Iron India Rusts by Corruption

G. Ajifa Jeya Priya

Abstract--- This paper examines the three key bodies of the society namely Media, Social Workers and NGOs in connection with their fight against corruption and their integrity and responsibility towards the society and also how far their impact can succeed in combating corruption. The study reveals that these three key bodies have their major part and prominent role in eradicating corruption from the country. Their participation in the movement of anti corruption is highly important as they have a larger potential to influence the society. The results show that these three bodies should possess a qualitative approach and efficient practice with ethical standards in delivering their work and should have collaboration within them so as to progress in the crusade of anti corruption.

Keywords--- Anti-Corruption Movement, Collaboration, Media, NGOs, Social Workers

I. INTRODUCTION

CORRUPTION is an ethical impurity or dishonest action for one’s private gain. It causes nationwide threat that adversely affects people’s living conditions and standards and is spreading like an incurable disease all over the world. It endangers country’s economy level and has already reached its peak in all fields, particularly in politics. Most of the largest sources of corruption in India are entitlement programmes and social spending schemes enacted by the Indian government [1]. In recent days, India has placed itself among the three most corrupt countries in the world. The main reason behind corruption is the connection between Bureaucracy, Politics and Criminals. It is revealed that Indian bureaucracy as the least efficient among the leading economies of Asian countries and also that working with the civil servants of India is a slow and painful process, in a survey conducted [2]. Many of the biggest scandals have involved high level government officials. In India, a bitter truth is that the criminals come into politics for making money and earns the name called ‘Leader’. Therefore, these three aforesaid evils combine together resulting in a dangerous disease called “Corruption”. This growing evil menace of the society can be curbed by the effective role playing of Media, Social workers and NGO’s of the country in its collaboration with each other possessing high ethical standards.

The aim of the present study is to examine the nature of the media, social worker and NGOs and how their effective role can combat corruption from the society. To give new ideas or suggestions that can be implemented for progressing efficiently in the anti-corruption movement. The study made an analysis of the aforesaid three distinct bodies of the country sampled through various scholarly journals, articles, papers, discussions that were published through the print, news, internet, and press releases and public statements from NGOs, reports on corruption activities etc. These sources were used to get wider knowledge about the corruption that takes place within the country and to fetch information regarding the media, social workers and NGOs. Extensive analysis was used to identify the current situation and issues on corruption and the three key bodies and to find solutions that can be implemented for effective role playing of media, social workers and NGOs.

The study reveals that these three key bodies of the society have its major part and prominent role in eradicating corruption from the country. Their participation in the movement of anti corruption is indeed important as they have a larger potential to influence the society. The result shows that these three bodies should possess a qualitative approach and efficient practice with ethical standards in delivering their work by means of collaboration within them so as to progress in the crusade of anti corruption.

The main contribution of this paper is the new techniques or improvement over the existing techniques which can be used for the future purposes of the Anti-Corruption institutions for their progress in curbing corruption throughout the country. The overview of this paper is as follows: Section II gives a brief description about the nature, objects and functions and roles of the three key bodies namely Media, Social Workers and NGOs.

II. TRILATERAL INFLUENCE

A. Media as the Tool to Fight Against Corruption

Generally, media is called as the pillar of a democratic country. It has to play two crucial roles in combating corruption from the country. One is exposing corruption and fraudulent practices in government, private sector and even among civil society organisations. The other one is to promote good governance and human rights. Media is one of the major sources in spreading information regarding the corrupt people and practice. Chowdhury [3] says that corruption tends to be lower in the countries where the citizens have higher rights to participate and have access to free media. Lindita Camaj [4] gives out her hypotheses on the relationship between media freedom and control of corruption that the correlation will be stronger in countries where there is a parliamentary system of governance, high judiciary independence, high voter turnout, high electoral competition, more developed civil societies. There are three mechanisms through which the media influence our perceptions and norms: media act as watchdog.

