

COORDINATION



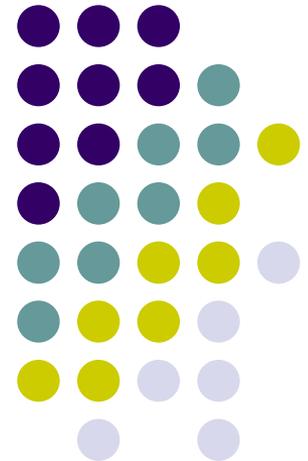
SWRK 4013: Social Welfare Administration

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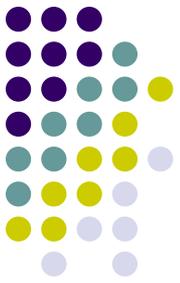
Deptt. of Social Work

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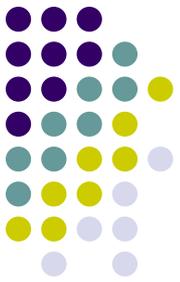
Dated: 15 April 2020 (Covid-19 Era)

CONTENTS



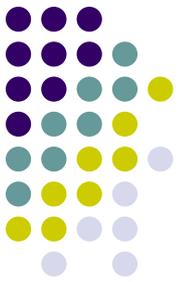
- Directing – Definition & Meaning
- Why coordination?
- Principles of coordination
- Levels of coordination
- Intra-organizational coordination
- Inter-organizational coordination

Coordination: Definition & Meaning



- Coordination refers to “a process of bringing into logical and organic relationship” different parts (personnel, departments, bodies, etc.) in the organisation. It means adjustment, harmony and cooperation to achieve certain ends.
- The work delegated to many people must be properly coordinated so that specific contributions are brought to bear upon the major tasks of the agency and all energy is rightly focussed upon the mission to be accomplished.
- Coordination within the functional area

WHY Coordination

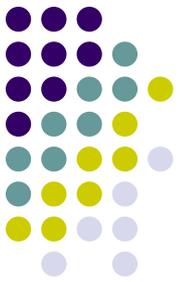


Coordination –

- Helps in identification and recognition of common problems and making concerted efforts for arriving at solutions.
- Helps in exchange of ideas and views.
- Joint project/programme development and implementation.
- Common HRD activities for staff development.
- Referral Networks – to improve service delivery and a more comprehensive coverage for helping those in need.

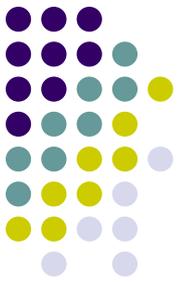
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WHY Coordination



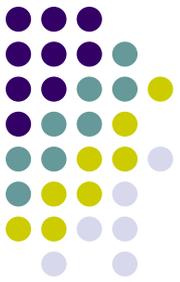
- Helps in bringing about a quantitative and qualitative development in the overall functioning of the organisation.
- Facilitates improved performance and efficiency.
- Prevents duplication and overlapping.
- Helps in removing handicaps and bottlenecks.
- Helps in pooling and aggregation of skills, knowledge, information and resources for better and enhanced outcomes. Sharing of Professionals.
- Economizes efforts.
- Facilitates in the exchange & sharing of skills, techniques, methods, etc.

Principles of Coordination



- Agreement on organisational goals & problems or issues to be addressed.
- Awareness of organisational policies & programmes.
- Clarity on procedures & methods to address problems.
- A clear understanding of the degree of responsibility of each unit.
- An agreement on time schedule.
- Standard or regular channels for relating and clearing the work of several groups.
- Effective inter-group communication in every agency.
- A good team-spirit through out the length and breadth in the organisation.

Levels of Coordination



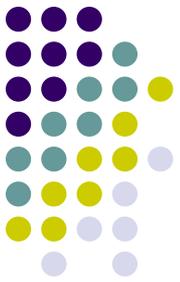
Levels of Coordination:

- Coordination of what? Or
- Coordination among what?

Principles of coordination are applicable at both the:

- Intra-organisational level
- Inter-organizational level.

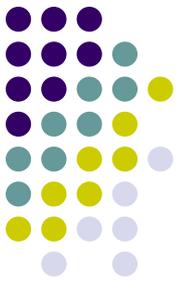
Intra-Organizational Coordination



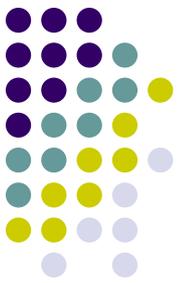
Intra-Organizational coordination takes place between/among –

- various departments – administration, personnel, finance, project/programme, research & monitoring wings, etc.
- various functionaries and professionals belonging to different sectors
- Policy makers & Implementers i.e. management and workers/employees
- Line & Staff personnel
- various types of jobs in the organisation i.e. arrangement of jobs in a logical and systematic order.
- committees, sub-committees and boards
- headquarters and branch offices
- Professionals belonging to different disciplines

Inter-Organizational Coordination



- Networking among organizations on the basis of **functional & regional** (geographic) **distribution**
- NGOs and CBOs & Community Based Traditional Institutions
- NGOs and Community Based Social Security Systems
- Governmental agencies (central, state, district or panchayat level) and NGOs
- NGOs and Funding Agencies
- Among Funding Agencies
- Among NGOs involved in different types of activities like – Research, Action, Training and Consultancy.
- NGOs and the Media (for advocacy and lobbying) to create public awareness and Public Opinion
- NGOs and the Community or society at large
- NGOs and Service Delivery Agencies (System Linkage Role)
- Govt. agencies, NGOs, Social Enterprises & Technology based Organizations & IT start-ups



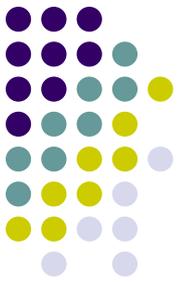
Social Loafing

A Threat to Coordination while working in Teams

- "...social loafing, [refers to] the **tendency for an individual to expend less effort when working collectively than when working individually**. Social loafing may occur because people believe others in the group aren't doing their fair share. Thus, they reduce their work efforts in an attempt to make the workload more equivalent. Also, the relationship between an individual's input and the group's output is often unclear. Thus, individuals may become "free riders" and coast on the group's efforts because individuals believe their contribution can't be measured."
- "The implications of social loafing are significant. When managers use groups, they must find a way to identify individual efforts. If not, group productivity and individual satisfaction may decline."

[Source: Robbins, S. & Coulter, M. (2017). *Management*. New York: Pearson. p.421]

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THANKS

STAY SAFE!
MAINTAIN PHYSICAL & SOCIAL DISTANCE
THIS IS HOW WE CAN WIN THE WAR AGAINST
COVID-19

