Local Leadership: Leadership is essential for any developmental initiative. Through community organization process, social worker should help the community to evolve local level leadership that will sustain the developmental changes.
- d. Principle of Participation: Every stage of community organization process requires people's participation. It is a basic requirement to realize the goals of Community organization. So the community organizer should motivate the entire community to participate in the developmental activities.

- e. Principle of Self Help: Community must be organized to develop maximum level of self initiatives among themselves. People must be empowered to take care of their own developmental needs.
- **f. Principle of Democracy:** Community organization activities must be carried out on a democratic basis. Decisions are to be taken on majority consensus. Planning and implementation of programmes should be carried out through democratically elected people's representatives.
- g. Principle of Co-operation: The voluntary co-operation is the key to effective community organization. The spirit of co- operation should be developed and practiced through the entire process of community organization. In the process of community organization the organizer should help the different groups of people to co-operate with each other in the achievement of the goals of the community.

- h. Principle of Programme Planning: Planning is the process of designing the future programmes. Planning needs a futuristic vision. Community programmes must be planned in a proper way. The total welfare programmes should be sufficient in quality and quantity to meet the community needs. Community welfare programmes should be made available to the entire population of the community.
- i. Principle of Prevention: Prevention is more preferable than cure. Community welfare programmes are intended not only to solve problems but also to prevent its occurrence.

# Thanks

# Strategies in community organization

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## **Strategies in Community Organization**

- Strategy is a careful plan or method for achieving a particular goal usually over a long period of time.
- The skill of making or carrying out plans to achieve a goal.

The number of **strategies** has been applied to organize the community and fulfill their needs.

- Bargaining
- Confronting
- Collaborating
- Problem-solving
- Educating
- Social advocacy
- Joint action
- Persuasion
- Campaign

## Bargaining

- Bargaining is a process of reaching a mutually acceptable solution among all parties to the conflict at the end of the negotiation process.
- Bargaining strategies help to resolve the conflict through proper communication and understanding of the situation.
- Bargaining is a process that takes place in all forms of human interaction, and it is practiced by all social workers in all setting.

- Bargaining is used where negotiation/ dialogue is possible.
- Conflict like situation needs bargaining
- The effective involvement of the poor in community decision-making ultimately requires the institutionalization of bargaining mechanisms, just as collective bargaining arrangements have come to be the normal practice in labor-management relation.

## Confronting

- People tend to think of confrontation as being an argument or verbal conflict. In essence, confrontations are perceived as negative actions, but confrontations are not meant to be negative.
- In the social service setting, confrontations are to gain a better understanding.
- Sometimes we avoid these encounters out of fear of how, when and where to confront. Perhaps the other person won't accept what we're saying, or become defensive. Once we get past the fear, it is possible to have that conversation we've been avoiding.
- A skill that enables the social worker to point out message discrepancies to the client.

- Confrontation should be non-adversarial. It should only be undertaken when the social worker and client have a therapeutic relationship and trust has been established.
- By gaining understanding the social worker can work with the client in moving forward and making meaningful changes.
- The point of confronting a client is to facilitate a client's awareness of discrepancies and offer insight into how the social worker is viewing a certain issue.

- Confrontations are a form of intervention and should be used at the appropriate time. The social workers goal is to confront a client when he/she would benefit the most.
- At the most basic level, confrontation should be viewed as a tool used by social service professionals to explore differences and resolve possible conflicts between them and their client.
- The overall goal is to have the confrontation be successful and have meaningful results.

## Collaborating

- When you are working with a broader multidisciplinary group or even with a family you need to see them for that moment in time as your team. You're all working on the same problem and all trying to achieve an outcome to resolve the problem.
- You'll not always all agree on how to solve it.
   You need to be a 'team' and must create a collaborative atmosphere and not one dominated by any power.

 The ability to work on a team and collaborate effectively is a necessary skill to succeed in the field of social work.

 Whether they are working at a macro level to pass legislation to improve public health or providing direct client care, social workers at all levels often find themselves collaborating with different stakeholders.

## Benefits of Collaboration in Social Work

- **Greater knowledge.** Different team members can bring their individual expertise to the group, ensuring that any problems are addressed from all angles and there are no blind spots when considering how to tackle a challenge. Allowing various professionals to contribute ideas creates opportunity for innovation.
- Shared responsibility. Social work is challenging. Clients also benefit from having a larger support system.
- Greater resources. Partners have access to different tools.
   Pooling resources can reduce costs for individuals and ensure that teams work efficiently.
- Fewer professional barriers. Bureaucracy, protocols and procedures are easier to navigate with team members who have existing relationships with agencies and organizations.

## **Problem Solving**

- A problem-solving strategy is a plan of action used to find a solution.
- Different strategies have different action plans associated with them. For example, a wellknown strategy is trial and error. ... When using trial and error, you would continue to try different solutions until you solved your problem.

- Identify the problem.
- Attempt to analyze or understand the problem.
- Use Analysis to set goals.
- Evaluate the appropriateness of the analysis.
- Take action to solve problem.
- Evaluate through feedback

## Educating

- Social Workers are often involved in teaching people about resources and how to develop particular skills such as budgeting, the caring discipline of children, effective communication, the meaning of a medical diagnosis, and the prevention of violence.
- Community worker can provide information, knowledge on issues related to life of community people.

## Social advocacy

 Community worker helps the community to get access to services, so that they can improve their quality of life.

#### The goals of Social Advocacy

- Promote social inclusion
- Encourage social change
- Empower people to exercise their rights and influence decisions, liberation of people to enhance well-being.
- Promote equality, justice and fairness

## **Joint Action**

- Relating to collaborative
- Take the action jointly
- Experts from different fields come together to solve the common problem.

#### Persuasion

- Persuasion is defined as the act of trying to convince someone of something, or the means of convincing someone to do something. When someone lists all the reasons why you should do something, this is an example of persuasion.
- It is also an activity to achieve the goal.
- It is an act influencing the mind by argument and logic or by anything.
- It is an influence, motivation.
- Skill to change once behavior, attitude, towards something by using communication.

## Campaign

- Series of activities such as public speaking and demonstrations designed to achieve a social, political and commercial goals.
- Campaigns are a very important part of your work as a community activist. Campaigns are often the main way that you interact with the public and get your organisation's message out to people. You can use campaigns to mobilise and involve people in community welfare activities.
- Every campaign have specific issue.
- It is for social awareness.

