Social Welfare Administration

Concept

In order to give a professional shape to social work services, it is necessary that systematic knowledge, skill and resources to rendering such services should be made available in the aegis of social welfare administration.

The knowledge of social welfare administration as a method of social work is necessary for a professional social worker, not only to perform the work of the agency but to maintain the agency moving in positive direction.

Meaning

To understand the actual meaning of Social Welfare Administration we have to understand the meaning of Social Welfare and Administration separately.

Social Welfare:

Social Welfare in concerned with all those forms of social intervention that have a direct concern with promoting both the well-being of the individual and of the society as a whole.

Administration:

Administration can be defined as the process in which planned, organized, directed, coordinated and controlled collective efforts are made to render the services to the people.

Social Welfare Administration:

The administration which is directly related to the rending social welfare services to society called Social Welfare Administration.

Definitions:

D.R. Sachdeva : Social Welfare Administration is as a science, it consists of a systematic body of knowledge, the validity of which has been tested, and the use of which makes it possible to render the services in a more direct and effective manner.

S. Singh : Social Welfare Administration is described as the administration of the government and non-government sponsored social welfare programmes.

Public Administration:

Meaning

Public Administration is government administration; it deals with the machinery and procedures of government activities &focus being specifically on public bureaucracy related to law & order, revenue & implementation of government policy and progremme.

Public Administration is that species of administration which operates within a specific political setting. It is a means by which the policy decisions made by the political decision makers are carried out.

Definitions:
➤ "Public Administration is detailed and systematic execution of public law. Every particular application of law is an act of Public administration" — L.D. White.

➤ Public Administration is "the art and science of management applied to the affairs of the State" — D. Waldo.

Principles of Social Welfare Administration:
1. Principle of desire to serve human beings.

2. Principle of sound organization of agency.

3. Principle of appropriate appointment(Right person at right place with right skills)

4. Principle of sound personnel policies and working conditions.

5. Principle of authority and delegation.

6. Principle of building sound public relations.

7. Principle of democracy.

8. Principle of sound budget.

9. Principle of proper clerical and maintenance services.

10. Principle of Self Appraisal/Evaluation.

11. Principle of recording&documentation.

2. Component of Social Work Administration:

POSDCORBEF – As a social welfare administration includes a wide variety of skills and techniques used in the actual rendering of services.

(1) Planning :
Planning is fundamentally on intellectual process, a mental predisposition to do things in an orderly way, to think of facts rather the guesses. It is the initial task for arrangement of resources, both physical and social according to the needs for better life condition and adjustment.

(2) Organising :
Organising is a skill of arraigning the various resources and task systematically in manageable manner in relation to the hierarchal status, capabilities of associates and priorities of agency for smooth functioning. In every organization there is an integrated series of offices, or hierarchal statuses, in which a number of functions are closely defined by specific rules.

(3) Staffing :

Staffing means the administration of staff. Staffing includes recruitment, selection, service conditions, promotion, leave, working conditions, welfare etc. Staffing also includes training, orientation, supervision grievance procedure, retirement rules etc.

(4) Directing :

Directing is the giving instructions in orally or in written to staff for doing work in properly. It is an important task to fulfill of the objective of the agency. The purpose of direction is agency is to ensure the work is being carried out accordance with the instructions and rules and to assist the staff for their better performance.

(5) Coordinating :

Coordination means to bring into a common action, movement or condition to relate and combine separate parts in harmonious balance and adjustment. Coordination is an essential element in efficient and effective administration. Effectiveness of an individual in achieving his aims in any social situation will depend not only upon his own activity, but also on how well that activity relates to what the other individuals concerned are doing.

(6) Reporting :

A report is an official presentation of facts. It is a summary of activity covering a specific period of time. Reports are prepared on the basis of the records maintained by the agency, it is usefull planning the new work in the agency.

(7) Budgeting :

Budgeting is a process of preparing and presenting the financial statement including income and expenditure in a proper way. Social Work Administrator should be sound in technical knowledge of at least bests of budgeting.

(8) Evaluation

Evaluation means assessing the work completed by agency in the light of planning and instructions given before starting task. Evaluation is an important component of social welfare administration for performance of agency.

As an social welfare administrator social worker has the supervisory function of allocating work, or seeing that it is done, and how it is done. He evaluates the total performance of the agency.

(9) Feedback

Feedback in social service is very important task for the success of programme. It is useful for the beneficiary, community, funding body and also is policy framing or modification. Generally feedback is the response of beneficiary or community. The feedback should be made during implementation of programme as well as the end of programme. The finding from feedback may be useful to restructure or modify the programme.

