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Working paper on
Small Projects As An Entry Point For Bringing About Social
Change For Youth From The Perspective Of The Way Community
Organization

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Summary :

This paper attempts to shed light on the way Community organization as one of the basic methods of social service, which aims to strengthen the ability of society and its members to obtain its needs and mobilize society to solve its existing societal problems .

Social change helps to change the perception of young people towards small projects, as social change includes changing ideas, attitudes and behavior towards small projects by raising awareness of the importance of these projects and how to work with them and benefit from them, and social change works to confront old ideas that see government work as safety and does not encourage the thought of self-employment in an attempt to free from these ideas and the trend to self-employment and small projects, which are one of the reasons for the advancement of the national economy for many Countries of the world .

Keywords :

Small Enterprises , Social Change for Youth .

المخلص :

تحاول هذه الورقة إلقاء الضوء على طريقة تنظيم المجتمع كإحدى الطرق الأساسية للخدمة الإجتماعية التي تستهدف تقوية قدرة المجتمع وأفراده في الحصول علي إحتياجاته وتعبئة المجتمع لحل مشكلاته المجتمعية القائمة .

ويساعد التغيير الإجتماعي علي تغيير نظرة الشباب نحو المشروعات الصغيرة حيث يتضمن التغيير الإجتماعي تغيير الأفكار والإتجاهات والسلوك نحو المشروعات الصغيرة من خلال التوعية بأهمية هذه المشروعات وكيفية العمل بها والإستفادة منها ، كما يعمل التغيير الإجتماعي علي مواجهة الأفكار القديمة التي تري أن العمل الحكومي هو الأمان ولا تشجع فكر العمل الحر في محاولة للتحرر من هذه الأفكار والإتجاه إلي العمل الحر والمشروعات الصغيرة التي تعتبر سبب من أسباب النهوض بالإقتصاد القومي للعديد من دول العالم .

الكلمات المفتاحية :

المشروعات الصغيرة ، التغيير الإجتماعي للشباب .

First : Small projects (essence , importance , objectives , types) :

A - What are small projects ?

Linguistically project : an organization aimed at production, exchange or circulation of funds and services (brief dictionary).

A small project can be defined as one that employs a small number of employees, is managed by owners and serves the local market .

It is also sweated as a project that relies heavily on internal financial resources for its establishment and growth (Menkerios, Nassif Fahmy ٢٠١٦) .

The Department of Small Projects in the United States defined a small enterprise as an enterprise that owns and manages independently and does not have the ability to control in its field and its annual sales volume is relatively small and employs a small number of workers compared to other companies in the same industry (Mahmoudi, Naila ٢٠١٤) .

B . The importance of small projects :

Small projects represent one of the economic sectors that currently capture the attention of all countries of the world, especially in light of the global economic changes and transformations, in light of their pivotal role in production, employment, income generation, innovation and technological progress, in addition to their role in achieving the economic and social goals of all countries, and below we explain the importance of small projects from the point of view of the concerned parties .

١- The importance of small projects for the national economy :

Small projects are a necessity for economic development, it is not possible to establish major national projects without the need for many small factories to provide large factories with raw materials and products, and large factories can not market their products except in the presence of a number of small commercial projects that sell products and distribute them in various geographical areas .

- ❖ The high output of these projects leads to a rise in the gross national product .
- ❖ Increase the average income, which leads to improving the standard of living .

- ❖ Creating new generations of businessmen and transforming into a business community that creates a spirit of competition, development and expansion of markets (Sisi, Salah El-Din, ٢٠١٣).
- ❖ These projects are the most suitable for rural and semi-urban communities and are useful in increasing the development rates in those communities and increasing their contribution to the GDP and thus achieving balanced development rates.
- ❖ Expanding the ownership base.
- ❖ Providing new job opportunities and contributing to solving the problem of unemployment and poverty.
- ❖ Contribute to the training of new human cadres for newly experienced workers.
- ❖ Benefiting from the efforts of women in establishing projects that suit their conditions (Abdoun, Azza Mohammed , ٢٠١٢)
- ❖ Greater flexibility in access to all geographical areas (compared to large projects), which leads to the development of the budget.
- ❖ Depends on local raw materials, which leads to the preservation of hard currency.
- ❖ Reduces the burden on the state due to its low infrastructure requirements (Armis, Ali Salem , ٢٠٠٧).