# Thanks

## Skills & Techniques in Community Organization

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• Skill: Ability, Art, Mastership, कौशल, उपाय

• Technique: System of Working, तकनीक, शैली

## Introduction

- Community organization, like any other method, or intervention strategy of working with people, requires specific skills. These skills help the worker in carrying out specific tasks with precision and with minimum effort.
- "Skill" means the worker's capacity to apply knowledge and understanding to a given situation (Trecker, 1948).
- "Technique" is a way in which the method being implied into practice (Way of performing a skill)

McMohan (1996) has identified the following skills for social workers and refers to them as the 'Foundation Skills for Social Work'.

#### I) Relationship skills

Listening Responding

Feeling/sensing
 Paraphrasing

Clarifying Information giving

Referring

#### II) Problem solving skills

Problem identifying Data Collecting

Assessing/goal setting
 Planning/task defining

Selecting and implementing Evaluating

Intervention Terminating

#### **III) Political skills**

Advocating Taking legal action

Providing evidence Bargaining

Organizing
 Publicizing

Demonstrating

#### **IV) Professional Skills**

Recording
 Research

Time-management Teamwork

# Rivera & Erlich (1995) have identified some skills along with values and attitudes, the community organizer is expected to possess:

- 1. Similar cultural and racial identification.
- 2. Familiarity with customs and traditions, social networks, and values.
- 3. An intimate knowledge of language and subgroup slang.
- 4. Leadership styles and development.
- 5. An analytical framework for political and economic analysis.
- 6. Knowledge of past organizing strategies, their strengths, and limitations.

- 7. Skills in empowerment.
- 8. Skills in assessing community psychology.
- 9. Knowledge of organizational behaviour and decision making.
- 10. Skills in evaluative and participatory research.
- 11. Skills in programme planning and development and administration.
- 12. An awareness of self and personal strengths and limitations.

## Siddiqui (1997) categorized skills in the following eleven categories:

- 1. Skills in Rapport Establishment
- Skills in Identification of Needs
- 3. Skills in Resources Mobilization
- 4. Skills in Programme Planning
- 5. Skills in Programme Management
- 6. Skills in Evaluation
- 7. Skills in Recording
- 8. Skills in Encouraging Community Participation
- 9. Skills in Working with the group
- 10. Skills in working with the individuals
- 11. Skills in Mobilizing Community Action

#### I) Skills in Rapport Building Include:

- a) Skill in developing professional relationships with the community
- b) Skill in developing rapport with funding organizations
- c) Skill in developing relationship with colleagues

#### II) Skills in Identification of Needs include:

- a) Skill in identifying the needs of different communities
- b) Skill in classifying needs and fixing priorities
- c) Skill in helping people arrive at a consensus about the community needs

#### III) Skills in resource mobilization include:

- a) Skill in identifying sources which can be harnessed for resources
- b) Skill in preparing a project proposal
- c) Skill in locating indigenous resources

#### IV) Skills in Programme Planning include:

- a) Skill in developing a programme in accordance with the needs of the community
- b) Skill in keeping the programme in harmony with the cultural needs and traditional practices of the community.
- c) Skill in achieving self sustainability with minimum resources

#### V) Skills in Programme Management include:

- a) Skill in developing a blueprint for a division of roles
- b) Skill in finding the right person for the job
- c) Skill in developing an adequate system of monitoring and supervision

#### VI) Skills in Evaluation include:

- a) Skill in identifying a specific set of indicators
- b) Skill in data collection
- c) Skill in analysis of the data

#### VII) Skills in Recording include:

- a) Skill in process recording
- b) Skill in maintaining proper records
- c) Skill in keeping personal records

#### viii) Skills in encouraging community participation

- include:
- a) Skill in identifying ways to involve people in decisionmaking at every stage in community work
- b) Skill in developing suitable structures to institutionalize peoples participation
- c) Skill in a gradual transfer of programme management to people to achieve self sustainability of the programme

#### IX) Skills in working with groups include:

- a) Skill in analyzing the group situation
- b) Skill in dealing with group feelings
- c) Skill in developing inter-group relationship

#### X) Skills in working with individuals include:

- a) Skill in identifying and accepting individual cases
- b) Skill in assessing the problem
- c) Skill in using referral

#### XI) Skills in mobilizing community action include:

- a) Skill in identifying a suitable issue
- b) Skill in using multiple strategies
- c) Skill in using the mass media

# Weil (2005) has identified the following range of specialized skills relevant to community practice in the 21st century:

#### **Practice Skills**

- Lobbying
- Advocacy
- Programme design, implementation and management
- Financial management
- Management
- Organizing
- Non-profit development
- Social marketing
- Fund raising
- Facilitation

- Citizen participation
- Leadership development
- Volunteer management
- Proposal development
- Contract management
- Human resources management
- Grassroots planning
- Sectorial planning
- Campaigns
- Public education

- Confrontation tactics
- Negotiating
- Mediation
- Position-taking
- Group and intergroup development
- Economic and social development
- Social planning
- Political and social action
- Coalition/network development

#### **Research Skills**

- Program evaluation
- Participatory research
- Use of administrative data
- Community assessments
- Community mapping and asset mapping
- Neighborhood analysis
- Policy and poverty research
- Cost benefit/cost-effectiveness analyses
- Empowerment research
- Action research
- Statistics
- Use of social indicators

## Trecker has listed the following basic skills of community organization:

## SKILL IN ESTABLISHING PURPOSEFUL RELATIONSHIP

- (a) The community organizer must be skillful in gaining the acceptance of the community and in relating himself to the community on a positive professional basis.
- (b) The community organizer must be skillful in helping individuals in the community to accept one another and to join with the community in common goal.

#### SKILL IN ANALYSING THE COMMUNITY SITUATION

- (a) The community organizer must be skillful in judging the developmental level of the community to determine what the level is, what the community needs, and how quickly the community can be expected to move. This calls for skill in direct observation of communities as a basis of analysis and judgment.
- (b) The community organizer must be skillful in helping the community to express ideas, work out objectives, clarify immediate goals and see both its potentialities and limitations as a community.

- SKILL IN PARTICIPATION WITH THE COMMUNITY
- (a) The community organizer must be skillful in determining, interpreting, assuming, and modifying his own role with the community.
- (b) The community organizer must be skillful in helping community members to participate, to locate leadership among them selves, and to take responsibility for their own activities.

- SKILL IN DEALING WITH THE COMMUNITY FEELING
- (a) The community organizer must be skillful in controlling his/her own feelings about the group and must study each new situation with a high degree of objectivity.
- (b) The community organizer must be skillful in helping community to release their own feelings, both positive and negative. He/ She must be skillful in helping community to analyze situations as a part of the working through community or intercommunity conflict

#### SKILL IN PROGRAMME DEVELOPMENT

- (a) The community organizer must be skillful in guiding community thinking so that interests and needs will be revealed and understood.
- (b) The community organizer must be skillful in helping community to develop programmes which they want as a means through which their needs may be met.

