

## CHAPTER 2

# SOCIAL DEVELOPMENT: THEORETICAL FRAMEWORK FOR COMMUNITY DEVELOPMENT

### 2.1 INTRODUCTION

This chapter will give relevance to the theoretical foundation for social development from both a South African and international perspective. It will cover various aspects of social development, as Midgley (1995:102) states that social development is a multidimensional process involving tangible programs, policies and strategies for achieving specific goals.

According to Midgley (1995:8) social development offers a comprehensive macro-perspective that focuses on communities and societies, emphasises planned intervention, promotes a dynamic change oriented approach which is inclusive and universalistic, and above all seem to harmonise social interventions with economic development efforts. The social development approach integrates economic and social objectives. It not only recognises the critical importance of economic development in raising standards of living, but also seeks to harness economic development for social goals (Birdsall, 1993:11).

Social development with its most distinctive features to promote economic development can be applied in various countries and in various situations. In South Africa there are communities, which call for this approach, especially in the rural areas. This chapter will give relevance to the theoretical foundation for social development as a process of promoting people's welfare in conjunction with a dynamic process of economic development.

Factors such as the need for social development, characteristics of social development, the goals of social development, the nature of theory in social development and the strategies for social development will be discussed in this chapter.

## 2.2 THE NEED FOR SOCIAL DEVELOPMENT

Social development is an approach to promote people's welfare that is well suited not only to enhance the quality of life for all citizens, but also to respond to the problems of distorted development. According to Midgley (1995:4) distorted development refers to the situation whereby economic development has not been accompanied by an attendant degree of social progress. This implies a failure to harmonise economic and social development objectives and to ensure that the benefits of economic progress reach the population as a whole. According to Kgarimetsa (1992:5) distorted development is largely manifested in poverty. The widespread poverty, which exists in the third world, cannot be remedied by social measures that operates independently of economic solutions.

According to the researcher's point of view, in South Africa there are rural areas which need the social development approach in order to address their problems with regard to poverty. Kgarimetsa (1992:10) states that "poor rural people have no means to satisfy even basic needs such as nutrition, safe drinking water, reasonable housing, adequate healthcare, education and the opportunity to have a say in how they will like their needs met, and this indicates distorted development". According to Chambers (1987:103) the apathy prevalent with rural people could be ascribed to their powerlessness to influence the power structures meant to represent them. In order then to address poverty in South African rural areas, there should be a harmonisation of social processes with economic development.

It is important for social development practitioners to note that by not integrating the two phenomena will result in distorted development, which will be a constraint in the alleviation of poverty. Wilson and Ramphela (1989:47) mention the following constraints in the alleviation of poverty:

### 2.3 CHARACTERISTICS OF SOCIAL DEVELOPMENT

- Lack of policies that provide opportunities for the poor;
- Institutional structures that lack capacity to plan, implement, manage and monitor projects and programs designed to alleviate poverty;
- Lack of reliable statistical data to provide information on the number of the poor people and on why they are poor;
- Uncoordinated efforts towards poverty eradication at the national, regional and local levels;
- The tendency to perceive poverty in terms of economic growth only and a refusal to acknowledge that it has social as well as political ramifications;
- A bias towards concentration on finding the cause of poverty and therefore delaying in formulating strategies towards action.

### 2.4

According to the researcher's point of view, the community developer needs to consider these constraints in order to effectively facilitate the alleviation of rural poverty. These constraints show a lack of integration of social processes and economic development. It is therefore important for the community developer to use these constraints positively in order to meet the distinctive features of social development that is, integrating the social development process and the economic development process.

### 2.5

In summary, the main need for social development is to address distorted development and in doing so alleviate poverty. This can be achieved through the implementation of social development strategies.

### 2.6

These strategies are implemented in an understanding of the context of the characteristics, goals and theory of social development, which will be subsequently discussed.

### 2.3 CHARACTERISTICS OF SOCIAL DEVELOPMENT

Social development has its own distinct characteristics, which make it unique from other developmental approaches. Various authors (compare White Paper for Social Welfare, 1997:20 and Midgley 1995:25-27) are in agreement on the characteristics of social development, which is more or less the same. According to the World Bank Development Report on Poverty (1990:21) social development should be seen as a dynamic, flexible and innovative process carried out by people to improve their standard of living.

Social development entails a process that initiates social and economic change and is focussed on people. The White Paper for Social Welfare (1997:20) states that social development should be regarded as a process, which is implemented through:

- Holistic, integrated services reflecting equality and accessibility for all people in particular people from the disadvantaged communities;
- Community participation, particularly the communities who were previously excluded;
- Social development projects, linking human and economic development; and
- Intersectoral co-operation and networking with infrastructure and non-governmental organisations.

