1.1 NATURE AND SCOPE OF INDUSTRIAL SOCIOLOGY

What is Sociology?

The science dealing with the origin, evolution and development of human society and its organization, institution and functions, is known as Sociology.

Coming together to live in a group is the compulsion of man, not his choice as there are stronger animals than man. Food gatherer to food producer, the long journey of evolution of man made him develop the group living ways and thus society is formed. Thus, the study dealing with requirements of men living in group led to development of Sociology. That is why man is popularly known as ‘social animal.’

Behaviour of man ought to be different when living in group as individual behaviour should not disturb others. Then need of norms, rules and laws was felt.

What is Industry?

It is an economic activity concerned with the processing of raw materials and manufacture of goods in factories.

Industry also means hard work. That is why it is well said by AMYOB “To shine your personality enter into industry.”

The need of industrial sociology, its development and put it on solid foundation is felt by man on the path of progress of mankind.

After India got freedom, Jawaharlal Nehru, the first Prime Minister of independent India, gave name to industries, Temples of Modern India.

From the dawn of civilization man has been making rules of behaviour so that human activities may be bound into the formation of society. Man-made laws differ from those which are natural and universal, for instance, the rule that human beings must grow and mature.
Industrial Sociology deals more with soft skills of man. It plays vital role in building nation as it helps in increasing the production and thus helps in Gross Domestic Product (GDP) rising. More so with quality as competition can be faced.

Today, there is noticeable increase of interest in quality, on the part of both industry and society. There are several reasons for the greater interest in quality—higher demands for quality from customers, greater competition, demands for better profitability and legislation on product liability.

Good results can not be achieved through work on a single department in the enterprise. It is necessary for all those functions which come into contact with the product during its development, manufacture and use, to cooperate in this work. This means that quality must be considered and controlled by all these functions—market research, product development, manufacturing engineering, purchasing, production, inspection, marketing and after-sales service. It is also necessary to coordinate the work of these functions on quality that the enterprise should have a wide approach to quality. Our lives are dependent in many ways on industrial products; shelter, nutrition, communications, healthcare, work, recreation and national security. One basic aspect of products of this type, goods or services, is that they must be fit to use. Failure in use may lead to injury, discomfort, death or economic loss.

Since all these functions are created by men in manufacture of any product, those involved form a group and thus society is formed. The periphery of this society is also affected or for that matter they may come from general public and thus role of corporate comes into play. This is popularly known as Corporate Social Responsibility (CSR).

### 1.2 INDUSTRIAL SOCIOLOGY

**Definition**

Industrial Sociology, a term came into use in the middle of twentieth century owing to the famous experiments conducted by George Elton Mayo and his associates during late twenties and early thirties at Hawthorne Works in Chicago.

It is the application of sociological approach to the reality and problems of industry. The importance attached to the subject can be gauged to the fact that India has committed to the industrial development as a necessary means to solve its economic and social problems. Here, we have to understand key terms: ‘industry’ and ‘sociology.’
Industry

Industry may be understood as, ‘the application of complex and sophisticated methods for the production of economic goods and services’. These complex methods, implying use of machinery, have been devised to improve quality and quantity of production.

To shine, enter into industry. From food gatherer to food producer, man has always been industrial, i.e., hard-working. Coming together and start living in a group, man always tried to develop. He has always used tools to get food and satisfy his needs. To get his daily breads, pre-literate man used digging stick, hoe or bow and arrow. Anthropology and History show that man has always been not only user of tools but also maker of tools, i.e., homo faber. Adjustment, one of the characteristics of man, makes man move from means to ends, to achieve his objectives. That is why man is also called homo sapiens (intelligent man) and so homo industrialis (industrial man).

From French industrie or Latin industria, here group of diligent and hard-working men came together and formed a unit to carry economic activity concerned with the processing of raw materials and manufacture of goods in factories.

Sociology

The Science, dealing with the behaviour of man living in group, which developed over a period of time, is known as Sociology or Science of society. Society itself consists in the web of social relationships with the combinations and complexities arising from them, as clique (a small group of people who spend time together and do not allow others to join them), groups, associations, institutions, systems, etc.

