



SOCIAL WORK IN INDUSTRY

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ABSTRACT:

Labour today is front page news. In Industrial Scenario Labourers are confronted to various behavioral, emotional, and psychosocial and stress related problems with, on the job and off the job. Situation with the changing social and technological Scenario the labourers may be maladjusted with the work environment and social situations. Here arise the social work intervention strategies to assist Individuals, groups labourer community for better adjustment with the work environment and social situation. Social work profession has six (06) methods to deal with Individuals, Group and Communities. Case work approach deals with Individuals Psychosocial and behavioral problems of Labourers. Group work approach fosters group for better interaction within the group members, solidarity and cohesiveness within the group for better performance. Community organization approach focuses on various programs as per the needs of the Labourer community. Social welfare administration approach helps the organization for better planning, organizing, coordinating, directing and control of the service delivery system, the social action model incorporates conflict and confrontational studies and techniques to advocate social justice and shifts power structure for the labourers rights. Social work Research approach studies the various needs, behavioral pattern and problems of the labourers. These studies helps the organization in better policy formulation and programs for workers work efficiency. The present article reflects on the importance and pivotal role of social work Intervention in industrial scenario.

Key words: - *Case work, Group work, Community organization, Social welfare administration, Social action, Social work research.*

INTRODUCTION :

Historically, the tie between Social work and labour began with the activity of medical guilds, which provided shelter and support for those members of the guild who were in need. Settlement house workers were well known for their advocacy for worker's rights and workplace safety. The prominence of Industrial social work reemerged in world war-II when unions employed social workers as advocates.

Even though social work in Industry started nearly eighty years ago, it is still relatively new concept. Though still in the process of growth, progress has clearly made towards clarification of particular aspects arising from the integration of the industrial social work function with the overall organizational structure of an enterprise. The inspiration for this new activity came from the European Seminar on Personnel Social work held in Brussels in September 1960. The report

of the seminar emphasized that the term 'Personnel Social Work' was preferred to the term 'Industrial Social Work' because the scope of the Profession extends beyond the Industry. Various definition and interpretations have been given to the term Industrial social work. However, the field is still in the process of defining itself.

According to Saini (1975), Industrial Social work has come to be defined as a Systematic way of helping individuals and groups towards a better adaptation to work situation.

'Personnel social work is a systematic way of helping individuals and groups towards a better adaptation to the working situation. Social problem in an enterprise arise whenever an individual employee or a group and the work situation cannot adapt to each other'.

These days, the term occupational social work is being increasingly used in the west for the

reason that the scope of social work can be extended to include all kinds and variety of occupation.

“Occupational social work is the field of practice in which social workers attend to the human and social needs of employees in the work milieu by designing and executing appropriate interventions to ensure healthier individuals and environment”. (Googins & Godfrey, 1985, P. 398).

Smith and Gould (1993) also emphasize that the concerns of Occupational social workers move beyond concerns with individuals problem behavior to concerns “with organizational and environmental change to foster healthier and more healthful organizations and communities. (P.9).

Scope of Social work in Industries: According to M.M. Desai the scope of social work in Industries is extended to two levels-preventive and development and curative.

Preventive and Development:

- Informal educational Programmes aimed at enlighten the workers on issues pertaining to work life like industrial safety functional literacy, saving habits, social security etc.
- Promoting the use of health and medical programmes for workers and their families health check-ups, inoculation campaigns, family planning, informative sessions on nutrition low cost diets, child care etc.

Curative:-

Securing medical help within or outside Industry.

Planning family budgets

Helping employee family members in obtaining funds.

Seeking employment for worker’s dependents.

Referring the workers/his dependent to welfare agencies in the community like child guidance clinic, marriage counseling bureaus, alcoholic anonymous groups and like, wherever there is need.

Applicability of Social Work Methods: Social work is a Professional service based on scientific knowledge and skills to assist Individuals groups and communities to live a healthier life.

The objectives of social work practice is (a) Preventive (b) Curative (c) Developmental (d) Administrative and (e) Research.

The profession social work has six (06) Methods, (i) Case work (ii) Group work (iii) Community organization (iv) Social welfare Administration (v) Social work research and (vi) Social action. All the above six (06) methods are applied in Industry as per the need.

Case work : According to Richmond, Social case work incorporated four processes, ‘In right into the individual insight into the social environment, ‘direct action mind upon mind’ and indirect action through the social environment” (Lubove, 1965, P. 48)

In Indian Industrial Area we find lot of labourers maladjusted with the social environments and are subjected to various Individual problems as Absenteeism, addiction, Deviant behavior, maladjustment with the work environment, work stress, family stress etc. In such situation, social worker with his technical skill and knowledge and counseling techniques helps the worker to get rid of such type of psycho-social problems. Despite these assistance the social worker has a vital role to play as Induction of New employees, adjustment of maladjusted Employees in work environment adjustment of women and child labours, Grievance Redressal of employees, assisting management in planning various programmes as per need of the employees, helping in Measurement of work efficiency and promotion of employees, assistance to employees in occupational diseases and accidental workers, family planning and Management, saving and Economic planning, counseling to family members to live a comfortable life preretirement planning, post retirement planning etc.

