



Strengthening the Application of Social Work Methods in Industries

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Abstract: A method is well understood to be an orderly way of procedure and thus it's always administered towards achievement of a selected aim. Social work methods is such method that social workers use to assist people of all ages and from various sections of society to reinforce their social functioning and to cope more effectively with their problems. Social workers don't pick and choose what problems and issues they might wish to address. They see a drag even a really difficult problem, and check out to assist people solve it. they need to prepare themselves to assist people with individualized personal problems on the one had and really broad problems that affect whole organizations and communities on the opposite .This research paper throws light on the enhancement of social work methods in industrial settings for employee productivity and mental health. This study focuses on three areas (1) Relevance of social work practice in Industries, (2) challenges in application of social work methods in industries and (3) frame work for effective application of social work methods in industries. On the basis of the findings the study proposes a social work action model to strengthen the application of social work methods in industrial setting.

Key Words: Social Work Methods, Application, Challenges, Industrial Social Work

I. Introduction

Social work profession includes the range of direct social work intervention with individuals, families, small groups, communities, policies formations and other human service agencies. Smith and Boyle (2006:7), describe social work profession as “an art, a science, a profession that helps people to unravel personal, group (especially family), and community problems and to achieve satisfying personal, group, and community relationships through welfare work practice”. Social work gives importance with helping people who are in requirement develop capabilities to help them. Social work is a systematic profession which takes knowledge from other disciplines to guide its practice. Social work, as a neighborhood of welfare service for industrial workers within the community, has been developed by the management over past several years. These days the social work practice being called in terms as industrial Social work and occupational social work. Social work, when practice to business and industry, is a application of social work knowledge, skills and values to bring about wellbeing of fit between man and his work environment. Business and industry aren't merely profit oriented institutions but have social obligations also. Social work in industry can go an extended way in improving the social climate and

quality of human relations in an organisation. Human relations propose generally that productivity should be achieved by means of building and maintaining employee dignity and satisfaction instead of at the value of those values.

Social Work Methods

Social Work practice has depended on methods or procedures which have been verified over a period of time (Uranta & Ogbanga, 2017). A method is what a social worker actually organizes when working with client(s). These methods and techniques have become the supports of social work practice and their terminology stood out to describe them as “social work methods”, “social work activities”, or “social work processes”. These terminologies can be used interchangeably (Rao, 2011). They are used by social workers to help people of all ages and from various fields of society to increase their social ability and to deal with more effectively with their problems (Okoye, 2013). There are six methods of social work, the first three directly practice with clients while the last three support the first three by dealing with the client’s problems. These are broadly grouped into two: The Primary and Secondary methods.

The primary methods are case work, group work and community organization which are direct helping methods directly intervene with clients. The secondary methods are social work research, social welfare administration and social action which are proposed to support the primary methods.

II. Statement of the Problem

Divergent views have been expressed on relevance and suitability of social work methods in towards the realization of the objectives of the business organisation. Some experts feel that these methods have little contribution to make in profit oriented setting of business and industry as industry essentially pursue the commercial activities, economic propositions, hard accounting business and complicated machines, then how does social work figure here?. Currently in many forums there is a debate among Indian social work educators whether social work methods are practicing effectively in the work place and HRM can be considered as one of the specializations in social work education. There is an identity crisis for social work professionals in industries in India. Through this present study the researcher attempted to study the application of social work methods and challenges in application of social work methods in industries.

III. Significance of the study

Present study is important in 2 perspective i.e. industrial social work and social work education.

Industrial Social Work Perspective

Social work will have spare of chance in trade, because it will facilitate it to achieve its social ends. These days, it's not solely the assembly or trade of manufacture and services that's the managements wants, however the social atmosphere among the organization,, the duty organisation and therefore the mental state of the worker’s of equivalent concern. Individual relations counsel in common that potency ought to be achieved by suggests that of constructing and upholding worker shallowness and happiness instead of at the value of those standards. A welfare worker will facilitate the staff to rise higher than their issues and still operate as productive workers. Now days a

specialised social worker is a necessary member of the management team and is anticipated to understand the money aspects of the business as he's considered as a accountable business partner. As a result his roles and responsibilities have augmented. He is thought-about chargeable for making healthy structure climate through unit of time policies and programmes in order that the employee is additional productive. Now a day social work professionals face competition from MBAs who has trained to figure in business atmosphere. Therefore, social work professionals who trained to figure in industrial field, an area operating in business ,for them as authority have to be compelled to have insight in to what they are active. (Desai Anandmala, 2014)

