
A STUDY OF CORPORATIZATION OF CIVIC MANAGEMENT

Dr. Mohd. Asif Khan, Associate Professor,
Dept of Commerce, AMU, Aligarh -202002 India

Dr. Ehtesham Husain Abbasi, Assistant Professor,
Department of Business Administration, Aligarh Muslim University Centre
Malappuram, India

ABSTRACT

The process of urbanization had started as the ancient man started shifting from deep forests to caves in ancient times. The cities of the Indus valley civilization, Harappa and Mohenjodaro are exemplary instances of the emerging excellence of the human civilization and urbanization. They were home to one of the most developed ancient civilizations, the knowledge of which is applicable to the world even today. The development and urbanization was based on basic corporate laws of efficiency, effectiveness and optimum utilization of resources.

This is a valuable history lesson of civic activities that seems to have been left behind and ignored. Now we are surrounded by technological advancement and economic progress, rapid population growth but the gap in civic activity requirements and optimal utilization of its resources is widening day by day. The rate of increase in urbanization and civic activities does not have due input output proportionate relationship based on corporate principal of efficiency, effectiveness, pro-activeness and optimum utilization of resources. Therefore this paper endeavors to reflect upon the need of convergence of corporate objectives with civic management on issues like –

- **Difference of working culture between corporate and civic agencies.**
- **Convergence of corporate objectives into civic agencies.**
- **Process of convergence.**

OBJECTIVE: Therefore in this paper a modest attempt has been made to set a corporate sector agenda for our civic bodies.

METHODOLOGY: The paper is largely a concept paper that identifies lack of professionalism in civic management that is influencing the quality of human life in general and that of labour class in particular. The letter and spirit of the article is to recommend for the acceptance of Civic bodies as corporate bodies and understand their contribution in human resource development. An emphasis on empowering the human resources through opportunity, learning and growth is the crux of discussion in this paper.

KEY WORDS: Corporatization, pro-activeness, convergence.

INTRODUCTION

The process of urbanization had started as the ancient man started shifting from deep forests to caves in ancient times. The cities of the Indus valley civilization, Harappa and Mohenjodaro are exemplary instances of the emerging excellence of the human civilization and urbanization. They were home to one of the most developed ancient civilizations, the knowledge of which is applicable to the world even today. The development and urbanization was based on basic corporate laws of efficiency, effectiveness, pro-activeness and optimum utilization of resources.

This is a valuable history lesson of civic activities that seems to have been left behind and ignored. Now we are surrounded by technological advancement and economic progress, rapid population growth. The gap in civic activity requirements and optimal utilization of its resources is widening day by day. The rate of increase in urbanization and civic activities does not have due input output proportionate relationship based on corporate principal of efficiency, effectiveness, pro-activeness and optimum utilization of resources. This papers endeavors to reflect upon the need of convergence of corporate objectives with civic management on issues like –

- **Difference of working culture between corporate and civic agencies.**
- **Convergence of corporate objectives into civic agencies.**
- **Process of convergence:**
Optimum utilization of resources:
By proper HRM, By Generation of funds Pro-activeness towards migration,
Efficient Water Management, Effective Transportation

Difference of working culture between corporate and civic agencies:

It's a fact that there is a big difference between Corporate and Municipal corporations. The pivotal of all success is positive and pro-active approach towards the work. This has been actively applied by the business corporate. The effective and efficient image of corporate is well known worldwide. While the civic management bodies are commonly known for their lackluster and slow decision making. The mosquito's crippled our cities, polio starts playing havoc with our children's life and nation's asset, and roads are build on a commission basis, damage as fast as it rains.

All this happen first then our Civic Bodies swung into action. On the other hand weeks ahead corporate start advertising and making strategies for the upcoming season for sale.

More importantly corporate actively talks and implement Human Resource Management practices in their organization, on the other hand the civic management agencies don't take HRM as a serious issue.

Convergence of Corporate Objectives into Civic Agencies:

In the way to make India an economic superpower, proper urbanization is posing as a challenge. On the part of Civic Agencies a crystal clear vision to adopt the corporate objectives is needed. We have neglected urban planning and urban governance for too long now it is beginning to hurt. So this the time for some out of the box thinking and not for twisting and controlling accepted planning terms and concepts. The central government on December 3, 2005 launched an ambitious Rs.50, 000crore Jawaharlal Nehru National Urban Renewal Mission to improve urban infrastructure in major cities. The major failure of urban governance has been our inability to address the need of poor, basic services like drinking water supply, sanitation; housing social services are not available to an increasing share of urban population.