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agenda setters, and public forum for a diverse set of voices Anne-Katrin et al., [5]. In many countries, media has played a considerable role in combating corruption by making political and social changes in the country. Media, by acting as a watchdog, can make aware of the corrupt activities that are taking place around the country. This makes the public aware of the corrupt politicians and makes the politicians cautious of their power given to him. As an agenda setter, it can try exposing the status quo of our country in its aspect of corrupt activities. By doing this, there is a chance of compelling the legislature to enact stringent laws on Corruption. Media has the influential option of setting up a public forum where the public can raise their issues, portray their perceptions and suggest their solutions in order to prevent or combat corruption to its larger extent. Nowadays, Internet and Smart phones has become a part and parcel of our daily life. Through these kind of technological development, one can access to any kind of information he/she wants. Therefore, through social media such as facebook, twitter, whatsapp, youtube, the youth society can be influenced and be made aware of the corrupt activities which could be impliedly understood that every general public has also become aware of those activities. Mass media is the major source for spreading and disseminating the information as it reaches every kind of public. It includes Print (newspapers, books, magazines etc.), Radio and Television etc. Through the print media, various scams and scandals about the corrupt activities and the connected person can be exposed to the general public to a considerable extent. By means of television, a large number of audiences can be swayed by projecting the corrupt persons to make the public aware about that corrupt person. Radio is widely used mode of entertainment which includes much kind of programmes for entertainment purposes. In such aspect, it delivers current news and updates about day-to-day events. Therefore, radio can also be used to serve as a media for exposing the corrupt persons and their activities. This shows that there is a huge power in the hands of media to expose and show the corrupt persons and activities in the county.

### B. Social Workers as the Helpers to Fight Against Corruption

There are different perspectives and definitions are given to describe the nature of a social worker. But the general perspective about a social worker is that any social change in the society can be brought by the social workers. This perspective therefore includes any social movement or crusade which is for the accomplishment of any social goals that benefit the entire society of the nation. In this regard, the anti-corruption movement can also be included as the work or duty for every social worker to participate and to progress in the movement for achieving a social change which is for the betterment of the whole society. A social worker who is regarded as an agent of social control should work with a conservative force in bringing a harmonious social system in which the people of the country can live in peace. One should work with set of values and principles that induces him/her to fight against corruption. In the role of fighting corruption against the country, since a social worker possesses qualities such as perseverance, commitment, kindness, hard work etc, the tasks on curbing corruption can be accomplished by them in an effective manner. Social work is committed to rights and justice [6]. In India, an anti corruption movement was started in the year 2011, in which the main protesters were social workers (or activists) namely Anna Hazare and Ramdev. They made a huge attempt in curbing corruption in our country by implementing a hunger strike for many days which resulted positively. The main concern behind every social worker is having a set of values and principles, only upon which the social work is relied on. The trends may have been changed in the social work but the set of principles and values are the core processor of every social worker to deliver their work in a just and fair way. The base of the social worker on these key principles and moral values project them as a distinct profession in the society. Though the profession of social worker seems to be exhaustive in nature, it paves the way for them to indulge in every issue which allows them to work on such issues and give out the solutions i.e., changing the imbalanced situation to a balanced one. Therefore, the indulging of a social worker as a helper in the Anti-corruption movement has a wide impact for the positive results in the country.

### C. NGOs as the Catalysts to Fight Against Corruption

NGOs are the Non-Governmental Organisations that work for the welfare of the society. The NGOs are widely categorized into many kinds. One of a kind is Public benefit NGOs, which are the organizations working for the improvement of conditions of society as a whole or of a segment of society. These kinds of NGOs can participate in the movement of anti-corruption since their establishment is mainly concerned for the accomplishment of social goals that target on the betterment of the society. Such NGOs are largely present in our country and hence they can have more access to the general public. They should have more commitment in spreading of information and promotion of sustainable development initiatives, where they find social injustice or imbalanced social system in our country. Firstly, the NGOs should raise the awareness among the general public about their rights and duties that are fundamentally available to them. Secondly, they should try forming a group of citizens and should empower them to make them engaged in the anti-corruption movement so as to bring a uniform action against the corrupt activities taking place in the county. Then, the NGOs should have collaboration with the service providers for more response which make them to monitor the changes periodically so that feedback can be given to the concerned community and authority. By doing these steps effectively, these NGOs can bring a notable change in the society that enable the people to be aware of the status quo of the nation. NGOs has a general perspective that it collects the information of social issues and expresses the problem emerge to the government which make them to improve their governance to take action against such problems and they also try promoting the country’s key principle called democracy. Thus, NGOs act as the catalytic agent to fight against corruption.
III. FINDINGS AND SUGGESTIONS