٢- The importance of small projects for entrepreneurs :

- ❖ Independence : The small project allows the owner the opportunity to implement his ideas and the independence of the administration without working under the leadership of other individuals.
- ❖ Achieving a material profit: If the small project is managed efficiently, the project owner can achieve a material profit as much as the individual can get from working for others .
- ❖ Stability and safety: The small project provides the owner with fruitful and direct job opportunities without the need to search for a job at a time when unemployment has increased.
- ❖ Good planning for the future: The small project achieves hope for its owner, which reflects on its performance positively, which helps the individual to achieve his ambitions in providing a good future for his family.
- ❖ Self-affirmation: One of the most important multiple human needs that he seeks to achieve is to prove himself in the ability to succeed (Sharif, Rehan, ٢٠١١) .

٣- The importance of small projects for financing agencies :

- ❖ These projects represent a new and large market for financing entities and their financing contributes to the distribution of financing risks.
- ❖ Diversifying the customer base and assisting in the development of small projects to reach the stage of large projects (Harb, Bayan, ٢٠٠٦) .

C - Objectives of small projects :

Small projects are considered one of the most important professional entrances within the economic and social development strategy in Egypt, where the development of these projects is one of the most important means of confronting the problem of unemployment and the objectives of small projects can be divided as follows :

+ Economic Objectives :

- ١- Diversifying and expanding the range of products and production services in the Egyptian economic structure, as well as covering the rest of the economic, agricultural, tourism and service activities is a very important strategic goal .
- ٢- Development of local savings These projects contribute effectively to the development of local savings, as this means rationalizing consumption, curbing inflation and providing the necessary local investments for new activities .
- ٣- Creating capital accumulation and activating social mobility, which contributes to the transfer of individuals and classes of society from the lowest income segment to the highest income segment, allowing the healthy social mobility to work and societies to grow forward and small projects are the most able to bring about capital accumulation and the desired social mobility for Egyptian societies (Hassan, Salah El-Din, ٢٠٠٩) .
- ٤- Maximizing the use of local raw materials, as these projects are the most capable and ready to use local raw materials, especially those medium or low-quality raw materials, and therefore the strategic goal is considered dual benefit, as it achieves added value to the national economy, as well as it prevents waste of a national resource represented in local raw materials that large industries do not like to use .
- ٥- Contribute to the achievement of the import substitution policy These projects, including what they can provide in the local market of goods and services,

contribute to achieving the strategic goal of import substitution by offering goods and services in the local market at competitive prices and high quality .

- ٦- Export Development The diversification and expansion of the assortment of Egyptian products through these projects works on the development of exports in three directions, the first through the direct export of its products, the second by providing high-quality nutritious industries suitable for large industries that export their products and the third through competition with some products of large projects that are forced to export to escape internal competition (Heikal, Mohamed , ٢٠٠٧) .

Social Objectives :

- ١- Combating the problem of unemployment and providing real productive job opportunities These projects are characterized by their high ability to provide job opportunities, as the cost of the job opportunity generated in these projects is low, which encourages many to work and invest in them .
- ٢- Providing job opportunities for semi-skilled and unskilled labor These projects not only contribute to providing real productive job opportunities, but also have an additional advantage represented in their ability to employ semi-skilled and unskilled labor for two reasons, the first is low risk and the second is the existence of a better opportunity for on-the-job training to raise capabilities and skills, which is the type of training that large projects do not allow (Editorial Board, ٢٠١٧) .
- ٣- Spreading positive industrial values in the Egyptian society, where small projects are characterized by their ability to spread and expand geographically and deepen and spread the positive industrial values that some Egyptian societies lack .
- ٤- development strategy The spatial development strategy aims to increase the inhabited area in urbanization, and this will only come by providing new job opportunities and one of the most appropriate solutions to provide those opportunities is the presence of investments and productive projects .
- ٥- Improving quality and increasing production These projects lead to cover the benefit of available human resources by increasing their productivity for the benefit of society on the one hand and improving the quality of goods and services as a result of competition between these projects and each other on the other hand.

