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COURSE TOPIC:

**THE MANAGEMENT OF SOCIAL TRANSFORMATION**

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**TABLE OF CONTENT**

## 1.0 Introduction of Social Transformation:

Due to the rising economic disorder, environmental degradation and social inequities there has been absence of equitable and shared economic growth which has aggravated inequalities internationally between countries and domestically within the social groups in the countries. This therefore implies that, it's now than ever before that we should begin thinking of social transformation in order to establish resilient, fair, just, equitable economic growth, social wellbeing and environmentally sustainable communities. This requires collective actions by the international and national communities demonstrating a will of power to efficiently resolve these challenges. That is the reason behind the rising interest in the study of Social transformation in the academic arena to the extent that Social transformation was introduced in academic degrees for instance, the *Technological Forecasting and Social Change, Review of Law & Social Change* and *Social Change* are some of the top journals in the field. "Social Transformation" provides a theoretical framework for the interpretation of the evolutionary process of world history.

In the early 1994, UNESCO launched the Management of Social Transformation (MOST) Programme aimed at fostering social science research in order to provide evidence that will inform policy making procedures by adding up another element of understanding the scope of Social Transformation in academic discipline. Similarly, the African Continent established Social Transformation within its policy which started slowly but it has now picked up across the region. In South African academic discourse of political science and social work, Social Transformation concept is features up (Agbiji & Swart, 2015). Tangaza University College in Nairobi is one of the first institutions to introduce postgraduate

studies in Social Transformation in African region (Pierli & Selvam, 2017).

In order to successfully stimulate an understanding of societies, development of information related courses alone is not adequate enough to improve the universal information society, so people need to embrace development opportunities setting forward over and done with information. This means the introduction of complex, holistic and inclusive conception of developmental perspective required to meet the demand of the society for universal information. This is due to the fact that, societies are faced with some challenges that pose gaps in the knowledge information such as dealing with digital issues, exclusion of some groups of people in the community from accessing information and knowledge and creation of global consensus on the current standards and theories undermining their social way of living.

Knowledge and information should be based on the obligation of human rights and essential freedoms like freedom of expression. It should promote a full understanding of the rights to education and of all cultural rights. In the societies, people should be able to access public information and knowledge regarding education and cultures in a more extensive and adequate manner leading to high distinction, diverse and consistent information. Particular attention should be given to the array of traditions and languages. Information and distribution of information regarding the societies should be done in such a way that it is able to maintain digital inheritance and superiority of teaching and learning.

Social transformation is about taking along change within the community especially in areas in which transformation is meant to bring about improved living standards of the people, means of communication, behavioral character, attitudes, values, norms, customs, cultures, services, jobs, policies, procedures, processes, standards, ethics, management, planning, direction, rules and regulations among others. The changes in these spaces are more about the enhancement of educational qualification and generation of knowledge and information in order to enhance awareness among the people in all the segments of the society. Generally in most areas especially the low developed countries, there has been infrastructural development like roads, schools, hospitals and agricultural inputs which is intended to bring about social transformation in the lives of the people especially in the rural setting.

Today, social transformation is demonstrated by culture and globalization. Culture refers to the distinct way of life of a particular group of people. It differs from one society to another depending on their geographical locations, literacy levels, advancements in technology, and political environments. Culture includes the beliefs, morals, laws, customs and art related to society. On the other hand, globalization refers to the standardization of education policies, trade, ideas, music, art, and lifestyle around the world. The integration of cultures has occurred so much that the world is now known as a global village and to survive in this so called global village, we need social transformation. Social transformation and class passing are widespread in the society today. Behavior is easily passed along to various audiences through the internet, television, films, and celebrities.

UNESCO MOST Programme focuses on two thematic priorities: Social Inclusion as an essential feature of fighting poverty, narrowing inequalities and advancing towards inclusive societies, as one of the key goals of sustainable development; and Social Transformations arising from Environmental Change in recognition of the necessity to address crises ranging from the reduction of natural resources, food, water and energy shortages, loss of biodiversity, the pressure of accelerating urbanization and population growth, to climate change and natural disasters. Considering that sustainable development has inseparable social and environmental pillars, social and environmental challenges are closely interrelated.

## 2.0 Social Transformation and its meaning:

The term "change" literally means to render different, amend, alter, adjust, modify, transfigure and to quit the old way of doing things. It also means to turn or convert something from old to new. Therefore, to change a society is meant to turn it or convert it from one mode to another like moving from agricultural to industrial or from tradition to modernity (Dr. Shahzad, Dr. Siddiqui, Ms. Kaneez , & Dr. Perveen, 2013).

The world social can be defined as living or disposed to live, in companionship of others or being connected with society as a natural or ordinary condition of human life.

Social change therefore is the inter-organism conduct dealings among human beings, for instance, the interaction between two people or more people. This interaction is largely patterned and governed by norms that are part of the symbolic universe otherwise designated as culture.

Transformation is the ability to change the stability landscape itself in order to become a different kind of system, to create a fundamentally new system when ecological, economic or social structures make the existing system untenable. It is a social-ecological system defined as the capacity to create untried beginnings from which to evolve a fundamentally new way of living when existing ecological, economic and social conditions make the current system untenable. Transformation can be at an individual level or society level, where their ways of living requires some behavioral changes that require shifts in the individuals, institutions or groups of people with values. This needs changes by developing higher or more advanced values gradually or exceptionally. So the individual and societal transformation is about understanding the behavioral changes reflecting the shifts in the lived values of individuals, organizations and institutions. This shift is from lower to ore developed values. For individuals, such shifts can be gradual or exceptional (Leonard, 2011).