Midgley (1995:25-27) stated the characteristics of social development which are as follows:

- Social development is a process of planned social change to promote the well being of a population as a whole in conjunction with economic development;
- It seeks to relate social intervention directly to economic development.
- It has an interdisciplinary focus, which draws on the insights of the various social sciences.
- Social development invokes a sense of process. Development is a process of growth, change, evolution or movement.
- The process of change is progressive in nature.
- It is interventionist. Organised efforts are needed to bring about improvements in social welfare.
- Social development goals are fostered through strategies. These strategies seek to link social interventions with economic development efforts.
- It is inclusive or universalistic. It concerns the population as a whole and it seeks to promote social welfare within specific spatial settings such as rural communities.

According to the researcher's point of view, these characteristics can help the community developer to guide community members involved in achieving their goals. It is the task of the community developer to ensure that these characteristics prevail during the process of social development.

## **2.4 THE GOALS OF SOCIAL DEVELOPMENT**

According to Midgley (1995:27) the main goal of social development is "the promotion of social welfare through various mechanisms or institutions with its commitment to progress, macro focus, universalism and integration of social policies with economic growth, socio-spatial focus and pragmatic approach".

According to Gray (1996:18) the goals of social development are as follows:

- Improving people's material conditions of life through job creation and poverty reduction policies and programs;
- Maximising the development of human capacity to create productive members of society;
- Promoting individual and collective self-reliance in an enabling social, economic and political environment;
- Assisting individuals and groups at various stages of their development and in different circumstances and helping those in need of protection, care, support, and material assistance to achieve their optimal development;
- Infrastructure development and the establishment of organisations by the people themselves to drive and manage social development processes;
- Equitable resource distribution;
- Maximising human capacity;
- Building grassroots democracy through the empowerment of people to press for policies and programmes to meet their needs and to contribute to social and economic progress;
- To target the population as a whole. The priority should be given to the most needy, the least powerful, the disenfranchised and the most vulnerable.

The goals of social development are important for both the community developers and the community members and can be used to guide and evaluate social development programs

## **2.5 THE NATURE OF THEORY IN SOCIAL DEVELOPMENT**

Like most other social science fields, social development makes use of different types of theory, that is the representational theory, explanatory theory and normative theory (Midgley, 1995:68). The relevance of the respective theories for this study will be indicated in the following discussion. These theories, as outlined by Midgley are explained in this context as follows:

### 2.5.1 Representational theory

According to Midgley (1995:68) representational theory seeks to create conceptual images or representation of situations. This type of theory translates observable patterns or structures in the real world into abstract, mental pictures, and these representations are often known as models. It does not seek to explain why events take place, but rather to provide a conceptual framework, which can facilitate the analysis of causation (Billups, 1994:33).

According to Midgley (1995:68) representational theories are based on concepts, and tend to organise these concepts and the interrelations between them into more complex conceptual systems. The fact that they order and make sense out of reality, make representational theories very important for working with communities. Without this kind of theory it will be very difficult to come to grips with complex phenomena such as poverty. Social issues such as unemployment, illiteracy and overpopulation need to be analysed in order to understand poverty.

### 2.5.2 Explanatory or analytical theory

This theory is concerned with causal associations. According to Midgley (1995:69) explanatory theories build on representational theories, but their primary purpose is to explain why particular events occur. These theories also organise concepts into hypotheses that can be tested empirically. Because explanatory theories seek to explain events, they are important not only to academic social scientists but to professionals as well. If professionals want to formulate policies, which will effectively control events, they need to know why these events take place. For example, in Madinyane there is a lack of people involvement in the animal health service. By applying this theory means that the professionals involved will have to determine the causes of this behaviour.

### 2.5.3 Normative Theory

Normative theory is concerned with the evaluation of events and with the formulation of principles which will inform the policy making process (Billups, 1994:36). Normative theory are widely used in applied fields such as social work, social policy and social development and are of value in determining whether particular approaches are effective or not (Billups & James, 1994:37). For example, in eradicating poverty, professionals can use different approaches like individualism, populism and collectivism and they can also integrate normative theory to evaluate whether the approaches were effective or not.

While it is possible to distinguish between the three different theory types, they are actually interrelated. According to Midgley (1995:70) representational theories often contain both descriptive and analytical elements and they often provide a normative framework within which specific interventions are implemented.

In communities like Madinyane these theories can be used in an interrelated manner. They can help in understanding various factors leading to the lack of participation in the area. Professionals will be able, for example to determine the underlying causes of a problem/situation in the area. Grounded in a theoretical framework, various strategies of social development can be implemented by community developers.

