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**NEW CHALLENGES FOR PUBLIC ADMINISTRATION AND GOVERNANCE IN THE GLOBAL CONTEXT IN THE 21<sup>ST</sup> CENTURY:**

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**Dr.E.Priyanka\***

\*Assistant Professor of Political Science & Public Administration, Crescent School of Law  
B.S Abdur Rahman Institute of Science and Technology, Mobile: 9677169424  
Email: [priyanka@crescent.education](mailto:priyanka@crescent.education).

**Introduction:**

Public Administration is considered an important mechanism in the development process. Development is the centre of politics of the so called Third World governments play a key role in national development. Throughout the recorded history men have pondered the problems of human organisations and the administration of the government. But nothing came in a concrete way till industrial revolution and the rise of large scale economic enterprises .Even after the start of large scale commercial and industrial revolution the development of organisational and management thought was relatively slow. Practitioners like Taylor did anchor their ideas in administrative reality. But at the same time they had their own ideas to promote good organisation, therefore have to understand against the socio-economic background of the theorists and the historical time period of their existence.

Globalization the end of the cold war and increased involvement of non-state actors in global affairs represent fundamentally shifting relations of power, speeding up national economies integration and contributing to the convergence of policies in different issue domains. This review considers the state of global governance, key challenges facing governance is an increasingly globalized context and possibilities for the future governance. In 21<sup>st</sup> Century the arrangements favour flexibility over rigidity, prefer voluntary measures to binding rules and privilege partnerships over individual actions.

**FLIGHT CLIMATE CHANGE FROM DINNER TABLES IN EVERY HOME: MASS MOVEMENT KEY TO ADDRESS 21<sup>ST</sup> CENTURY'S BIGGEST CHALLENGE:**

Emphasising how mass movements and behavioural transformation are critical to “One of the biggest challenge in 21<sup>st</sup> century”, Prime Minister Narendra Modi said climate change cannot fought from conference tables alone as it has to be fought from the dinner tables in every home. The need for financial assistance to support environment friendly behaviour initiatives at individual levels and noted that global institutions have an important role to play in the encouraging countries to wards such transformation.

When an idea moves from discussion tables to dinner tables, its becomes mass movement. Making every family every individual aware that their choices can help the planet and provide scale and speed, addressing via video link the World Bank Event : ‘Making it Personal: How behavioural change can track Climate Change’ .Modi used the occasion to propagate the message of Mission Life( Lifestyle for Environment) which India launched in October last year to drive the world to

wards mindful use of resources as one of the tools to fight climate change and got sustainable lifestyle and consumption inserted the preamble to the outcome document of the 27<sup>th</sup> session of the UN Climate Conference (COP 27, Held at Sharm el-Sheikh, Egypt) a month later, underlining how Mission Life is about the democratising the battle against the climate change, PM said “When People become conscious that simple acts in their daily lives are powerful, there will be positive impact on the environment”. In fact the even UN climate body IPCC recognized the importance of individual roles in the contributing towards overall mitigation (emission reduction) action.

Quoting the ancient Indian philosopher, economist and royal advisor in the Mauryan dynasty Chanakya the PM noted the importance of the small deeds in bringing great changes and said by itself each good deed for the planet may seem insignificant. But when billions across the world do it together the impact will be huge.

**MOTTO:** We believe that individuals making the right decisions for our Planet.

### **MANN KI BAAT @ 100: SPARKING A RADIO REBOOT IN RURAL INDIA:**

Firstly there was a weekly radio opera called ‘Loha Singh’ that used to be broadcast in newly Independent India by All India Radio, Patna groups gathered around the tea, paan shops, chaupals and the houses of a naukaria’ (the name given to those in service and hence could afford a radio to listen to play in several parts of northern and eastern India. But that was in the heyday of the radio declined steadily: the first because of Doordarshan, then private cable TV and finally OTT.

So when after becoming prime minister in 2014, Narendra Modi announced that he would interact with the Indian masses through a radio programme called Mann Ki Baat, people especially the urban elite were quite befuddled by his choice. On the 100<sup>th</sup> episode the role it played its reviving the radio in India. While critics dub it propaganda that only BIP cadres listen to it seems to have struck chord with common people. Farmers, labourer’s truck drivers sitting in dhabas tune in to Maan Ki Baat on the day of its broadcast in rural India.

It’s not one way communication either AIR centres say they receive thousands of postcards and inland letters from listeners who want to give their opinions and comments on the various episodes of Mann Ki Baat. So this is an interesting reinvention of radio in the time of medias cape which may infuse confidence and aspiration among the some sections of society is a big challenge in the 21<sup>st</sup> Century, the affluent and urban sections have an entirely different lens to see the society so they may miss the importance of radio as medium of communication for marginalized and rural India even in the age of smartphones and social media.

There are two narratives one is inspirational and the other evokes aspiration among the listeners and also this highlights who are working at the grassroots level to deal with issues like water crisis, environmental crisis due to unbalanced development etc. Inspirational Content is generated by narrating the successful stories of local entrepreneurs to make them role model for others. In rural speak the strategies would be called dekha dekhi aage badhana (aspire to new goals by looking others. The third type of communication is centred for providing social confidence to various

communities on the margins such as tribal by their heroes, histories and icons and the fourth way of communication focuses on need to eradicate social evils such as drug addiction which are weakening our society to develop and grow and fifth revolves around promotion of local arts and crafts which has been catchfly dubbed vocal for local.

