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# IIPA NEWSLETTER

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*IIPA has now spread its wings from training senior civil servants  
to empowering grassroot representatives.*

-Hon'ble Union Minister & Chairman of IIPA -  
Dr Jitendra Singh

(at the 50th APPPA Convocation Ceremony, IIPA on April 30, 2025)

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## HIGHLIGHTS

- Institute News
- IIPA Faculty/  
Campus News
- News from Branches

## INSTITUTE NEWS

### Training Programme for Dairy Field/ Technical Officer Trainees, Government of Bihar



The training programme for Dairy Field/ Technical Officer Trainees, Government of Bihar was organised from June 16-20, 2025. It was sponsored by BIPARD. The objective of the programme was to familiarize the participants with the knowledge and skills necessary to manage dairy operations effectively. Programme coordinators were Dr Mamta Pathania and Dr Amit Singh.

*"You cannot believe in God until you believe in yourself." – Swami Vivekanand*

## Programme for Provincial Civil Service Officer Trainees, Government of Maharashtra

The training programmes for Provincial Civil Service Officer Trainees, Government of Maharashtra were organised from June 9-13, 2025 and June 16-20, 2025 respectively. They were sponsored by VANAMATI. The objectives of the programme were to make participants understand critical issues in governance with national perspective. Dr Sachin Chowdhry and Dr Manan Dwivedi were the programme coordinators.



## Programme on generation of Own Source Revenue (OSR) by Gram Panchayats



A three-day training of trainers on generation of own source revenue by Gram Panchayats was organised from June 23-25, 2025. It was sponsored by the Ministry of Panchayati Raj, Government of India. Shri Vivek Bharadwaj, Secretary, Ministry of Panchayati Raj inaugurated

the programme. The objective of the programme was to make participants understand the policy frameworks and implement capacity-building initiatives to enhance the financial autonomy of Panchayats. During the three-day training the participants were able to learn: Foundations of Own Source Revenue (OSR), Strategic Approaches to Enhance OSR, Behavioural Science for Better Tax Collection, Utilization of OSR for Village Development, Behavioral Science and Innovative Financing,



Exploring Innovative Project Financing Options, Revenue Forecasting and Planning for Sustainability, SWOT Analysis for Revenue Growth; and Project Management for Effective GPDP Implementation. Around 64 participants attended the programme. Programme coordinator was Dr Saket Bihari.

## Programme on “Communication & Presentation Skills” for the Probationers of ISS

A training programme on “Communication & Presentation Skills” for the Probationers of the Indian Statistical Service (ISS) was organized from June 23-27, 2025. It was sponsored by National Statistical Systems Training Academy (NSSTA), Ministry of Statistics and Programme Implementation, Government of India. The programme was designed



to provide participants with comprehensive insights into the principles and practices of effective communication. It was aimed to enhance their proficiency in various aspects of professional communication, including interpersonal communication, public speaking, and presentation skills, while sensitizing them to the nuances of communication in government and public sector contexts. During the programme the participants were able to learn about: Identifying essential elements of communication; Analyzing the effectiveness of their current style of communication; understand barriers to communication and strategies to deal with difficult people; Develop skills of presentation at seminars, meetings, programme, designing presentations, etc. Around 30 participants attended the programme. Programme coordinators were Prof Neetu Jain and Dr Shweta Mittal.

## Programme on Gender Sensitive Planning



The Centre for Urban Studies, IIPA organised a three-day training programme on Gender Sensitive Planning from June 25-27, 2025. The objective of the programme was to make participants understand the concept of gender in urban contexts and its impact on city planning. During the programme, the participants were able to learn about: Gender Perspectives in Urban Planning; Inclusive Mobility

and Transport Systems; Safe and Equitable Public Spaces; Gendered Access to Housing, Sanitation, and Basic Services; Governance, Participation and Leadership; and Case Studies and Innovations. Around 21 District Town Planner, Assistant/Associate Town Planner/Section Officers, Junior/Assistant Engineers, Junior Research Fellow, Assistant Municipal Commissioner, Executive Officer, etc attended the programme. Prof KK Pandey and Dr Kusum Lata were the programme coordinators.