- SKILL IN USING AGENCY AND COMMUNITY RESOURCES
- (a) The community organizer must be skillful in locating and then acquainting the community with various helpful resources which can be utilized by them for programme purposes.
- (b) The community organizer must be skillful in helping certain individual members to make use of specialized services by means of referral when they have needs which cannot be met within community.

#### SKILL IN EVALUATION

- (a) The community organizer must have skill in recording the development processes that are going on as he works with the community.
- (b) The community organizer must be skilful in using his records and in helping the community to review its experiences as a means of improvement.

## Techniques in Community Organization

- Method is a way of doing Any work.
- Technique is a sub- method.
- Technique is a way in which the method being implied into practice.

### **Techniques**

#### 1. Structuring:

- -To know about the every unit (school, hospital, etc) of the community.
- -To structuring of process and work (group, resources, sources, other groups, meeting, leader)

#### 2. Social action:

- Social action is a way of meeting mass problems.
- Social reforms, removal of social problems,

#### 3. Management:

- To manage things,
- To use the potential of community people
- To manage people, community for community organization and to achieve goals

#### 4. Formal study:

- To get relevant information about the community
- Questionnaire-collecting information

#### 5. Expert consultation:

- Refer the client to appropriate person
- Involvement of experts through meeting, community programme.
- Citizens panel

#### 6. Education and promotion:

- Educating imparting instructions
- Developing understanding, knowledge through proper communication
- Public notice

#### 7. Demonstration:

- Practically doing any work
- Practical teaching

#### 8. Preparation for plans

- Meetings,

#### 9. Advisory committee

- Monitor- issues related to govt. progammes
- Help through interest groups

## Thanks....

## Roles of Social worker in Community Organization

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## Roles of Community Organizer/ Social Worker

- The community organizer having the essential characteristics and skills and also knowledge about the principles, process and steps of community organization, will be in a position to apply the same in the community setting.
- The diverse roles of a community organizer are discussed here:

## 1) Guide

- The primary role guide to helps the community to discover the ways and means of achieving its own goals.
- A guide helps the community to move effectively in the direction which it sets for itself. To help the community choose this direction wisely, based on the many factors.
- Community organizer provides the various options, and shows different ways of dealing with the community problem/s.
- As a guide, provides the much needed information and ideas which the community may initially lack.
- For example, in a community facing the **problem of unemployment**, he should be able to provide information about the various **employment schemes**, **options for self employment**, the terms, conditions and sources available, and other relevant information to those seeking employment.

## 2) Communicator

- The community organizer transfers or transmits information and knowledge to the community. Sharing of information enables the community to use this information to meet its needs or resolve its problems. Thus, the organizer being an essential link between the community and the outside world is expected to play the role of an effective communicator.
- The communication between social worker and the community may be handled through diverse forums, including individual contacts, group meetings, group discussions, public meetings, written material etc.
- The community organizer can also rely on the use of different techniques like skits, role plays, street theatre, and audio-visual shows to disseminate the requisite information.
- A greater reliance on the locally accepted and indigenous channels of communication is desirable, as it leads to more effective communication. Local leaders, and local groups like women's groups, youth groups, children's clubs etc. are some such options.

### 3) Enabler

- The community organizer plays the role of an enabler by facilitating the community organization process. As mentioned earlier, he is not expected to carryout the work by himself but is expected to enable the community to plan and execute work related to achievement of its needs/problems autonomously.
- Role- process of capacity building and empowerment of the community.
- As an enabler, the community organizer enables by first awakening and focusing discontent about some community condition/s, followed by facilitating members to verbalize their discontent. He further enables the community to organize to act.
- The **role of the enabler requires judgment** about how much of encouragement can be given, how much anxiety relieved, how much support provided at different stages so that the community is able to move at a comfortable pace and with sufficient self confidence.
- Enabling the community to maintain good interpersonal relations, cooperative and collaborative attitudes and practices, and to deal with inter-group tensions, conflicts etc.

## 4) Expert

- As an expert, the organizer's role is to provide information, knowledge and advice in a number of areas about which he has specialized expertise. Often, the organizer has to provide research data, technical experience, and resource material, advice on methods which the community may need and require in the process of achieving its goals.
- The organiser may serve as an "expert" in community diagnosis and analysis and may help the community to understand its own structure, dynamics and potentialities. He /She is expected to be skilled in research methods, able to conduct studies and formulate research policy.
- He /She may also have expert knowledge of organization and procedure. He should also be well informed and able to provide information about programmes, policies, legislation as also resources provided by government departments, private agencies, international organizations, and ways of securing the same. He should be able to facilitate the bridging of gaps between community's need and available resources.

## 5) Counselor

- The community organizer initiates work by developing an intensive understanding of the community. Often he /she is expected to enable the community to understand itself in terms of its multiple dimensions. It may entail diagnosis and treatment of the community as a whole.
- He/she may help the community to face its underlying forces and attitudes which may be creating tension and conflict among the groups in the community.
- Further, after enabling the community to recognize these deep rooted ideas and practices, verbalise about them, and begin to cope with them, the community is helped to develop a capacity to function more effectively as an integrated unit. Thus, as a counselor and social therapist, the organizer deals with the deep-lying and often latent forces which threaten to disrupt the community organization process.

## 6) Animator

- In the process of community organization, the organizer encourages and provides direction to the community to carry out collective, self help initiatives.
- In developing societies like India, people are often victims of a chronic 'dependency syndrome' and therefore fail to spontaneously mobilize of action or even take crucial decisions on their own. In such a context, the organizer as an animator helps the people to come forward and participate in all phases of the process, from planning to evaluation.
- By raising suitable questions/issues, he assists the community and stimulating people to overcome their attitudes and blocks to participation.

### 7) Collaborator

- The community organizer collaborates with his colleagues, co-professionals and other organizations working in the community.
- In the situation where there are also other organizations working towards similar problems, a collaborative effort is not only more desirable but also more productive and feasible.
- Therefore, the community organizer is expected to network with such other organizations to establish effective linkages and collaborations.

## 8) Consultant

- The community organizer enjoys the trust and confidence of the people and is often relied (trust) upon to advise them about matters of vital importance to them.
- His expertise and experience is relied upon by the people, who often seek his guidance and expert advice. As a consultant, he makes himself available to people, who are in need of his inputs. He is also able to furnish his expertise to community groups and community organizations.

