

IMPORTANCE OF SOCIAL CAPITAL FOR COMMUNITY DEVELOPMENT

Maaz Arif¹, Kinza Zehra², Usman Ghani Chishti³, and Muhammad Nawaz Iqbal⁴

Abstract

This research focuses on a three-year study endeavor that is succinct. It describes how to get social capital, where to find it, and why it's important to understand social economy and community development after addressing its definition. Social capital has just become the flavor of the month. There is a lot of disagreement about what the term entails, which necessitates guesswork and estimating of the build. Advertisers in the wellness industry, for example, are being tested to see whether they can re-design their campaigns around this contested idea. Although social capital does not yet exist, it is created by the aspects of social relations that individual scholars or analysts choose to consider in its name. Philosophy is in charge of deciding these relationships. To those who adhere to a neoliberal, market-driven mindset, social capital is a means of reaching the limit of monetary progress, as well as a means of accelerating the privatization or reduction of public agencies. Local area enhancement is one of many state interventions used to mitigate market inequity. Experts, scientists, and strategy creators may find that incorporating social capital into financial and monetary discussions is a good notion. The main factor is to build community and social capital for strong relationship is trust. In any event, its application should be approached with caution as a potentially critical development. It is important not to confuse such threats with the great work done for the purpose of fortifying and limiting the local region.

Keywords: Social Capital, Community Development, Trust, Strategy

INTRODUCTION

Jane Jacobs (1961) coined the term "social capital," while the concept has been discussed by essayists since the eighteenth century. "The network of relationships among people who, via their strong relationships, can trade their ideas, feelings, and emotions, and who live together to work for the prosperity of society to function properly," as one definition puts it. There are various theories about social capital (Glaeser, Laibson, & Sacerdote, 2002), but there is agreement that it is something that exists between individuals and corporations.

Social capital is made up of resources within communities that are created by a large amount of belief, reciprocity and mutuality, shared norms of behavior, shared loyalty and belonging, formal and informal group networks, and effective information routes. As a result, social capital exists between individuals and organizations, and it will continue to increase if the connections between them are strong. It can manifest itself in the following ways: Resources for Stock Funds Capital social. Any community's economics and community play an important part in its development. Community development is a method of promoting local economic growth based on a community's social, environmental, and economic concerns (ProQuest, n.d.).

¹Scholar, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email: Maazarif409@gmail.com

²Lecturer, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email:Kinza.Zehra@ssuet.edu.pk

³Assistant Professor , Department of Business Administration, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email :dr.usman@ssuet.edu.pk

⁴Assistant Professor, Sir Syed University of Engineering and Technology, Karachi, Pakistan. Email:nawaziqbal@hotmail.com

Community and economic development are particularly significant for people interested in improving the functioning of a local economy for underserved groups, or for those facing a specific difficulty, such as addressing local unemployment, enhancing energy efficiency, or improving community layout. It will assist your community in both strategically and practically shaping their local economic future (Peter K. Eisinger - Google Books, n.d.). Using a community economic development method will help you to build on your community's understanding, expertise, and resources to locate and capitalize on local economic opportunities.

Social capital is explained by its purpose. It is not a single organization; like other forms of capital, social capital is productive, allowing (Flap, 2021) the achievement of fixed closes that would not be possible otherwise. People's connections are included in social capital. 'Social capital comprises of aspects of social organizations such as networks, norms, and social trust that promote co-ordination and cooperation for mutual benefit,' according to the World Bank (Lorenzen, 2016). This brief project proposes that social activity increases social capital in their community, mostly through the utilization of social capital. Shared principles foster solidarity among like-minded social enterprises, which work together via trust and reciprocity. Social networks are intentionally built with the goal of connecting social enterprises and bridging gaps outside of the immediate group (Evans & Syrett, 2017). These have been active community activity development or combination agency. There are certain limitations as well. Social capital cannot be built just through the social economy and community development. Other types of capital, such as financial, human, environmental, and cultural capital, are also used in conjunction. Companies that assist people, such as social activity and unpaid agencies, can help create a more robust social economy in which people's health and quality of life are prioritized.