## Programme on emerging solutions on municipal services

The Centre for Urban Studies, IIPA in association with Government of Haryana and Ambala Municipal Corporation organised a special program on June 17, 2025 for 70 elected leaders from Ambala city, Ambala cantonment, Naraingarh and Barara on leadership qualities, roles and responsibilities in the overall context of issues and emerging solutions on municipal services as applied by cities and towns across the country. Shri S N Tripathi, DG, IIPA, Mayor Ambala, Chairperson Ambala Cant and Barara, Prof. SN Pandey, renowned expert on Ethics, Yoga and Naturopathy along with IIPA faculty spoke on different aspects on the subject. The participants also discussed key issues, innovations and their scope in local context of their own ULB.



## National Conference on Cybercrime Awareness and Publicity Planning



A one-day National Conference on Cybercrime Awareness and Publicity Planning was organised on June 27, 2025. It was sponsored by the Indian Cyber Crime Coordination Centre. During the programme the participants were able to learn about the Indian Cyber Crime Coordination Centre (I4C) Scheme; Sub components and Silent Features of I4C; National Cybercrime Threat Analytics Unit; National Cybercrime Reporting Portal; Platform for Joint Cyber Investigation Team; National Cybercrime Forensic Laboratory Ecosystem; National

Cybercrime Training Centre; National Cybercrime Ecosystem Management Unit; National Cybercrime Research and Innovation Centre; and Citizen Financial Cyber Fraud Reporting and Management System [CFCFRMS]. Around 68 participants attended the programme. Dr Surabhi Pandey was the programme coordinator.



## Programme on Public Administration and Governance

The induction training programme on Public Administration and Governance cum Exposure visit for Odisha Administrative Service Officer Trainees OAS-A (JB) (PR) was organised from June 8 – 13, 2025. The objective of the programme was to understand critical issues in governance with national perspective. It was sponsored by Gopabandhu Academy of Administration, Odisha. Dr Surabhi Pandey coordinated the programme.



## Programme on Administration and Establishment Matters for UPSC Direct Recruit Group 'A'



'A', Assistant Directors, ORGI was organised from June 30 to July 18, 2025. It was sponsored by the Office of the Registrar General and Census Commissioner of India, Ministry of Home Affairs, Government of India. The objective of the programme was to understand critical issues in governance with national perspective. Dr Surabhi Pandey coordinated the programme.

## Training Programme for newly appointed Joint Secretaries of Department of Legal Affairs

A training programme for newly appointed Joint Secretaries of Department of Legal Affairs was organised from June 30 to July 4, 2025. It was sponsored by Department of Legal Affairs, Ministry of Law and Justice, Government of India. The objective of the programme was to make the participants aware about various organizational aspects, which are of immense significance in the functioning of their organization, and foster decision making capabilities and enhance overall effectiveness of an organization. Prof Suresh Misra and Dr Sapna Chadah were programme coordinators.



## NAMAMI GANGE PROJECT

- An engaging follow-up online workshop for Agra District Ganga Officials was conducted on June 3, 2025 under the District Ganga Plan (DGP) handholding initiative. The session brought together officials from the Divisional Forest Officer, Agra Nagar Nigam, Jal Nigam, Irrigation, Revenue, UPPCB, and DPO to address key priorities for Agra DGP.



- An engaging follow-up online workshop for Baghpath District Ganga Officials was conducted on June 4, 2025 under the District Ganga Plan (DGP) handholding initiative. The session brought together officials from the Divisional Forest Officer, Nagar Nigam, Jal Nigam, Irrigation, Revenue, UPPCB, and DPO to address key priorities for DGP.

## FACULTY/MANAGEMENT/CAMPUS



- ❖ Shri Amitabh Ranjan, Registrar, IIPA was invited as a Chief Guest at the event organised by Amity Institute of Social Sciences, Noida & Amity Academic Staff College at Amity University, Noida on June 9, 2025. During the event he delivered a valedictory session of the topic Viksit Bharat: A Journey from Dream to Reality" in the Faculty Development Programme.