COMMUNICATION

The word communication is derived from the Latin word 'communis' meaning 'common'. This means that we try to establish a 'commnness' with some one in communication. In simple words, communication is the process of passing information, and understanding from one person to another. It is to share information an idea, an attitude or emotions, fact and opinions etc. by two or more persons.

Definition
H. Sigbamd : Communication is the exchange of ideas, opinion and information through written or spoken words, symbols or action.

Purpose of Communication
While sharing and exchanging ideas or information with others, we are actually interacting with people and establishing a kind of relationship that helps us to achieve the task set before us.

Types of Communication
There are various types or forms of communication. The important forms are as follows :
1. Verbal / Oral
2. Non Verbal / Written
3. Vertical
4. Horizontal
5. Diagonal

Verbal/Oral Communication
Oral communication is the face to face communication between individuals. It may be in the form of direct talk when persons are physically present at one place. It may also include informal conversations, grup discussion, meetings, telephone calls, intercom system or formal speeches. It is the most effective and most frequently used form of communication in general. It provides opportunity for the exchange of information, points of view and direct-interaction between client and worker.

Characteristics of Verbal Communication
1. **Volume :** A person may same time speak louder to attract others attention. But an overly loud speech may be disturbing on the other hand, though a soft voice conveys a sense of peace, in some situation it may given an impression of weakness.
2. **Rate of Speech :** On an average, it has been found that people speak at about 150 words in a minute. When a person speaks at much higher or lower rates, he may have a negative impact.
3. **Voice Pitch :** Voice pitch is often equated with emotion. High pitch generally indicates excitement. A low vice pitch usually commands attention and respect.

4. **Rhythms :** Rhythms refers to the pattern of the voice. Whether it is regular or irregular, whether it flows smoothly, or moves in fits and starts.
5. **Pronunciation :** Good pronunciation is the correct oral delivery of a word. People who mispronounce words are thought to be not as well educated as those who pronounce words correctly.
6. **voice Qualifiers :** Temporary variation in pitch, volume and rate of speech are known as voice qualifiers, it one is aware of the normal voice qualities of a person, itis easy to the voice, qualifiers in his speech.

Non Verbal Communication

Non verbal communication is all those massages expressed by other than linguistic means.

Characteristics of Non Verbal Communication

1. **Communication of emotions, attitudes** : Nonverbal signals, generally communicate a person's subjective response-anger, appreciation, dislike, likeness to a particular situation or person.
2. **Regulate Verbal Messages :** We can regulate the flow of verbal conversation more effectively by using nonverbal cues.
3. **Ambiguity :** Nonverbal cues are not always easy to understand. No dictionary accurately classify them. Their meaning varies by culture and context.
4. **Nonverbal Cues are Continuous :** It is possible to stop talking, but it is generally not possible to stop sending out nonverbal cues.
5. **More Reliable :** When verbal and nonverbal cues contradict each other, we tend to believe the nonverbal. This is largely because nonverbal cues are more difficult to take.
6. **Nonverbal Cues are Culture Bound :** Many nonverbal gestures are universal most human being, smile when happy and frown when unhapply. But certain nonverbal expression varies from culture to culture.

Components of non-verbal communication

Non-verbal communication is generally used as substance to promote or regulate in all types of communications. There are various action and cues which communicate the message through body language and make communication more clear and effective. The following are the major forms of paralanguage which are used in.

1. Posture
2. Gestures
   (i) Use of body part
   (ii) Use of Facial Expression

Public Relation

Public relation means purpose full relation between public and an organization, it is initiated and maintained by organization. Public relations involve 'the deliberate planned and sustained effort to establish and maintain mutal' understanding between organization and public well – organization public relation activities are one of the most important component in success of and social welfare agency, because a social welfare agency should be known to the community in which it is working. It is only through strong public relations that we can put into practice are of the important method of social work i.e. (that is) community organization. Whereas public relations are regarded as total relation of an agency with the community publicity is one of the media of communication by which information regarding the agency's work is unformed to the public. The followings are main characteristics of Public relation:

1.   Understanding between organization and public is public relation.

2.   Public relation means purpose full relation between public and an organization, it is initiated and maintained by organization.

3.   It involve 'the deliberate planned and sustained effort to establish and maintain mutually'.

4.   organization public relation activities are one of the most important component in success of and social welfare agency, because a social welfare agency should be known to the community in which it is working.

5.   Publicity is one of the media of communication by which information regarding the agency's work is unformed to the public.

6.   Public relations are regarded as total relation of an agency with the community.

NETWORKING

Networking is the action or process of interacting with others to exchange information and develop professional or social contacts. **It** is probably the most important part of anyone's career, and everyone, especially **social workers** and students, should be practicing proper **networking** habits. **Networking** can help build relationships with potential employers, potential clients, potential business partners, and potential personal relationships.