The idea of social capital is unique in that it appears to be grasped by scholars, policymakers, and practitioners from many fields. Sociologists, economists, political scientists, and historians are drawn to it. The Organization for Economic Cooperation and Development (OECD, 2001a) study, *The Well-being of Nations: The Role of Human and Social Capital*, is one particularly noteworthy recent example of how it has entered the discourse of national governments and international organizations. Similar to this, the World Bank has conducted extensive study on the contribution of social capital to the alleviation of poverty in developing nations and has discovered quantifiable economic benefits from social capital (Narayan & Pritchett, 1997; Krishna & Uphoff, 1999). Work on social capital has influenced regional development policies inside the European Commission (Mouque, 1999).

Increasing the economic and human capital potential of the people living there is the goal of community development, a comprehensive approach that focuses on mobilizing excluded geographic groups (which in Northern Ireland are also divided communities). The idea of social capital is pertinent for examining how well community development education accomplishes this goal (Kay, 2006). Yet, social capital primarily works to support the hierarchies of power and the benefits and disadvantages of people inside these groups. Moreover, the human capital gained via adult community development education creates potential for economic appropriation by its graduates, who utilize the community's social capital resource for their own gain at the expense of other members, so compounding the disadvantage (Kay, 2006).

The "individual benefit" tradition serves as the only basis for McClenaghan's concept of social capital. In particular, the breadth of networks and relationships is restricted to what she refers to as strong, bonding ties, following Granovetter's early work on labor markets, but she then bundles them together in an undifferentiated manner as "traditional" (Granovetter, 1973). "Most often, [social capital] is used to refer to norms, values, and networks connected to conventional family and community ties"

(McClenaghan, 2000). The "new sets of identities, networks, and ideals associated with social movements or democratic forms of institutional/civic involvement" are contrasted with this unifying social capital (McClenaghan, 2000).

Rightly stating that "challenging these existing linkages and their implicit normative frameworks in favor of new forms of association and new ways of viewing social interactions," McClenaghan's (2000), social mobilization is grounded by demands based on rights. In other words, the informal learning that results from involvement in social movements tends to change the bonding relationships and social capital that already exist while creating new ties and social capital. The new linkages may be seen as securing members' participation in the social movement.

According to McClenaghan, her findings are "more reflective, perhaps, of Granovetter's (2000) weak ties than Coleman's relatively tight structure," which raises concerns that the adult community development course is weakening social ties within close-knit groups. The data, however, points to the possibility that the character of the community organizations themselves may be at least somewhat to blame. Through volunteer work and employment, the organizations continue to play a significant role in the social networks of former students, enabling them to accomplish their "aspirations for self-improvement and the attainment of recognized and validated certification." The students' groups have given them access to extra networks of social connections.

Community groups have entered into alliances and other agreements with organizations like local governments and other bureaucracies as a result of marketization and contractual arrangements (McClenaghan, 2000). They, at the very least, give access to strong networks beyond the neighborhood. Nevertheless, McClenaghan (2000) claims that rather than enhancing the old ties, the new ones have taken their place. She reports "fear of mockery and judgment by their peers outside the bounds of the community organizations of which they are now a part". This research suggests that the groups have a particularly inward-looking culture, maybe as a result of the dangers of violence in working-class metropolitan areas.

Resources in a community that may be utilized for community development can be examined using a social capital framework. It may highlight the community's assets in terms of social capital, as well as its strengths and weaknesses. The paradigm we suggest may be used to assess the efficacy of an intervention plan as well (Kilpatrick et al., 2003).

Poverty reduction strategies may and have been used to increase bridging social capital. Brazil is one of the finest examples created to encourage public involvement and strengthen ties between the government and civil society in order to combat poverty. Features from Comunidade Solidária may also be found elsewhere (Oliveira, 2002; Souza, 1997; UNESCO, 2000). Government, colleges, churches, volunteers, nonprofit organizations, and commercial businesses are just a few of the numerous partners in each program. reciprocal connections between public and private entities strengthen social capital and connections; Programs that promote parental participation in schools or get individuals involved in their own health care are complimentary and mutually reinforcing, strengthen internal ties, and enhance trust in the community and its leaders. Volunteerism and charity are encouraged by tightening social ties and reciprocity; just as commercial commitment (e.g. companies encourage staff to offer their skills for community improvement).