## 2.6 STRATEGIES FOR SOCIAL DEVELOPMENT

Social development has primarily a practical focus involving tangible programs, policies and strategies for achieving specific goals (Midgley, 1995:102). Basically social development consist of three strategies, that is social development by individuals which believe that the social welfare of the community is enhanced when individuals strive to promote their own welfare; secondly social



development by communities with the view that social development can be promoted by people themselves working together harmoniously within their local communities; and lastly, social development by governments with the view that social development can be best promoted by governments, their specialised agencies, policy makers, planners and administrators (Midgley, 1995:124-125).

In this study, the focus will be on social development by communities. This does not imply that the other strategies can not be applied in Madinyane, but it is due to the fact that the Animal Health Service in Madinyane is focussed on working together with the community to alleviate poverty. Basically the veterinary service delivery was a service to individual animal owners. However, the action planning process involved the people to develop animal production and other development initiatives.

Advocates of this action planning strategy believes that people and communities have an inherent capacity to organise themselves to ensure that their situation is improved and opportunities for advancement are created (Midgley, 1995:114). In order to achieve these goals, they need to co-operate with each other and share a common vision so that they will be able to exert greater control over local resources and local affairs. This will also help them to secure external resources to promote social development at the local level. This strategy rejects the idea that the government should be responsible for development and promotes that local people should be responsible for their own development.

According to Midgley (1995:102) different strategies for promoting social development in community settings are: (1) community development, (2) community participation and involvement and (3) gender issues which focus on women empowerment. These strategies will subsequently be discussed.

### 2.6.1 Community development

Community development programs share common operational features regardless of whether they are administered by government or non-government organisations. Community development is a community driven process. According to Midgley (1995:118) community development include enhancing community identity, strengthening democratic participation and fostering self-help and self-determination. Community development offers an effective means for promoting social development within the context of economic development. The fact that it relies on local participation indicates that people can gain skills and knowledge on how to approach their daily life situation. The development of human potential is the central aspect of community development.

Community development, like other approaches of social development, has its own characteristics, which make it effective in improving the community's standard of living. Swanepoel (1992:2-9) states the characteristics of community development as an attempt to draw basic guidelines that will enable practitioners to perform their roles and provide some perspective of what take place among a group of people in a community development setting.

The characteristics as outlined by Swanepoel (1992: 2-9) are as follows:

- *Community development addresses both concrete and abstract needs*

When people are striving towards achievement of concrete objectives, they achieve abstract goals at the same time. Through community development, people manage to achieve other goals that they have not initially planned. This implies that by the achievement of concrete goals, abstract goals can be achieved, for example, if people at Madinyane receive a source of income through their livestock, they will have trust in their capabilities and therefore their self-esteem will improve.

- *Community development is a learning process*

Community development can be a learning process if the people really participate. They learn to improve on their own action, gain in self-sufficiency and self-reliance, and move towards self-help. In order to make it a learning process, people should be guided and helped to take the initiative. Through participation in decision-making and evaluation, people are able to learn through the consequences of their own efforts. For example in Madinyane, people can learn skills on what to do when their animals get sick and on how to practice commercial farming in order to generate profit for themselves.

- *Community development is collective in action*

In community development, a group of people sharing some mutual interest, sentiment or concern, act together and in concert. This also enhances the learning process because the people involved throughout learn to work as a team. Because the farmers mostly share common problems they can work collectively to solve these problems.

- *Community development is need orientated*

Community development addresses specific needs and concrete needs. However, this need focus is based on the deficiency model. The current notion is to move away from the deficiency model to a capacity and visioning model. The visioning model emphasizes the shift from the identification of needs to creation of vision for the future. So it is the responsibility of the community developer to facilitate this transition.

- *Community development is objective oriented*

Community development's objectives should be precise and concrete. A community development project can never succeed without goals and objectives.

Objectives serve as guidelines on how the program should be implemented. It also helps in planning activities that should be executed to achieve goals. By formulating objectives the farmers will be able to plan activities like meetings, workshops and the selection of a committee as an action strategy to achieve their goals. According to Bailey (1996:29) community development can play a major role in poverty alleviation because of its goals emphasising the empowerment of people.

Hope and Timmel (1984:92) state that the goals of community development are specific and need to be achieved in order for the whole process to be successful. These authors outline the goals as follows:

- The stimulation of people's involvement and participation in the management of their own community affairs;
- The creation of resources and the encouragement of the people to utilise these resources;
- The development of self-help, mutual assistance and self-determination within the community;
- Educating people to enable them to use their strengths, knowledge and skills to take care of their environment;
- Changing attitudes and ideas in the community, which impede development;
- To further human development.

