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Statement submitted by Modern Advocacy, Humanitarian, Social and Rehabilitation Association, a non-governmental organization in consultative status with the Economic and Social Council*

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 36 and 37 of Economic and Social Council resolution 1996/31.

* The present statement is issued without formal editing.



Statement

How a Socially Cohesive Approach within Economic Sectors can Foster Social Development

Introduction

Modernism within the contemporary world requires growth at all levels for human well-being. Achieving this in a strictly egoistic universe requires some imposed measurement parameters to equate or assess the individual human development status. The most remarkable of all is measured at the level of the inter-individual economic status which is a source or major cause of discrimination, marginalization and inappropriate or unjust social interactive relationships within the society.

From a critical angle, it is noted that there are several social structures that manage and direct the economic relationship among economic operators and sociopolitical entrepreneurs. Do they, however, have sound cooperative and operational missions, strategies and policies to enhance mutuality and equality towards fostering societal social development?

Objective

To propagate and foster a socially cohesive culture of societal humanitarianism within large and small scaled economic groups and platforms for improved social concerns within communities.

Purpose

Building economic gain values within inter-individual and inter-community aspirations for mutuality, care and concern for one another and deepening social factors that promote equality within corporate societies.

The Obstacles within a Carefree Capitalistic Society

Economic growth in the contemporary world is part of a custom of capitalism that promotes strict individualism. This culture of competitiveness to enhance one's superiority and to feel more special than others is turning our societies into rapidly growing battle grounds that nurture enormous bitterness and grievances. The more economic power one has over others the more envy that follows. However, if we create a social interactive environment within existing economic groups and make guides on the dire need and importance for sharing profits with the needy, weak and poor or most unfortunate populations, then the value of envy that follows individualist success will diminish. In very critical carefree capitalistic societal situations, the major worries that should deter social development in modern times can be:

(a) High growth of greed and separatist societal factions wherein those with stronger economic power see themselves as being superior to others and nurture thoughts of being more human than the weaker or poorer ones;

(b) Excessive growth of envy against economically well placed persons that promotes or encourages hatred, disenchantment and marginalization within society, thus making some factions feel cheated, unfit and abandoned;

(c) Increased assessment of dread among particular factions in society who feel they lack social equity.

How Can We Tackle These Obstacles?

The first step is to accept the faults that accompany the focus on economic growth in contemporary times and which have been shaped by the former concept of development measured in per capita income. To erase these from society and attach ourselves to the most recent growth or progress concept of sustainable development will imply very long term institutional changes in values, customs and social construct norms that determine or define our understanding of inter-individual socioeconomic statuses. In a nutshell, since the post 2015 development Agenda and the Goals have redefined and restructured the human-centred approach to societal growth as the medium through which true human progress will be achieved, addressing the pending obstacles will require:

(a) Reflecting on community business or economic growth assessment platforms that should refocus the view of success in business or what it entails or classifies an individual or economic venture as progressive or succeeding. This can mention or bring-up the need for additional social interactions between stronger and weaker economic factions in society as an assessment category of business growth thus equating social opportunities between all classes of people;

(b) Building a gain — gain socially cohesive economic promotion platforms managed by non-profit making organizations. This will entail sourcing massive social media and other business exposure arenas wherein economic operators and other social entrepreneurs can purchase inclusion spaces to communicate, share, buy and sell business ideas, products and services. Income generated from such platforms in return, is used in supporting and resolving community problems of those feeling disenchanting, cheated, and neglected. As such, it will rebuild trust among the haters of the system and those with more economic stability thus promoting care and concern for a more inclusive socially interactive society;

(c) Providing interactive development platforms wherein the more economically empowered factions in society become voluntarily open to request and respond to the plea of the less privileged and most unfortunate populations within societal setups.

Our Activities and Achievements Realized So Far Against the Obstacles

We have developed an inclusive positive human growth project dimension called BREATH meaning Bringing Relief Everywhere and Assistance to Humanity. The conceptual ethics behind this social development initiative for mutuality and social equity growth is to provide a medium through which very basic mobile communication means are used to generate resources in resolving community worries. Everyone in a target community and beyond gets to share reported and processed social worries and become participative resolution agents to the issues at stake. The interesting factor within the approach is that, no matter how small individual contributions may be, a very large number of concerned persons get to support or fund the element in question. This builds a wider and larger stakeholder database and network in resolving small community issues and at the same time draw in more attention to several social nexuses within communities. This is an idea that can make sensitized communities free from aid dependency and enable them to enhance their own minimal social development issues.

We have introduced a publicity magazine concept addressed as Na-Wetti? (in pidgin language this means “What is happening?”) The phrase is a very sensitive and widely used tag in sub-Saharan African countries especially within Central and West Africa and it gains almost everyone’s attention. The magazine platform is used to promote economic activities, build socially cohesive partnerships with business enterprises, economic operators, concerned government delegations and educational institutions with a goal to generate income for supporting community development. It also serves to educate and encourage all concerned stakeholders to develop the spirit and new business growth ethics in assisting to improve on the living conditions of the most vulnerable people.

Our Concerns and the Way Forward

(a) The establishment of a huge socially cohesive platform and database or network of development partners that involves small-scale, medium and large enterprises is met with several challenges which are purely psychological on the part of the economic operators. Some still fail to understand why doing business and supporting other vulnerable people or socializing with them is an idea needing promotion and which can also help in building the human interactive development drive in us;

(b) Though we still have many partnership development needs to propagate sensitization and build effective awareness, there is great need to influence government taxation policies which ought to be softer on the business ventures that greatly contribute in resolving social worries within society.

The force behind improved social interactive development lies in the inter-human relationship characteristics that are driven from economic well-being perspectives and void of bias and disenchantment complexes, therefore, for us to strengthen social development in the contemporary world, we need to assess and modify the social zeal and modus operandi of both economic and political entrepreneurs such that the measured value of progress or business growth is associated with the scope of social assistance and interactions within society.