When Markeson and Deller (2015) examined the relationship between social capital indicators and the density of county microbusinesses and sole proprietorships, they came to the conclusion that localities with greater networking possibilities had higher levels of small business activity. Theoretically, greater social capital and institutions that encourage entrepreneurship are thought to boost it, albeit this is

not a clear test of causality and causation may move in different directions. The components most likely reinforce each other. Other studies have demonstrated the importance of income in fostering social capital, networking, and economic development—both generally and among company owners. Increased networking possibilities for prospective company owners and current business owners, maybe through a local chamber of commerce, are a clear example of community economic development as proposed by Markeson and Deller (2015).

There are three sectors in the local society i.e.

1. Small business and local shops (PVT).
2. Community council and local authority offices (public).
3. Voluntary and community organization (3rdparty).

All of their efforts provide services for the community's development and a higher level of living. A great balance between each community is required for a strong link between societies. Stopper, Michael The new economics foundation announced in 2000 that it is publication. "Many aspects of human and social capital are good up to a point but destructive after that" Self-esteem can become unity, penalties can become oppression, and closeness can become corruption." It is not necessarily a 'Good Thing' to have social capital. On the same opportunities if job openings are filled through networking new people are not allowed joining the network. As a result, social capital has both negative and positive effects (Evans & Syrett, 2017), and it should not be overlooked. It has always been present and is still being utilized now, but tactics should be developed to improve its impact.

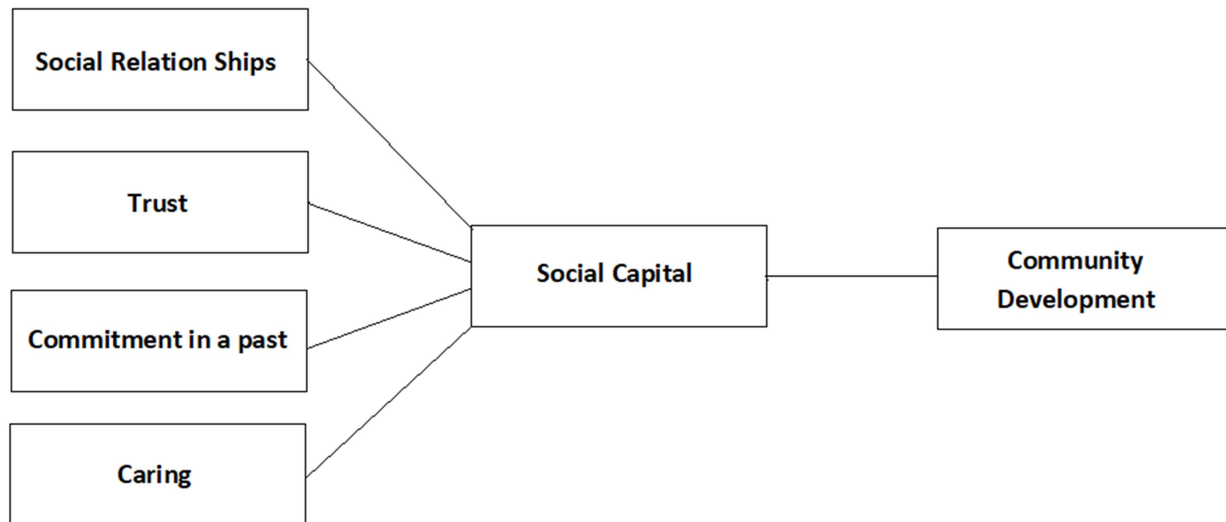


Figure 1: Conceptual Model

Framework Description

The cornerstone of a functioning community is strong social ties. They provide people a feeling of support, connection, and belonging. People are more likely to take part in activities that advance communal well-being when they have positive connections with their neighbors, coworkers, and members of the community. In each society, trust is a key component. Community members are more likely to cooperate, collaborate, and be willing to work together to achieve common goals when there is trust between them. People are more likely to be open, truthful, and transparent when there is trust, which makes it easier to communicate and solve problems. People who are really committed to their community

for growth, shows devotion and dedication in reality. When individuals are devoted to their neighborhood, they are prepared to put their time, effort, and money into making improvements. For community projects to be sustained and obstacles to be overcome, commitment is necessary. Well-being and inclusion are encouraged in a community that looks out for its people. People are more inclined to participate actively in neighborhood events, lend a hand to that in need, and foster a loving environment when they feel cared for. Caring for others fosters interpersonal responsibility, empathy, and compassion.

