



DEPERSONALISATION PROCESS IN PUBLIC ADMINISTRATION ACTING AS A BARRIER IN ACHIEVING BASIC PURPOSES OF A DEMOCRATIC PUBLIC SERVICE

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ABSTRACT:

In developing countries the tendency of bureaucracy is said to be of too much bossism. The commands given by the superior to the subordinate officials and to the beneficiaries or the citizens at large usually notice the authority exercised by the government officials that is rarely acceptable to the common man. The people are not treated equally in the society. Some are given more preference and priority because of the position they enjoy in the society and the masses are treated and looked as very low by the bureaucrats and officials during their tenure as a government official. This situation is posing as a serious issue to the socio-economic development of the beneficiaries through the various departments in the developing countries.



KEYWORDS: *Bureaucracy, Authority, Socio-economic development, ill-treatment, Depersonalising Process, Public, Disparities. Communication technology.*

INTRODUCTION

The conduct of officials is the most important aspect for the smooth functioning of the administration in any country. The rude and irrelevant behaviour of the bureaucrats towards the subordinates and the common public leads to misunderstanding and several times may trigger petty conflicts in the discharge of their duties effectively and efficiently. Human beings are sensitive in several aspects of their daily lives. It is equally important for the officials to deal with the public and subordinate officials rationally and carefully.

OBJECTIVES

The objectives of the study are:

1. To understand the dynamic nature of management in governmental sector.
2. To study the significance of communication in administration.
3. To study the client-organisation relationship in administration.
4. To suggest measures for smooth functioning of administration.

TECHNICAL NATURE OF MANAGEMENT

The management of dynamic nature of work by experts in various fields involves the features of both the science and an art. In the present era the managers are facing multi-dimensional issues at the work place. The situations exist while dealing with their superiors, subordinates, customers, beneficiaries, common man, press and media community. The managers or administrators should develop unique skills along with scientific, psychological, human values and so on in order to deal with everyone effectively by overcoming issues in their functioning to achieve the objectives of the organisation. The experience and skills that denote the art of management should be effectively utilised for the sake of smooth working of the organisation.

Technological Revolution in communication

The developments in the field of science and technology have changed the way of functioning of the administration in both the private and the governmental sector. The instantaneous revolution in the field of communication globally has renovated the administrative functioning drastically. The usage of modern and advanced methods of communication through various application softwares with utmost safety and security is providing the administrative machinery with new energy to strive smartly in order to provide better goods and services to the people at large. The government is trying to implement the new forms of communication to reach the masses but it is a harsh reality that majority of the people live in the rural areas in the developing countries like India and the rural population is not able to utilise the technology by themselves to avail the benefits of the government schemes due to the process of online system. Though a small rural population depend on the educated and middle men who operate computer to avail the benefits provided but majority of them are unable to utilise it effectively and the efforts of the government to protect the majority of the population and make them socially, economically, politically and culturally developed is only partly successful and not as expected by the government as per the reports surveys of researchers and news papers.

Rigidity in Administrative Processes

The bureaucrats those are mainly responsible for the implementation of the policies are busy with routine clearing the files pending in their office. They rarely find time to conduct inspections in enquiring the beneficiaries at the spot. Majority of them even fear to face the real public because they are unaware of the fact that many people don't even know about the name of the schemes and its objectives. The common man is not heard by the officials and permission to meet him/her is nearly out of the reach of the common man. The Right To Information Act - 2005 is utilised only by the majority educated population and not the rural masses. The bureaucrats unacceptable attitude towards the rural masses in identifying them and providing them the benefits of the schemes is becoming a myth and hinders the development of the nation at large.

The common man is not getting appropriate attention for whom the entire governmental machinery is making huge vows and showing lakhs of crores during the budget but at the ground level they are not even getting permission to visit the officers to solve their issues. On the other hand the lower level officials are demanding commission for the work through the agents to register their names and fill the online details to avail the benefits of the scheme to the poor rural and urban population.

Focus on Control and Regulation

The common man is acknowledging the bureaucrats with the control and regulation mechanism type of government rather than the welfare administration. Bureaucrats mainly focus on the maintenance of law and order in their jurisdiction. They are busy in attending the scheduled meetings with politicians in charge of their ministry, small and big business men mainly in providing permissions or promoting their requirements and so on. The common man's complaint is that they are not even given permission to meet

the officers and to them the lengthy prescribed procedure is the only way to overcome their issues. On the other hand the local officials are not paying any attention to their problems faced by them in their daily lives.

Client – Administrative relationship

The client – organisation relationship in the governmental sector is weakening gradually due to the status quo attitude of the bureaucrats and the busy politician who in countries like India thinks about the people mainly during the time of the elections and rest of the time appears majorly on the top level political functions and not addressing the masses with respect to their issues at the ground level. The client or the beneficiary has left with no other option except to opt for the commission agents who maintain a standard link with the lower and higher level officials because he is the one who offers commission to the officials and in turn the consumer or the beneficiary gets a part of the benefit because he had given the commission to the agent before availing the benefits in majority of the departments as per the reports on corruption published by the local, state and national and global level news papers and news channels.

Measures for an effective client focussed administration

To overcome the weakening client administrative relationship several measures are suggested to tackle them effectively:

- Dynamic issues needs the attention of the bureaucrats.
- Video conference atleast thrice in a week from the grassroot level with the bureaucrats.
- Timings to visit the bureaucrats and update on the redressal of their grievances should be made online.
- Special counters should be open to the beneficiaries based on their visiting the offices or issue the tokens in advance mentioning the schedule of their visit to enrol themselves to avail the benefits through the prescribed scheme.
- Ground level inspection to survey the implementation of the schemes at the offices by the subordinate officials.
- Digital education to the rural masses so that they interact with the concerned officials at the prescribed time and place.
- Adequate infrastructure to provide the technology to the rural and urban local governments to educate and interact for the redressal of their issues.
- The bureaucrats should be regularly informed about their status quo attitude and to overcome it effectively and further to focus on the issues of the public for which they are appointed. Infact, they should be thought that they are appointed to work for the public to the fullest extent rather maintain dignity and not paying any heed towards the issues of the common man or just show off in front of the media that they are working well.
- Frequent surveys should be organised on the functioning of the bureaucrats and the lower level employees in order to check their attitude mainly to overcome the commission agents in the offices.
- Additional offices and staff should be recruited by the government to overcome the already overburdened officials.
- Recruitment to higher and lower level staff should be made every year as and when the officials retire rather than releasing notification based on political benefits.
- Modern and technical methods of communicating about the programmes should go hand in hand because in developing countries with special reference to India the majority of the rural population and urban poor finds it difficult to identify the schemes for which he/she is eligible and how to avail the benefits of the schemes.

CONCLUSION

Human society is dynamic. Numerous changes occur due to various factors like, physical, geographic, technological, social, cultural, economic, political and so on. The expectations of the citizens mainly the basic goods and services are lacking far behind due to the negligence of the bureaucrats in rural areas and urban slums. The utilisation of technology is playing a prominent role in rural – urban divide with respect to access to the benefits provided by the government to the real beneficiaries. The existing bureaucratic system has largely failed in meeting dynamic needs of the developing countries with special reference to India in providing the basic services 24 x 7 to the rapidly increasing population. Complex issues tend to crop up and those problems should be addressed through continuous research based on comparison at various levels.

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