CHAPTER – V

CONCLUSION

5.1 Introduction

Urbanization is an integral part of the process of national development which is accelerated by industrial and commercial activities. The cities have become disorganized agglomerates in India and other developing nations. The municipal corporations of Karnataka state have followed the ‘Bombay Model’ from administration and development points of view. The elected representatives and officials are required to discharge their duties and deliver goods in accordance with the principle of good governance. The city corporators play a major role in policy making, planning, coordinating, directing and other aspects of urban development. They need regular interface with the people in order to ensure people-friendly urban governance. The media play a crucial role in creating awareness among the city corporators and other stakeholders of urban governance by providing timely education and guidance on various aspects of urban governance and development. The present study was carried out in Karnataka state to examine the media habits and information level of city corporators which affect their profile and performance. The findings of the study, testing of hypotheses, limitations of the study, implications of the study and suggestions for future research are amplified in this chapter.

5.2 Findings of the Study

Demographic Features of the Respondents

- There was more number of male respondents (66.36%), 26-45 years old respondents (55.15%), matriculation and pre-university level educational category (59.93%), business category (53.49%), low income groups (77.57%) and Bangalore and Belgaum revenue divisions (66.91%) among the study sample.

Background of City Corporators

- A majority of the male respondents (82.55%) and female respondents (90.71%) have opined that they were elected first and second times to the city corporations.
A majority of the male respondents (56.23%) and female respondents (49.18%) have stated that they were not associated with any standing committees in the city corporations.

A majority of the male (93.63%) and female (90.16%) respondents visited the wards daily.

A majority of the male respondents (72.85%) and female respondents (73.77%) were associated with BJP and Congress which are major political parties at the national level.

**Media Exposure among the City Corporators**

A majority of the respondents (85.66%) have stated that newspapers were available to them as a source of communication.

A majority of the respondents (77.94%) have stated that magazines were available to them as a source of communication.

A majority of the respondents (83.82%) have stated that radio was not available to them as a source of communication.

A majority of the respondents (91.18%) have stated that television were available to them as a source of communication.

A majority of the respondents (53.31%) have stated that DVD player was not available to them as a source of communication.

A majority of the respondents (60.29%) have stated that tape recorder was not available to them as a source of communication.

A majority of the respondents (68.75%) have stated that three in one was not available to them as a source of communication.

A majority of the respondents (67.28%) have stated that computer was not available to them as a source of communication.

A majority of the respondents (82.72%) have stated that computer with Internet was not available to them as a source of communication.

All the respondents (100%) have stated that mobile was available to them as a source of communication.

A majority of the respondents (77.21%) have stated that mobile with Internet was not available to them as a source of communication.

A majority of the respondents (83.09%) have stated that cable/satellite connection was available to them as a source of communication.
Attitude of the Respondents towards Communications Media