- ٦- These projects are characterized by geographical spread, which helps to reduce regional disparities, achieve balanced spatial development and serve limited markets that do not feed large enterprises (Heikal, Mohammed, ٢٠٠٧).
- ٧- These projects provide goods and services to low-income groups of society, which they seek to obtain at relative prices consistent with their purchasing potential.
- ٨- Preserving heritage works that are of paramount importance for the development of small traditional craft projects and providing the opportunity for youth employment, especially women .
- ٩- The ability of these projects to absorb the Egyptian labor affected by the global financial crisis if it is provided with appropriate qualification.
- ١٠- Contribute to the dissemination of the thought and culture of self-employment, provide self-employment and encourage investment in it due to its need for limited capital to start its activity .

D - Types of small projects :

١- Productive projects : represented in :

- Projects that produce consumer goods such as handicrafts and production workshops that use local resources .
 - Projects that produce goods that contribute to the production of other commodities such as metal industries for the production of ready-made garments or industries feeding cars .
- ٢- **Service projects** : which provide services to their customers such as medical, engineering, administrative, tourist, car repair or computer services .
 - ٣- **Commercial projects** : It is every project that buys a commodity and then resells it with the intention of obtaining a material profit (Al-Sakarneh, Bilal Khalaf, ٢٠٠٦) .

Second : Small Projects Financing Entities in Egypt :

The entities that provide financing to small projects vary, as well as the forms, conditions and procedures of financing, and the following is a classification of the entities that provide financing services to small projects .

١- Social Fund for Development (Enterprise Development Authority) :

The Social Fund for Development was established by Presidential Decree No. ٤٠ of ١٩٩١ as a social and economic safety net that contributes to fighting unemployment and alleviating poverty and works to improve the standard of living and accelerate the achievement of comprehensive economic and social development .

The Social Fund is mandated to assist small enterprises and provide them with an integrated package of financial and non-financial services and in coordination with all parties concerned with these projects with the aim of adopting the necessary policies and legislation to develop them under the Small Projects Development Law No. ١٤١ of ٢٠٠٤ .

The Social Fund works through ٣١ regional offices covering all governorates of the Republic attached to the one-stop units and allows applicants to quickly obtain loans, complete the required papers, and obtain licensing services, commercial registration and tax card .

In April ٢٠١٧, the Prime Minister's Decree No. ٩٤٧ of ٢٠١٧ was issued to establish the Small, Medium and Micro Enterprises Development Authority, and according to this decision, the new agency replaced the Social Fund and assumed all its competencies in addition to the new competencies included in the decision .

The Fund serves the following categories :

Young graduates, women, residents of less developed societies, residents of underserved communities, working classes and low-income people, classes most influential in the state's economic reform programs (MPs' Guide, ٢٠١٧) .

Fund's Financing Performance :

Since its inception, the Social Fund for Development has injected a total financing of about ٣٤,٦ billion pounds to implement many projects until the end of December ٢٠١٦, as follows :

- Loans to finance small and micro projects of about ٢٨,٦ billion pounds, financing about ٢,٥ million projects that provided about ٤ million jobs.

- Grants to finance infrastructure, community development and training amounted to ٦ billion pounds, providing ٦٧٨,٠٠٠ jobs .

Fund's Approach to Financing :

- The Fund receives grants, assistance and loans that help it finance small projects from several international and local bodies, including the World Bank, the European Investment Bank and international development funds.
- The Fund grants loans through several mechanisms :
 - Direct lending through the branches and offices of the Fund spread in the governorates.
 - Through intermediary NGOs working in the field of community development.
 - Through banks (Zaki, Mohamed El-Sayed, ٢٠١٥) .

٢ – Banking Sector :

Many commercial banks are currently forming new sections in their credit services to finance the small and medium enterprises sector in accordance with the directives and policies of the Central Bank of Egypt, the latest of which was the initiative launched in January ٢٠١٦ and the projects are subject to the tariffs adopted by the Central Bank in its session held on December ٣, ٢٠١٥, which determines the beneficiary of the terms of the initiative, the most important of which is obtaining a loan with an interest rate not exceeding ٥%, and official data on the number of beneficiaries and the size of financing are still not available as of this writing. Al-Daleel (Mohammed, Abdul Karim Ibrahim, ٢٠١٢) .

