

TOPIC: Motivation for Social change in Community Organization.

Definition of Social Work: Social work is a profession concerned with helping individuals, families, groups and communities to enhance their individual and collective well-being. It aims to help people develop their skills and their ability to use their own resources and those of the community to resolve problems.

❖ Definition of Community:

- “Community is a collection of people who share a common territory and meet their basic physical and social needs through daily interaction with one another” (in Allan Johnson, *Human Arrangements*, Harcourt Brace Jovanovich Publishers: Orlando, 1986, p. 692).
- “Community is a Social group with some degree of “we feeling” and living in a given Area.” (Bargardus).
- Community is “any circle of people who live together and belong together in such a way that they do and share this or that particular interest but a whole set of interests”. (Manheim).

What is Community Organization?

Community Organization is defined as the process of bringing about and maintaining more effective adjustment between the Social welfare resources and the Social welfare needs within a geographic area of functional field .(Neil)

Community Organization focused on efforts with direct Social resources effectively towards specific or total welfare needs of geographical areas . Community takes action and develops cooperative practices and Attitudes .

Community Organization is the process of people community together to address issues that matter to them. Neighbors joining in protests to stop drugs and violence in their community. Members of faith communities working together to build affordable housing. These all are example of community Organization efforts .

❖ Definitions of Motivation;-

A motive is an inner state that energizes, activates, or moves and directs or channels behavior. (Berelson Steiner).

- **Motivation** can be defined as stimulating, inspiring and including the employees to Perform to their best capacity.
- **Motivation** is a psychological term which means it cannot be forced on employed . It comes from inside the employees as it is the willingness to do work .

Introduction of Motivation:-

The term “**Motivation**” is derived from the Latin word “**Movire**” meaning to move. Motivation thus is to move too or not to do something. Motivation is a step-by-step process that prompts an individual into action. It is said that an individual who is not motivated cannot contribute good individual performance, no matter how able he is. Similarly, it is true that people with less ability but with high motivation can perform better in the organization.

The concept of Motivation can be discovered from ancient Greek philosopher such as **Socrates Plato and Aristotle**. As the example of the theory of **Abraham Maslow** on it people are motivated by five levels of needs.

1. **Self Actualization.**
2. **Esteem.**
3. **Social** (love and belonging).
4. **Safety.**
5. **Physiological** (physical).

❖ **What is Social change?**

Social change is a term used to describe variations in, or modifications of, any aspect of social process, social patterns, social interaction or social organization's."(**M.E. Jones**).

Social change refers to any modifications in the established patterns of inter-human relationship and standard of conduct." (**lundberg**).

Social change may be defined as a new fashion or mode, either modifying or replacing the old, in the life of people or in the operation of society."

❖ **Motivation for Social change in Community Organization ?**

Society defined as a group of people , who share a common economic, social and Industrial

Infrastructure. Social Change is the transformation of the social order in the community by making adjustments and variations to social institutions, behaviour, and relations. It involves

Social change where the society makes traditional societal norms that refers to the important change . The idea behind motivation for Social change in Community Organization is to involved specific for the betterment of nature, relationship between the community and motivator person, institutions, or our behaviours. Social change means do it for others. The benefits of social Change through motivation is the improvement in social societies. Through motivation we bring to promote positivity in the community Organization . As by the Social change with motivation is the result of obedience on rules and regulations of community work. By motivation people's are motivated to do work by their own abilities and capabilities which is the fruitfulness results for community Organization . By which society members

Become serious towards their goals and objectives. They do work that are beneficial for society welfare and for community Organization . Through motivation people's do services for welfare of human being. They ensure to solve the problems or issues of the community Organization people's. Through motivation there is big Social change come through good leadership in Community Organization . Through motivation there is less violence of rules and Human rights

in community Organization by social change. Motivation is a process or scale of betterment of society in form of social change. The Social change can occur at many levels including individual, families, community Organization and government . Social change is comes by idea and action with real words implications. Social change occur through motivation with proper Policies, with democratic leadership, and with beneficial education in the points of motivation . Motivation is a way by which people easily attracted towards the social change to do something good for all. I want to help people who are less fortunate than I am” . Social Change is a moral activity . Social change work through motivation with the change of cultural causes of society . As social Change is a better place by action. **Social Change can be defined as action taken to alter the social order of a society. The idea behind social change is that those involved are seeking for the betterment of nature, relationships, institutions, or our behaviors. In most conversations it is in regard to the betterment of others. The infographic tells us that 85% of those who contribute to social change do it for others. For those involved there is a prevalent need to make a change.**

In some places like in the US and Canada, the desire stems from the observation that others often need help. In China the belief is that there is a moral responsibility to take care of others. People from other countries have been quoted saying that it makes them feel good to help others. Although Mexico is credited for saying it in the infographic provided by Walden University, but many believe that the message resonates with the other countries that were surveyed.

There is a desire to be a part of the solution because when you help others you help yourself. There is a disparity in the amount of older people and younger people as well as the way men and women who are actively engaged in social change. By finding a cause and having open dialogue we can bridge these gaps and move on to a more equitable and happier future. Through motivation an individual get achievement of the success. Through motivation there is a social change in form of competency to do quality work with their experiences. Motivation is a power of Social change in community Organization to wish to create an impact on their organization and are willing to take risk to do so. With respective to Motivation the great social change occur in form of self confidence and with belief in themselves . Motivation for Social change in the community Organization is the product of activity and reward for people.