

# *Approaches of Community Development*

As a professional social worker knows that there are different methods and skills in social work practice. Just like them there are some approaches in community development process which are known as orientation of change or simply as approaches in community development. They represent the different ways of working in the community and have their own specific philosophy, values, techniques and results. Therefore, the selection of an appropriate approach is essential for achieving the aim of community welfare. Because if the approach is not according to the needs and requirements of the community, the community worker will not be able to achieve his/her targets successfully.

So the major approaches of community development are as follows:

## **1) Single Function/External Agent Approach:**

In this approach an external agent or a worker is appointed in a community for its development and is considered one of the best methods in under-developed countries. In it the trend is away from crude methods of imposition of a project, which neglects the attitudes of residents to the innovation towards winning the support of the community for the subject. But for this the external agent, who is an innovator, has to play the following functions and roles in the community:

- i.** As an agent of social change he/she diagnosis the community needs for his/her services. He/she has to do a lot facts finding in the beginning and prepare a physical lay out of the area map.
- ii.** On the basis of facts earlier collected he/she seeks not only to prescribe but also to persuade the local population by a variety of “Sales methods”. He/she convinces the people through individual and group meetings to use the facility or service provided.
- iii.** He/she discusses with the members of the community the need for such a project or a programme as he/she has in mind. He/she distributes literature, shows movies, forms committees, associations or village councils to win the cooperation of the members of the community in establishing the new project.
- iv.** The imposition of the project over the people is discouraged. But the attitude of the community members should be moulded. However, the nature of the need and time are more important. For instance, a medical team would never wait to change the attitude of the community members in favour of inoculation when there is risk of epidemic of cholera.
- v.** The community worker should be jack of all trades so that he/she could help and guide the villagers in multifarious jobs. Thus his/her training should be done accordingly in specialized training institutes established to produce extension workers.

## **2) Multiple Approach:**

In multiple approach there is recognition of the wholeness of community life and a team of experts seeks to provide a variety of services like education, recreation, medical, etc. to cope with some of the problems, which may arise as a result of some alterations in the community such as rapid economic development or industrialization. Moreover, there are many aspects of life in the community, which relate to customs, beliefs, ceremonies and rituals. All of these may be affected in a fundamental way by such changes. So it can be said that the units of services provided in the multiple approach provide a programme to facilitate adaption or adjustment in these areas.

## **3) Exploitive Oriented Approach:**

This approach builds up on false hopes and false statements. One makes promises to which he/she is not serious and sincere to overcome, to meet or to fulfill. He/she just arouses emotions of the people and motivates them to meet their needs. But this motivation is based on selfishness. As in this orientation only positive images and aspects of the programme are projected while the negative ones are concealed. In it the people have to follow and then waste their interest.

Usually religious and political people use his kind of approach. But it is not a suitable approach for the development of the community and society. Because in it the game is not played fairly. Rather it is a game with emotions and sentiments of the people playing by making false statements and promises.

## **4) Process Oriented Approach:**

The purpose of this approach is to start or initiate a development programme. It aims at encouraging the community people to identify their felt and expressed needs and problems themselves and to work systematically for the solution of these problems.

In other words, the underline belief of this approach is to have such experiences as may increase the capacity of the people and make them able to solve their problems by using their own sources on self help basis. In this process human efforts are organized and the spirit of development among the people is increased. Moreover, in it all the people of the community actively participate in the development programme whether they are expert, trained, professional social workers or non professionals.

However, like all other approaches of community development, in this approach first of all the local people are motivated and the worker tries to convince them to learn orientation process. This orientation process is a short time training of community development process for the local people. After having which the local people try to find the major problems of their community under the guidance and supervision of professional community worker.

After the identification of major problems discussions are held with the experts of this field and with the different groups of the community. Then priorities are fixed according to the situation, paper planning is done and final action is taken to solve the problems one by one.

## **5) Therapy Oriented Approach:**

According to this approach of community development, different approaches are combined to secure the end. In it the deep analysis of the problem is done. So past and present go together and side by side in order to know the complete design of the problem.

Moreover, it aims to change the attitude of people for which the worker tries to raise moral of the community. So that approach positive social changes can take place.