## NEWS FROM BRANCHES

### Puducherry Local Branch

The branch in association with Pondicherry University organised a Southern Regional Conference on June 30, 2025. Hon'ble Union Minister and Chairman of IIPA Dr Jitendra Singh inaugurated the conference. During the event, the Hon'ble Minister released the book "Digital Governance in India Transforming Public Service Delivery" authored by Dr. T. Gopinath, Assistant Professor & Dean (Student Welfare), Department of Public



Administration, Rajiv Gandhi National Institute of Youth Development, Chandigarh. He also felicitated retired IAS officer Vallavan for his distinguished contributions to public administration. The theme "Administrative, Management and Organisational Reforms" reflects a growing national resolve to harness technology for inclusive development," he said during the event. The event witnessed the participation of more than 350 attendees, including senior bureaucrats, faculty members, research scholars, students, and industry professionals from across India. Delegations from IIPA's Southern Regional branches Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, and Puducherry also took part. More than 80 academic papers were presented, reflecting robust engagement with contemporary governance issues. Among the dignitaries present were Prof. P. Prakash Babu, Vice Chancellor, Pondicherry University; Dr. Sharat Chauhan, Chief Secretary, Government of Puducherry; Shri SN Tripathi, Director General, IIPA; Shri Amitabh Ranjan, Registrar, IIPA, Dr Ashok Das, Dean Academics.

### J&K Regional Branch



The branch in collaboration with the District Administration Jammu organized a one-day training programme on "New Criminal Laws in Jammu & Kashmir" on June 27, 2025. The objective of the programme was to familiarize key government functionaries with

the recently enacted criminal laws: Bharatiya Nyaya Sanhita (BNS), Bharatiya Nagarik Suraksha Sanhita (BNSS), and Bharatiya Sakshya Adhiniyam (BSA). Technical Session I was delivered by Shri Irshad Hussain Rather, JKPS, SP Headquarters Jammu. Technical Session II was conducted by Shri Anil Sharma, Chief Legal Aid Defence Counsel (LADC), Jammu. Dr. Ashok Bhan, IPS (Retd.), Patron, of the Branch; Shri B.R. Sharma, IAS (Retd.), Chairman of the branch; Ms. Ansuya Jamwal, JKAS, Additional Deputy Commissioner, Jammu also spoke during the occasion. Prof. Alka Sharma, Honorary Secretary of the branch gave the welcome remarks. Er. M.M. Gupta, Director (Seminars) proposed the vote of



thanks and acknowledged the instrumental role of Ms. Ansuya Jamwal in conceptualizing the programme. Prof. Anil Gupta, Joint Secretary, conducted the proceedings.

### Visakhapatnam Local Branch

The branch in association with Alwar Das Group of Educational Institutions and Vizag Royal Club launched a biography entitled - A Life of karmayogi: Memoir of a Civil Servant by Sri M Gopalakrishna, a retired IAS officer and the present Chairman of the branch. It was released by Sri E AS. Sarma, IAS (Retd.) and former Secretary to the



Government. Prof K S Chalam, former Member of UPSC, Prof M M Naidu, former Vice Chancellor of Asiago Nannaya University, Sri Ragam Kishore, Vice Chairman & MD, Vizag Seaport, MSN Raju, Trustee, Ramakrishna Mission and E Kiran, Finance Director, HSL gave their views and appreciated the book. Sri Gopala Krishna and Mrs Gopala Krishna were felicitated by the organizers, friends and admirers. The meeting was presided by Prof R Sudarsana Rao, former Vice Chancellor and Chairman of the local branch.

### MEMBERS' ANNUAL CONFERENCE

- The 69<sup>th</sup> Members' Annual Conference of IIPA to be held in October 2025. The theme/subject of the Conference is "Emerging Trends in Public Policy and Public Administration". All the members of the IIPA are eligible to submit their papers on the theme.
- The length of the papers should be between 1500-3000 words in typescript. Papers exceeding this limit will be returned to the authors. All papers must be accompanied by a synopsis of about 300-400 words in typescript, which is intended to be a comprehensive summary of the paper giving in brief the most important issues being emphasized. The synopsis is intended to be read out at the Annual Conference. Papers without a synopsis will be returned to the authors.
- Entries may be sent to the Director General, IIPA or Research Coordination Unit at its email: rcunitiipa@gmail.com. The last date for receipt of entries is 21<sup>st</sup> September, 2025. Papers received thereafter will not be considered.
- The papers will be scrutinized by a committee of experts. Only those papers which are accepted for presentation will be circulated. However, synopses of all the papers will be circulated.
- As already communicated, all Regional/Local Branches may organize prelude conferences on the theme preceding the Annual Conference. The Regional/Local Branches will make a presentation of synopses/summaries of reports of the regional conference during the Annual Conference.



