

Ques 1. In what ways & how can IT play a crucial role in effective govt. citizen interaction in context of GG?

GG is based on the central tenets of transparency, accountability, responsiveness, inclusiveness and participation. Information & Technology in a globalised and digitised world seeks to achieve all of them and enables effective govt - citizen interaction.

IT plays a crucial role in the following ways:

1) Enhanced govt. presence

IT has enabled the govt. to connect with people not only in remote areas of India but also with Indian diaspora across the world.

eg: virtual tours, live-streaming of speeches etc.

2) Generating & sharing ideas

Govt initiatives like MyGov portal helps in generating a host of ideas on things under consideration by the govt & also shares them with people.

3) collaboration with stakeholders

Technological space makes it possible for multiple stakeholders including citizens to collaborate with govt.

4) Educates & Empowers citizenry

PMGDISHA seeks to e-literate 6 crore rural households. digital libraries, digi-lockers etc educates & empowers citizens to be able to participate in govt. functioning

## 5) E-Kranti

It works on e-delivery of services to reduce corruption and enhance ease and convenience of citizens. eg: online issuance of PAN, DL, voter ID etc.

## 6) Feedback & Grievance Redressal

IT has enabled people to voice their concerns & seek redressal of their grievances in a time bound manner. For ex- MOF solicits views from citizens about their expectation before finalising Budget.

The govt. is thus trying to touch the various facets of a citizen's life through e-governance, empowering and emboldening them along the way. It was thus emphasised in NITI's document as well as Economic Survey 2018-19 to achieve the vision of 'New India'.

Que 22. NPA is a revolution or radicalism in words, & status quo in skills or technology. Comment.

NPA is a movement in the evolution of the discipline of pub ad which sought to humanize, socialize and democratize admin.

### NPA - a radical revolution

- It was a part of the 'rebellion of youth' which Waldo calls as 'New Romanticism'.
- Challenged the old PA for its lack of an explicit ideological framework.
- It was a call for independence from both PA and Pol science and Management.
- Rejected behavioralism and value neutrality was thus k/a Post-Behavioural Approach.
- Pol-Admin fusion was emphasized over the long established dichotomy.
- To the 3Es was added the E of equity and a proactive role and representative bureaucracy.
- change-oriented (socioeconomic).
- rejected weberian view and was essentially anti-bureaucratic, anti-hierarchical and anti-technical.

### NPA - status quoist

As there was nothing 'new' about new PA:

- Pol-admin fusion was emphasized by Gulick & Urwick.
- CPA and DA dealt with change & relevance.
- Equity was emphasized by Fayol in his 14 universal principles.
- systems & contingency approach pointed out to

the organic character of admin. its flexibility and ecology.

- failed to acknowledge the 'genericness' of admin & the role of market.

NPA was thus a radical departure as well as a continuation of the past. Either way, it made a substantial contribution to the study and evolution of pub ad.

Ques 23. Calling Wilson, the father of pub ad is doing injustice to equally or even more eminent contributions made prior to him. Comment.

Pub Ad as a <sup>practice</sup> discipline is as old as the state itself and was dealt by many scholars even before woodrow Wilson.

### History of Pub Ad

- 400 BC : Plato recognized management as an art & promoted specialisation
- 325 BC : The principles of line & staff was emphasised by Alexandar, the Great to conquer the world.
- 321 BC : Kautilya's Arthashastra was a comprehensive treatise dealing with state and statecraft.
- 1525 : Machiavelli introduced realism in statecraft and built on effective organisation & leadership.
- 1789 : George Washington reorganised civil services in his govt.
- 1801 : Thomas Jefferson introduced spoils system in US.
- 1850 : JS Mill explained concepts like span of control, unity of command etc.
- 1887 : Woodrow Wilson's Essay 'Study of Admin.'

Thus, there were eminent contributions to the field of pub ad and Wilson did not come up with

any concrete / comprehensive theory on pub ad but it was the sheer IMPACT of his essay which aroused interest in the discipline of pub ad around the world.

His ideas on science of admin, separate discipline of pub ad, comparative approach, business-like admin, administrative ethics, Politics-admin dichotomy were prominent contribution to the field of pub ad and he is thus rightly called as 'The Father of Pub Ad'.