## 9) Model

- The community organizer is often perceived as a role model and a source of inspiration by the people.
- He needs to be conscious of the influence that he is able to exert on the community. His behaviour and approach are often emulated by the people who look up to him for his knowledge, skills and expertise.
- He also sets innovative models of working on community issues which could be replicated in other communities facing similar circumstances/problems.
- By proper planning in approaching a problem and executing the plan and documenting the whole process will be of great help to others. The problem solving process sets a model for others to follow.

# 10) Innovator

- The community organizer innovates, performs and constantly strives to improve upon the techniques through the process of community organization. This gives a lead to the people of the community and enables them to try out new ways and means to find solutions to their needs and problems.
- Community organization is not merely for solving problems, but the broader goals of capacity building of individuals, groups and the community as a whole have to be meaningfully achieved.
- Innovative ways of improving the capacity of the people, introducing new and more effective ways of community building, as also reviving the traditional and indigenous systems from within the community form an integral part of the role expected from the organizer.

# 11) Motivator

- The community organizer stimulates and sustains active interest among the people for reaching a solution to their needs and problems.
- The community organizer encourages the community to take up a minor task and complete it successfully. This in turn enables the people to take up more difficult tasks.
- In such a process, the people at times may not take any initiative or may be satisfied with the existing situation. In such a context, the organizer motivates the people by making them observe, analyse, understand and respond to the situation.
- When people are discouraged, because they are not able to achieve what they wanted or there is resistance and opposition, in such situations the organizer plays the role of a motivator to help them continue efforts inspite of difficulties.

# 12) Catalyst

- In the process of community organization, the community organizer enables the people to become empowered by gaining accessibility and control over resources and acquiring skills in decision making.
- He/ she accelerates the actions and reactions of people so that they are able to achieve the desired results.
- As a catalyst, the organiser is able to increase the response level of the people. The catalyst role further enable the people to become independent and become better equipped in responding to their own needs and problems.

# 13) Advocate

- The role of the advocate is to represent or persuade the members of the community and prepare them to represent their issues to the concerned authorities in order to bring about an effective solution to their unmet needs.
- The advocacy role is an important one in the present context of community work. The needs and problems of the people have to be presented at appropriate forums and the required support and networking obtained in order to increase the pressure on the oppressive forces.
- In the role performance of the advocate, the community organizer defends the rights of community groups.
- He/she speaks on behalf of the community to gain access to services or to improve the quality of services provided. Thus, as an advocate, the community organizer argues, debates, bargains, negotiates, and confronts the forces working against the interest of the community.

# 14) Facilitator

- The community organiser helps the community to articulate its needs, clarify and identify its problems, explore appropriate strategies, select and apply intervention strategies, and develop people's capacities to deal with their own problems more effectively.
- A facilitator provides support, encouragement, and suggestions to the community so that people may proceed more easily and skillfully in completing tasks or solving problems.
- A facilitator assists the community in finding coping strategies, strengths and resources to produce changes necessary for realizing goals and objectives.
- A facilitator helps client systems to alter their environment in the desired direction.

# 15) Mediator

- The community organizer intervenes in disputes between parties to help them find compromises, reconcile differences, or reach mutually satisfying agreements.
- The mediator takes a neutral stance between the involved parties.
- A mediator is involved in resolving disputes between members or between the community and other persons in the broader environment.

# 16) Educator

- The community organizer as an educator conveys information to the community and those in the broader environment.
- The organizer provides information necessary for coping with problem situations, assists the community in practicing new behaviour patterns or skills, and teaches through presentation of role models.
- The community organizer makes available information necessary for decision making.

# Thank You

# Participative learning and Social Mapping

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### Introduction

- OXFORD dictionary defines participation, as "participation is the act of taking part in an activity or event (OXFORD Advanced Learner's Dictionary, 2000).
- People's participation is essentially to do with economic and political relationships within the wider society; it is not just a matter of involvement in project activities but rather the process by which rural people are able to organise themselves and, through their own organisation, are able to identify their own needs, share in design, implement, and evaluate participatory action.

# **Participatory Learning**

- Participatory Learning and Action (PLA) is an approach for learning about and engaging with communities.
- The approach has been used, traditionally, with rural communities in the developing world.
- There it has been found extremely effective into the unique perspectives of the rural poor, helping to unlock their ideas not only on the nature and causes of the issues that affect them, but also on realistic solutions.

#### **Continue**

- It enables local people to share their perceptions and identify, prioritise and appraise issues from their knowledge of local conditions.
- By utilising visual methods and analytical tools,
   PLA enables all community members to participate, regardless of their age, ethnicity or literacy capabilities.

# Level of participation

The following table helps to understand the level of participation in various exercises.

**Empowering participation** • Participate actively



Interactive participation



**Consultative participation** 



Physical participation

- Share experiences and respect others' ideas
- Give logics and never give up until decisions are made
- Ask questions to others
- Share experiences
- Give logics (whether reflected in the decisions made or not)
- Actively involve in discussions
- Cannot speak out voluntarily, but answer the questions when they are asked
- Give information
- Involve in specific tasks when they are asked
- Physically present
- Never speak out
- Being informed of decisions made

# **Obstacles for Participation**

- Lack of time
- Caste discrimination
- Hesitation and fear
- Lack of information
- Poor hesitate to speak out in front of rich
- Illiterate hesitate to speak out in front of educated
- Patriarchal society: women's participation is low
- Lack of understanding about importance of participation
- Language differences
- Health problem
- Inappropriate space
- Environmental factors

# **Social Mapping**

- Mapping activities are often used as introductory activities.
- They allow the community to show and talk about how they see the area where they live, the resources/facilities available and what is important to them in their environment.
- They enable 'outsiders' to begin to see a community through the eyes of the local people.

#### Continue

- In most heterogeneous societies a number of caste, ethnicity, social and economic groups are there.
- It is important to understand the stratification of the communities both in terms of resource and their access and distribution.
- Understanding on social structure in community is crucial in order to carry on the development activities that aim the empowerment of marginalized section. Social map tool can be better for this analysis.

### Continue

- Also called participatory mapping, visual sharing method wherein villagers draw/ mapping model their village and its resources.
- Social mapping can reflect different social resources and the relationships between social groups and those resources within a village.
- Mapping can be done either on ground or paper.