IIPA will host the 2nd National Conference and Case Study Competition 2025 on September 25, 2025. Interested participants may browse through the brochure for details and submission deadlines. <https://iipa.org.in/cms/public/uploads/155471750747425.pdf...>

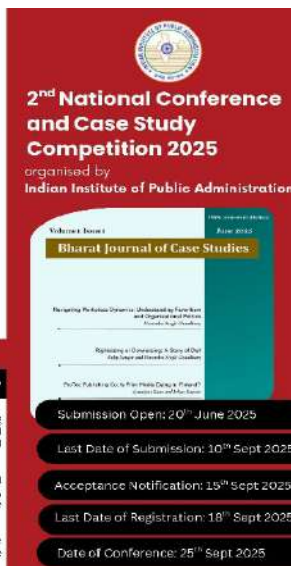
### About Indian Institute of Public Administration (IIPA)

Indian Institute of Public Administration (IIPA) was established in 1954 to expand knowledge in public policy and governance through applied research, education, and training. Its mission is to prepare administrators to serve the people of India effectively and efficiently. The Institute focuses on enhancing leadership and managerial abilities and fostering a strong service orientation. It aims to equip public servants with the necessary knowledge, skills, and behaviors for governance tasks. Therefore, IIPA collaborates closely with national and international organizations. The Institute has completed over 2,000 research projects in specialized governance areas and has conducted over 7,000 training programs, training over 1,27,305 individuals from various sectors.

The Indian Institute of Public Administration (IIPA) has long championed the use of case studies as an educational tool since its inception. On March 26th, 1961, IIPA established a Committee on Case Studies comprising a senior administrator and a faculty member, which published numerous case studies on topics such as Panchayati Raj, Industrial Administration, Public Administration, Administrative Environment, and Decision Making.

To encourage the writing of case studies, a scheme was launched on April 1st, 1999, which provided honoraria for accepted submissions and annual awards for the most outstanding cases, as chosen by a jury. Building on this tradition, IIPA launched the Bharat Journal of Case Studies in 2024 on its 70th Founders Day and is now conducting a 2<sup>nd</sup> National Conference and Case Writing Competition.

The 2nd National Conference and Case Writing Competition (NCCWC) provides a dynamic and enriching experience for case authors and writers. This event invites distinguished faculty, case authors from universities and business schools, and contributors from leading journals and publishers to participate. The competition aims to promote and advance the development of high-quality case studies that tackle issues in public administration, business, society, economy, and emerging global challenges.



### About the Conference

**Date of Conference and Case Study Competition – 25th September (Hybrid Mode)**

The use of case studies is a powerful pedagogical approach that immerses students in real-world scenarios, enhancing their critical thinking and problem-solving abilities. By engaging with complex challenges, evaluating potential solutions, and articulating their findings, students gain valuable practical insights. The case method fosters a rich and impactful learning environment for both students and faculty.

Recognizing the significance of case studies as an effective educational tool, IIPA is organizing the 2<sup>nd</sup> National Conference and Case Study Competition 2025. This conference aims to provide a dynamic platform for researchers, teachers, academicians, and industry professionals to present and refine their case drafts through constructive feedback and collaborative discussion.

The one-day conference will be conducted in a hybrid mode (both physical and virtual modes) and will feature keynote addresses by eminent speakers from academia & industry, and case study presentations from diverse speakers and participants.

FYI

IIPA's journal: Indian Journal of Public Administration (IJPA), Nagarlok and Lok Prashasan (Hindi) are all recognized under the UGC-CARE list under Group –I category.