- A majority of the respondents (79.41%) have opined that media are instruments of development of people.
- A majority of the respondents (80.15%) have opined that media are informal universities.
- A majority of the respondents (80.88%) have opined that media are extra-opposition party outside the legislature.
- A majority of the respondents (81.62%) have opined that media are sources of information to the elected representatives.
- A majority of the respondents (79.41%) have opined that media bridge the communication gap between the elected representatives and people.
- A majority of the respondents (80.15%) have opined that media sensitize the elected representatives about their duties, responsibilities and obligations.
- A majority of the respondents (80.88%) have opined that media create awareness among the people about urban governance.
- A majority of the respondents (81.62%) have opined that media educate people about various developmental activities.
- A majority of the respondents (79.41%) have opined that media expose corrupt practices of elected representatives and officials.
- A majority of the respondents (79.78%) have opined that media professionals function as advocates of public interest.
- A majority of the respondents (79.04%) have opined that media take the urban development projects to the doorsteps of the people.
- A majority of the respondents (78.31%) have opined that media enhance the transparency, accountability and responsibility of elected representatives and officials.
- A majority of the respondents (73.53%) have opined that media provide participatory communication and developmental opportunities.
- A majority of the respondents (72.79%) have opined that media facilitate active participation of people in the process of development.
- A majority of the respondents (77.57%) have opined that media are instruments of development of people.
A majority of the city corporators of Karnataka state have stated that the traditional media (89.71%) have enhanced their information level about the basic needs of the ward but the new media (64.89%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (87.13%) have enhanced their information level about the civic amenities of the ward but the new media (70.22%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (89.15%) have enhanced their information level about the urban infrastructure development but the new media (64.71%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (87.13%) have enhanced their information level about the central government schemes but the new media (66.18%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (89.34%) have enhanced their information level about the state government schemes but the new media (63.24%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (88.79%) have enhanced their information level about the local-self government schemes but the new media (65.99%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (88.42%) have enhanced their information level about the management of health and family welfare in the ward but the new media (66.36%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (83.64%) have enhanced their information level about the educational facilities of the ward but the new media (71.69%) have failed to do justice in this regard.
A majority of the city corporators of Karnataka state have stated that the traditional media (89.34%) have enhanced their information level about the local-self governance but the new media (68.20%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (88.97%) have enhanced their information level about the redressal of public grievances in the ward but the new media (69.12%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (89.34%) have enhanced their information level about the adaptation of best practices in the ward but the new media (64.89%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (88.24%) have enhanced their information level about the crisis management in the ward but the new media (66.73%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (90.26%) have enhanced their information level about the women and children welfare activities of the ward but the new media (65.26%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (89.34%) have enhanced their information level about the welfare of dalits, backwards and minorities in the ward but the new media (67.65%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (88.42%) have enhanced their information level about the social obligations of the ward but the new media (75.0%) have failed to do justice in this regard.

A majority of the city corporators of Karnataka state have stated that the traditional media (90.44%) have enhanced their information level about the disaster management in the ward but the new media (71.32%) have failed to do justice in this regard.
A majority of the city corporators of Karnataka state have stated that the traditional media (89.15%) have enhanced their information level about the needs and demands of people in the ward but the new media (66.54%) have failed to do justice in this regard.

**Gratifications of Media among Elected Representatives**

- A majority of the city corporators of Karnataka state have stated that the traditional media (90.07%) have satisfied them with respect to basic needs but the new media (72.79%) have failed to do justice in this regard.
- A majority of the city corporators of Karnataka state have stated that the traditional media (91.73%) have satisfied them with respect to civic amenities in the ward but the new media (66.36%) have failed to do justice in this regard.
- A majority of the city corporators of Karnataka state have stated that the traditional media (89.89%) have satisfied them with respect to urban infrastructure development but the new media (69.12%) have failed to do justice in this regard.
- A majority of the city corporators of Karnataka state have stated that the traditional media (90.63%) have satisfied them with respect to central government schemes but the new media (70.59%) have failed to do justice in this regard.
- A majority of the city corporators of Karnataka state have stated that the traditional media (91.54%) have satisfied them with respect to state government schemes but the new media (69.67%) have failed to do justice in this regard.
- A majority of the city corporators of Karnataka state have stated that the traditional media (90.81%) have satisfied them with respect to local-self government schemes but the new media (72.61%) have failed to do justice in this regard.
- A majority of the city corporators of Karnataka state have stated that the traditional media (90.63%) have satisfied them with respect to the management of health and family welfare but the new media (67.28%) have failed to do justice in this regard.
- A majority of the city corporators of Karnataka state have stated that the traditional media (91.54%) have satisfied them with respect to educational facilities but the new media (68.75%) have failed to do justice in this regard.

- A majority of the city corporators of Karnataka state have stated that the traditional media (88.97%) have satisfied them with respect to local-self governance but the new media (70.40%) have failed to do justice in this regard.

- A majority of the city corporators of Karnataka state have stated that the traditional media (92.10%) have satisfied them with respect to redressal of public grievances but the new media (66.54%) have failed to do justice in this regard.