Social Transformation refers to an orchestrated systemic universal and revolutionary overhaul of the global church, including the transformation of cities, societies, cultures, and marketplace. Transformation of consciousness a new seeing, conscious evolution and paradigm change. In reality, transformation is substantial and deep intent on re-forging the very foundations of the governance of the entire earth.

Social transformation refers to the process of change in institutionalized relationships, norms, values, and hierarchies over time. It is the manner in which society changes due to economic growth, science, technological innovations, and war or political upheavals.

Social transformation affects people's interactions and lifestyle. Regarding individuals, social transformation refers to the process of altering the social status of one's parents to resemble their current status. During this process of transformation, one moves from an ascribed status to an achieved status.

Social transformation' is a broad concept used to indicate social dynamics. The ideas, conveying the meanings of evolution, progress and change on the one hand and the meanings of development, modernization and revolution, on the other, are incorporated within the concept of transformation. Social transformation means the restructuring of all aspects of life; from culture to social relations; from politics to economy; from the way we think to the way we live. Through time, societies have been transformed from small associations of individuals tied together by instincts, need, and fear, to small communities tied together by circumstances, kinship, traditions, and religious beliefs, to nations tied together by history, politics, ideology, culture, and laws.

Social Transformation is the social processes that bring about noteworthy changes. These processes could be political, economic, social, or religious. Transformation here presupposes a change with a positive value, always implying a forward thrusting movement towards the enhancement of quality of life. Hence, while Social Transformation refers to positive upward or forward thrusting processes, 'social change' could refer to both negative and positive processes. On the other hand, the sociological term, 'social mobility' simply refers to movement of individuals and groups in their social status, particularly in terms of class or caste hierarchy within the layers of stratification of society (Pierli & Selvam, 2017).

Social Transformation includes agents of social processes. These include individual actors (such as social activists, thinkers, writers and entrepreneurs) and institutions (governments, religions, religious organizations and academic institutions). Often the agents of strategic transformation are traced only *post-hoc* following an 'epoch transformation' (Castles, 2001). The results of Social Transformation include the quality of life that is understood as the wellbeing of individuals and groups in a given society. Indicators of quality of life include not only economic growth but also systems such as education, healthcare, political structure, environmental care and leisure activities that safeguard the capabilities for the functioning of all members of a given society or a nation in order to enjoy wellbeing.

### 3:0 The Historical motives for the notion Social transformation:

The concept Social transformation emerged to create an understanding of the manner in which contemporary processes of global transformation impacts on the local communities and national societies worldwide. UNESCO adopted and put in place a social science research program known as the management of social transformation (MOST) Programme in 1994. MOST has now established more international research networks with the objective of analyzing the different aspects of the social transformation process (Castles, 2015). Below are some of the major reasons and processes that have contributed to the emergence of Social Transformation in the world today:-

 **A new vision of the origin of the universe***:* Human beings generally should be in position to have a clear picture of their own history as one of the historical reasons behind the emergence of Social Transformation. Human beings believe that the history of the

world started some thousand years ago and being capable of having clear perception of the transformations, changes, evolutions, leaps and turns are found at the heart of what we usually call creation, cosmos, or universe. Moreover, we know that the universe is expanding at an increasing speed; in other words, we will never be in a position to design the final map (Pierli & Selvam, 2017).

**Radical change in the scientific paradigm:** For the larger part of the scientific revolution since the 16th Century, the Newtonian mechanistic worldview has dominated the enquiry in the physical sciences which is a major paradigm shift in the history of science. This shift affected the social sciences in terms of the evolution from positivism to social constructivism, from modernism to post-modernism, from the exaggeration of the role of grand theories to being satisfied with middle-range theories (Pierli & Selvam, 2017).

**Emergence of ecological awareness**: Generally social transformation originated from the fact that, human activity has had some irreversible effects on the environmental status due to long term unsustainable human activity since the period of industrial revolution to date. Thus there is need for a corrective urgent action so that the planet can be preserved to meet the needs of the current generation and the next generation.  Hence this, as we call for "ecological conversion," as Pope Francis (2015) labelled it.  There is need for a strong awareness of interdependence between peoples of various nations and between us and the rest of planet earth. The whole planet earth will be depleted of oxygen; the ratio of carbon-dioxide will reach lethal levels worldwide. Interdependence means that nobody is isolated from good or evil. In other words, solidarity is no longer just an ethical

option; it is becoming a necessity imposed on us by historical evolutions and transformations.

**Changes in cultures**: There have been changes in the global culture where dominating cultures are seizing the weak cultures. For example, even the culture associated with food has changed, nutritional habits of people are changing quite regularly across the globe and even the social relationship within the families and communities have changed overtime. This is another reason behind the increasing attraction of Social Transformation in the world including even in the academic circles among others. It should be taken into consideration that, social transformation or change and cultural change are closely related to each other. Culture is a very vital factor for social change and they are both considered as two sides of the same coin. Discoveries and inventions are taken as relevant components of social transformation (Dr. Shahzad, Dr. Siddiqui, Ms. Kaneez , & Dr. Perveen, 2013).