A. Limitations in Media & Solutions

There are lots of difficulties and obstacles that are been faced by the media in our country which prevent it from progressing in helping out the society from the possible evils. There are strict libel laws in the country which prevents the media from exposing the true facts about the corrupt person or activity which may be falsified in the name of ‘defamation’. When media exposes the corruption or other forms of wrongdoings done by the powerful, their license granted to operate may be cancelled. The media’s integrity and autonomy are generally at risk by factors such as media’s ownership, regulations, resources and capacity which make themselves vulnerable to corruption. There are many factors such as market failures, lack of professional standards, weak civil society, and limitations in media literacy and public access to the media [7] which acts as hurdles for the efficient delivery of work by the media. Other factors such as lack of training and technical skills, limited financial resources, inadequate legal frameworks and an undemocratic political system paves the way for a media to be ineffective [8]. The possible suggestions that can be recommended for the effective role playing of media in the anti-corruption movement are as follows:

- Media is been put into threat by the so called “libel laws”. Therefore, the legislature must make some exceptions in the libel laws, thereby ensuring media freedom to expose the corrupt activities taking place in the country. While making the concerned exceptions in the libel laws to set media free for exposing the corrupt activities, the legislature must be careful enough in providing such exceptions that it should not make any loopholes which may allow the media to expose the unwanted or obscene stories.

- Nowadays, media is lacking ethical standards which make themselves vulnerable to corruption. A few types of corruption that are taking place in the media itself are Bribery, Gifts and Advertisements, Nepotism and Media Capture [8]. For eliminating this kind of corruption in Media, the following steps can be taken.
  - Bribery – It is mainly caused in the media institutions in which the bribe givers ask for manipulation of facts or to disclose the facts by giving a huge amount of money. The bribe takers, in turn, due to the thirst of money, do the same as recommended by the bribe giver. This potential threat to media’s integrity can be prevented by appointing the self-regulated employees who is dedicated to the field of media. Such kind of personnel can be found by interviewing with the criteria that he should have achieved some tasks through honesty.
  - Gifts and Advertisement – In this regard, journalists are easily vulnerable to this kind of corruption especially in a developing country like India. The main reason behind this is the journalists’ low salary which induces them to be easily corrupted. To remove this corruption in the media, journalists can be given monetary benefits such as being paid high, giving incentives and bonus or be given non-monetary benefits such as giving award for accomplishment of any tasks, providing vehicle, rent-free house, giving electronic gadgets, arranging parties etc. This kind of non-monetary and monetary benefits may make them feel satisfied with their jobs that prevent them from being corrupted.
  - Nepotism – It is favouring of any employee by hiring or firing at the institution. This is done mainly by the government that it has the power to appoint employees and so such provision is likely to be misused for giving jobs to their family members which is to show that the government’s actions are fair and just in nature.
  - Media Capture – It is now a serious threat in the developing countries like India. By getting bribe money, the media may cover and capture the stories that are favouring the bribe giver. This can be eliminated by adopting strong moral and ethical principles within the institution by creating their own legal framework for their self-regulatory purposes. According to which, if any employee found captured stories that favours one political party, he can be suspended for his/her immoral action. This makes every individuals be cautious of their positions and jobs in the institution. In case, if the media institution that is been running by the ruling party indulges in favouring their own party by covering false story, then the media that does not favour any of the parties can prove it false.

- The person involved in corruption may claim under the libel law that he/she is been defamed to affect the reputation, if media exposes his/her corrupt activity. To prove the person as wrong, media should provide sufficient evidence which must be believable. For which, media can seek help from the social workers who can find such proving evidence by doing an underground process. As we discussed already, social workers are the ones who work for the welfare of the society. Therefore, the media can join hands with the social workers to get wide information regarding the corrupt activity done by that person concerned. In such a case, each social worker should work dedicatedly for the media institution. But, at times, even the social workers who work on an underground process may get bribed.
B. Limitations for Social Workers & Solutions