Resources, relationships, and networks found within a community are all included in social capital. It encompasses the social links, conventions, and trust that promote teamwork and collaborative effort. Communities with a high level of social capital are typically more robust, adaptive, and prepared to handle problems. Members of the community may access knowledge, assets, and networks of support thanks to social capital, which can assist both their individual and group growth.

CONCLUSION

If we are not careful, social capital measurement can become self-fulfilling." Because the way a question is phrased can have a significant impact on the response, it's important to make sure that social capital calculation isn't self-fulfilling – that is, that we don't learn what we set out to find without challenging the approach. As a result, this can lead to a wide range of responses, causing noise in the data and making it more difficult to find patterns with statistical conviction. It may potentially lead to inaccuracy. Because the concept of social capital is relatively new, multidimensional, and indeterminate, 'hard evidence' on it is difficult to come by. Naturally, many early studies had to rely on sloppy social capital proxies and/or were somewhat experimental. As a result, the results must be regarded with caution; they are usually 'suggestive' rather than definite. Changes in the structure of social capital, rather than a 'positive' or 'negative' change in social capital, will be the result.

An increase in bridge ties, for example, is associated with increased sentiments of belonging. Positive or negative symptoms are possible. Studies of social capital have primarily been undertaken at the micro level in underdeveloped nations or in the United States, as mentioned below. The studies that have included other developed countries are mostly cross-national studies that look at the association between growth rates and a specific measure, such as generalized trust coined by Jan-Benedict E. M. Steenkamp. This comparison may catch various aspects of political culture (shared norms and values) and Corruption (quality of institutions) implying various levels of social capital.

As a result, variations in institutional development and economic performance can be predicted. However, in order to do so, we must first design a method of measurement and a proper questionnaire, which is the goal of this project. Although micro-oriented research tends to dominate the literature, the studies were chosen to be a few of the numerous dissimilar approaches to measuring social capital and to demonstrate the discrepancies and/or similarities between studies of various levels of society. Due to their essentially microeconomic emphasis and the fact that they were primarily conducted in poor countries where less data is easily available, the majority of the examined research used data from household surveys (individual interviews).

Government and local governments acknowledge and comprehend social capital in terms of policy implications for the economy. The common district should use creative techniques to build local social capital. It required providing quantity support to 3rd sector businesses at a regional or national level. Variations in institutional development and economic performance can be predicted. More research is needed to determine how social capital may be quantified and how the quantity of social capital can be managed. The concept of social capital has always been relevant because it clarifies the functioning of the

social economy. Finally, money, material resources, and human resources are all connected in society. The theory of social capital provides a complete framework for the dynamic and complicated activity of co-creation. By doing so, it emphasizes the role of actors or professionals as co-creators in innovation, as well as the requisite structural, relational, awareness, and action conditions for co-creation of new value. Community development refers to government measures that act as a buffer against market inequity. Practitioners, researchers, and policymakers might find that incorporating social capital into economic and fiscal policy discussions is a good idea. The concept of social capital is not new.

The term "social capital" describes the value that is produced by the social networks, cultural norms, and mutual trust that exist within a society. Due to its ability to foster social cohesiveness, resource sharing, and cooperation among individuals, this social capital is crucial to the growth of any society. A community's social capital contributes to the development of trust and a feeling of collective identity. This makes it simpler for individuals to cooperate in order to achieve shared objectives like enhancing neighborhood infrastructure, lowering crime rates, or addressing environmental issues. Active citizen engagement in public affairs is more likely to occur in communities with high levels of social capital. This might involve casting a ballot, going to neighborhood gatherings, and helping out with neighborhood initiatives. Participation can support democracy and guarantee that the demands of the community are satisfied.

Strong social capital networks increase a community's likelihood of having access to resources including knowledge, talent, and financial assistance. More economic and social mobility may result from the increased possibilities for individuals within the society as a result. A community's feeling of identity and belonging is facilitated by its social capital. Increased social cohesiveness can result from this, which can lower social tensions and improve everyone's feeling of wellbeing in the society. Strong social capital networks enable communities to respond more effectively to emergencies like pandemics, natural catastrophes, and economic downturns. These neighborhoods are more inclined to band together and assist one another in trying times, which can lessen the crisis's effects. Social capital is important for community development overall. It fosters cooperation and collaboration, fosters a feeling of shared identity, and gives access to resources that can support the development of a more successful and resilient society

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