**Changes in political structures:** There has also been a shift in the political realm, from local to global, from centralized power to devolved structures. In the early centuries of known human history, governance was generally very local, often confined to tribal kinship structures. (Pierli & Selvam, 2017). Due to modernization and development, there have been changes in the political structures globally.

 **Change in perception about religions:** The customary understanding of religion, across religious belief included the preservation of religion as a body of revelation that was handed down by God as a complete product to someone in a unique way dominated by divine features. However, there is a greater acknowledgement among believers of

most religions, particularly scholars who believe that a large part of religion may be a result of human elaboration, historical additions and regional cultural interpretations by the founder of a given religion. In this context, religions are perceived to be agents of Social Transformation.

**Industrialization:** Due to rapid industrialization, there has been related marginalization, impoverishment and social exclusion for huge numbers of the population in both developed and developing countries causing destabilization of the invented dichotomy between developed and underdeveloped economies. The emergence of 'tiger economies' in East Asia and trends to industrialization in some parts of Latin America and the Middle East further undermined the notion of a dualistic world. At the same time, the 'Asian miracle' and the discourse on Asian values questioned the dominance of the western development paradigm.

**Wars:** The end of the Cold War, the collapse of the Soviet Union and the partial shift to a market economy in China heralded the end of the Second World and the bipolar global system. The concept of the Third World became unviable, due to economic and political differentiation within former less-developed areas. Moreover, in the absence of a Second World, the Third World lost its political meaning (namely the idea that non-aligned developing nations could play off the capitalist and communist worlds against each other (Castles, 2015). All these changes tended to undermine the autonomy of nation-states and their ability to control their economies, social policies and cultures. The key notions of development theories: 'developed', 'underdeveloped', 'modernization', 'dependency' all became problematic. After World War II, the model of 'social transformation' occupied a significant place in social sciences. Social transformation simply means change in or

appearance. The two significant models of social transformation are modernization and revolution social transformation.

**Technological advancement:** One of the positive outcomes of the mechanistic worldview is technological advancement which has progressed greatly overtime. When scientific models and principles were translated into practical devices they gave rise to technological inventions, all aimed at enhancing human life. The industrial revolution and the advent of information technology are events that changed humanity. They have improved medical care, prolonged longevity and enhanced quality of life. These technological changes have also affected the physical environment and the human cultural norms. It should be noted that, during the process of transformation, society shifted from the traditional to modern social arrangement. Currently due to technological advancement people in societies are becoming more and more transformed due to globalization leading to high rate of information and communication sharing, industrial advancement and transportation development among others.

The world has witnessed a rapid change in the development sector in the recent years, with the coming up of a global village as one of the effects of technology. This technology has kept people in close proximity with each other where the entire world has become a village where people can easily communicate with each other with less difficulty through the aid of communication gadgets such as telephones, mobiles, and the internet. Technology is used to solve the social and economic problems of the society on the whole. Even in the education sector, the use of modern technology is critical and it has assisted the medical team to solve some health problems effectively. Technology and social development are closely intertwined with each other since any modification in

technology results implies greater changes in the development sector. All the sectors of social development like economy, education, health, and housing are reshaped due to the wider use of technology. Economy is considered as one of the leading factors which help to attain desired results and goals. Education helps to boost up the economy of any country with creation of new economic avenues and jobs. People Health is also related with the health of economy (Dr. Shahzad, Dr. Siddiqui, Ms. Kaneez , & Dr. Perveen, 2013).

**The Influence of Information and Communications Technology:** Trends towards economic and cultural globalization accelerated, largely due to the information technology revolution. The structure and control mechanisms of global markets changed rapidly. The new media allowed an increasingly rapid diffusion of cultural values based on an idealized consumer society.

The internet, websites, mobile cell-phones, smart phones, digital television and other new electronic information and communication technologies (ICTs) are creating new pathways for transforming the way one lives, works, learns, and communicates. A considered opening, redirecting, or closing of opportunities is fundamental to the generation of varied and significant community and cost-effective advantages to people across the globe. The use of the internet has transformed the lives of the individuals in multiple ways. The improvement in the system of communication has been one of the vital benefits of the internet, communication has become easier and faster. People are able to search through the internet to find immense information, knowledge and awareness of various areas. Technology has driven masses on a large scale, in the present world; people are able to implement immense activities and functions online such as selling and purchasing of

goods and services, carrying out banking transactions, paying of various bills, searching various areas such as relating to education, jobs, work, employment, organizations, associations etc.

The ability of the internet enables an individual to create a social circle, he is able to create linkages with the individuals one has never met and even seek medical assistance and get engaged in a more informed dialogue with friends, family members, doctors, nurses and an ailing person will be able to contact the fellow sufferers as well. The social transformations that result through the use of ICT depend upon the decisions that are made by the organizations and the individuals, many of them have great economic leverage, political power or technical expertise. The prevalence of ICT has largely contributed towards the development and growth of economic, political, social, and cultural lives of the individuals. This global scope has the potential to create a more nonviolent and wealthy world in which the individuals, teams, communities, organizations, governments share the services, relationships, information and knowledge for bringing about mutual benefits.