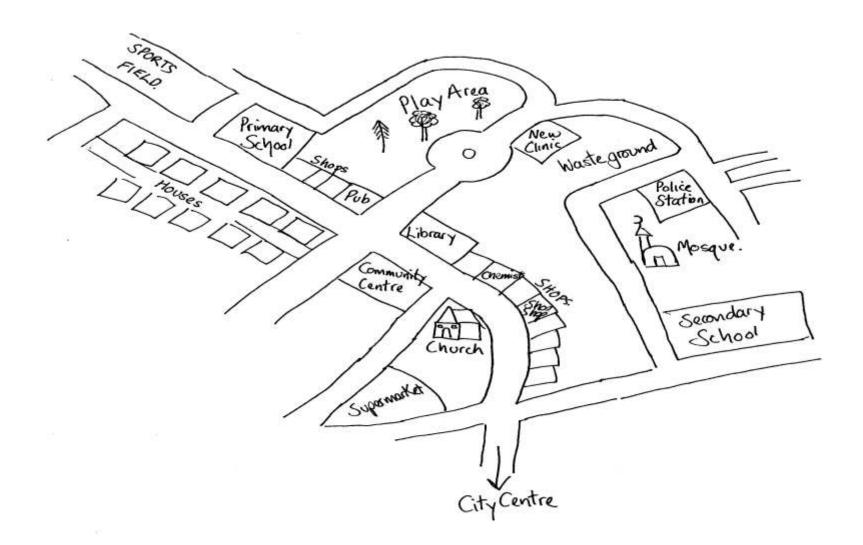
## Information to be shared/collected:

- The existing social objects in the community: household, road, path, temple, mosque, school, tap stands, well, land, forest, grazing land, pond, health post, hospital, traditional healing centre, etc.
- Population: male, female, different age group's male and female, number of sick disable, victim of chronic disease, education status, literate number, etc.
- Available of resources and its uses; who are using resources?
- Who do not have access to resources?

#### **Process**

- Initially a general introduction of the objectives of the exercise must be given. Then the villagers should be encouraged to draw the map of the village.
- In order to encourage them to participate, the facilitator should initiate first to draw. Then every effort must be given to handover the leadership.
- The map is usually drawn in common ground with local materials.

# Map



#### **Transect Walks**

- Transect Walks are a type of mapping activity, but they involve actually systematic walking across an area with a community member/group of community members, observing, asking questions and listening as you go. This information is then represented visually in a transect sketch/diagram.
- Transect walk, also termed, Geographical transects are observatory walks to study topography, natural resources, indigenous technology, soils and vegetation, farming practices, land use patterns and so on.

#### Continue

- Transects are done by walking through public lands, private lands, nallas, and so on, with group of villagers, either following a particular course, cross country or covering the area in a sweeping motion.
- Each transect team involves 5 to 8 participants who own and use resources or who know the problems related with them.

## Information to be shared/collected:

- Identification of different zones.
- Opportunities and areas for improvements in each zone.
- Other information; major crops, vegetables, trees, livestock, soil types, etc.

#### **Process:**

• The facilitators should explain the objectives and process the walk. • Facilitators have a walk around the village with the villagers. • Outsiders ask questions and learn from the villagers about the local situation • Better to follow the 'U' shape for walk in order to understanding about the area. • Draw a transect map and show the information to make it easily understandable

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LAND USE	Residential Area.	High Rise Estate.	Open parkland	Sports field	Secondary School	New Shopping Centre.
FACILITIES RESOURCES	CommunityCentre Youth Club Fish & Chip Shop Corner Shop. Off-licente	None.	Grass, trees a few park benches	football a rugby pitches	Open to public as an adult education facility	Lots of shops of all kinds + bars + cafés + new cinema
PROBLEMS/ ISSUES/ OBSEDIATIONS	Nice quiet area Some recent complaints about crime.	Residents very v	vervous - dark wooded access		High truancy rate - residents think this contributes to crimie rate in area.	Local people very excited
		Young people hav	re nothing not	considered safe at night.		

# Resource mapping

- Resource map indicates existing natural resources in the village including the land, trees and water and other resources.
- The uses of these resources and accessibility of the poor people to these resources are also analysed. Resource map also shows the quality or status of each resource.
- This map helps in identifying various types of resources in village and their characteristics in the initial stages of the development process itself.
- Mapping process also facilitates local people to plan how these resources can be utilized for the empowerment of the marginalised people.

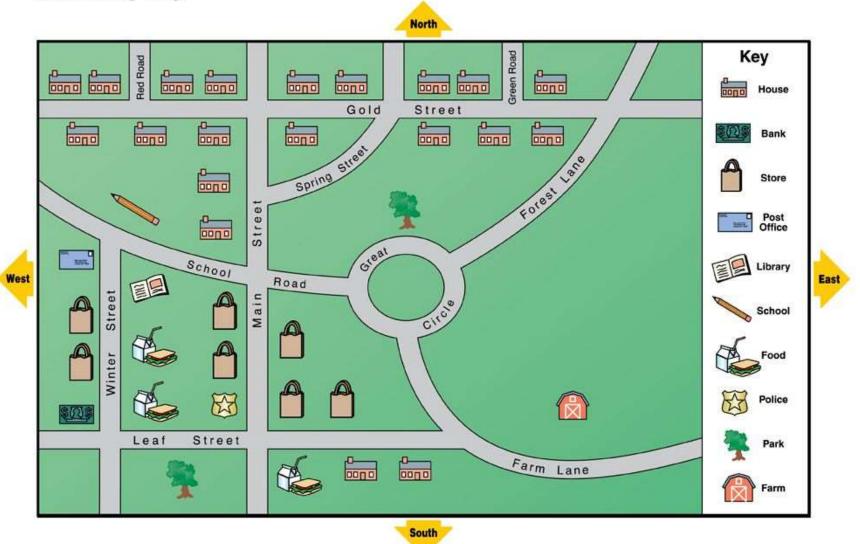
## Information to be shared/collected:

Available natural resources: natural, human, social, economic, material/physical resources.
 Use of those resources.
 Access of the marginalised people to those resources.
 Potential use of those resources in future.