The root or beginning of society is the social relationship which essentially develops on mutual awareness, followed by reciprocal interrelations and interactions. Thus, we may say that strangers do not make society. Like, two students come to college from different areas, different backgrounds and never seen each other in past. Though physically present in college, they have not found occasion to start talking. But when they come close to each other on introduction, the social relationship begins to emerge and may even become more complex when they begin to deal with each other or talk business.

Generally, sociology is restricted to the field of study of social institutions or social systems as the family or state, the village or factory etc. The objectives are undoubtedly legitimate, but there does not seem to be any cogent reason to exclude other social realities, such as group or social relationship itself.
Any reality, especially a complex reality like industry, can be studied from various points of view, such as technological, physical, psychological etc. But we must give emphasis to the sociological aspect or social element that manifests itself in industry.

### HOW DIFFERENT SOCIOLOGISTS DEFINED INDUSTRIAL SOCIOLOGY

1. “Industrial Sociology is concerned with industry as a social system, including those factors (technical, economic, political) which affect the structure, the functions and the changes in that system.”
   —Smith J.H., *Industrial Sociology*, UNESCO Publication

2. “Industrial Sociology is a substantive area of general sociology which might more accurately be termed the sociology of work organisations or sociology of economy.”

3. “The adjective industrial implies the application of Sociological theories and methods in one segment of society, i.e., the one concerned with the economic function of producing and distributing the goods and services which society requires.”
   —Ibid

4. “Lupton has been more specific and advanced the study of the social system of the factory and of the influences external to the factory which affect that system.”
   —Ibid

5. “Industrial Sociologists center their interests upon the social organisations of the work place, including the pattern of interaction among people who are responding to one another in terms of their roles in work organisations or whose behaviour is being affected by those roles.”
   —Charles B. Spaulding

6. “Industrial Sociology is concerned with how the economic sub-system is related to other sub-system, how the sub-system is structured in terms of particular work organisation and roles and how persons fit into these roles.”
   —Parker S.R., Brown R.K. and others

7. “H.J. Smith has defined the field of Industrial Sociology as the study of social relations in industrial and organisational setting and the way these relations influence and are influenced by relations in the wider community.”
   
   Quoted by Parker, Brown, Child and Smith

   The Sociology of Industry
1.3 PSYCHOLOGY, SOCIOLOGY AND ECONOMICS

Human behaviour is now given importance. It is the concern of everyone. Parents are unhappy about the behaviour of their children, teachers find students disinterested in study, employers find lack of commitment from their employees. ‘Why people behave as they do’, is subject of study, full of mystery. Here study of Psychology plays great role paving the way for Sociology and Economics.

Mutual awareness or reciprocity is what characterises social reality and distinguishes it from other sciences. Psychology has much affinity with sociology. When Kumar quarrels with his tool, we call it psychological phenomenon in which only one man is involved. But when Kumar is fired by supervisor Vishnu, a sociological reality has emerged.

Whereas, Industrial Psychology deals mostly with individual and personal behaviour and problems, as selection of personnel, definition of basic personal factors in job satisfaction, internal work motivation, accident proneness, etc., Industrial Sociology stresses, on the contrary, the social or interactional factors as industrial and human relations, formal and informal organisation, team work, communication, etc. Though communication or motivation is common to both disciplines of Industrial Psychology and Industrial Sociology, approaches and characteristic viewpoints of these are clearly distinct.

Economics is mainly concerned with the traditional activities of production, distribution and consumption, giving due significance to the problems of finance, exchange, etc. Profits, finance, monopoly, taxation, viability etc., are the question raised by economists without any emphasis given to human, social or psychological aspects. But now ideas have greatly changed in this respect and today not only are these sciences becoming more specialised and objective but their fields of collaboration and mutual support are also expanding rapidly. Organisational Sociology is the latest branch of Sociology which is closely related to Industrial Sociology.