In fact, a mention in Mann Ki Baat gives a big fillip to local entrepreneurs, change makers and activists. One could call it a trickle effect.

### **GRAND CHALLENGES IN PUBLIC ADMINISTRATION:**

The National Academy of Public Administration (the Academy) launched the Grand Challenges in Public Administration initiative in 2018. This effort – led by a Steering Committee of 14 members representing the diversity of the field – worked to identify the most significant challenges that government will face in public administration during the 2020s. The Steering Committee defined Grand Challenges in the public administration field as those that:

- Are large in scope (interagency, inter-sectoral, intergovernmental, and multi-disciplinary);
- Require significant innovation and long-term commitment (a decade or more);
- Seek to achieve worthwhile, ambitious goals that we know will be challenging to address successfully;
- Require paradigm shifts in thinking and/or significant change in government functioning; and
- Have significant individual, governmental, and societal impacts.

Over the past year, the Steering Committee received significant public input, held multiple facilitated sessions to analyse public input, and brought their own expertise to bear in identifying Grand Challenges. The Academy's staff conducted considerable independent research on a broad range of potential topics, and the Academy Board was actively engaged in vetting ideas, offering expertise, and making final decisions on the Grand Challenges list.

In order to solve the Grand Challenges, public agencies will need to address the following core management issues:

- Manage amidst risk and uncertainty;
- Conduct business in an agile manner;
- Reflect the nation's diversity and ensure inclusion;
- Improve service delivery;
- Protect cyber security; and
- Support environmentally sustainable operations.

### **NEW CHANGES IN LABOUR LAW:**

The Tamil Nadu Assembly on Friday passed the Factories (Amendment) Act, 2023 providing flexible working hours for employees, including the option for employers to increase the per-day working hours of their staff to 12 hours from the current eight-hours-per-day schedule, in factories across the state. The bill was passed amid protests and walkout by members of various parties, including DMK allies CPI, CPM and VCK. Speaking to reporters later at the secretariat, industries minister Thangam Thenarasu said the total working hours in a week would remain

unchanged at 48 hours and the consent of workers is mandatory for extending the working hours. He said the amendment would give workers the option to work for four days in a week and avail three days leave. “This would immensely benefit women workers,” he said. Earlier, tabling the bill in the Assembly, labour welfare minister C V Ganesan said the state is a hub of major manufacturing companies and has the highest number of factories and industrial workers in the country

### **UMANG APP - THE SPIRIT OF NEW INDIA:**

UMANG (Unified Mobile Application for New-age Governance) is developed by Ministry of Electronics and Information Technology (MeitY) and National e-Governance Division (NeGD) to drive Mobile Governance in India. UMANG provides a single platform for all Indian Citizens to access pan India e- Gov Services ranging from Central to Local Government bodies.

UMANG has innumerable services offered by many Government bodies and organisations. To ease the job of finding services relevant for you, we have categorised these State and central Government Bodies into different groups such as:

- Health and Wellness
- Mera Ration.
- Transport.
- Education, Skills & Employment.
- Utility & Bill Payments.
- e- District Services.
- Women, Child & Senior Services.
- Social Justice and Empowerment.
- Youth Skills and Employment etc.

### **MOTTO: ONE APP AND MANY GOVERNMENT SERVICES**

Users can login to UMANG using any of the following social media accounts only if they have linked their social media accounts with their UMANG account:

- Facebook
- Google
- Twitter

To login using the Social media:

1. Launch the UMANG website.
2. Click **User Login**.
3. Click any of the following social media icons:
  - Facebook
  - Google
  - Twitter

**Digi Locker:**

DigiLocker services are integrated in UMANG to minimize the use of paper and to provide anytime, anywhere, authentic and secure access to documents.

**To access DigiLocker services:**

1. Click the icon (☰) and select the **DigiLocker** option. The **DigiLocker** page appears.
2. Click **LOGIN** to login to the DigiLocker or click **CREATE ACCOUNT** to create a DigiLocker Account.
3. Enter the credentials to login.
4. DigiLocker offers following options to the user:
  - **Share Document:** To share documents online.
  - **Upload Document:** To upload documents in the DigiLocker account.
  - **Link Digi Locker:** To link the Digi Locker account and get the one-click access to Aadhaar card and other issued documents.

**CONCLUSION:**

Globalization implies the importance of interaction between public and private sectors at the both the domestic and global levels. Therefore public administration faces enormous challenges in dealing with all the actors in delivering government services. Several Problems confront the successful implementation of the programme. Inter-ministerial channels of communication and exchange of information are still to be established. At present such interdepartmental linkages are very weak. In view of the fact that most of the development thrusts take off from the central and state governmental departments, forging of links has to effectively result in convergence of the basic services like education etc. E-governance has become important part of public administration and governments are responsible for developing an effective mechanism of e-governance. An emphasis on these challenges will contribute a better understanding of the present day problems of public administration.

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