- A majority of the city corporators of Karnataka state have stated that the traditional media (93.20%) have satisfied them with respect to adaptation of best practices but the new media (65.81%) have failed to do justice in this regard.

- A majority of the city corporators of Karnataka state have stated that the traditional media (90.44%) have satisfied them with respect to crisis management but the new media (71.51%) have failed to do justice in this regard.

- A majority of the city corporators of Karnataka state have stated that the traditional media (90.44%) have satisfied them with respect to women and children welfare but the new media (65.44%) have failed to do justice in this regard.

- A majority of the city corporators of Karnataka state have stated that the traditional media (87.87%) have satisfied them with respect to welfare of dalits, backwards and minorities but the new media (67.83%) have failed to do justice in this regard.

- A majority of the city corporators of Karnataka state have stated that the traditional media (88.79%) have satisfied them with respect to social obligations but the new media (73.71%) have failed to do justice in this regard.

- A majority of the city corporators of Karnataka state have stated that the traditional media (90.26%) have satisfied them with respect to disaster management but the new media (70.77%) have failed to do justice in this regard.

- A majority of the city corporators of Karnataka state have stated that the traditional media (88.05%) have satisfied them with respect to needs and
demands of people but the new media (69.85%) have failed to do justice in this regard.

➢ A majority of the city corporators of Karnataka state have stated that the traditional media (90.63%) have satisfied them with respect to successful role models in the field of urban governance but the new media (66.54%) have failed to do justice in this regard.

➢ A majority of the city corporators of Karnataka state have stated that the traditional media (86.03%) have satisfied them with respect to success stories in the field of urban governance but the new media (70.77%) have failed to do justice in this regard.

➢ A majority of the city corporators of Karnataka state have stated that the traditional media (92.28%) have satisfied them with respect to problem-solving means and mechanisms but the new media (68.01%) have failed to do justice in this regard.

➢ A majority of the city corporators of Karnataka state have stated that the traditional media (90.99%) have satisfied them with respect to suitable remedial measures in the field of urban governance but the new media (66.91%) have failed to do justice in this regard.

➢ A majority of the city corporators of Karnataka state have stated that the traditional media (89.15%) have satisfied them with respect to pro-active role in the field of urban governance but the new media (68.01%) have failed to do justice in this regard.

➢ A majority of the city corporators of Karnataka state have stated that the traditional media (89.52%) have satisfied them with respect to implementation of development schemes on the basis of active people’s participation but the new media (69.12%) have failed to do justice in this regard.

➢ A majority of the city corporators of Karnataka state have stated that the traditional media (89.71%) have satisfied them with respect to active social mobilization for better urban governance but the new media (69.30%) have failed to do justice in this regard.

➢ A majority of the city corporators of Karnataka state have stated that the traditional media (90.44%) have satisfied them with respect to active political
mobilization for better urban environment but the new media (70.77%) have failed to do justice in this regard.

5.3 Testing of Hypotheses

H1. The city corporators in Karnataka state have not gained adequate communications media exposure.

The data analysis clearly reveals that the city corporators of Karnataka state had not enjoyed the benefit of adequate communications media exposure. Hence, the above hypothesis stands proved according to the data analysis.

H2. The city corporators of Karnataka state have not cultivated a positive attitude towards communications media.

The data analysis clearly reveals that the city corporators of Karnataka state have cultivated a positive attitude towards communications media. Hence, the above hypothesis stands disproved according to the data analysis.

H3. The information level of the city corporators in Karnataka state has increased about urban governance and development through traditional and new media exposure.

The data analysis clearly reveals that the traditional media such as inter-personal communication, print media and electronic media have enhanced the information level of city corporators of Karnataka state as compared to new media. Hence, the above hypothesis stands disproved according to the data analysis.

H4. The traditional and new media services have satisfied the needs of the city corporators for effective delivery of services in Karnataka state.