According to the researcher's point of view, these goals of community development show the strength of community development as a strategy to address poverty. In Madinyane, these goals can play a major role in changing the animal owners' situation. All the goals lead to the empowerment of people, and this implies that the animal owners will also be empowered and their human capacity will be built. It is important that the community developers and the participants acknowledge these goals because they serve as a point of departure for sustainable social development efforts.

- *Community development is action at grassroots level*

Community development is not a method to be applied by experts, government or non-government agencies and elite, although it is clear that they will, in most cases play a major role.

It is a process in which the ordinary people (community) will play the leading part whilst government and experts playing the facilitating part. Community development is a simple process and it addresses the needs of those at grass roots level, but at the same time built their capacity to deal with their own developmental issues. The best technology relevant to the local situation should be used in order to help the community in achieving its goals. The community members should understand this technology, because complicated technology can result in a loss of interest from the community members. It is important to use someone from the community whom they know very well. The community will benefit for instance, by training one of their community members on how to deal with animal diseases with the view that the person can support and train the farmers.

- *Community development leads to community building*

In community development people gain self-sufficiency, self-reliance and dignity. They learn how to organise activities more effectively and their leadership skills are developed. What people learn in the process of community development, they also use in their everyday lives. If the farmers can participate in the animal health service at Madinyane, they will learn to solve their animal problems on their own and at the same time realise other problems in the community.

- *Community development creates awareness*

People become aware of themselves and their environment, and of their needs and resources. They realise their abilities, and other problems that they were not

aware of. Community development can help the farmers to be aware of both internal and external resources that they can use to improve their situation.

For example, in Madinyane the farmers may learn more about other diseases that they were not aware of and they can also gain knowledge about commercial farming.

- *Community development leads to further development*

Community development project initiates further activities, apart from the confidence the community acquires through community participation. They also experience enthusiasm to tackle further problems, and they become aware of needs in other fields. For example, if people were involved in a vegetable growing project, they may develop interest and start a pottery project whereas at the same time they help each other concerning family problems. One successful project can lead to various other projects. By participating in the Animal Health Services in Madinyane, farmers may mobilise themselves to work together in for example preventing stock theft in the area.

According to the researcher's point of view, these characteristics can serve as a guideline for community developers. The characteristics will help the community developer to facilitate the community development process. These characteristics can also help the community developer to evaluate whether the goals and objectives of community development were achieved or not. However, characteristics of community development are not the only guideline for the community developer. It is important to note that community developers are working with human beings and therefore they need to work according to a set of principles. The principles of community development regulate the behaviour that the developer must manifest when working with people. Swanepoel & De Beer (1996, 24-29) suggested that the following set of principles would really make development worthwhile for the poor:

- *Principle of abstract human needs*

In accordance with the Maslow theory, human beings have both basic, concrete needs such as food, water, clothing and shelter and basic, abstract needs such as self-reliance, happiness and human dignity. While people are struggling to fulfil their concrete needs, their abstract needs also need to be satisfied. All development must be humanistic, implying that development has the same primary focus namely human beings.

- *Principle of learning*

When people are involved in programs about improving their life situation, they become better in doing so through the skills that they have gained in such programs. All those involved in development must learn. The community developer should not teach the people, but the people must learn from the situation and from one another.

- *Principle of participation*

This does not mean that people must participate only on the work that must be done on the project, but that they have the right to be part of the decision-making regarding their own development. It is therefore necessary to facilitate and enable the community to participate fully. It is necessary for the community developer to make information available to people so that they can make enlightened decisions with regard to their own development.

- *Principle of empowerment*

Information, knowledge and experience built people's confidence in their own abilities, which in turn feed people's empowerment process. It is important for the community to be empowered in order for them to take responsibility for their own development. Therefore, it is the task of the community developer to help

them gain the ability to develop themselves by bringing them (community) into contact with information systems and training opportunities and development of self-confidence.

- *Principle of ownership*

Community development projects are not the property of the NGO or government institutions. The community developer has no authority over the people participating in development initiatives. The most important outcome of participation and empowerment is the establishment of ownership where it really belongs; that is with the community.

- *Principle of release*

The main goal of development is to eradicate poverty. In other words to release people from the poverty trap. The community developer should release people from the poverty trap by empowering the community with skills and human capacity to improve the situation themselves as free and self-reliant individuals.

- *Principle of adaptiveness*

The principle of adaptiveness requires a total mind change for the community developer. It calls for the willingness to learn, to admit mistakes and to use them as opportunities to learn. This implies that the community developer should not follow a blue print planning, rather a flexible one. The community developer should accept changes and new things arising within a project. Adaptiveness makes it easier for the community to be active and encourages creativity.

