This research paper is investigated about how people should do social work in modern society an effective way. Research area was Polonnaruwa district and selected group were youths who are between 16 to 24 years old. Article is shown social work in modern society starts by starting personal development with Spiritual and economical development in rural areas’ youths. Further research shows how importance of professional social workers’ role to the society. Author argues about new concept of social work. It is, Sponsors’ and benefitters’ contribution should be flown to youths’ personal development where is living in vulnerable areas who have needs to develop. Then professional social workers should be act a moderate role to develop youth’s development by using sponsors’ strength.

Research is done for youths. First there is a three days training program for them, next identify their needs and dreams by using evaluation tools like ishikawa diagram, nominal group discussion, Spider net. After that give them a helping hand to start their action plan for their dream according to outcome of evaluation. Author argues youth innovation is grown up against their dream commitment and therefore Sponsor-Social worker- Youths who have needs and dreams, are the triple sources for implementing social work process in modern society an effective way.

INTRODUCTION

Poverty, human Violence, political harassments, natural disasters, diseases are much accelerated in every second in the modern world. Human beings try to solve those issues by using power of money and technology. But issues are continued at same pattern. What is wrong there? Because everyone finds out solutions or do the treatment for the results not to the reasons. If we really need to give a solution to the problems we have to identify the reasons to the problems and then should be decided to give an appropriate solution to the issues.

Let’s see that to whom we are focusing to do social work? We have nearly half of the world population who are below age of 25. Youth has now come in to spotlight; they are the future of the world. Next let’s look at where. Nearly 55% of world population lives in urban areas according to UN report. When look at Sri Lanka 25% of population is youth and nearly 80% of population live in urban areas according to UN Report.

We can give solutions to Poverty, human Violence, political harassments, natural disasters, diseases by implementing social work an effective way. There is no appropriate solution by giving them physical things like foods, houses, cloths or any other facilities. It is just a treatment to heal those issues temporarily, not a concrete solution. Therefore first it is needed to identify the root causes of the above issues. Then we can narrow down all root causes in to one root cause.

Social work in modern society (BODY)

Actually it is needed to realize that what is the root cause we have to solve in those areas. It is “personal development”. Personal development is mainly should be divided in two areas. It is Economical and Spiritual development while sustainability is maintained. Then it helps to develop any kind of society or country in the world.

USC Social work (2014) says the importance of developing personal development, Self-awareness is the ability to have a clear understanding of one’s own strengths, weaknesses, thoughts and beliefs. Much of the journey to becoming an effective social worker comprises developing our own self-awareness – with professors, classmates and clients continuously challenging us to be cognizant of our feelings. The process of being self-aware is not always easy, but is a worthwhile and magnanimous achievement. Retrievd from: http://msw.usc.edu/mswusc-blog/the-path-to-self-awareness/

Spiritual and personal growth also means addressing our own bad habits, wrong beliefs, and character flaws. This part may be painful, but we should know that at the end of the road the reward will be great and our satisfaction immense.

L.M. (2014) says the importance of spiritual development. Spiritual growth is not an easy task. Our society of today is ruled by money, materialistic aspirations and brute power. If you try to make a step out of the circle of
physical desires and consumer's logic, you may find yourself walking the path which is less common. Personal development means finding the right balance between our material needs on one hand and our deeper spiritual needs on the other. Retrieved from: http://www.sunnyray.org/Personal-spiritual-growth.htm

On the Other hand it is should be laser focused on Economic development. Hrea.org,(2014) explains that economic development expands the availability of work and the ability of individuals to secure an income to support themselves and their families. Economic development includes industry, sustainable agriculture, as well as integration and full participation in the global economy. Social and economic developments reinforce and are dependent on one another for full realization. Retrieved from: http://www.hrea.org/index.php?base_id=166

So as the solution we have to focus on next level then. How we develop both spiritual and economical development of the society. It should be done by social worker. This is the role of social worker that should be implementing in the modern society. Especially we have to establish concrete dreams of people to enhancing that development. Mind set up should be ready to work on that. Youths are the most appropriate crowd in the world to start this process. So every sponsor should be integrated for implementing this social work process.

Wikipedia (2014) put extraordinary suggestion for the personal development how relates to enhance society or organization. Personal development includes activities that improve awareness and identity, develop talents and potential, build human capital and facilitate employability, enhance quality of life and contribute to the realization of dreams and aspirations. The concept is not limited to self-help but includes formal and informal activities for developing others in roles such as teacher, guide, counselor, manager, life coach or mentor. When personal development takes place in the context of institutions, it refers to the methods, programs, tools, techniques, and assessment systems that support human development at the individual level in organizations. Retrieved from: http://en.wikipedia.org/wiki/Personal_development

This can be done only by real, honest and professional social workers. So we can understand social worker should act a big role. It is may be a counselor, teacher, leader, trainer or mentor. Therefore modern social worker always should develop their mindfulness. Modern Social workers’ role cannot be overlooked the necessity of focusing the enhancement of Gross Domestic Production (GDP) of the country too.