The data analysis clearly reveals that the traditional media such as inter-personal communication, print media and electronic media have satisfied the needs of the city corporators of Karnataka state as compared to new media. Hence, the above hypothesis stands disproved according to the data analysis.
5.4 Limitations of the Study

It was not practically possible for the researcher to enjoy the benefit of accessibility of data to all the city corporators of Karnataka state due to paucity of time. It was not practically possible to contact all the city corporators and officials to find out their media exposure and information level about urban governance and development in the state due to lack of time. The usual limitations of the survey method such as time, human inadequacies, resource constraints, recollection and communication were experienced by the researcher. Incidental, purposive and stratified sampling methods were followed in selecting the respondents. Though much care has been taken to collect the primary data, the memory bias on the part of the respondents cannot be completely ruled out.

5.5 Implications of the Study

The implications of the findings of the study in general terms are given below.

5.5.1 Government of India

The bureaucratic control of corporation government is the biggest impediment to urban governance in India. The elected representatives continue to remain at the receiving end. The Government of India should realize the need for remodelling the structure of corporation government in order to ensure sound democratic management in the urban areas. A national pattern of municipal structure should be introduced to enhance administrative efficiency and public accountability. The responsibility of urban governance should be absolutely entrusted to the elected representatives. A strong political executive is imperative to develop a sense of responsibility and commitment in civic affairs. The obligatory and discretionary functions of office bearers and city corporators should be redefined and those who fail to discharge these functions should be brought to the book in order to safeguard public interest. There is need for coordination between the deliberative and executive wings in the city corporations to ensure smooth implementation of development projects. The government should also develop research, training, extension, publication and other activities which can improve the status of urban governance in India. Adequate budgetary allocations, institutional arrangements, human resources management, technological resources mobilization, community participation, program implementation, scientific evaluation and other aspects of urban governance should be addressed by the government.
5.5.2 Implications on Karnataka State Government

The Karnataka State amended the municipal acts to meet the requirement of the 74th Constitution Amendment Act. In India, local government is widely known as local self-government. The municipal corporation enjoys a greater measure of autonomy than other forms of local governments. Various acts were experimented and replaced for the establishment of municipal corporations. Practically, a municipal corporation is set up under a special statute which is passed by the state legislature. The persons with corrupt and criminal background should be prevented from contesting the elections. All functions of urban development boards constituted in the state should be brought under the jurisdiction of the respective municipal bodies. The elected representatives should be given adequate orientation to effectively supervise, investigate and inspect the various administrative and developmental units and activities. The elected representatives and officials should discharge their services which are essential to public health, a clean environment and good healthy living. Advanced solid waste management strategies should be adopted to keep the cities clean and safe. This necessitates the cooperation and coordination among various agencies, rather than an insular approach for better management of urban waste.

The elected representatives lack administrative experience. They are also unaware of the implementation of various development projects. The city corporators should be enabled to develop their knowledge, experience and expertise in order to make effective contribution to policy making and programme implementation at the local level. The state government should create adequate provisions for conduction of workshops on development of proficiency, communication skill and leadership qualities of city corporators. New initiatives are also required to overcome digital divide for better e-governance and developmental endeavours.

5.5.3 Implications on City Corporations

The city corporations are required to renew and rationalise local government structures so as to strike a balance between ideals of self government and demands of efficiency. There is a need for a system which provides effective political direction to the elected body and the administration while providing full operational freedom to officials. The permanent value of coordination is maximum team work with minimum cost. Functional and structural coordination or required to achieve the goal of good governance. The deliberative wing formulates the policies and sanctions programmes, projects and resources. The executive wing looks after the
implementation of welfare and development programmes. The citizen-councillors relationship needs to be developed for better delivery of goods and services. The city corporators should confine themselves to the legislative and deliberative part of the city governance.