- *Principle of simplicity*

The community developer must not encourage sophisticated and complex projects because it limits the scope of learning and participation. This is true



because if formal projects with difficult languages and full of educated people are implemented, those who are poor and uneducated will not feel comfortable with the project. They may find it difficult to contribute ideas. Hence, it is important for the community developer to facilitate and encourage a simple process for a community project in order for the people to feel that they achieve specific objectives.

The principles of community development should be guiding the community developers as well as the community development process. It is important for community developers to apply them for the benefit of the community. According to the researcher's point of view, community development as a strategy of social development offers an effective means for economic development. The participation of the community offers them an opportunity to gain knowledge about opportunities and resources available around them.

In rural areas like Madinyane the farmers will benefit a lot if they can participate in the Animal Health Service. They will learn various skills like working together, leadership skills, skills to deal with animal diseases and will gain knowledge about making profit with their livestock.

Community development as a strategy of social development has been explained by looking at the characteristics, goals and principles. The following community strategy for social development to be discussed, is community participation.

### **2.6.2 Community participation**

The United Nations (1988:3), in its guiding principles for developmental social welfare policies and programmes, has emphasised participation as a principle and a means to social development. Full and free participation on equal terms in all social, political and economic activities is a principle underlying the elements of international instruments adopted by the United Nations. This implies that

and workshops. So, it is very important for community developers to have knowledge about community participation in order for them to be able to enhance it successfully. Community developers need to have an understanding about various factors such as the components of participation, how to catalyse community participation, importance of participation and the socio-economic and socio-cultural factors that can influence participation.

Following next is the discussion of these factors, which are outlined as follows:

### **2.6.2.1 Components of participation**

Bailey (1994:29) states that three key components are central to participation, namely:

“The translation of the principles of participation into action by asking questions such as what mechanisms are needed to ensure that all sectors of the population participate? How do we ensure that the least powerful and the most needy are able to influence political and economic policies? Do grassroots social development initiatives enable people to advocate for their needs and rights? The creation of opportunity for beneficiary participation; and the direct participation in community based programs.”

According to the researcher’s point of view, these components need to be utilised by community developers to ensure effective participation. It is also important to know that participation only, does not imply success of a project. What is important is what is happening when people have participated. The question is how are the people participating and is that participation going to benefit the participant?

Community participation is not always something that happens spontaneously; it requires skills and knowledge. Following now are suggested skills needed by community developers to facilitate community participation.

### 2.6.2.2 Catalysing community participation

Community participation and involvement does not take place without motivation. It is important for community developers to note that in order for the community members to be involved in a project, they need to be motivated. According to Lisherm (1984:47) in order to facilitate community involvement and participation, facilitators should be trained to have

- belief in the potential of the community;
- skills in a participatory approach;
- the ability to motivate community members, to create awareness and educate, to understand the community culture and to create structures to assist with the participatory process.

Smith (1988:6) proposes the following skills to facilitate community involvement and participation:

- *Proceed at the pace of the community*

Every community is different and must be respected for those differences, not forced into preconceived ideas of what the community is. Community participation cannot be predicted or planned. Moving at the pace of the people is a prerequisite for participation.

- *Understanding the community dynamics and identifying community structures*

Every community has different power structures, dynamics and issues. It is necessary to listen to ordinary people at grassroots level and not only to the elite in the community. The women in the community must be heard and they must have access to full participation.

The people in the community must be known, as well as how they relate to each other and their responsibilities within the community. It is beneficial to get information from various sources, for example, community committees, women's committees, civic associations, traditional leaders and churches.

*- Develop a trusting relationship*

Community members want to see that those people who get involved are going to stick with them through good and bad times. It is therefore important for people entering the community to develop trustworthy relationships with the people. Most communities have negative attitudes towards outsiders coming to their community. For example, in black communities one may find that there is a negative notion about white developers, so there might be a lack of trust. This is a challenge for the community developer to restore trust by using his or her skills.

*- Develop a structure to channel community participation*

It is necessary to choose the best possibility on facilitating for each particular community. The community organisers must have a good channel to use in order to encourage participation; for example they can co-operate with councillors in order to get people involved.

These skills can assist community developers to facilitate participation. It is important for community developers to have knowledge on catalysing participation because it is not easy to get people involved in a community project. People need to understand very well why they should participate. The manner in which community developers approach the community contributes to the success or failure of a development project. By having various skills of facilitating participation, community developers may find it easier to get people involved.