Our late Prime Minister Jawaharlal Nehru said once, what I should I like in regard to every city in a clear plan of what the city will look like; say, twenty or thirty years later." It also reminds us Peter Druckers emphasis on managers and corporations setting clear long term objectives and then translating these into more immediate goals. (The Practice of Management, 1954)

Process of Convergence:

Civic management agencies need to adopt the principals of corporate by **Optimum Utilization of Resources:**

Proper HRM:

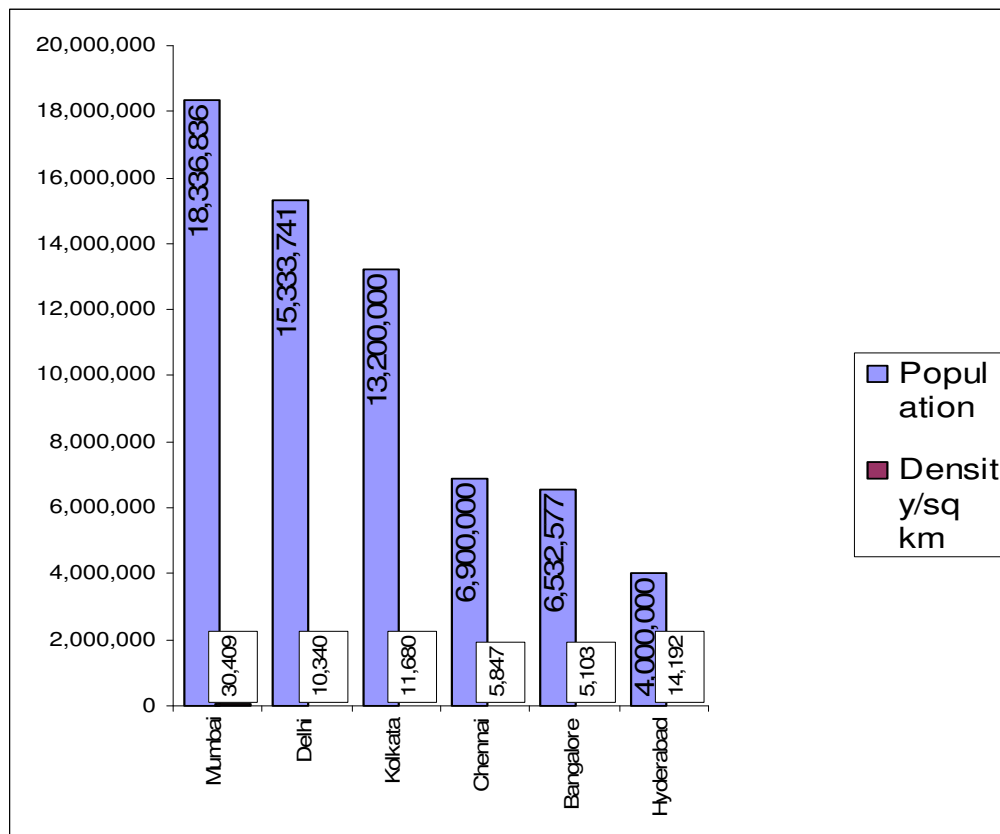
HRM is an effective tool to empower our cities. HRM practices are applied in organization through opportunities, learning and growth. Once Oscar Wilde said "Town life nourishes and perfects all the more civilized elements in man" Till now, the vision of urban development has been uni-dimensional with focus more on space and less on people. There is a need for an integrated frame work in which spatial development of cities go hand in hand with improvement in the quality of living of ordinary people. With out endorsing the community realistically, it may not be possible to implement all such policies. Community participation needed for day to day management of cities this means delegation of power at the end i.e. at ward or locality level. The requirement of a culture of tolerance and allowing diversity should come from the employees of the municipal corporation to flourish the city at full extent.

Generation of funds:

The constitutional amendment act 73rd and 74th of India empowered urban bodies to generate resources at their own but practically the urban bodies are hardly able to generate sufficient funds required for development and projects. From amongst the existing funds raised through taxes, levies and receipts from finance commission over 10% of the funds need to be allocated for the developmental works. However the funds are largely consumed in salary payments and basic organizational operations. The negligence of developmental efforts is reflected due to such paucity of funds.