٣ – NGOs and institutions :

NGOs and institutions that carry out community development activities are the main source of financing for small projects in Egypt and these

associations are divided into three categories in terms of the size of the financing portfolio :

- Category (A), which is the associations whose portfolio exceeds ٥٠ million pounds.
- Category (B), which are associations with a portfolio of more than ١٠ million and less than ٥٠ million pounds.
- Category (C), which are associations whose financing portfolio is less than ١٠ million pounds (MPs' Guide, ٢٠١٧) .

Third : Concepts related to social change:

The term social change is a relatively recent term as a scientific study, but in terms of interest and observation as old as humanity has meant several meanings and mixed with other terms such as progress, development, growth and development and the most important terms of social change are the following (Al-Hassan, Ihsan Muhammad. ٢٠٠٥, p. ١٣٢) :

- ١- Social progress (Tabbal, Latifa. ٢٠١٢) : The term social progress was initially used as a synonym for the term social change, and this was evident in the writings of scholars such as Auguste Comte, Conderçé, Tergo and others.

Progress: means a movement moving towards the desired and acceptable goals or objective goals that seek good or end up benefiting and involves progress on the stages of evolution, meaning that each stage is better than the previous one and it refers to the transition of society to a better stage in terms of culture, productive capacity and control of nature .

Progress is defined as: a process that takes a specific form and direction and involves conscious, intentional guidance planned for the process of change.

- ٢- **Social development** (Leila, Ali. ٢٠١٠, p. ٣٧٥) : Social development means slow gradual growth that leads to regular and successive transformations that pass through different stages in which each subsequent stage is linked to the previous stage without mutations in progress and development .

The concept of social evolution has been widely used in the social sciences and in sociology in particular after Darwin wrote his book known as the origin of species, showing the origins of his biological evolutionary theory of living organisms .

- ٣- **Social growth** (Alkhorayef, Fahd Abdul Rahman. ٢٠١٨, p. ٧١): The term growth means the process of gradual and continuous maturation of the organism and increasing its total size or parts in a series of natural stages, and that growth includes a quantitative and qualitative change and its goal is the growth process itself .

The term growth includes all forms of growth, whether in adequacy or complexity or in value, and this applies to individuals and groups, and growth differs from development in being spontaneous, while development is a voluntary process planned and the concept of growth approaches the concept of evolution, but it does not coincide with it and when added to the term growth the word social means growth that relates to society (Brian Johnson , ٢٠١٧ , p٢٢) .

- ٤- **Social Development** (Tabbal, Latifa. ٢٠١٢) : Social development is defined as the efforts made to bring about a series of functional and structural changes necessary for the growth of society by increasing the ability of its members to exploit the available energy to the maximum extent possible to achieve a degree of freedom and well-being for these individuals faster than the rate of natural growth .

It is defined as: the process by which the needs of individuals are satisfied through the optimal mobilization of their efforts, including achieving higher levels of national income, the income of individuals and raising their standard of living in many aspects such as education, health, family and achieving social welfare in general .

Fourth : The relationship between social change and cultural change (Zamil, Youssef Enad, ٢٠١٤, p. ٧٥) :

We have already known that social change is a change that occurs in the structure of the social system and its function, or it is the change that affects the social structure, values, customs, roles and relationships in a specific period of time

- The concept of culture : The concept of culture is one of the concepts that have been looked at, especially when anthropologists and sociologists and one of the most important definitions of culture is the definition of (Taylor) in ١٨٧١ AD Culture is: that complex whole that includes knowledge, art, literature, ethics, law, customs, traditions, customs and other abilities acquired by the individual as a member of society

It is known that one of the most important characteristics of culture: it is a human phenomenon, cumulative, educated, arising from the interaction of individuals in society and transmitted from one generation to another, and therefore the link between society and culture is so closely related that one cannot exist without the other, so cultural change means: change and transformation in any of the two sides of culture, material or non-material .