### 2.6.2.3 Importance of participation

There are various reasons that make participation and involvement to be the most important part of development. De Graaf (1986:15) gives ten reasons for the importance of community involvement and participation, which are as follows:

- People will only make their resources such as labour, land, information and interpersonal relationships available when they are of the opinion that the project will be of value to them.
- The local inhabitants are the only people who can make information available regarding the community's cultural code and information which is very important for the success of the development project such as resources within the community.
- The better the participation of the local inhabitants' the better the central control of the project.
- Participation counteracts different forms of paternalism and dependence, as well as abuse of power, and the dependence on the person who holds power.
- Credit worthiness and continued support must back a development project. In order to survive possible setbacks and delays, local inhabitants have to be part of the course of the development project.
- Local participation ensures that scarce resources are decentralised and are not accumulated in the main centres.
- Local participation ensures that the planning for the development is flexible and that the project remains big, yet manageable enough to fit the community's existing economy and structures.
- Participation contributes to the development of organisation, planning and problem solving skills.
- People learn to become independent.
- Local participation tests the relevancy of a development project. When the people do not participate in the project, it is proof that they do not need the project.

The researcher agrees with the above mentioned reasons for the community involvement and participation. If a project exists without the participation of the people, that project does not belong to them, but to the community developers. It is a principle of community development projects that it should be communally owned.

The only way of owning a project is for community members' to be involved and participate. Although community participation plays a very important role in community development, it is important for community developers to know and accept that there are various socio-economic and socio-cultural factors, which can slow down the process.

#### **2.6.2.4 Socio-economic and socio-cultural factors influencing participation**

According to Atkinson & Heymans (1998:28-31) there are various factors, which needs the attention of the community developer. These factors include the following:

- *Social factors*

The infrastructure of the community plays a vital role in the social life of community members. If the infrastructure is poor, it will affect the members negatively, for example, if there are no communication devices like telephones it will be difficult for information to move across the community. Another important factor is cohesion. If there is cohesion it is very easy for community members to work together in order to achieve a common goal. Community developers also need to be aware and acknowledge various social factors such as: social affiliation, stratification and literacy. All these factors influence people's daily lives and behaviour. In Madinyane there is a problem with infrastructure, which can affect the level of participation in the Animal Health Service. A shortage of community communication systems like telephones can have detrimental effects.

In case of an emergency the farmers might experience difficulty in getting hold of the animal health technician or community animal health worker, for example when an animal is sick.

- *Economic factors*

Aspects such as the availability of money, the level of deprivation of the people concerned, and the level of vitality of the internal economic system are important considerations for any project. If the community is poor, and there are no facilities for provision of information, it will be difficult for the community members to know what is happening around them. The fact that the people are poor leads to high expectations within the project, and might cause impatience because members may want to get something quickly. Poor people tend to anticipate cheap and free things if external people come to their communities. Others may think about going to look for better things to do and ignore workshops from the Animal Health Service. For example, Madinyane is being faced by poverty, so the farmers may expect to obtain everything free from the Animal Health Service. This might influence their participation if things do not happen according to their expectations.

- *Cultural factors*

Cultural factors are perceived as one of the biggest stumbling blocks to development. Cultural factors that may be stumbling blocks are the place and the roles of traditional leaders, the place and the role of women in society and lastly the norms and beliefs of the society (Atkinson & Heymans,1998:30). The community developer needs to take these factors into consideration by consulting the traditional leaders because they can provide important information about the community.

Community developers find it difficult to deal with the issue of norms and beliefs, but this does not mean that norms and beliefs are static laws, which cannot be changed. People change their norms and values as their circumstances change.

The community developer must treat this aspect with circumspection and should check with community members what weight various norms and beliefs carry for them. The community developer also need to know about the culture of the community and must have respect for it. Most farmers, especially black rural farmers, tend to apply subsistence farming methods instead of commercial farming. They attach cultural values to their livestock and maintain that livestock symbolises status. Although they sometimes sell their livestock, they do not do this under the framework of commercial farming. They usually sell their livestock when they have financial problems. For them, livestock is like an insurance for events such as deaths and marriage ceremonies. However, this does not mean that the situation cannot be changed. It can be changed if the farmers obtain knowledge about commercial farming.

According to the researcher's point of view the issue of culture is sometimes generalised. The fact that farmers do not sell their livestock should not be attributed to status. This might also be due to the fact that most of the animal owners are not educated and do not have information about commercial farming. It is therefore important for animal owners to be approached in order to get their perspective about their own situation.

Thraen and Stephen (1989:21-25) explain factors influencing participation by using the utility theory. According to these authors one of the basic assumptions of the utility theory is that human beings are motivated to participate by expectations of rewards. They argued that people would select the action that they expect to produce the best rewards for them.



According to Thraen and Stephen (1989:22-25) those factors influencing participation are as follows:

- *Distance to desirable site*

The distance from the activity site can reduce participation in development activities. Travel costs are also affected by distance and if the place where major activities take place is too far it can make participation too expensive for community members. This implies that facilities for development should be in a central place where people can easily access them.