1.4 TASK OF INDUSTRIAL SOCIOLOGY

From the discussion we have here, we may say that Industrial Sociology is an applied discipline. Not merely concerned with general sociological concepts, but it is related to concepts which specially refer to industry. Thus task of industrial sociology is to select and study its social elements even when they are combined or interacting with other realities.

Industrial Sociology is concerned with industry as social system. Factors like technical, economic, political affect structure and working of the system. In view of these factors playing great role, study of industrial sociology assumes much importance.
Economist talks of prices and wage rates, Psychologist speaks of vocational guidance and tests, Physiologist thinks in terms of fatigue and nutrition. Lawyers are imported by collective bargainer, i.e., trade union leaders into the discussion and then things get messed up. But none considers the group (industry) and its functions in society as a constituent unit of integrity. Yet the group has an impulse to self-preservation as, or stronger than that of an individual and many industrial strikes are actually symptomatic of the attempt of group to hold together. Economist, psychologist, physiologist, …all ignore the fact that complex group association is the distinguishing character of human beings.

**Personnel Administration and Social Welfare**

Industrial Sociology has considerably widened its scope but its method and approach remain essentially same. The social sciences especially psychology, economies and sociology provide tools to correct deficiencies and improve society and the practical social sciences, among which social welfare is prominent, apply them.

Personnel Management or Personnel Administration, of which industrial social welfare is a part, is mainly the application of social sciences to the human problems of industry. That is the reason personnel manager of any industry is supposed to have adequate knowledge of sociology, psychology, economics etc., as they affect industry. If personnel man is trained psychologist or sociologist, he will definitely be more successful in his job.

**Social Relations**

In modern times, we have discovered to realise that industry itself, which originally was considered to be only economic or technical organisation, is eminently a social organisation, or institution devoted to the production and marketing of goods and services. Thus the importance of social sciences in general and sociology in particular is understood. Sociology, therefore, is concerned with social relations in industry and their influence on industrial phenomena like productivity, morale, attitude, functional authority etc. and thereby affecting quantity and quality of goods and services.

These social relations in industry may be internal or external. Internal relations are those existing within industry itself concerning management, operations or both, whereas external relations are between industry and outside bodies as government, community, educational institution etc.

The internal relations, which are more important in industry to take mission forward, are further divided into formal, informal and mixed categories. Formal relations immediately arise from performance of one’s approved duties to the organisation, may be *managerial or operational* depending upon whether these are proper to the management or workmen or operations. Formal relations may also be *statutory* or sanctioned by law or custom or those implied in collective bargaining, grievance procedure,
industrial councils, adjudication etc. Popularly known as *Industrial Relations*, they literally go more extensively.

Informal relations spontaneously arise everywhere in industry. Though hardly ever officially regulated, they are ordinarily sustained by common rules of ethics and customs. Informal relations may exist among individuals as when two or more workmen criticise or grumble against their supervisor, agree to play cards, interaction between different groups or individuals such as trade union groups. Like unions and associations of all banks came together to form United Banks Federation or union of workmen from same village, or aggrieved workmen who temporarily unite to protect their own interest and have their complaints heard. Once, PMRY (Prime Minister Rozgaar Yojana) borrowers, who defaulted, formed union in A.P. When matter is taken up with grievance committee, their informal relations become formal relations. The informal relations in nuclear groups and clique, though informal, are more or less defined and stable. They may be seen at all levels of industry, office workers, managers etc and are known as informal organisations of the industry.

Mixed relations, also described by social scientists as *socio-technical* relationship, play great roles in the industry. Arising out of discharge of one’s duties which may be of managerial or technical nature, mixed relations are also called *socio-functional*. While instructing a trainee on the job, trainer cracks joke or drops some pleasantries, commenting like lazy-bones, socio-functional relations are developed.

No industry can exist and thrive without taking external relations into consideration. Growing in importance, external relations are given due weightage and so Public Relations Officers (PROs) are appointed.
Quick Review

Preliminary concepts of Industrial Sociology deal with application of sociological approach to the problems of industry in order to achieve objects. Here key words are Industry and Society. Industry, part of society, is the application of complex and varied methods for the production of economic goods and services, that is application of tools for economic production.