**Transformation of Social Structure:** Before the First World War, farmers composed the largest single group in every country. They no longer made up the population everywhere, as they had from the dawn of history to the end of the Napoleonic Wars, a hundred years earlier. But farmers still made up a near-majority in every developed country except England and Belgium--in Germany, France, Japan, the United States--and, of course, in all underdeveloped countries, too. On the eve of the First World War it was considered a self-evident axiom that developed countries--the United States and Canada being the

only exceptions--would increasingly have to rely on food imports from nonindustrial, non-developed areas. (Khondker & Schuerkens, 2018)

Modification can be established and examined in rather limited groupings, in developments of transformation, which are of changeable lengths and of changeable personality, and, if the aspect of time is considered, as short- or long-term change or as constant or non-constant change. Developments may be signified by distinctive structural features that organize a series of occurrences. A social process can only be enlightened and differentiated by the seclusion of important constituents that form a given organization, and by an investigation of their relations. A meticulous instant of a transformation process can be revealed by connecting numerous constituents and their common relations. The transformation of a given organization or the form of two different organizations characterizes various stages of social history. Without the concept of structure, social developments and history in its particular feature of development cannot be adequately understood (Khondker & Schuerkens, 2014).

**Features of Urban and Rural Societies:** The village is the oldest sense of belongingness in the community where people live in fundamentally rural areas equally. And in developing countries, majority of the population reside in the rural areas. The rural community generally is made up of people with common interest and survival strategies living in a restricted physical area. Each culture and civilization is comprised of different parts, such as individuals, groups, institutions, associations, and communities. The main features of the rural society includes; small size of village community, friendly relations,

social homogeneity, unofficial social control, governance of joint family, standing of rural women, employment, role of region, faith in religion, self-support, observation of ethical norms, values, poverty, illiteracy, need for independence, governance of major relations, social homogeneity, employments, preservers of the ancient culture of the society, legal self-government, and transformations in the villages.

The character of urban society are; social heterogeneity, secondary relations, ambiguity, secondary control, large scale division of labor and occupation, large scale social mobility, individuation, voluntary association, social situation, unbalanced family, individual isolation, lack of community feeling, lack of unity in family, moral negligence, unbalanced personality, high occurrence of misdemeanors, social inadequacy, customs of marital life, self-motivated life, intentional organizations are formed rapidly, and non-natural life.

## 4:0 Stages of Social Transformation:

There are two stages of society which is before the transformation and after the transformation. In the pre-transformation phase, the people develop their own way of life, social relations, norms, values, productive system and consumption patterns. With the process of transformation, people are required to adjust themselves to the new requirements. In the transformation phase, they find difficulties in moving away from the age old habits.

The world has witnessed a rapid change in development sector in the recent years; Technology has kept people in close proximity to each other. The world has become a global village where easy interaction takes place with the help of telephones, mobiles, and the internet. Technology is used to solve the social and economic problems of the society on the whole.

Medical inventions have solved the health problems to greater extent. Technology and social development are closely intertwined with each other. Change in technology results implies greater changes in development sector. All the sectors of social development like economy, education, health, and housing are reshaped due to the wider use of technology.

Economy is considered as one of the leading factors which help in attaining desired results and goals. Education helps to boost up the economy of any country with creation of new economic avenues and jobs. Health of people is also related with the health of economy.

In recent years the world on the whole has faced a technological revolution. That revolution has left deep effects on the functions and basic structure of the traditional societies.

Social change is not taken and considered for granted. Prevalent socio-cultural norms and values of the society play pivotal role in accepting or rejecting the social change. Therefore, the change is quite acceptable for some societies, while, it may be objectionable and unacceptable for the others. Each society has its own parameters to measure and rate the social change. Social change has both important and unimportant

consequences. It is widely noted that the importance of social change varies from one society to the other. People adopt and use the fruits of social change as per their own requirements. If the changes appear according to the desired goals they are welcomed and easily incorporated. Otherwise, those are considered as useless and unimportant. There is a close relationship between social change and cultural change. Culture is the most important factor of social change. Both of the terms are so closely intertwined to each other that sometimes they are considered the two sides of the same coin. Discoveries and inventions are considered the important ingredients of social change. Diffusion is one of the important segments of the culture. Social change spreads and functions on the shoulders of the diffusion. Diffusion is the spread of social, scientific, and mundane knowledge across the boundaries.

## 5:0 The Dimensions of management of Social Transformation

Global change and the increasing importance of transnational flows and networks in all areas of social life create new challenges for the social sciences. The elements in the management of social transformation are the elements that have improved the thinking, knowledge and awareness of the individuals. These elements are: modernity and social movements, modernity and the social movements in various societies contributing to social transformation.

## 5:1 Modernity and Social Movements

Modernity is regarded as a classical sociology that stimulates social transformation which impacts on the people's way of living through development of a new sense of life, preconception and individualism. The idea of modernization tends to differentiate the modern individuals from the traditional individuals. Modernity and social movements describes discrepancy on social transformation aspects by understanding the different association among the people, changes in relationship, and the demographic changes linked to industrialization. Industrialization is about the advancement of new means of manufacturing the goods necessary to meet the human needs. It is also a situation where the people are moving from rural setting and agricultural activities to integrated urban ways of work. This leads to social transformation from traditional way of life to the modern ones.