And social change Some scholars believe that it is often a non-material change any intellectual and therefore cultural change includes social change and it can be said that every social change is a cultural change and not vice versa, social construction, function, relationships, values and relationships are non-material aspects of society and are part of the component of culture, but it is not possible to separate between cultural change and social change, both are affected by the other and affect it (p١٣, ٢٠١٨, Mohan Jyoti Dutta)

Fifth: Stages of social change (age, Maan Khalil, ٢٠٠٨, p. ٤٥) :

Herbert Leonberger believes that there are a series of stages that the individual goes through before taking a new pattern, namely :

- ١- Sensation stage: It is the first hearing or knowledge of the new topic.
- ٢- Interest stage: It is the stage of collecting information on the new topic in order to determine the degree of its usefulness.
- ٣- Evaluation stage: It is the stage of testing information on the new topic and interpreting it according to the prevailing circumstances and studying its suitability in order to take it
- ٤- The stage of trying: It is the stage of testing the idea and studying how to apply it.
- ٥- The adoption stage: It is the stage of recognizing the new subject and adopting it to take its place in the prevailing pattern.

These five previous stages do not always come in order, but they may be changed by adding new elements or deleting some of them, and some stages may overlap with the other

Sixth : Mechanisms of social change (Al-Anzi, Saud Rashid, ٢٠١٤, p. ١٠) Social change has two sources :

- Internal source: which stems from within the social system and the framework of society itself, that is, it is the result of interactions that take place within society.
- External source: which comes from outside the community as a result of the community's contact with other societies.

Mechanisms of social change : Of course, whether the source of social change is from within society or from outside, this is based on specific mechanisms :

- ١- **Invention and discovery :** Inventing new things that did not exist before, such as electricity and the car, or re-improving the efficiency of old inventions, such as improving the steam machine, the manufacture of trains and planes, leads to cultural changes that accumulate and lead to social changes, as well as discoveries, which mean knowing things that already existed, such as the discovery of the American continent and the Cape of Good Hope or new elements in nature.
- ٢- **Intelligence and cultural environment :** Inventions and discoveries require a high degree of intelligence and intelligence may be inherited or acquired and the cultural and social environment plays a crucial role in the development of intelligence or in its decline.
- ٣- **Diffusion :** Inventors will not succeed unless they spread to many members of society and spread means accepting renewal by members of society and the acceptance process can not come suddenly, but through certain stages whose speed depends on the culture of society and the extent to which the spread is imposed or a legacy voluntarily .

Seventh : The role of community organization in bringing about social change for youth :

A - The coordinating role of community organization in bringing about social change for youth (Mohammed, Qout al-Qulub, ٢٠٠٦, p. ٢٣٤) :

Coordination is defined as the process of establishing an appropriate relationship between several units, and this in turn includes trying to link those units in a cooperative framework to reach policies and work procedures agreed upon between organizations, and coordination contributes to the exchange of experiences, which may help change the attitudes of young people towards small projects .

Through this role, community organization contributes to coordination and linking between organizations working in the field of small projects to achieve cooperation among them on how to market small projects, which contributes to educating young people and changing their idea of small projects .

The coordinating role can be achieved through :

A - Coordination strategies, including :

- **Networking strategy** : by building networks between organizations that allow coordination among them with regard to social marketing programs for small projects, which contributes to changing the attitudes of young people towards small projects
- **Partnership strategy** : Contributes to building a partnership between those interested in social marketing programs for small projects This partnership works to intensify programs directed to young people in order to change the behaviors of young people towards small projects, which helps to increase the turnout of young people towards these projects.

These strategies can be achieved through the following tactics :

- ١- **Persuasion**: It is a relationship in which each party tries to urge the other party to participate in achieving its goals by praising each party for the goals and basic interests of the other party
- ٢- **Alliance building**: It is a method used by two or more parties in order to link together in order to achieve certain goals .

B - Tools used in achieving coordination:

Committees , meetings , reports , visits , interviews , formal and informal contacts .

C - The social worker in the coordination process performs many professional roles, including :

- ١- Representative of the organization: where the social worker represents organizations that work to help young people and develop their capabilities and presents the services they provide in a way that contributes to achieving social change for young people.
- ٢- Communication officer: The role of the social worker is to open channels of communication between organizations and young people to create positive exchange among them and benefit each other .