Social workers are also called as ‘social activists’. They are the ones who work untiringly for the betterment of the society. However, they face lots of difficulties and struggles during their work on their goals. The movement by a group of social workers may consume more time since it is a long term process. It is the movement where the nation’s people are given awareness about the evil of corruption and so the social workers should reach every kind of public which needs more money. The movement needs many volunteers but there is a lack in number required for it as the people are more concerned about their own life rather the country’s future. In our country, a main obstacle to do the social work for a good cause is political pressure. So, the social worker may be coerced to withdraw from the movement by threatening their life. For all the aforesaid limitations that is been faced by the social workers, the solution would be nothing but joining hands with Media and NGOs. Because, by doing this, the time consumption which is one of the limitations mentioned above could be rectified. Since media can project the social workers’ selfless dedication to the anti-corruption movement to all the general public, the time consumption by the social workers to access the general public could be ultimately reduced as the media makes people know about the initiative and objective of the social workers regarding the movement. Secondly, one of the factors of limitation is money. It is the major requirement for every social worker as they already lack in financial support for their own lives. Therefore, in this regard, the social workers may seek help from both the media and NGOs. As NGOs could provide sufficient money to the social workers by means of their funds collected from many sources and media could easily influence the public about the cause of social workers of financial unsteadiness. This may bring a financial support to the social workers who work for the anti-corruption campaign. The third limitation which is mentioned above is the lack of volunteers for the movement. This could also be rectified by the help from media. Media has a wider access to the public and has the power to influence the public which we have already discussed. So, this tool can be used effectively for bringing in the volunteers for the movement. The last limitation said above is the threatening of life of the social workers in the movement. This could also be resolved by joining hands with media. Media can expose the true nature of the person or the party that threatens the life of the social worker in the movement for reverting back from the movement, provided that there is a sufficient evidence for proving the wrongful act of the person or the party. So, the social workers can work without the fear of being killed or injured. For providing such evidences, a committee called “Anti-corruption Committee” could be formed by a group of social activists in every states approved by the State governments where they work for collecting such evidences. This could eventually bring many volunteers to the movement as there is guarantee for their lives. This could also be regarded as a solution for the lack of volunteers which is one of the limitations that is been already mentioned above. Thus, the role of social workers in the anti-corruption movement is important as they enhance the crusade in an effective way.

C. Limitations in NGOs & Solutions

It seems to be optimistic that NGO’s participation could make a considerable change in the social system of the country. But there are still issues arise in the effectiveness of NGOs which participate in the movement of anti corruption. Most of the NGOs start the movement with a false perception that they have public backing to fight against corruption. NGOs generally have the opinion of themselves that they work for the cause with relation to laws. But the actual status of an NGO is that it is of the opinions of a group of self-selected individuals in whose mission they have formed their organization. The limitations [9] that are generally found in NGOs are less local funding and less foreign funding for the running of their establishments. Then, it is to be noted that the anti-corruption movement is a new phenomenon in the field of NGOs. Because, from the earlier stages, NGOs are the organizations that generally work for the welfare of the society in means of social, economical, educational, environmental and such. The other main limitation is a serious issue that the NGOs which fight against corruption are themselves gets corrupted in some situations (Loss of Credibility by the public). To resolve all these limitations, the following solutions can be used.

- The NGOs themselves must be clean first. They should not be influenced by the big political shots by keeping themselves far from the bribing tactics. For which, the NGOs should follow the key principles, ethical and moral standards that they do not tend to get corrupted.
- NGOs could earn their credibility by doing good deeds which could be projected by the media to the public that makes them to trust on NGOs.
- To increase the local and foreign funding, the NGOs could go for a campaign or could seek help from media to show their need; thereby they would get a huge response.
- Since the anti-corruption movement is a new phenomenon to the field of NGOs, they can undergo a training for making themselves strong to face all the circumstances and problems that may arise in future. For which, they can seek assistance from the social workers who are well aware of the potential threats in this movement.

IV. CONCLUSION

Corruption is a serious issue to be paid attention that it has a corrosive impact on the country. It has become necessary to fight against this evil as it threatens the country’s integrity. It is an indigenous disease that has grown significantly over the past decades. The three distinct key bodies namely Media, Social Workers and NGOs are the vital elements to be present in the anti-corruption crusade as they have a major impact on the society. The study suggests the formulation of a clear hypothesis that the Media, Social Workers and NGOs should have collaboration within themselves for delivering an efficacious work to progress in the anti-corruption movement. They three should be interdependent with each other that they can seek support from themselves which would result
positively. The findings from the study show that the existing techniques are not to the extent in combating corruption. The suggestions or solutions are given for future applications in case if any anti-corruption movement is started by Media or Social workers or NGOs of the country.

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