The social changes are associated with modernity resulting into new social networks and political identities like the rise of voluntary involvements which is contrary to the traditional associations. These social networks form the basis for individuals can be open to new type of networks. And also this voluntary association can provide the foundation for the formation of new social and political identities like trade unions, religious groups, political and community groups.

## 5:2 Traditional and Modern Societies:

The traditional societies characterized by agricultural dominance, rural settings, small scale industries, poor technology, and simple social structure with high level of harmony among the community members. There is consistency between institutions, the accepted

norms and patterns of behavior. Mechanism of the social control operates through customs which tend to close correspondence between expectations and achievements in traditional societies.

While the modern societies are dominated by industrialization, urban settings, advanced technology, democracy and complex social structure the tradition or past way of doing things or behavior becomes invalid and ineffective in attaining the modern goals established due to changes from tradition society to modern society. This movement can lead to tensions, confusion and frustrations among the community members if they fail to adjust to the new norms and thus not being able to meet the new patterns of behaviors generated from modernization. These changes would therefore imply changes in the cultural ideas that is accepting scientific attitude of life, good time management at work places, emergences of social organization such as trade unions which varies from the traditional values. These changes will take a process to be accepted by the local people particularly adjusting to the emerging situations where the traditional way of life is rejected and the modern way of life completely accepted.

## 6:0 Management of Social Transformation (MOST):

Social transformations is driven by the impact of globalization, global environmental change, economic and financial crises leading to rising inequalities, poverty, exclusion and human rights abuse. These transformations are exhibited through creative and innovative solutions such as peace, human dignity, gender equality, non-violence and non-discrimination suitable for universal principles and standards. All these changes affect the lives of the people in so many ways. The Management of Social Transformation majorly emphasizes on the logical and comprehensive access to knowledge, information, systemic thinking mechanism geared towards fostering interdisciplinary methods, promotion of multi-stakeholder sharing of knowledge, information and experiences. MOST encourages national authorities, scientific communities, private sector players and civil society organization to strengthen the connection between research and policy then the linkage between knowledge and action. This is key to fostering positive social change towards inclusive and sustainable development worldwide.

## 6.1 Capacity building:

MOST supports capacity-building approach directed towards enhancing the competencies of key decision-makers in the country by developing the capacity of researchers and decision-makers to translate knowledge into action. This is aimed at promoting sustainable development in the contexts where capacity gaps may be a major constraint to translating research into action or making action plan to improve the lives of its citizen. Endogenous capacity building focuses on human resources through activities such as education, training and knowledge sharing.  Development will not be achieved

unless everybody has access to knowledge so capacity building is very key in the management of social transformation.

For example the Government of Uganda through the Ministry of Gender, Labor and Social Development in partnership with the European Union (EU) and UNESCO implemented a joint project aimed at supporting the development of the local film industry. The project is dubbed: ***Creating Measures to Provide a Tax Incentive and Encourage Formation of and Coordination among Professional Associations aimed at Supporting Local Content Development and Professionalization of the Film Sector in Uganda***. This project comprises of a wide-reaching multi-stakeholder approach culminating into the development and implementation of a number of strategic measures aimed at addressing some of the major challenges affecting Uganda's emerging film sector hence, building the capacity of those in the film industry so has to promote Tourism and Hospitality sector in the country. This has led to the creation of employment opportunities especially among the youth and high foreign exchange through tourist attraction. This also can promote the local and national identity, Cultural Diversity with the hope of integrating culture into national development plans, balancing the flow of cultural goods and services and encouraging the mobility of artists and cultural professionals around the world.

*Permanent Secretary, Ministry of Gender Labor and Social Development Left and the representative of the European Union at the Launch of the initiative to support cultural and entertainment sector in the country. File Photo*

## 6:2 Design and operationalization of public policies:

According to the meeting of the Commission for Social Development of the United Nations, held in New York in February 2015, the United Nations Scientific Advisory Board (SAB) provided recommendation on sustainable development to the UN Secretary-General and the Executive Heads of UN organizations, where UNESCO was involved as the secretariat. The IGC Bureau and SAC members reaffirmed the necessity of mobilizing the social and human sciences through the MOST Programme to assist Member States by reinforcing the policy making procedures through strengthening research and policy

based on evidence hence, strengthening policy design and implementing public policies for social development in a more effective and efficient manner.

## 6:3 Promoting Sustainable Development:

MOST supports research of which the research findings can be used to assist in the achievement of 2030 global development agenda. MOST plays a facilitating role in the post 2015-development agenda especially in education and cultural development. Within the framework of the UN's 2030 Agenda for Sustainable Development Goals and the Africa Union's Agenda 2063, MOST contributes to its attainment through poverty eradication, building inclusive societies, sustainable responses to environmental change, and the promotion of participatory, effective and accountable governance, the foundations upon which peace, justice and security rest (Boik, 2020).

Growth and development requires transformation of the people and the society for instance, changing the community which is largely agrarian societies to modern productive ones. The social transformation processes need intertwined approaches of accumulation, technology acquisition, and the management of conflict. Growth requires a continuous reworking of the changing economic and political circumstances which is the most vital capability that can be destroyed by the strategies focusing on the aim of constraining the policy autonomy of policy-makers. Even the most ideological supporters of market economics will concede that within broad limits sustaining growth requires a significant amount of policy autonomy to respond to crisis and challenge in creative ways. More seriously, the historical reality is that the ability to act autonomously may be even more important at earlier stages of development because there is actually a much wider

range of variation in successful strategies of social transformation than would be conceded by market-fundamentalist economists (Khan M. H., 2012a).