The coordinating role of community organization can be identified as follows :

- ١- The method of organizing society should focus on the concept of teamwork, i.e. working with other organs, bodies and professions interested in the youth category in order to make a change in their attitudes, ideas and behaviors towards small projects.
- ٢- The method of organizing society should work to find joint cooperation between the different agencies to face the problems that limit the ability of these devices to bring about social change for young people.
- ٣- The method of organizing society should coordinate between all agencies concerned with social marketing for small projects to develop mechanisms that help bring about social change for young people.
- ٤- The method of organizing society should work to find integration in the services provided by institutions, whether private or governmental.
- ٥- The method of community organization should use some of its coordinating bodies to face the problems that stand in the way of bringing about social change for young people, such as regional and qualitative unions .
- ٦- The way society is organized should be concerned with conducting research on how to bring about social change for young people .

٧- The method of organizing society using its various tools such as seminars and conferences should contribute to raising awareness of young people and developing their ideas and attitudes towards projects.

B - The planning role of community organization in bringing about social change for young people (Reda, Abdel Halim, ٢٠٠٦, p. ٣٣) :

This role is concerned with scientific planning in bringing about social change for youth, which helps in facing the problems that hinder the social change of youth as a result of the scientific study of young people, their ideas, trends and how to change them .

The roles of the social worker are determined in the following :

- ١- Data Collector: The social worker collects data on young people to determine their attitudes, ideas and behaviors towards small projects to determine how to bring about social change for young people.
- ٢- Data analyst: After collecting the data, the social worker analyzes that data to come up with results in the light of which he can develop broad lines that help bring about social change for young people.
- ٣- Plan: In light of the results, the social worker contributes to the development of an action plan through which he can bring about social change for young people.

The planning role of community organization can be identified as follows :

- ١- The method of organizing society should be concerned with preparing and designing programs to train social marketers for small projects on how to communicate with young people and how to develop their ideas and change their attitude towards small projects .
- ٢- The way society is organized should encourage researchers to be interested in studying the social change of young people, which contributes to identifying the difficulties they face and determining how to bring about social change.
- ٣- The way society is organized should contribute to the development of databases and information.

- ٤- The way society is organized should be concerned with participating in the planning of educational programs on social change for young people and how to achieve it by changing ideas, attitudes and behaviors.

C - The developmental role of community organization in bringing about social change for young people (Darwish, Khalil. ٢٠٠٩, p. ١٧٠):

The way society is organized through this role contributes to the development of young people's awareness of small projects by providing them with information and knowledge and providing them with many experiences, as well as developing social marketing programs for small projects and helping to deliver them to young people through various means to change the negative thoughts of young people towards small projects .

Community organization can also use a capacity-building strategy that contributes to improving the technical, administrative and social skills of the social marketer to improve his ability to communicate with young people and discover their ideas and behaviors in a way that helps him achieve social change .

Community organization can also invest available resources and search for new resources to contribute to the success of social change for young people. Community organization can also work with young people and urge them to take responsibility and self-reliance, which makes them feel in changing their ideas, attitudes and behaviors towards small projects .

The social worker plays many roles , including :

- ١- The role of the expert: The social worker provides advice to young people and provides them with information and gives them many experiences and skills about small projects, which contributes to changing the attitudes of young people towards these projects.
- ٢- The role of the guide and guide: The social worker educates young people about small projects and the most important institutions that provide a helping hand and assistance to young people in the field of small projects.

D - The defensive role of community organization in bringing about social change for young people (Khater, Ahmed Mustafa, ٢٠٠٨, p. ١٠٠ :)

Advocacy is defined as the activity exerted with the aim of making changes in the official policies and programs of organizations in order to increase the effectiveness of services and address the difficulties that hinder the correct practice of work, and it is a scientific way to help customers .

The method of organizing society works through this role to contribute to facilitating procedures or activating the articles of the law that contribute and urge the development and change of young people's ideas and their orientation towards small projects and one of the most important strategies for defense is the lobby strategy, which is used to influence decision-makers towards issuing new legislation or amending existing legislation and entering the opinions of the beneficiaries .

The social worker plays many roles, including :

- ١- The role of the claimant: where the social worker asks the official authorities to develop safety means such as legislation and laws that serve as safety messages for young people that motivate them to turn to small projects .
- ٢- The role of the mediator: The social worker plays the role of mediator and the link between organizations working in the field of small projects and other organizations to gain more support and support, which helps in the acquisition of small projects a greater position that helps change the ideas and behaviors of young people towards small projects .

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