<https://journals.sagepub.com/home/iipa>

<https://www.iipa.org.in/cms/public/publication/2>

## Attn. Members

IIPA Members who wish to subscribe to the Indian Journal of Public Administration onwards shall write to the Publication Officer, Publication Section on [iipa2012@gmail.com](mailto:iipa2012@gmail.com) furnishing their membership number along with their name and address. The subscription for 1 year plus postage charges will be Rs 1,500, subject to renewal after each year

## Attn. ~~ABOs~~ Subscribers of IJPA!

It is for information to all concerned that IIPA has collaborated with M/s. SAGE Publications for printing and subscription of the *Indian Journal of Public Administration (IJPA)* since January-March 2017 issue. Those interested to subscribe *IJPA* print version, digital version or both are advised to contact: Ms. Komal Mathur, email ID: [komal.mathur@sagepub.in](mailto:komal.mathur@sagepub.in) (Tel; 011-40539222 Extn. 405), SAGE Publications for subscription/ circulation related queries.

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**INDIAN INSTITUTE OF PUBLIC ADMINISTRATION INDRAPRASTHA ESTATE,  
RING ROAD, NEW DELHI**

### **ANNUAL ESSAY PRIZE COMPETITION-2025**

Entries are invited for the Annual Essay Prize Competition-2025.

The value of the prize for the competition will be as under:

First Prize	Rs. 10,000/-
Second Prize	Rs. 7,000/-
Third Prize	Rs. 5,000/-

Any competitor who has got a prize on one occasion will not, on any subsequent occasion, be eligible for an equivalent or lower prize. The joint authorship of essays shall not be allowed and any essay with joint authorship shall not be considered for competition.

The topics for the competition are:

#### **Annual Essay Prize Competition 2025**

- (i) Era of Artificial Intelligence
- (ii) Social Media: Challenges and Opportunities
- (iii) Ease of Living

The essay writers are expected to cover the following aspects in their respective entries:  
Focus Area to be covered

#### **TOPIC 1. Era of Artificial Intelligence**

##### **1. Introduction:**

Artificial intelligence (AI) has emerged as an important driver in the current era of rapid technological growth, transforming many facets of human life and work. Challenges that once were previously unimaginable are now being addressed with remarkable ease, as AI technologies become increasingly embedded in everyday reality. Advancements in artificial intelligence (AI) are no longer limited to the domain of science fiction; they have become an integral part of everyday life. It has emerged as a powerful tool in governance, offering immense potential to improve public administration, citizen engagement, and policy efficiency. Governments across the world, including in India, are increasingly integrating AI into core functions to achieve sustainable development, reduce human error, enhance service delivery, and respond effectively to dynamic social needs. However, with its transformative potential come concerns regarding data privacy, accountability, ethical use, and equitable access.

##### **2. Artificial Intelligence Market**

The AI market is expanding rapidly on a global scale. The global artificial intelligence industry was estimated to be worth USD 196.6 billion in 2023, and it is projected to increase at a compound annual growth rate (CAGR) of 36.6% between 2024 and 2030, according to a report by Grand View Research (2024). By 2030, the worldwide market is expected to grow to a scale of over USD 1.8 trillion, reflecting a sharp increase in research, deployment, and investment across all industries. The combination of big data, cloud



computing, sophisticated algorithms, and ever-more-powerful computing infrastructure is driving this expansion. Additionally, the artificial intelligence (AI) ecosystem in India is experiencing rapid growth, marked by a substantial rise in research, innovation, and practical applications across diverse sectors. India has adopted a holistic approach to AI, focusing on social development, economic advancement, and leveraging AI for public benefit. In alignment with its vision of "Making AI in India" and "Making AI Work for India," the government has approved the nationwide India AI Mission with a significant investment of ₹10,371.92 crore. These advancements are positioning the country alongside developed nations, including members of the G7 and G20.

On March 18th of this year, the US-India Artificial Intelligence Initiative was launched by the Indo-U.S. Science and Technology Forum (IUSSTF), aiming to establish a dynamic platform for knowledge exchange, research and development opportunities, and enhanced bilateral collaboration. Globally, investments in cognitive and AI solutions are projected to grow at a compound annual growth rate (CAGR) of 50.1%, reaching USD 57.6 billion by 2021, driven by substantial adoption across multiple industries.