*Delegates above pose for a photo at the MOST School Workshop at Makerere University in April 2019. UNATCOM Photo*

In order to promote sustainable economic growth and development, there is need to encourage environmental sustainability as well as by ensuring people adopt profound changes towards more sustainable production and consumption patterns (SDG 12). Policy makers need to put in place legislation, regulation and public policies that empower actors to promote sustainable production, consumption and trading systems. For instance, in Copenhagen, the relationship between society and nature was as well acknowledged as a basic dimension of development by securing the planet's feasibility to meet the

current and future generation's needs in line with Agenda 21 in an interdisciplinary perspective in order to achieve sustainable development. Poverty elimination is one of the key programmes that can promote social development and social inclusion. The Man and Biosphere (MAB), Intergovernmental Oceanographic Commission (IOC), International Hydrology Programme (IHP), International Geological Correlation Programme (IGCP), Management of Social Transformations (MOST) and the Inter-Agency and Interdisciplinary Project on Education and information on environment and population for human development (EPD) are all initiatives geared towards attaining sustainable development.

## 6:4 Social inclusions:

UNESCO is one of the agencies that is promoting social transformations through social inclusion and their activities specifically focus on the most vulnerable, disadvantaged and excluded people. UNESCO's management of Social Transformation (MOST) programme and its intergovernmental Council (IGC) are exclusive drivers of stimulating holistic capacity-building initiatives on social transformations and for building bridges between social scientific knowledge, public policies and society so as to bridge the gaps created by social exclusion.

Social transformation leads to changes in the traditional economies and modes of organization to productive economies which may end up resulting into massive levels of conflict and vulnerability among the people. These changes create some inequalities within the community which causes the push and pull factors related to political issues holding back the advent of viable and successful organizations and creating opportunities

for unproductive resource grabbing. There are differences in property rights structures across countries and political settlements that constrain what can be enforced and are also different. Rapid transformation does not just happen like that, it must be done in a more organized way and changes must have adequate support for reasonable levels of enforcement at the national policy discourse. In many cases retrogression can happen with productivity-enhancing transformations being blocked or reversed because opposition was not foreseen and political and institutional responses were not developed. A better understanding of social transformations can help to identify the tasks that have to be accomplished by the policy makers in order to promote social inclusion in all areas.

Participation in decision making processes and employment can be a very effective means in the struggle against social exclusion. Social inclusion can be achieved by ensuring all the people irrespective of their status participate in development processes specifically the poor, unemployed, disabled, indigenous people, migrants and women. UNESCO gives a high priority to the vulnerable and marginalized groups of people through the provision of education and training in the management of their own communities, financial resources and technical facilities. Amongst other actions, in 1995, UNESCO signed a *Memorandum of Understanding with the Grameen Bank* of Bangladesh, under which the two organizations would in their respective fields of competence seek to respond better to the many different needs of those living in absolute poverty. Social transformation therefore addresses social and economic structures and relations that drive unsustainable practices by ensuring everyone are included and benefits from development.

## 6:5 Social Sciences Research:

UNESCO's Management of Social Transformations Programme focuses on the use of social sciences research for policy-making especially on development and economic growth. MOST promotes research related to policy development at national, regional and global levels. It engages all actors including the governments, academic communities in the social and human sciences and civil society organizations so as to improve connections between knowledge and action. This entails building efficient bridges between research, policy, practice and promotion of a culture of evidence-based policy-making. This can lead to a more effective means through which designed policies are capable of empowering the community to take part in the poverty eradication, building inclusive, sustainable societies and the promotion of peace, justice and security. Social research can demonstrate the role of transformative social policy in catalyzing change in both social and economic structures. Policy approaches should be able to add-on to economic policy or reduce its role to safety nets. Transformative social policy is premised on its integrated nature and multiple functions.

Policies that promote social insurance such as pensions or health insurance, social assistance like the cash transfers and income guarantees, social services including health, education, water and sanitation, labor market policies like minimum wage policies, promotion of livelihoods and social integration are considered social policy. A social policy that is deemed transformative needs, furthermore, to be grounded in democratic principles and human rights and to support social and economic patterns and behavior in line with environmental sustainability. Social policies that do not lead to positive changes

in these four domains are less progressive, or less transformative, while those that produce positive outcomes in all four domains are not only progressive but also have a systemic impact, with potentially reinforcing and cumulatively positive effects. Social transformative policies should be able to promote long term impacts and should be able to address the root causes of social and economic problems while changing the social affairs and social foundation for better social wellbeing for all.

## 6:6 Contribution of culture in development:

Management of social transformation should be able to encourage the respect of cultures while struggling to reinforce the role of culture in development and promoting people focused sustainable development contributing to the full development of social development. National leaders and the various development actors should strive to promote universal access to quality education, access to primary health care, reducing inequalities among the people  irrespective of social conditions and without distinction as to race, national origin, gender, age or disability; respecting and promoting our common and particular cultures; striving to strengthen the role of culture in development; preserving the essential bases of people-centered sustainable development; and contributing to the full development of human resources and to social development. The purpose of these activities is to eradicate poverty, promote full and productive employment and foster social integration.

