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One of the biggest ways in which the Council uses its influence to drive social value is through procurement (the process by which we award contracts for goods and services). Contracts that support local communities, vulnerable adults, domestic violence victims, rough sleepers and the long-term unemployed are just some of the topics that help win social value contracts with us. Over the last ten years, we have been a leading organisation with our procurement policy and practice, working with The Centre for Local Economic Strategies (CLES) to challenge the standard approach to procurement. For us it is something that everyone can get involved in, regardless of the individual or size of their business. Where we can, we cut big contracts into smaller chunks, to give smaller businesses a better chance of being able to take part. In 2019/20, council contracts included over 100,000 hours of voluntary and community work, provided through our suppliers to support Manchester communities. To put this into perspective: We spent £353m with Manchester based suppliers, with an estimated £143m being invested back into the Manchester economy Suppliers to Manchester City Council provided 55,385 hours of support to the voluntary and community sector 2,251 jobs and 576 apprenticeships were created by our suppliers alone and it brought 6,189 people - the very hardest-to-reach people - into work. Their lives and their families' lives are back on track for independence and self-reliance The Power of procurement II, by the Centre for Local Economic Strategies is a detailed report on our work in this area. Something went wrong. Wait a moment and try again. Social value is the relative importance that people place on the changes they experience in their lives. Some, but not all of this value is captured in market prices. It is important to consider and measure this social value from the perspective of those affected by an organization's work. Examples of social value might be the value we experience from increasing our confidence, or from living next to a community park. These things are important to us, but are not commonly expressed or measured in the same way that financial value is. At Social Value US, we believe that social value has a huge potential to help us change the way we understand the world around us, and make decisions about where to invest resources. By changing the way we account for value, we believe that we will end up with a world with more equality and a more sustainable environment. You can join us on this journey by becoming a member. We believe anyone can start to account for their social value, no matter the size of the organization or the amount of resources available. Importance of Social Values in Society! Social values are an important part of the culture of a society. Social values, norms and institutions explain the way in which social processes operate in a given society. They are the social sources of patterned interaction. Values account for the stability of a social order. They provide general guidelines for conduct. In doing so, they facilitate social control. Values are the criteria people use in assessing their daily lives, arranging their priorities, measuring their pleasures and pains, choosing between alternative courses of action. In simple words, values may be defined as measure of goodness or desirability. According to Peter Worsley, "values are general conceptions of "the good", ideas about the kind of ends that people should pursue throughout their lives and throughout the many different activities in which they engage." It is clear that values represent wide range of ideas about the ends that men should pursue in their life. The values of a society provide goals or ends for its members to aim for. These goals or ends are to be pursued in different, contexts and situations. If the dominant value is "Success", then it expects all the individuals to become successful at school, in work, at sports and in life, in general. Values provide the general guidelines for the behaviour of the people. Thus, values such as respect for human dignity, fundamental rights, private property, patriotism, fidelity to wife or to the husband, religiosity, sacrifice, helpfulness, co-operation, individual enterprise, free marital selection, individuality, social equality, privacy, democracy, etc., guide our behaviour in various ways. This article provides information about the meaning and functions of social values! Meaning of Values: In sociology, the meaning of value is different from meaning of value in economics or philosophy. For example, in economics values means price. Image Courtesy : umass.edu/sociol/pictures/Main/Boutcher%20Irvine%20T-Devey.jpg Social values form an important part of the culture of the society. Values account for the stability of social order. They provide the general guidelines for social conduct. Values such as fundamental rights, patriotism, respect for human dignity, rationality, sacrifice, individuality, equality, democracy etc. guide our behaviour in many ways. Values are the criteria people use in assessing their daily lives; arrange their priorities and choosing between alternative course of action. G.R. Leslie, R.F. Larson, H.L. Gorman say, "Values are group conceptions of the relative desirability of things". According to H.M. Johnson, "Values are general standards and may be regarded as higher order norms". Young and Mack write, "Values are assumption, largely unconscious, of what is right and important". Michael Haralambos says "A value is a belief that something is good and worthwhile. It defines what is worth having and worth striving". According to Peter Worsley, "Values are general conceptions of "the good", ideas about the kind of ends that people should pursue throughout their lives and throughout the many different activities in which they engage". In simple words, values may be defined as measure of goodness or desirability. Values are standards of social behaviour derived from social interaction and accepted as constituent facts of social structure. They are objects that social conditions desire. These are culturally defined goals and involve "sentiments and significance." These consist of "aspirational reference." Values are expected to be followed for judging and evaluating social interaction, goals, means, ideas, feelings and the expected conduct. Without such evaluating standard, it would be difficult to judge individual behaviour or social action. Values aim to integrate expected individual behaviour and social action. It tends to forestall tension and as such have tension management role. Relation between Norms and Values: Norms and values have salient relation. Norms are specific, values are not. There may be, in a particular situation, delusion of norms, but values are commanding. Norms are rules for behaving; they say more or less specifically what should or should not be done by particular types of actors in given circumstances. Values are standard of desirability that are more nearly independent of specific situations. The same value may be a point of reference for a great many specific norms; a particular norm may represent the simultaneous application of several separable values. Thus, the value premise "equality" may enter into norms for relationships between husband and wife, brother and brother, teacher and student and so on. On the other hand, the norm "a teacher must not show favouritism in grading" may in particular instance involve the value of equality, honesty, humanitarianism and several others. Values, as standards (criteria) for establishing what should be regarded as desirable, provide the grounds for accepting or rejecting particular norm. Functions of Values: 1. Values provide goals or ends for the members to aim for. 2. Values provide for stabilities and uniformities in group interaction. They hold the society together because they are shared in common. Some sociologists argue that shared values form the basis for social unity. Since they share the same values with others, the members of society are likely to see others as "people like themselves". They will therefore, have a sense of belonging to a social group. They will feel a part of the wider society. 3. Values bring legitimacy to the rules that govern specific activities. The rule are accepted as rules and followed mainly because they embody the values that most people accept. The Americans for example, believe that the capitalist organization is the best one because it allows people to seek success in life. 4. Values help to bring about some kind of adjustment between different sets of rules. The people seek the same kinds of ends or goals in different field of their life. Hence, it is possible for them to modify the rules to help the pursuit of this end. For example, if the Indian people cherish the value of "the principle of equality", then they will have to modify the rules governing the interpersonal relationship of husband and wife; and man and woman. As and when new activities emerge, people create rules in the light of their beliefs about what is 'good' and 'right'.

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