As man is endowed with intelligence, he has always been an industrial being, *homo industrialis*.

As manifest in society, sociological approach to industry consists in the study of social relationships, groups, institutions, behaviour of man in group of men, in isolation affecting the outcome.

Industrial Psychology differs from Industry Sociology as former is individual-oriented but latter is group oriented. However, combination of both sciences results in Social Psychology of Industry or Industrial Psychology depending upon emphasis given to psychological or sociological behaviour of men.

Economics is an important connector in all social sciences in industry as all activities are carried out by men together or alone.

Industrial Sociology is a specialised subject and is distinct from disciplines as industrial or social welfare or personnel management which are concerned with practical problems of industry. Industrial Sociology has paved the way for the development of these disciplines and now help one another, that is, from theory to practice or practice to theory, *i.e.*, empirical in order to achieve the objects, that is the quest of man.

Various types of social relations in industry, as charted earlier, particularly formal and informal relations play great roles in development of industry. Both soft touch and hard touch are needed in the administration of industry and many times on the spot decision based on established norms of industry are needed.

### 1.5 SIGNIFICANCE OF INDUSTRIAL SOCIOLOGY

Industrial Sociology has acquired significance in progressive society where industrial revolution played great role which was necessitated to cater the growing demands of ever increasing population.

Following benefits increase the significance of Industrial Sociology:

1. **Use of Scientific Methods**

   Industrial Sociology acquires great significance in view of scientific methods adopted to study. To understand it by establishing cause-effect
relationship, scientific knowledge helps. All round progress of mankind depends upon moving up the ladder of Maslow’s hierarchy of needs, i.e., food (bottom-most need).

With the onset of industrial revolution, development of industries took the centre stage. Industrial development in any nation became a key factor in deciding the progress of that nation. As science helped in industrial development, the systematic knowledge acquired using scientific methods human behaviour became very handy. Thus industrial sociology as a subject of study gained currency. Various institutions dealing with industrial society, its social control, social dynamics, social change, problems and their remedies came up and thereby widened the scope of industrial sociology. It would not be exaggeration to say that without knowledge of industrial sociology industrial progress could not have been achieved. The importance of industrial sociology made the premise of setting up Tata Institute of Social Sciences in Mumbai.

2. Understanding the Social Aspect of Industry

The orderly movement of things based on certain rules takes any work to logical conclusion. That is the importance of science and that is why it is called specialised knowledge (In Hindi language, Science means ‘Vigyan’, that is vishesh gyan or specialised knowledge). To gauge the development of any nation, the position of its industries plays a great role. The contribution of industries to the well-being of citizens of its country and humanity at large has become now predominant in the index of development of any nation. That is why Corporate Social Responsibility (CSR) has become a buzzword in developing country like India. Industrial Sociology has added new dimension to the knowledge of humanity. The workmen, who do work,
execute the design, that is taken from drawing board to floor, are vital link between theory and practice. So called labour class, workmen are to be trained, taught and toughened so that they become finest craftsmen. The social strata, importance of roles and problems of workmen are to be addressed in such a way that there ever remains cordial industrial relations and industrial peace should bring development in industries.

3. Solutions from Industrial Society to the Problems of Industry

Based on knowledge and experience people are employed in industries leading to formation of various layers taking care of different job roles and responsibilities. Industrial Revolution gave birth to industries which were organised to achieve its objectives. Job roles decided expertise, division of labour and degree of responsibility and thus created vertical and horizontal set up in the organisation. Occupation hazards are associated with industries which require matching counter balance in the form of money, perks, glamour and other welfare measures.

As workmen, supervisors, executives, policymakers are associated with any industry, a stratum is formed which gives feeling of differentiation, status-consciousness, inferiority-superiority complex etc.