Modern society is needed the Art of social work as per above facts followed. The end result would be to solve the human poverty and other social issues and enhance the human personal development in economically and spiritually with maintaining sustainability while developing their innovation too

**METHODOLOGY**

Conceptual frame work:

- Produce the energetic young blood to society and accelerating G.D.P of the country with maintaining sustainability
- Give an appropriate home to youths to fulfill their dreams
- Initiating youths’ action plan with supporting sponsor

Sponsor
Social worker acts a moderate role for developing youths’ personal development by supporting sponsors.  
* A research project done by FlexCiied a CSR project of Flexport Innovations in Sri Lanka (www.flexport.biz)  
Sample:  
50 youths who are between ages of 16 to 24 from 5 villages in Polonnaruwa district.  
Villages: Dalukana, Manampitiya, Sorawewa, Dimbulagala, Polonnaruwa  

**METHODOLOGY**  
- Implementing 3 days training programs for selected youth crowd for identify the problems, needs they have and establish the dreams recovering those things.  
- Observations, questionnaires, Brainstorming, Nominal group techniques, Ishikawa diagram, role play, and group activities are used as tools and techniques to identify the all problems and dreams. Evaluated by using direct discussion, spider net, analyzing the data.  
- Finally set the action plan for achieving the needs with dreams step by step.  
- Help them to jump initial step with giving an appropriate home to fulfill their dreams by supporting sponsor.  

**Data Analysis**  
Reasons for not achieving goals (Results are taken to the chart on their first priority)  

<table>
<thead>
<tr>
<th>villages</th>
<th>Poor Economical Background (%)</th>
<th>Bad Social/ family background Condition (%)</th>
<th>Lack of Resources (%)</th>
<th>Lack of Self Awareness/Guidelines about future carrier/goals (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dalukana</td>
<td>35</td>
<td>5</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>Manampitiya</td>
<td>40</td>
<td>08</td>
<td>12</td>
<td>40</td>
</tr>
<tr>
<td>Dimbulagala</td>
<td>30</td>
<td>15</td>
<td>35</td>
<td>20</td>
</tr>
<tr>
<td>Sorawewa</td>
<td>36</td>
<td>12</td>
<td>20</td>
<td>32</td>
</tr>
<tr>
<td>Polonnaruwa</td>
<td>25</td>
<td>15</td>
<td>25</td>
<td>35</td>
</tr>
<tr>
<td>Total</td>
<td>166</td>
<td>55</td>
<td>122</td>
<td>157</td>
</tr>
<tr>
<td>Average</td>
<td>33.2</td>
<td>11.0</td>
<td>24.4</td>
<td>31.4</td>
</tr>
</tbody>
</table>

- 33.2 % of youths says that they can’t achieve life goals due to economical condition that they have  
- 31.4% of youths says that they can’t achieve life goals due to lack of Self awareness/guidelines about future carrier/goals  
- 24.4% of youths says that they can’t achieve life goals due to Lack of Resources  
- 11.0% of youths says that they can’t achieve life goals due to Bad Social/ family background
CONCLUSION

According to the results of research, author prompts following explanation.

- 33.2% of youths say that they can’t achieve life goals due to economical condition that they have. It’s clearly says that youth think if money with them they can achieve goals easily. As we know world greatest philosophers, Politian’s, scientists, sportsmen’s or artists’ life stories are start with very poor economical condition. Therefore further it tells that students don’t believe them self strongly. They have lack of self-confident. It tells that their mind set up should be developed strongly. According to the conceptual frame work human’s spiritual development should be established. Spiritual development builds trusted heavy mental condition to face any kind of challenges.

- 31.4% of youths say that they can’t achieve life goals due to lack of Self-awareness/guidelines about future carrier/goals. This is one of key point we have to think. It is dangerous if youth haven’t awareness. Due to this reason they are not focusing to achieve dreams. Further even they have dreams, it will be not successful correctly. Because DREAM should be Specific, Measurable, Achievable, Realize, Time bounded, evaluated, and Reward. Author argues if they haven’t proper awareness about dreams how they become “SMARTR”? According to conceptual framework youths gain training about needs and dreams, then after training they can realize what should have to do for their desires and how they implement it.

- 24.4% of youths say that they can’t achieve life goals due to Lack of Resources. This means they have less confident to build up their life without sufficient resources. There is a point we have to consider closely. Most of Social service organizations distribute much type of aids, and then people use to do get aids every time. They don’t try to develop them self. Giving human aids a long time continually, it will be a bad effect to their self development life style. Therefore giving resources is not the answer. According to conceptual framework youths learn how to follow the goals, step by step in the training program and further even they have resources, they don’t depend on that.

- 11.0% of youths say that they can’t achieve life goals due to bad Social/ family background condition. This tell us that they have uncertain condition in their home and their mental condition be confused due to external environment. Therefore they need to overcome that condition. According to conceptual framework after initiating action plan youths automatically be adapted to live with their world. Further youths are allocated to appropriate home that they match. This home may be a separate institute or school or university or company or any other organization. Then they are not focusing any other bad condition any more.

REFERENCES

1. USC Social work.(2014) http://msw.usc.edu/mswusc-blog/the-path-to-self-awareness/

APPENDIX

Which factor is the most influenced to your achievements in life? Arrange the answer in to ascending order.

<table>
<thead>
<tr>
<th>Poor Economical Background (a)</th>
<th>Bad Social/family background condition (b)</th>
<th>Lack of Resources (c)</th>
<th>Lack of Self Awareness/Guidelines about future carrier/goals (d)</th>
</tr>
</thead>
</table>