#### **Process:**

- Explain the objectives of this exercise to the villagers.
- Ask to draw a map of the villager. Facilitate to show the available resources in the map.
- Discuss how the resources are being utilised and who have access to these resources.
- Discuss and plan how these resources can be used in the future

#### **Community Map**

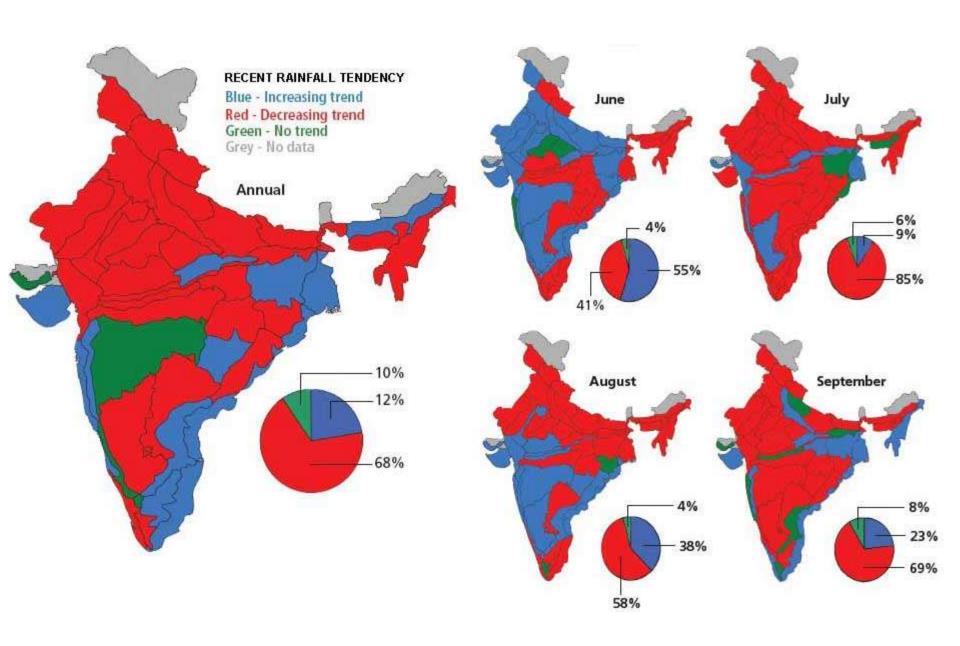


# Thematic mapping

- A thematic map shows the spatial distribution of one or more specific data themes for selected geographic areas. The map may be qualitative in nature (e.g., predominant farm types) or quantitative (e.g., percentage population change).
- A **thematic map** is a specialized <u>map</u> made to visualize a particular subject or theme about a <u>geographic area</u>. Thematic maps can portray physical, social, political, cultural, economic, sociological, or any other aspects of a city, state, region, nation, continent, or the entire globe.
- Thematic maps also portray basic features such as coastlines, boundaries and places, but they are only used as a point of locational reference for the phenomenon being mapped.

### Continue

- Thematic maps also emphasize spatial variation of one or a number of geographic distributions. These distributions may be physical phenomena such as climate or human characteristics such as population density and health issues.
- Thematic maps normally include some locational or reference information, such as place names or major water bodies, to help map readers familiarize themselves with the geographic area covered on the map.
- All thematic maps are composed of two important elements: a base map and statistical data.
- Desk-top geographic information systems or computermapping packages are typically used to generate thematic maps.



# Thank You

#### Community Organisation: Concepts and Principles

\* Suresh Pathare

#### Introduction

In social work profession there are three basic methods of working with people (individuals, groups and communities). We have already studied the two methods namely, social casework and social group work. The third basic method is community organisation. As we are aware, social casework is aimed at helping individuals on one-to-one basis and social group work seeks to facilitate the development of individuals through group activities. The aim of community organisation is 'developing capacity' in the community 'by making it more organised' to handle its own needs or problems. Community organisation is a well-established method in social work. It has value orientation and the practice is guided by a set of general principles.

## Meaning and Definition of Community Organisation

#### Meaning

Before we get to know more about community organisation as a method of social work, let us first understand the meaning of the term we use. The term community organisation has several meanings. It is being often used synonymous to community

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work, community development and community mobilization. In general, community organisation means helping the community to solve its problems. In the context of social work profession in India, the term is used to denote a method of social work to intervene in the life of a community.

In sociology we learn that society and social institutions are more than just a collection of individuals. It includes how those individuals are linked to each other. These are sets of systems such as economy, political organisation, value, ideas, belief systems, technology, and patterns of expected behaviours (social interaction). It means that just a collection of individuals living at a common place are not necessarily organised. To call them organised they need to have a set of common ideas and expectations. This gives them a social structure and some social processes that make the organisation something (social). It goes beyond the individuals that compose the community.

Further it is important to note that just forming various groups in community having some structure or form (e.g. having a president, treasurer, secretary, etc.) does not make the community organised. It is not the multiplicity of institutions, interest groups or set of activities, which make an organised community. Actually it may create more conflicts and disrupt normal life. Thus the important determining factors of community organisation are interaction, integration and co-ordination of the existing institutions, interest groups and activities, and evolving new groups and institutions if necessary, to meet the changing conditions and needs of the community.

#### **Definition**

To study and to be able to engage in community organisation practice it is necessary to have a clear definition. There are several definitions available in literature, which have been put forth at different times and in differing context. The common element in most of them is matching resources to needs. We will discuss here two most widely accepted definitions of community organisation.

Murray G. Ross (1967) defines community organisation as a "process by which a community identifies its needs or objectives, gives priority to them, develops confidence and will to work at them, finds resources (internal and external) to deal with them, and in doing so, extends and develops cooperative and collaborative attitudes and practices in the community".

In this definition by "process" he meant a movement from identification of a problem or objective to solution of the problem or attainment of the objective in the community. There are other processes for dealing with community problems, but here he called the community organisation process as one by which the capacity of the community to function as an integrated unit grows as it deals with one or more community problems. The task of the professional worker in community organisation is to help, initiate, nourish, and develop this process. His task is also to make this process conscious, deliberative, and understood.

"Community," in the sense in which it is used here, refers to two major groupings of people. Firstly it may be all the people in a specific geographic area, i.e., a village, a town, a city, a neighbourhood, or a district in a city. In the same manner it could

refer also to all the people in a province or a state, a nation, or in the world. Secondly, it is used to include groups of people who share some common interest or function, such as welfare, agriculture, education, or religion. In this context community organisation may be involved in bringing these persons together to develop some awareness of, and feeling for their "community" and to work at common problems arising out of the interest or function they have in common.

The second definition we will discuss here is by Kramer and Specht (1975), which is in more technical terms. They defined that "Community organisation refers to various methods of intervention whereby a professional change agent helps a community action system composed of individuals, groups or organisations to engage in planned collective action in order to deal with special problems within the democratic system of values."

According to their explanations, it involves two major interrelated concerns: (a) the interaction process of working with an action system which includes identifying, recruiting and working with the members and developing organisational and interpersonal relationships among them which facilitates their efforts; and (b) the technical tasks involved in identifying problem areas, analyzing causes, formulating plans, developing strategies and mobilizing the resources necessary to have effective action.