Social Work Education Views

In recent years the expansion of social work schools is quicker compared to earlier years. The students who graduates from these schools take up career in industries for 2 concrete reasons: Industries offer them wonderful career opportunities in Welfare, I.R., P.M., H.R.D. and HRM fields that provide them standing in society and therefore the jobs offered in industries area unit all right paid, compared to jobs in different fields of social work. (Desai Anandmala, 2014). As giant numbers of social work trainees seizing career during this field, it's an ethical responsibility of the social work institutes to coach students the applying of social work ways in effective manner.

IV. Theoretical Framework of the Study

Models of activity social work - Straussner (1998) had developed a classification of 5 models of activity social pan that will be helpful in future for follow within the world of labor.

- **Employee Service Model** -This model provides importance to worker's small level system within which staff and their families operate.
- **Consumer Service Model** -This model views staff as customers and assist them in distinguishing wants and advocating to induce these wants met.
- **Corporate Social responsibility Model** -Social employees operative among the realm of this model work with the work place, community, and society normally in developing staff and their families.
- **Employee/work Organization Service Model** -Changes within the personnel and structure of labor organizations would require and enlarged rate for social employees within the space of policy development and programme designing.
- **Work-related Public Policy Model** -identified the areas for policy development within the world of labor, including, coaching and academic wants among a given community or among the operating age population as an entire

v. Review of Literature

Dr. Mariya T Cheeran (2015). The current workforce is diverse in nature. Many new issues are also emerging in the work place. The above mentioned changes are given a number of challenges to social workers for performing their role as occupational social workers in industries. Hence human and social development inclusive of human rights and social duties with special reference to industrial organizations must permeate all social work teaching, practice and research.

Desai Anandmalai (2014) Majority of industrial social workers showed positive attitude towards training professional self and towards their job. Where as majority of respondents had negative attitude towards social work interventions in industry.

Parmar Alpa (2014) This article throws lights on enhancing team functioning utilizing and practicing social work methods for team building and enhancing team climate for better team effectiveness.

VI. Research Methodology

General Objective

- To study the application of social work methods in industrial sectors.

Specific Objectives

- To study the career profile of the social work professionals in the Manufacturing, IT and Service industries.
- To study the effective application of social work methods in industrial setting.
- To understand the challenges in applying social work methods in industrial setting.

Universe of the Study

- Universe of the study consist of all social work professionals were working in manufacturing, IT and service industries in Chennai and Registered under Madras Managers Association.

- **Research Design** – The study is diagnostic and descriptive in nature. The researcher has attempted to find out the application of social work methods and its effectiveness in industry. An attempt is also made to know the challenges faced by social work professionals in application of social work methods.

- **Sampling of Respondents:** Sample of the study was drawn by using Census Sampling. All social work professionals working in IT, service and manufacturing sector who registered under Madras Managers Association was contacted. The total sample size was of 120

- **Tools of data collection**

The semi structured questionnaire incorporating demographical profile,application of social work methods, challenges in application and suggestions from the respondents.

- **Data Analysis**

The entire data were pre-coded and except open ended question and statistically analysed with the help of SPSS

VII. Findings of the Study

I. Profile of the respondents

- Among social work professionals **75 per cent** belonged to the age group of **25-40** years.
- Majority of the **75 per cent** of industrial social workers were **male**.
- Half of the **50 per cent** respondents were working in **IT sectors**.
- Among respondents **31.3%** were in **managerial** position.
- In work experience **87.5 percent** respondents **had more than 8 years of experience**.
- Majority of the respondents **93.8 per cent** belonged to the specialisation **Human Resource Management**.
- Most of the social work professionals in industries **43.8 per cent** involved in **Recruitment, training and development activities**.
- Majority of the respondents **75 per cent** applying any **social work methods** in your professional activities in this organization.