- *Lack of desire to participate more often*

Individuals will not participate in activities that they do not value. If they perceive that they will not benefit from the project, it is very unlikely that they will take part. So it is important for the community developer to explain the value of the project to members in order to encourage participation.

- *Inadequacy of existing supports*

If people perceive existing support to be inadequate, or if they perceive that there is no support at all, they will be favourable to participate. People like to start projects that are not existing in the community. Community members will not like to participate in a project that is already existing because they will see it as a duplication of service. Therefore it is important for community developers to do research in order to make sure that there is no duplication of services or projects.

- *Household size*

People are likely to participate in development programs that provide future benefit for the family members. The larger the family the more is the willingness to attend or participate in development projects.

This might be because they think the benefits from the project will meet their family needs. It is important to note that involvement of various families implies the involvement of the community at large, because the community is made up of families.

- *Age*

Increasing age is frequently associated with declining participation due to reduced ability to physically engage in certain activities. It will be difficult for older people to attend various activities due to physical weaknesses and this implies that if a community consists of many older people, they will have less participation. In some cases this does not cause problems if there is a young person in the family that is willing to participate. In this case the younger generations can represent the older one.

- *Time*

Lack of time is one of the most important barriers to participation. Working people may not participate due to work commitment. In this case the community developer need to arrange meeting time in order to accommodate as many people as possible. For time to be an issue depends on the nature of the project. For example, a profit-generating project is likely to have more participants because they are not working.

- *Past participation*

Participation in past projects may affect subsequent participation. If people in past projects have benefited, it is likely that they will participate. On the other hand, if the previous participation did not work for them, it is unlikely that they will participate. The third strategy of social development emphasises the empowerment of women and their recognition in development efforts.

### 2.6.3 Women, gender and social development

There are enormous variations in the roles of men and women in different societies. These variations are particularly marked when the work that men and women perform in different societies is compared. Despite these variations, gender roles are seldom egalitarian. There are exceptions, but in most societies the division of labour by gender is highly differentiated and unequal. In most societies, however largely in rural societies, these variations place women in an inferior position to men. This further leads to the exclusion of women in development. According to Van der Homberg (1993:43) development policies, plans and projects have conventionally been designed to serve the interests of men, and have seldom recognised the existence of women. Usually women were confined to domestic work.

However, this position with regard to women is currently changing. The cost of living is high and men are allowing their wives to go for work. Even in rural areas there are those men who appreciate their employed wives. When it comes to farming issues, however, there are some cultural factors, which can lead to the exclusion of women in development. For example, in some African cultures there is a belief that a woman in her middle ages may not enter the kraal because this may impede production. These gender roles have been entrenched in such a way that even women accept that they cannot look after livestock. Other women, who own livestock, even ask their brothers or a male relative to look after the livestock. This may be the reason why the women at Madinyane do not participate in projects concerning livestock.

Moser (in Midgley, 1995:123-124) reviews various approaches, which have emerged over the years, to address gender issues in development. The first approach, which she called the *welfare approach*, views women as passive recipients of special development programmes designed to address their needs as mothers and homemakers. This strategy emphasised that projects that

promote domestic activities should be made available to women. In rural areas, women are experiencing difficulties in looking after their children, so programs which educate them about parenting can help them to balance their lifestyles. This can also help them to be able to participate in development programs. The second approach, according to Moser, is the *equity approach*, which seeks to enhance the status of women. It fosters greater equality with men through access to employment, equal pay and opportunities. In rural areas, this approach can help in enhancing involvement of women in decision making. It can also enhance participation of women in economic developmental projects like men. This will empower women and make them independent. The third approach is the *anti-poverty approach*, which seeks to foster productive self-employment among low-income women. This approach defines the low position of women as a consequence of economic underdevelopment and not as a result of subjugation. By creating small-scale income generating projects among poor women, women can enhance their status through economic development. Empowering women in rural areas can address poverty because both the father and the mother will be able to provide money at home. It will further develop women because they will be able to meet their own needs independently.

The fourth approach is known as the *efficiency approach* because it seeks to enhance the involvement of women in development on the ground that women are a useful productive resource for economic growth.

It encourages the participation of women in development because of the positive contribution they can make to development. This calls for the respect of women and their inclusion in decision-making. Women are often the victims of poverty, so it is important for them to be involved when poverty is addressed.

In rural areas, the negative impacts of gender inequality should be explained to the community. Rural people need to be aware of the contribution women can make in development. People need to deal with some of their superstitions about

women as far as farming is concerned. The final approach, which is known as the empowerment approach, contends that the position of women can only improve when women become self-reliant and exercise full control over decisions that affect their lives.