The analysis of both these definitions reveals that they cover the "Need-Resources Adjustment" approach, "the Social Relationships" approach and a combination of the two ideas of meeting needs and development of co-operative attitudes. The distinguishing features of community organisation practice are derived largely from the three dimensions. (1) The nature of its setting and focus—the community and its problems, 2) from the nature of its goals—enhanced functional capacity of the community and its ability to influence the social welfare policy, and 3) from the techniques it employs towards effecting the inter-personal and inter-group relationships of the members of the community. The statements defining community organisation method, stress individually or in combination the above three factors and also refer to clientele and the total process and the way in which the method is applied.

### Community Work and Community Organisation in Social Work

Having discussed the meaning and definition of Community organisation let us now try to compare it in the context of community work and social work profession. In social work the term "community work" is often used with different meanings. In social work literature we find that the term "community work", "community development", "community organisation" and "community empowerment" are at times interchangeably used for the work with communities. Some authors have used these terms for the same types of work whereas others use them to refer to different types of work with communities.

Community work has a long history as an aspect of social work. It has passed through various phases. All over the world it has been recognized as an integral part of social work practice. History shows that community work even preceded social work education. In UK and USA community work in social

work began in the 1800 with the charity organisation movement and the settlement house movement. During the initial phase in UK, community work was primarily seen as a method of social work, trying to help individuals to enhance their social adjustment. The main thrust was to act as a means to coordinate the work of voluntary agencies.

In India the experience of working with slum community in the city of Mumbai lead to the establishment of the first institution of social work education in 1936. Community work as a method of social work in India is largely seen as a process of developing local initiatives, particularly in the areas of education, health and agricultural development. The focus of the work is, to encourage people to express their needs, and enable them to avail the existing resources, in order to meet these needs.

There are several ways in which social work practitioners and others work in the community. In social work we find three main approaches namely, Community Development, Community Organisation and Community Relations/Services. While these approaches represent different situations or areas of community work, there are fundamental similarities in what is being attempted. Their components are often interlinked and at times overlapping.

What is important for us here is to understand that the community work is one of the basic social work processes. It is being used to attain the same basic objectives, as casework and groupwork. As you may be aware all the social work methods are concerned with removal of the blocks to growth of individual, group, or community, release of their potentials,

full use of internal resources, development of capacity to manage one's own affairs and their ability to function as an integrated unit. In community organisation, social work is concerned with the initiation of that process which enables a community to overcome those blocks (apathy, vested interests, discrimination) which prevent the community from working together; and facilitate release of potentials, use of indigenous resources and growth of cooperative attitude and skills which make possible achievement of even increasingly difficult objectives.

Thus, community organisation started more as a product of the maturation process than as the beginnings of a profession. The increasingly complex and interdependent nature of modern society makes community organisation almost a pre-requisite for smooth functioning of any society.

## Value Orientation of Community Organisation

From the discussion above we understand that community organisation is an integral part of social work practice. In the practice of community organisation some questions do arise as to, how it should be done? Are there value orientations and general principles that may guide us in deciding as to what is sound or socially desirable in community organisation process? How to improve the chances of success in achieving the objectives of community organisation? We will deal with such questions in this section.

Community organisation derives from a unique frame of reference, the nature of which is based on a

particular value orientation. In social work, the focus of community organisation practice is influenced by a system of personal and professional values. These values affect worker's style of intervention and the skills they use in working with community members. Values are beliefs that delineate preferences about how one ought or ought not to behave. Such formulations of values obviously have some subjective element. Values differ between groups and between individuals within the same group. Moreover, there has been no explicit, comprehensive, or generally accepted formulation of basic ethical and social values by any representative group of community organisation practitioners.

The value orientation of community organisation as of all social work methods, derives from acceptance of certain basic concepts and principles as a foundation for work with people. Among these are the essential dignity and worth of the individual, the possession by each individual of potentials and resources for managing ones own life. The importance of freedom to express one's individuality, the capacity for growth within all social beings, the right of the individual to these basic physical necessities (food, shelter and clothing) without which fulfillment of life is often blocked, the need for the individual to struggle and strive to improve own life and environment, the right of the individual for help in time of need and crisis, the importance of a social organisation for which the individual feels responsible are very basic. The need for social climate which encourages individual growth and development, the right and responsibility of the individual to participate in the affairs of own community, the practicability of discussion, conference, and consultation as methods for the solution of individual and social problems, and "self help" as the essential base for community organisation are some of the value orientations which constitute the basis of community organisation process.

## Principles of Community Organisation

Principles of community organisation, in the sense in which the term is used here, are generalized guiding rules for sound practice. Principles are expressions of value judgments. The principles of community organisation, which are being discussed here, are within the frame of reference, and in harmony with the spirit and purpose of social work in a democratic society. We are concerned with the dignity and worth, the freedom, the security, the participation, and the wholesome and abundant life of every individual. This implies practice of following principles of democracy, such as betterment of the marginalized, transparency, honesty, sustainability, self-reliance, partnerships, cooperation, etc.

In the literature of community organisation we find various sets of principles. Dunham (1958) has presented a statement of 28 suggested principles of community organisation. He grouped them under seven headings.

- i) Democracy and social welfare,
- ii) Community roots for community programmes,
- iii) Citizen understanding, support, and participation and professional service,
- iv) Cooperation,
- v) Social Welfare Programmes,
- vi) Adequacy, distribution, and organisation of social welfare services, and
- vii) Prevention.

Ross (1967) outlined specific principles – the elementary or fundamental ideas regarding initiation and continuation of community organisation processes. These principles have been discussed in terms of the nature of the organisation or association and the role of the professional worker. The twelve principles identified by Ross are:

- 1) Discontent with existing conditions in the community must initiate and/or nourish development of the association.
- 2) Discontent must be focussed and channeled into organisation, planning, and action in respect to specific problems.
- 3) Discontent which initiates or sustains community organisation must be widely shared in the community.
- 4) The association must involve leaders (both formal and informal) identified with, and accepted by, major sub-groups in the community.
- 5) The association must have goals and methods and procedures of high acceptability.
- 6) The programmes of the association should include some activities with an emotional content.
- 7) The association should seek to utilize the manifest and latent goodwill which exists in the community.
- 8) The association must develop active and effective lines of communication both within the association and between the association and the community.

- 9) The association should seek to support and strengthen groups which it brings together in cooperative work.
- 10) The association should develop a pace of work in line with existing conditions in the community.
- 11) The association should seek to develop effective leaders.
- 12) The association must develop strength, stability and prestige in the community.

Keeping in mind the actual practice situations in India Siddiqui (1997) has worked out a set of 8 principles.