Pro-activeness towards migration:

One of the reason for the ill planned cities is the under estimation of migration. Never in human history has urbanization happened so fast and with such members as is happening today in India and China. Such numbers make all plans and estimates for public services and land go haywire and ultimately lagging cities in doldrums. The rural people comes to the city for jobs-and tier for living in the most appalling circumstances creates the over burden onto the public spaces. On the other hand, educated youth thronged the city with white-collar job becomes apartment and the car owner in his twenties. Solution lies in providing urban amenities in rural areas, develop satellite towns and equip them with a modern public transport.



1- Source: Business Today, Anniversary Issue, January 2006, Vol.15, No.1

Efficient Water Management:

To address the challenge of water and the impending battles over water rights, cities will have to be designed to be self sufficient in water. This will mean designing a water-spine, either of reserve or lakes and other catchments areas. It will mean rain water harvesting and water cycling. It will require real time tackling of ground water levels. The water spine will have to be design both for efficient storage in times of low rains as well as be capable of handling the overflow in times of floods.

Effective Transportation:

It is not an exaggeration if we say that the progress of the people depends on how fast a city moves. It is unthinkable that a world-class city is existing without a pervasive public transport. Transport spine need to be addressed first with industrial, commercial and residential areas planned later. Obviously buses, cars will be plying on the roads. A congestion analysis should be done to choose between public or private transport. In our analysis customer will be the real king, so different modes of transport will be integrated and designed to provide hassle free end –to-end travel connectivity for citizens. Recently Tata group is planning to offer cars at approximately Rupees 1 lac, seeing the rising income level there may be huge burden on the roads of Indian cities.

Findings:

- 1 Civic Management agencies need to develop cities with long term plans.
- 2 Cities should retain enough land in its possession, either for public spaces and utilities or for providing facilities for the economically weaker section.
- 3 We need to develop branded bus services.
- 4 Requirement of designing a water-spine, either of reserve or lakes and other catchments areas.
- 5 Solution lies in providing urban amenities in rural areas develop satellite towns and equip them with a modern public transport.
- 6 There is need for an integrated frame work in which spatial development of cities go hand in hand with improvement in the quality of living of ordinary people.

CONCLUSIONS:

If we truly want to make our cities world class and make sure that the majority of our people can aspire a decent living and quality of life, we need to develop our civic bodies on the lines of corporate organizations. These bodies shall necessarily emphasize on serving society with customer orientation in mind. We need to break-out of usual refrain from building just more flyovers and broadening roads and a new paradigm for defining a vision for our cities. Rather, need to develop cities with long term plans in Mind. The masses shall get all the basic amenities that lead to at least reasonable quality of life contributing in overall development of Human Development Index.

REFERENCES

- 1- Gallion, Arthur B. and Eisner, Simon, (2004) “The Urban Pattern: City Planning and Design” ed. AICP Van Nostrand Reinhold Company Inc., USA
- 2- William, L and Thomas, Jr. (1956) “The Natural History of Urbanization” in Man’s role in changing the Face of the Earth, ed., University of Chicago Press, Chicago
- 3- Report of Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat.
- 4- Report of Eureka Forbes Institute of Environment.
- 5- BT, Anniversary Issue, January 2006, Vol.15, No.1
- 6- www.citymayors.com
- 7- Report on Community Mapping of Five Polio High Risk Areas of Bulandshehar (U.P.) - 2006 J.N. Medical College, AMU and SMART, Aligarh
- 8- Ghokhale, B.G. (1962), “Ancient India History and Culture” in the city, ed. Asia Publishing house
- 9- Bhattacharya. N.N. (1988), “Ancient Indian History and civilization Trends and prehistoric and prehistoric Background-Urbanization in Cities and Villages – the Nature of Urbanization”, e.d. Manohar, New Delhi.

BIOGRAPHICAL NOTE

DR. MOHD. ASIF KHAN

Dr. Mohd. Asif Khan is Associate Professor in the Department of Commerce, AMU, Aligarh; He has published several research papers. Dr. Khan has a long stint in teaching and research.

DR. EHTESHAM HUSAIN ABBASI

Dr. Ehtesham Husain Abbasi is Assistant Professor in Department of Business Administration at Aligarh Muslim University Centre, Malappuram. He is having more than five years teaching and about ten years of research experience. He obtained his Ph.D. degree on Cost Benefit Analysis of Planned Urban Development from Aligarh Muslim University, Aligarh, India.