Networking for Social Workers

Networking for social workers involves building, maintaining, and leveraging professional contacts in the field. You can network at large conferences hosted by professional associations or by having coffee with a colleague who works in your department. Most networking begins with a face-to-face connection, though the internet has shifted the way we establish and continue professional relationships.

Different Types of Professional Networks in Social Work

Professional networks can be divided into three categories: operational, personal, and strategic.

Operational networks often exist within organizations. They consist of your coworkers, managers, employees, clients, and vendors. Developing positive and productive relationships with these individuals helps you succeed on a day-to-day basis.

Personal networks exist across organizations and fields. Your personal network may comprise friends, former colleagues, teachers, and members of your community. While you can call upon this network for advice in your current role, most people tap personal networks when looking for a new job.

Strategic networks span companies and industries. People often use these to pursue a broader goal than finding a new job. For example, a social worker may call upon political leaders within his strategic network to fix a policy that disadvantages clients.

SOCIAL WELFARE AGENCY

A social welfare agency is a group of person who have organized themselves as a legal corporate body. It is initiated spontaneously and governed by its own members without any external control or compulsion. It has a definite report of working group on social welfare for third – five –year plan, 1959 programme in fulfillment of its objectives with the funds raised by it from the community and grants received from government, if any. For providing treatment or preventive services in social welfare, an agency or organization is needed so that the techniques of social work are practiced in the fulfillment of the objectives of the agency, keeping in view the needs and resources of the community in which the agency is working. The agencies are of three kinds :

(i)   A governmental agency which functions as part of the government machinery or a government department run and controlled by government and supported by tax-funds.

(ii)   A social welfare agency run and financed by the members of the community with local contributions and donations and

(iii)   Non-governmental or autonomous agencies promoted and funded by the government but its day – to – day work is supervised by voluntary workers with the help of whole – time paid staff with the same terms and conditions of service as under the government.

A social welfare agency, on the other hand, is run and regulated according to the procedures framed by the people themselves as contained in the rules and regulations. It might receive financial assistance out of the tax-funds to meet partly its expenditure on social welfare services. Nevertheless, whatever may be the kind of service rendered, it is necessary for a social agency to have pre-determined purpose, public policy, planned programmes, proper personnel, purposeful procedures and practices, and people's co-operation to work out agency's services.

To perform its work the voluntary agency needs resources – human material and time. The common denominator is money, adequate not only to maintain standards, but for development. The direct responsibility which the executive takes for money raising will depend on the nature of the agency. Resources once obtained have to be deployed. Authority itself may be defined in terms of control over resources. The executive's authority is a correlate of his control over the total resources of the agency; and when he delegates authority, what he is in fact delegating it the power to use resources. The administrator controls resources external to himself. He deploys them efficiently is pursuit of the agency's purpose, and for identifying and acting upon the need to increase them.

Formation of Voluntary Agency

Voluntary agency provides services by utilizing community resources, public funds, Govt. grant, International grant and some time funds raise from community. It is therefore necessary that voluntary agency should organize in a legal manner. The following provision have made to give a legal status information of N.G.O.

1.   Voluntary Agency should be registered under any one of following :

(i)   Societies be registered Act.
(ii)   Cooperative Societies Act.
(iii) Charitable Endowments Act.,
(iv) Companies Act.
(v)   Indian Trust Act.
2.   It should have managing committee elected/nominated by members.
3.   It should maintain its accounts and be accountable to people and the government so far as it receives grants.
4.   It should have considerable autonomy and flexibility in planning and management of its programmes and services.

Structure of Voluntary Agency

The voluntary agencies in India are democratic organizations of the people free from any state control. The structure of these organization include-
(i)   General body
(ii)   Executive Council/Managing Committee
(iii) Standing Committees
(iv) Other functional committees

The general body of a voluntary agency consists of general membership who pay membership fees/subscription according to the constitution of the organization, which may have different categories such as –
(a)   General Members
(b)   Life Members
(c)   Associate Members
(d)   Institutional Members etc.

The entire responsibility of planning, guiding, implementation and monitoring of the work of orgs.vest. with the General Body. General Body also approves the budget of the organization and has the responsibility and the privilege of receiving the annual report and the statement of accounts of an organization on which the general body deliberates and gives further guidelines for the work of the organisation in the next year including approval of the budget estimates.

In addition there may be other functional bodies constituted by the organisation according to its rules in order to conduct its affairs. These committees may be :

(a)   Funds raising/Budget/Finance Committee.
(b)   Personnel Committee.
(c)   Public Relation Committee.
(d)   Programme Committee.
(e)   Building Committee.