Group work: Group work is a social work method that uses group process and interactions to promote growth and change in Individuals. The group itself is a vehicle for change, and change occurs at several levels, in other words social workers use the group structure and process to facilitate change. “Social work practice uses the small group as both the context and means through which its members support and modify their attitude interpersonal relationships and abilities to cope effectively with their environment’s (Northen, 1969, P.13). As a social work method, group work is a strategy for working collaboratively for changes within Individuals and its application extend to working with organization and community groups as well.

Rightly said by a Sociological thinker R.K. Merton”, In every formal organization their exists small informal groups. Small informal group’s formation may be formed due to various reasons. The reasons may be common interests, language, Religion, caste, common habits, native places etc. These groups should have cohesiveness for Mutual Corporation and better work efficiency.

The group work approach includes treatment and task groups (Toseland & Rivas, 1994). Formed to meet socio emotional needs of groups members, treatment group focus on education, growth, remediation, end socialization. Anderson (1979) suggests that small groups are significant resource for people who need to develop social competencies, especially those experiencing “Powerlessness, alienation, and hopelessness; being victimized, not feeling understood in their current human relations”, and/or feeling inadequate in changing systems of which they are part.

Group work also applies within organizational systems, Organizations are actually made up of clusters of small groups that become vehicles for effecting changes and accomplishing tasks.

Organizational problems that are amenable to group work intervention include increasing productivity, reducing conflict, increasing the efficiency of decision making; and encouraging communication, motivation and leadership (Walker, 1988). As a strategy for organizational change, task groups offer a number of advantages. Task groups, are oriented towards specific, issues. They are often time limited and adaptable to any phase of organizational change.

In industrial sector social work intervention by the means of group work approach fosters effective decisions in works committee, groups motivation for higher productivity, better interaction among group members that build cohesion and increase mutual learning and to accomplish common goals i.e. organization developmental goals and self development goals.

Community Organization: Community problem-solving initiatives require the involvement of community leaders, including governmental units; corporation boards; unions; foundations and other funding bodies; ethnic and religious organizations; and professional consumer, and civil groups.

Three models for community-level problem solving have been described by Rothman (1968). The locality development model involves citizens in addressing common interest, defining, problems and developing solutions by building, a sense of community. Social planning utilizes the structure of formal organizations as well as the findings of research to decide rationally upon course of action to solve substantive community problems, the social action model incorporates conflict and confrontational tactics and techniques to advocate social justice and shifts in power structure.

As a matter of fact labour welfare approach is an approach for totality welfare of the labourers, which extends beyond welfare of the labourers to his family and workers community as well.

For this reasons community organization approach extends its services to workers housing, education of children's, cleanliness drive, Medical and health care system, cooperative society, shopping center, recreation club, Libraries, play ground etc. Such services helps the workers and his family to improve the standard of living, creates we feeling and belongingness about the organization and motivates them for higher productivity.

Social Welfare Administration: For the welfare of the workers and his family many statutory and non-statutory welfare facilities are implemental in Industries. The welfare facilities may be intramural and extramural facilities, for example canteen, Health Center, Recreation center, Library, Clubs, Play Ground, Consumer cooperative society etc. Social welfare administration approach of social work intervention initiates more effective implementation and utilization of these activities by proper planning, organizing, directing, co-ordinating and controlling of these programs.

Social Action: The social Action model incorporates conflict and confrontational studies and techniques to advocate social justice and shifts power structure. Social Action approach enforces changes in social system, social structure, social Agencies as per felt needs. In industrial sector labour leaders or union leaders integrates movements for worker's rights, legal demands to accomplish social justice and shifts power structure.

Social Work Research: Social work research is the use of the scientific method in the search of knowledge, including knowledge of alternate practice and intervention techniques, which would be of direct use to the social work profession and thus enhance the practice of social work methods. Social work research focuses on or confines itself to select aspects of behaviour and alternate modes of behaviour modifications. Social work research helps to

find ways and means to enhance social functioning at the individual, group community and societal levels.

In Industrial scenario social work helps to study the behaviour of workers, their needs, aspirations, psychosocial, emotional wants, etc. In the same way social work research helps the management in measurement of Job satisfaction, Commitment, Motivation, Morale etc. Systematic research also enables the management to study, problems related with workers such as absenteeism, labour turn over, deviant behaviour etc. Study of the above mentioned various aspects will enable the management to resolve conflicts, formulate new policies and programs according to psychosocial needs of the workers. The study will also enable the management and also the social workers for effective social work intervention in increasing Morale, Job satisfaction, Motivation and commitment of works. This will also help in resolving stress of the workers which may be either on the job stress or off the job-stress, resulting in higher production and maintaining Industrial peace.

CONCLUSION:

Social work is a practice based profession having its own methods, techniques and skills. The intervention of social work methods in Industry is fruitful in enhancing better work performance of Individuals, by the application of Case work and group work approach, better standard of life to the workers community by community organization approach better community resources by effective planning, organizing, directing, coordinating and control by Social welfare 'Administration, better environment for social Justice' to labourers with social Action Movements and better inputs for the organization for policy formulation by social work research methods. Thus social work intervention plays a vital role in industry for

enhancing a better standard of life to labourers resulting in higher production.

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