Cultural factors were recognized in the Programme of Action as an integrated part of a balanced development strategy.  UNESCO is putting high importance to the safeguard of the cultural heritage and the indigenous knowledge of traditional cultures.  The *New*

*Strategy for* Safeguarding Cultural Heritage Campaigns, whilst retaining the core element of safeguarding per se, puts the emphasis on training of local personnel, on cultural tourism and on the economic protection and enhancement of cultural heritage. The implementation of the recommendations of the Perez de Cuellar Report of the World Commission on Culture and Development, "Our creative Diversity", and all the efforts to follow-up the Stockholm conference constitute a contribution to implement the Programme of Action of the World Summit for Social Development.

## 6:7 Peace building:

Culture of Peace is about ensuring the process of peace-building in post-conflict situations as well as in situations where preventive actions can avoid impending conflict. This results into the social development based under development, poverty and social inequalities which are sources of conflict.  Development and peace are strongly inter connected and by ensuring peace and security in the country create an enabling environment for social development.

Leaders need to put in place early warning systems to enable them to detect and solve political and social unrest.  Endogenous capacities should be built in social policy-making, management and evaluation. In order to facilitate, at an international level, access to information about positive experiences and to establish contact between the actors participating in them, MOST has created the *Best Practices Database* on poverty eradication.  The MOST Programme has projects relating to Community Participation, Social and Economic Transformations connected with Drug Trafficking, Rehabilitation of City Centers, Cultural and Ethnic related Causes of Poverty, Developing methods for the

participation of vulnerable or excluded groups, Urban development in Coastal Zones, Management of Social and Environmental Transformations of Cities, National Anti-Poverty Strategies, Migration problems and Poverty Elimination in Rural Zones so as to reduce community conflict issues.

## 6:8 Education:

Education is basically used as an instrument to facilitate the incorporation of the young generation to understanding the logic of the current and future system so that there is some sense of conformity and the practice of freedom. This will ensure the people deal critically and innovatively with the reality of the world and discover how to manage the social transformation of the world.

MOST is in line with target 4.7 of the Sustainable Development Goal (SDG) 4 which is aimed at ensuring that all learners acquire the knowledge and skills needed to promote sustainable development, human rights, gender equality, and a culture of peace and non-violence by 2030. Within the field of basic education, it is defined in a broad sense, including the whole of compulsory education as well as early childhood development, adult literacy and training and acquisition of life skills. Higher education is expected now to meet the broader aspects of need for the growing knowledge societies and economies. This therefore means, educating ever-growing numbers of people in the world which create new opportunities for non-traditional learners, developing research and innovation, responding to local, national, regional and global economic challenges and acting in a manner which leads to quality and efficient education mission in all aspects (UNESCO, 2013). Education is at the central of Management of Social Transformation due to the

shift in knowledge based economies which is a catalyst for economic development, competition and promotion of relevant skills needed in the global labor market.

**The Pan-African Conference on Education for Girls led to UNESCO's special project "*Promoting girls´ and women's education in Africa"* launched in Africa. *The World Conference on Special Needs Education*** and its follow-up activities encouraged the Member States to review their policies, with inclusive education as the guiding principle. Innovative approaches to providing basic education in school and especially out of school are very vital in the management of social transformation.

UNESCO's activities in the field of secondary and vocational training are also geared to endogenous capacity building. In the field of higher education UNESCO is establishing networks among universities. *The International Commission on Education for the Twenty-First Century* has identified new roles of and demands for education and suggested new directions in education for social development. UNESCO's inter-university networks, UNEVOC in vocational education, SCIENCE 2000 in scientific and technical education as well as the UNESCO programme UNITWIN, in particular UNESCO Chairs on Sustainable Development, are working towards innovation and reform in these fields. The *5th International Conference on Adult Education* focused on the contribution of active participation and adult learning to social development, the *Hamburg Declaration* and the *Agenda for the Future* made explicit reference to the World Summit. Recently, the World Conference on higher education focused on the preparation of new generations for a sustainable future. Higher education must be well-informed of expectations from the

outside world in order to adopt the necessary proactive role and thus respond to the need to prepare students for indeterminate future job tasks, new employment patterns and contributions to innovation in society, hence to social development.

MOST requires transformation in education system at all levels since we are living in the world where human rights are abused including the rights to education so education policies and structures require transformation through the young people who play very crucial roles in creating a swift, sustainable and lifelong education that will address the future needs and demands. For any society to be considered successful, it is determined by its ability to uphold educated masses for a long time frame so education system put in place must be able to connect the learners to restructure the educational experience to meet both the needs of the current and the future generation. To achieve this kind of education system, then the teachers need to be empowered to promote quality education, inclusive and equitable education especially to the underrepresented communities. All these attempts will lead to effective contribution to political, social and cultural changes of the local, national, regional and international communities.