II. Application and effectiveness of Social Work Methods in Industry

- Case work and Group work were the social work methods always using by the respondents.
- Lack of time and no encouragement from authorities were the two reasons for not applying the social work methods.
- Among respondents **43.8 per cent strongly agree** social work methods are helpful to bring innovative changes in work environment and employee performance.
- For solving **work stress** the most of the social work professionals **46.3 per cent** found **Group work and case work** was more effective.
- For **work life balance** issue **group work** was suggested by majority **73.3 per cent** respondents.
- For solving **occupational health hazards, community organization** was suggested by **73.4 per cent** respondents.
- For the issue of **violence in work place group work** was suggested by **86.7 per cent** respondents.
- Among respondents **60 per cent** agreed the **sexual harassment** in work place can handle by **case work** method.
- For the **CSR programmes 66.7 per cent** agreed **community organization** is the best social work method.

III. Challenges in the application of Social Work methods in Industries

- The organisational system not supporting (56.3%), Superiors are ignorant about social work methods (50%) no cooperation from employees 43.8%).

VIII. Suggestion and Model

Suggestions for Social Work Professionals

- Professional social workers can implement the social work tools and techniques when they feel appropriate. They need to fill the gap between the practice and theory they learned from class room
- The industrial social workers should extend their services to other fields of social work also. They should feel proud to be called a professional social worker rather than a business corporate.
- The periodical interaction between industry and educational institutes imparting social work education which could be mutually benefiting

Suggestions for Social Work Education

- The application of social work methods in industrial setting as part of field work training should make compulsory.
- In field work the supervision and guidance is needed in the application of social work methods in industry.
- Social work educators can have more interaction with HR professional in the industry to understand their requirements from social work trainees as well as to make top management to understand the gap existing in the industrial field between practice and social work education.
- Social Work educators can explain the courses like Organizational Behaviour, Labour Law, IR and HRM inside the class room by incorporate the application of social work tools and techniques which give insight into the effective application of social work methods in the industrial setting.
- The present study strongly suggest to all school of social work to structure their curriculum for industrial social work by understanding the industrial requirements so that the social work trainees get proper training and skill development before they take up the career as industrial social workers and contribute productively in their career.