5.5.4 Implications on Media Institutions

The media institutions are required to play a responsible role in the processes of urban governance and urban development in Karnataka state. The media should play a pro-active role in the process of urban development in particular. The recommendations of the various studies should be implemented without compromising the independence and integrity of the media in order to facilitate more humane uses of communications to achieve the goals of transparency, accountability and responsibility. The communications media should play a vital role in educating the elected representatives, officials and people about various challenges and responsibilities of urban development. The media should also gather and disseminate information about urban governance and development issues and concerns on a regular basis. The media should provide constant and conscious communication services based on mutual trust and the recognition of differing characteristics, goals, and needs. The media institutions should also assume the role of angel guardian of public interest and provide useful services to the various stakeholders of urban governance.

5.5.4 Implications on Non-Government Organizations

The non-government organizations have a social responsibility of educating the people about various welfare and development schemes implemented by the local-self government bodies including the city corporations. They should sensitize the elected representatives and officials about their social, political and developmental obligations and bridge the communication gap between the people and city corporations. They should play a pro-active role as angel guardians of public interest and ensure delivery of goods and services in a fair and judicious manner. These organizations are also required to play a vital role in the process of urban governance in modern society. The local-self government bodies and non-government organizations should be brought under a common umbrella to launch awareness campaigns and enlist active participation of people in the community development process.
5.5.5 Implications on Corporate Houses

The corporate houses have a great social responsibility in the process of urban development. They should adopt the slum areas and other disadvantaged wards and extend moral and material support for the development of the marginalized sections of urban society. They should participate actively in the educational, health care, developmental and other activities which would benefit the socially and economically disadvantaged sections of society. They should contribute funds and services for the development of social and industrial sectors and strengthen the foundations of grassroots development. They should also contribute meaningful services for the rehabilitation of the affected persons in times of crisis and natural disasters.

5.6 Suggestions for Future Research

This study attempted to evaluate the media habits and information level of city corporators of Karnataka state. But, during the course of the study, it is understood that there are many areas which could be considered for research by the future generation of researchers. Media intervention for urban governance and development are important areas of research. There are several agencies which are conducting research, publication and extension activities in the field of urban development in Karnataka and elsewhere. The future researchers are called upon to investigate the urban development policy, urban development process, role of media in urban development, role of new media in e-governance, role of social media in social and political mobilization, role of social work education in urban development, social mobilization for urban development, political mobilization for urban governance, community organization for urban crisis management and other aspects which warrant research support in India.

Media intervention for urban development is another broad area of research. The role of newspapers, magazines, radio, television, film, new media, social media, multimedia, non-government organizations, directorate of information and public relations and other channels of communication could be studied exclusively with reference to urban development in modern society. It is clearly emphasized that media intervention for urban development and crisis management is an enduring area of research in India and other developing nations. Hence, a combination of quantitative and qualitative research is strongly advocated for understanding the role of media in urban development with reference to India in future.
5.7 Epilogue

The importance of urban development forming the core of sustainable national development strategies is realized by the stakeholders of national development. Media intervention for urban development and crisis management assumes significance in the new millennium in a developing nation like India. Active, willing and voluntary participation of various stakeholders of urban development is solicited in modern society. Communication strategy should be considered as a sub-system of integrated urban development in the country in general. The media institutions are required to sensitize the various stakeholders of urban development. The media and other urban development organizations should take advantage of opportunities to work together and provide need-based services to the mankind to enhance the status of urban development. The media should identify and communicate to the public specific measures that have either succeeded or failed to reduce the impact of several crises and hazards in modern times. Timely, adequate and relevant media services are required to facilitate appropriate individual and community action for better urban development. The present study reveals that digital divide exists in the modern society and elected representatives, officials and other stakeholders of urban development do not enjoy the benefit of access to new media even though they have the power to transform the urban society. The city corporations should enable the elected representatives, officials, community organizers and other stakeholders of urban development to cultivate healthy media habits and gain better insight and capacity to transform the lives of the people in the urban areas.