- 1) The Principle of Specific Objectives
- 2) The Principle of Planning
- 3) The Principle of People's Participation
- 4) The Principle of Inter-group Approach
- 5) The Principle of Democratic Functioning
- 6) The Principle of Flexible Organisation
- 7) The Principle of Optimum Utilisation of Indigenous Resources
- 8) The Principle of Cultural orientation

We are trying to interpret some of the principles from the available sets of principles for guiding our practice community organisation in Indian context.

1) Community Organisation is means and not an end: As discussed earlier the community organisation is a process by which the capacity

of the community to function as an integrated unit is being enhanced. In this sense it is a method or a means to enable people to live a happy and fully developed life. It refers to a method of intervention whereby a community consisting of individuals, groups or organisations are helped to engage in planned collective action in order to deal with their needs and problems.

- 2) Community Organisation is to promote community solidarity and the practice of democracy: It should seek to overcome disruptive influences, which threaten the well being of the community and the vitality of democratic institutions. In community organisation discrimination and segregation or exclusion should be avoided and integration and mutual acceptance should be promoted.
- 3) The clear identification of the Community: Since the community is the client of the community organisation worker, it must be clearly identified. It is likely that there are several communities with which he/she deals at the same time. Further it is important that once the community is identified the entire community must be the concern of the practitioner. No programme can be isolated from the social welfare needs and resources of the community as a whole. The welfare of the whole community is always more important than the interest or the well being of any one agency/group in the community.
- 4) **Fact-finding and needs assessment:** Community organisation programmes should have its roots in the community. Proper fact-finding and assessment of the community needs is the prerequisite for starting any programme in the

community. It is generally desirable for local community services to be indigenous, grass-roots developments rather than imported from outside. Whenever possible, then, community organisation should have its origin in a need felt by the community or by substantial number of persons in the community. There should be vital community participation, and essential community control, of its development.

While facilitating the process of community organisation, the programmes should be initiated, developed, modified, and terminated on the basis of the needs of the community and on the basis of the availability of other comparable services. When the particular need for a service is met, the programme should be modified or terminated.

- 5) Identification, mobilization and utilization of the available resources: The fullest possible use should be made of existing social welfare resources, before creating new resources or services. In the absence of resources/services the worker has to mobilize the resources from various sources such as community, government, non-government agencies, etc. While utilizing the indigenous resources it must be recognised that these resources may sometimes need extensive overhauling before they will meet certain needs. Apart from mobilizing physical resources, indigenous human resources should be put to optimum use.
- 6) **Participatory planning:** The community organisation worker must accept the need for participatory planning throughout the process of community organisation. It is important that the practitioner prepares a blue print in the beginning

of what he/she intends to do with the community. This is done with the community taking into consideration the needs of the community, available resources, agency objectives, etc. Planning in community organisation is a continuous process as it follows the cycle of implementation and evaluation. The planning should be on the basis of ascertained facts, rather than an expression of guesswork, "hunches," or mere trial and error methods.

In order to foster greater participation it is necessary to analyse the impeding factors and take timely steps to remove them. Instead of forcing people to participate in all the issues, they should be encouraged to participate at a level, and about issues, in accordance with their capacities. It must be noted that the people will participate if they are convinced of the benefits of the programme.

- 7) Active and vital participation: The concept of self-help is the core of community organisation. The community members' participation throughout the process of community organisation should be encouraged from the standpoint both of democratic principle and of feasibility— that is, the direct involvement in the programme of those who have the primary stake in it's results. "Self-help" by citizen or clientele groups should be encouraged and fostered.
- 8) Community right of self determination should be respected: The Role of the community organisation worker is to provide professional skill, assistance, and creative leadership in

enabling people's groups and organisations to achieve social welfare objectives. The community members should make basic decisions regarding programme and policy. While the community organisation worker plays a variety of roles in different situations, he is basically concerned with enabling people's expression and leadership to achieve community organisation goals, and not try to have control, domination, or manipulation.

- 9) **Voluntary cooperation:** Community organisation must be based upon mutual understanding, voluntary acceptance, and mutual agreement. Community organisation, if it is to be in harmony with democratic principles, cannot be through regimentation. It should not be imposed from above or outside, but must be derived from the inner freedom and will to unite all those who practice it.
- 10) The spirit of cooperation rather than competition, and the practice of coordination of effort:

  Community organisation practice should be based on the spirit of cooperation rather than competition. The community organisation practice has proved that the most effective advances are made through cooperative effort. It is by the coordinated and sustained programmes attacking major problems rather than through sporadic efforts by different groups.

The emphasis on collaborative and cooperative attitudes and practices does not imply elimination of differences, of tension, or of conflict. In fact we have to recognize that these latter forces

give life and vitality to a movement. It must be understood that such conflict can be disruptive and destructive, or it can be positive and creative. What is important for the community organisation worker is that he/she identifies such forces and appropriately modifies them to what is beneficial to community as a whole.

- 11) Recognition and involvement of indigenous leadership: Community organisation as it has been described requires the participation of the people belonging to the community. However everyone in the community cannot be involved in face-to-face contact with all others in the community; therefore it is important to identify and recognize the leaders (both formal and informal) accepted by various groups and subgroups in the community. Inclusion of the respected and accepted leaders with whom the major subgroups identify provides a major step in integrating the community. This further makes possible initiation of a process of communication which, if it becomes effective, will nourish and sustain the process of community organisation.
- 12) Limited use of authority or compulsion: Invoking the application of authority or compulsion may sometimes be necessary in community organisation. But it should be used as little as possible, for as short a time as possible, and only as a last resort. When compulsion must be applied, it should be followed as soon as possible, by resumption of the cooperative process.
- 13) The dynamic and flexible nature of programmes and services: This principle is basic to sound

community organisation. Social welfare agencies and programmes must be responsive to the changing conditions, problems, and needs of community life. Community is a dynamic phenomenon, which constantly changes and thus the needs and problems also keep changing. Therefore it is necessary that the programmes and services are flexible enough.

14) **Continuing participatory evaluation:** As programmes are developed to meet community needs, some time must be set aside for evaluation of the process. Regular feedback from the community is important. Criteria must be set up for evaluation of the programmes, to see how effective the action has been and what has been accomplished.

## Conclusion

The aim of this chapter was to provide you guidelines to understand the basic concept of community organisation as a method of social work practice. We have discussed in detail the meaning of community organisation and also provided the definitions with explanations. Now you will be able to explain the meaning and definition of community organisation. Being aware that community work and community organisation are integral part of social work, you will be able to situate them in the context of social work. We have discussed the value orientation and some of the important principles guiding the community organisation practice. You are now in a position to recognize the importance of the values and principles and will be able to follow them while practicing community organisation in the field.

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