Industrial Social Work Action Model

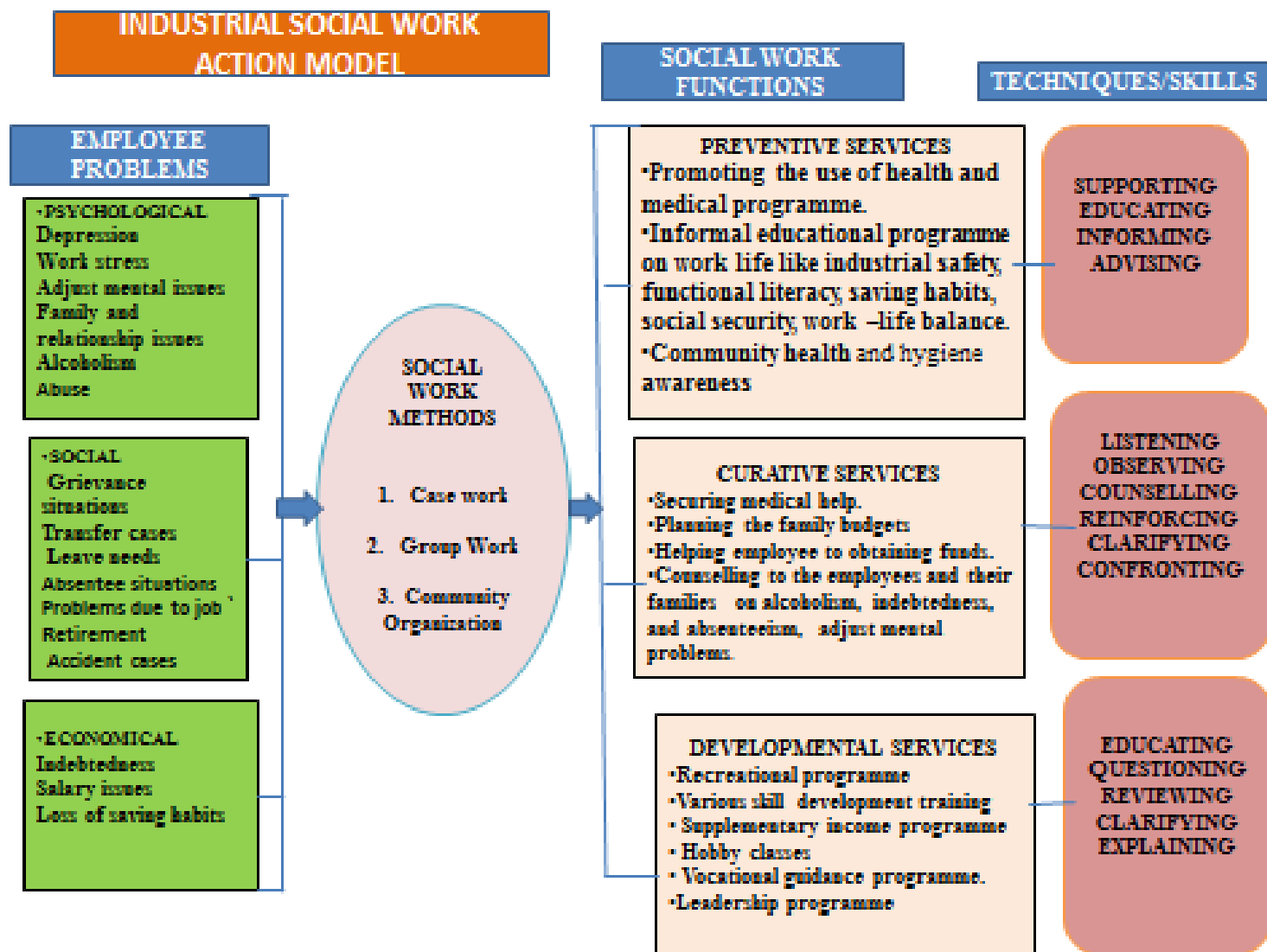
The present study has suggested a social work action model for industrial social work. The finding of the study revealed majority of the industrial professionals agreed that the primary methods of social work i.e.; case work, group work and community organization are applying in the industries. Hence the present study would like to suggest a social work action model for industrial social workers which will be useful for applying social work practice effectively in industries.

In this model the problems of employees working in industries divided in to three as psychological, social and economical. In psychological issues include Depression, Work stress, Adjust mental issues, Family and relationship issues, Alcoholism and Abuse. In social problems include Grievance situations, transfer cases, and Leave needs, Absentee situations, Problems due to job `Retirement, Accident cases. Economical problems are Indebtedness, Salary issues and Loss of saving habits.

Dealing these problems the social work functions divided in to three services as Preventive, Curative and Developmental services.

- **The preventive services** - Promoting the use of health and medical programme, Informal educational programme on work life like industrial safety, functional literacy, saving habits, social security, work –life balance, community health and hygiene awareness through the techniques like supporting, educating, informing, advising
- **The Curative services** -Securing medical help, planning the family budgets, helping employee to obtaining funds, counselling to the employees and their families on alcoholism, indebtedness, and absenteeism, adjust mental problems. The skills and techniques obtain for this services are listening, observing, counselling, reinforcing, clarifying and confronting.
- **The Developmental services** - Recreational programme, Various skill development training, Supplementary income programme, Hobby classes, Vocational guidance programme, Leadership programme by educating, questioning, reviewing, clarifying, explaining.

These services can be applied to the employees through the social work primary methods as case work, group work and community organization. The issues of employees need to handle as individual, group and community.



IX. Conclusion of the Study

The study found out that all social work professionals those who were working in industries were applying social work methods in their field. They all were agreeing that application of social work methods can achieve employee productivity and organizational effectiveness. The study revealed that industrial social workers were applying primary methods of social work like case work, group work and community organization. Thus we can conclude primary methods of social work are more useful and effective in industrial social work. The three challenges were organisational system not supporting, superiors are ignorant about social work methods, no cooperation from employees. Future researches can be done by testing the action model given in this study and other areas such as knowledge, values, skills and perception of employer etc.

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