4. Industrial Relations

Industrial relations play vital role in development of industries in any country. The management policies, its objective, long-term and short-term goals decide its working environment. In-short, we can say the mission and vision of any company in theory and practice speak about the company. The relationship between workman and management has to be harmonious for industrial rest and once that is there, industrial progress is bound to happen. Production has to multiply. The production coupled with quality is the need for growth of any industry. Industrial Sociology helps in achievement of this objective. Important factors playing great roles in good industrial relations are rates of wages, working conditions, welfare measures, recruitment policy, job-security etc. Welfare measures are widely covered under the heading of food, cloth and house (roti, kapda aur makan). Industrial Sociology is gaining importance due to its role played in taking care of all these discussed matters. Mutual trust, sense of belonging, feeling of ownership, team spirit are knitting social industrial fabric which ultimately result into higher quality production and give sustenance and thus growth is achieved. Initial steps of ladder of hierarchy of needs of Maslow viz. food, safety and security are very important to be given top-most priority to make workmen take their duty seriously.
5. Division of Labour

Every one cannot do everything. In India, caste system worked well earlier. In fact, people were easily adopting family profession. However, with good progress in education people started coming out of family business. The sharpening of mind, learning skills of other’s profession and zeal and zest make people go for the occupation which make them happy.

“Doing what you like is freedom, liking what you do is happiness.”
—AMYOB

Thus caste system, which earlier caused impediment in economic progress, is losing its effect. Not by design but by default, industrial progress caused mingling particularly in industrial society. Thus caste-system is being eliminated and division of labour is made based on certain other factors viz. innate ability, training, choice etc. Now scientific division of labour in industry demands good knowledge as per profession. Here, role of industrial sociology comes to play.

6. Economic Planning

After India gained freedom, the progress of nation was to be carried out on solid foundations and thus it adopted Five-Year Plan growth approach. Called temples of modern India by first Prime Minister of India Jawaharlal Nehru, industrial growth was aimed in five-year plan to solve many problems arisen mainly out of population. Illiteracy, low level of wages, corruption, lack of trained people and professional approach are some of the problems which require intervention of industrial sociologists.

7. Industrial Automation

Industrial revolution came with onset of mechanisation. The increased requirements of people necessitated invention of steam engine to mechanise processes such as cloth weaving in England. More automation means less manual work and in turn less employment. It gave more profits to industrialists and so more automation was opposed by workmen’s unions. Here role of industrial sociologist brings solution to the dispute.

8. Industrial Management

Industrial management requires scientific approach to take care of turnover, sustenance of activity, quality and other variable factors. Human approach is given in industrial management where all elements of production are most efficiently employed without any exploitation.
9. Integration of Family

The unit of any society is family which requires special attention. Any disturbance caused due to any social evil such as alcoholism, insufficient housing, bad recreation, uncontrolled media, print as well as electronic would disorganise industrial society in particular. Disintegration of family is bound to happen. Industrial Sociology gives insight leading to solutions of many problems arisen out of progress in industries.

**QUESTIONS**

1. What is sociology?
2. What is industry?
3. Define industrial sociology.
4. What is Corporate Social Responsibility (CSR)?
5. How psychology, sociology and economics are related?
6. What is organisational sociology?
7. Explain importance of task of sociology.
8. What is the significance of social relations in industry?
9. What are the benefits which increase significance of industrial sociology?
10. What is Maslow’s hierarchy of needs?
11. How industrial relations play important relations in growth of industry?
12. What do you understand by division of labour?

**Fill in the blanks:**

1. Sociology is a systematic study of ................. relations.
2. From food gatherer man has become food ................. .
3. Man is naturally ................. .
4. Things produced in industry undergo both quantitative and ................. changes.
5. Four Ms that Man, Material, Machinery and ................. are factors of production.
6. According to MacIver and Page, “Sociology is about social relationships, the network of relationships, we call ................. .”
7. If there is a group of persons standing at Railway Station or any other public place who have no relation among them, such a group would fall beyond the purview of ................. .
8. Problem of slums is a direct outcome of industrial ..................
9. ................. has been more specific and advanced the study of the social system of the factory and of the influences internal to the factory which affect that system.
10. A sudden voluntary get together of human beings is example of ................. organization.

**ANSWERS TO FILL IN THE BLANKS**

1. social  2. producer  3. industrious  4. qualitative
5. Money  6. society  7. sociology  8. expansion
9. Lupton 10. informal