## 6:9 Democratic governance:

Democratic governance, respect for human rights, tolerance and the freedom of the press are very vital and were all regarded as essential aspects in the regulation of political, cultural, economic, social and ethnic tensions and therefore necessary for social development. Reliable democratic governance is the best way to eliminate discrimination and social exclusion to reinforce social cohesion and establish human rights, democracy and peace program. For example, the UNESCO Advisory Committee on Education for

Peace, Human Rights, Democracy, International Understanding and Tolerance reviews the state of education for human rights, democracy, peace, tolerance and international understanding and recommended concrete measures for developing a comprehensive system of human rights education, including the preparation of relevant manuals, textbooks and other teaching materials as well as the development of networks of institutions active in education for peace, human rights and democracy by ensuring the promotion of democratic principles on the basis of a dialogue between political leaders and intellectuals; UNESCO has been elaborating national educational policies and action plans as a contribution to ensure the rule of law and democracy and to develop attitudes and values which promote responsibility, solidarity and strengthen civil society.

Good governance is about supporting the enforcement of property rights, the rule of law, fighting corruption and improving accountability. Good democratic governance have a broad support for desirable goals and in addition making reforms that will be more efficient by reducing the transaction costs of enforcing contracts and providing effective public goods. This is because the enforcement of formal rights and institutions presupposes economic and political conditions that are associated with advanced economies. The economic assumption is that tax revenues are available for the enforcement of a general structure of rights, which is an expensive proposition. An even more important political assumption is that the rights that are to be enforced are sufficiently aligned with the interests of dominant economic and political organizations for their effective enforcement to be feasible. In reality neither of these assumptions holds in the typical developing countries and so very limited improvements in governance defined in this have proved feasible. It is therefore not very surprising that good governance reforms have had a very

limited effect on growth and development in countries following these policies (Khan M. , 2015).

## 6:10 Strengthening communication and information capacity:

Information and communications technology has largely improved upon the lives of the individuals in urban as well as in rural areas, they are able to acquire immense information and knowledge about various areas, carrying out dealings and transactions through the influence of information and communications technology. When social transformation is taking place within the society, then it is vital to bring about transformation within the social structure. It is important to create effective communication and linkages with the environment and other systems to bring about social transformation.

Lack of knowledge about an information system limits the ability of users to invent new applications, evaluate the information they are provided and solve problems encountered in its use. Technologies are also social in that they define, but do not determine, how people do things. This makes some paths more economically, culturally, or socially rational than others.

Rapid innovation in ICTs has offered faster and more versatile access to more information. Although this is of much practical value, the transformative social power of the technology is unleashed primarily through its opening and closing of opportunities for you to have control over shaping and reshaping your electronic and physical access and the terms of access to the knowledge and other resources you need to enable you to earn a living, learn, engage in political debate and action, meet people, choose your sources of news,

information, and entertainment, and many other activities essential to determining your quality of life (Dutton, 2014.).

The pre-requisite of social development, recognizes people participation to be connected to the access and being able to reach communication and information facilities. Therefore, social development programmes should invest in improving such facilities and to expand their access to different segments of the society in order to provide people with the knowledge, skills and opportunities which are essential to make their opinions and concerns known.  UNESCO is active in the building and strengthening of communication and information capacities through the International Programme for the Development of Communication (IPDC), General Information Programme (GIP) and Intergovernmental Informatics Programme (IFP).  An innovative aspect of UNESCO´s action is the promotion of a strong public domain, accessible on-line and off-line, viewed as a major mission of the Organization in the emerging information society.  The main goal of all UNESCO´s communication projects is to build or strengthen communication capacity in developing countries.


## 6:12 Social Justice:

From the perspective of development and social justice, transformation is used widely in development discourse, referring to desirable outcomes such as inclusion and sustainability. The management of social transformation is the process of changing the needs of the community and the entire economy to equality, sustainability and empowerment focus.  These changes are more to do with the transformative restructures necessary for generative framework of social injustice, as opposed to affirmative

remedies aimed at correcting inequitable outcomes of social arrangements without disturbing the underlying framework that generates them. This transformative restructure is linked to the 2030 Agenda. Management of social transformation can lead to changes in social structures and relations, including overcoming patterns of stratification related to class, gender, ethnicity, religion or location that can lock the current generation and the future generations into marginalized status undermining their ability to access social justices and choices. This requires enforcing changes in the norms and institutions, both formal and informal association that shape the behavior of people and organizations in the social, economic, environmental and political spheres. A desirable development outcome should be more just, participatory and democratic in nature at all levels of household, local, national, regional and global, inevitably involving the interest and ideas of all the various groups and actors.

## 7.0 Conclusion:

In order to enforce social transformation in society, there is need to analyze the features of all the societies since every society be it those in urban areas or rural areas do pose some features and attributes. This should focus on the societal theory of change, organizational theory of change, individual theory of change and social associations' theory of change. This means with sufficient changes in the fields of education, administration, business, management, employment, leadership, political movements, organizations, medical and healthcare facilities and technology, and then the society will experience social transformation in all the operations, functions and dealings that are implemented in these areas. Hence, all areas regardless of its state needs changes and

transformations in such a way that would certainly bring about improvements in occupations, tasks and utilities and these improvements will effectively contribute to the management of social transformation.

It necessary to understand the meaning of the term social transformation in order to promote social development; Social transformation takes place through a number of dimensions which can add critical portion in its effective management.  In order to understand effectively the management of social transformation, it essential to take into consideration the modernity and social movements, the influence of information and communications technology, transformation of social structure, features of urban and rural societies and theories of change. All these contribute to a full understanding of society features so as to effectively understand the new elements in the management of social transformation.

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