The concept "empowerment" means different things to different people. According to Berger and Neuhaus (1977:20) empowerment is one of the buzzwords used in developmental circles today. To some it means participation and to others it means self-reliance, transformation, consciousness raising, and giving training. It is therefore an open-ended concept. According to Mokgohloa (1995:4) empowerment is a process of hope, willingness and progress in all-human qualities. It is a commitment to change which leads to transformation. Deprivation of empowerment cannot be condoned. Empowerment can also contribute in helping the community at large. Providing information can help the community to develop. In rural areas, people lack information about opportunities surrounding them. Another type of empowerment, which can change community members' life, is education. Through education human capacity will develop. Women will gain skills on how to start something for themselves. For example in Madinyane, through education, women farmers can learn to attend to their chickens when they become ill.

The issue of empowerment of women is a crucial factor as far as rural development is concerned. In order for empowerment to be effective, the community developer needs to be acquainted with requirements of empowerment. These requirements can help the community developer to empower individuals effectively and are subsequently discussed:

### ***Requirements for empowerment***

Empowerment cannot occur in silence. According to Freire (1972:63) it requires dialogue which is based on trust of man: "Without dialogue there is no

communication and without communication there is no transformation". Byham, Cox & Shomo (1992:116) see empowerment as requiring an ability or willingness to listen and respond with empathy to people and to encourage involvement. According to Mulligan and Graffin (1992:93) empowerment is creating space for learning and teaching, be it formal or informal. Wilson and Ramphela (1989:261) state that empowerment is not co-option, giving handouts or reaching out.

According to Kieffer (1981:9) empowerment is not a top-down approach. It does not follow the blue print approach of planning, designing and administering of projects from head office on behalf of communities. It is not all about training people without knowing their needs. It is not an organisation driven process but a people driven process. Empowerment is not about technical assistance, financial support, quality control and development of the area. It is about learning from the people and starting with what they know (Solomon, 1976:21). Empowerment is therefore a partnership process and should allow for learning and growth to take place.

From these arguments, the requirements of empowerment may be summarised as follows:

- Dialogue, which means communication between community developers and the community members.
- Enthusiasm, which implies the willingness to work and listen to people.
- Education, which means training people, and giving them information and skills.
- Participation, which implies that it is a people driven process.
- Partnership, which implies that both parties, that is the community developer and the community, should learn from each other.

Staples (1987:44-49) confirms that empowerment has certain requirements, namely:

- *Collectivity*

Collectivity is a process of merging energy of individuals into a whole. Empowerment goes beyond treatment in groups, contain notion of the provision of a mediating or third force function for people who need to attain a resolution to their situations from an impinging system, and who in turn must shape those systems and assist in their functioning. It is the process that provides an opportunity for support, mutual aid and collective action on behalf of the whole (Staples, 1987:44).

- *Education*

It provides education for the people to consider their situation in a normative socio-political context. The people must learn to examine their situations in relation to environments through the process of dialogue and education. An avenue for this development is through the interaction with others in similar circumstances.

- *Competency Assessment*

Competency based assessment assumes potential competency on the part of the client. People generally know what they need and with heightened self-awareness and support will choose a good alternative for action on their own behalf.

According to the researcher's point of view, another important requirement of empowerment is that community developers need to empower themselves before they can be able to empower the poor people. Community developers need to have knowledge about life skills and the knowledge that they share with the

people should be correct and valuable. The impact of empowerment in a community development setting, can be summarised in the advantages of empowerment, as outlined by Mokgohloa (1995:4):

- Empowerment helps people overcome hurdles that stands in their way of achievement by increasing their self-confidence through bridging the gap of learning;
- It creates transformation of people's entire life which remains irreversible;
- It makes people aware of their personal power, free from self-imposed constraints and confident about taking action in the world;
- It helps to change community development officers' attitudes of labelling people as "poor" and "powerless" to "people can";
- It improves dialogue between people and develops self-control, co-operation, trust and responsibility among people and the experts.

According to the researcher's point of view the above mentioned strategies can promote social development and are also important property of social development.

The involvement of women in Madinyane can contribute to the development of the community. Both men and women need to co-operate to ensure a better environment. They need to be empowered through education and information. However, men need to understand and appreciate the responsibilities that women can take in development. This will ensure that both men and women participate and together benefit from their collective efforts.

## 2.7 SUMMARY

This chapter has given relevance to the theoretical foundation for social development and included strategies for implementing social development. Various factors such as the need for social development, the goals and



objectives of social development, the characteristics of social development and the nature of social development theory has been discussed. It also continued to look at the strategies for promoting social development in community settings, i.e. community development, community participation and involvement and gender issues which focussed on women empowerment. In chapter 3, the focus will be on Animal Health Services as poverty alleviation strategy.