### 3. Background:

The theoretical and technological foundations of artificial intelligence (AI) were mostly created during the previous 70 years by computer scientists like Alan Turing, Marvin Minsky, and John McCarthy. AI is not a brand-new phenomenon. AI is already present in many sectors of the economy and in many governments. We are now on the verge of the exponential era of AI as businesses learn to unlock the value hidden in massive amounts of data, owing to nearly limitless computer power and falling data storage costs.

AI can analyse large datasets to provide insights that aid evidence-based policymaking and strategic planning, leading to more informed and effective decisions. AI is transforming data-driven decision making by using sophisticated algorithms to quickly and efficiently evaluate enormous volumes of data. Artificial Intelligence (AI) may detect hidden patterns, correlations, and trends that human analysts might miss by analysing both structured and unstructured data. With the use of this skill, organisations may make well-informed judgements devoid of intuition or insufficient knowledge, by relying instead on data-driven insights.

Additionally, AI speeds up decision timelines and increases efficiency by automating repetitive operations like data processing and analysis. This boosts decision-making processes. Artificial intelligence (AI)-powered predictive analytics projects future patterns and results, supporting risk management and strategic planning. Rapid insights are made possible by real-time decision support systems, which allow for quick reactions to changing circumstances.

The Artificial Intelligence for Susshaasan (AI4Susshaasan) will focus on the development and application of AI for good governance. Its main objective is to make sure AI technologies are used responsibly and ethically for good governance and government policy implementation to get India closer to our Hon'ble Prime Minister Shri Narendra Modi's \$5 trillion economic target.

Artificial Intelligence) is increasingly being adopted by governments around the world for a variety of purposes due to its potential to enhance efficiency, effectiveness, and decision-making processes.

### 4. India's New AI Stack and the IndiaAI Mission: Building Digital Public Infrastructure for Development

India is already reshaping our polity, our economy, our security, and even our society. AI

is writing the code for humanity in this century,” said Prime Minister Narendra Modi at the AI Action Summit in Paris, where India co-chaired with France. His words reflect the nation’s growing leadership in shaping the future of Artificial Intelligence (AI). The Government of India has launched the IndiaAI Mission, a landmark initiative designed to transform India into a global hub for AI development and deployment. With a Cabinet-approved outlay of ₹10,371.92 crore over five years, the mission is envisioned as a public-private partnership (PPP) model that will bridge systemic gaps in India’s AI ecosystem and ensure the benefits of AI reach all strata of society.

## 5. The IndiaAI Mission: Strategic Pillars and Implementation

The IndiaAI Mission aims to build a comprehensive ecosystem that fosters AI innovation by democratizing computing access, enhancing data quality, developing indigenous AI capabilities, attracting top AI talent, enabling industry collaboration, providing startup risk capital, ensuring socially impactful AI projects, and promoting ethical AI. This mission drives responsible and inclusive growth of India’s AI ecosystem through following seven pillars.,

- IndiaAI Compute
- IndiaAI Innovation Centre (IAIC)
- IndiaAI Datasets Platform
- India AI Application Development Initiative
- IndiaAI FutureSkills
- IndiaAI Startup Financing
- Safe & Trusted AI

These pillars are designed to create a robust, inclusive, and ethical AI ecosystem while promoting innovation, entrepreneurship, and social good.

**Developmental Vision:** Inclusive, Responsible, and Sovereign AI- India’s AI approach centers on AI for public good, particularly in underserved regions. Applications such as:

- Early warning systems for climate risks
- Remote AI-assisted diagnostics
- Machine translation for regional languages

are designed to bridge digital divides. The mission emphasizes India language models, ensuring access for the 90% of Indians not fluent in English. Ethical concerns—such as bias, surveillance, and misinformation are proactively addressed through the stack’s governance layer.

## 6. Challenges to Address

Despite its transformative potential, AI adoption in India faces several challenges:

- Ethical concerns: Bias, lack of human oversight
- Critical thinking decline: Over-reliance on AI tools
- Environmental impact: High energy consumption of data centers
- Workforce displacement: Especially in low-skilled sectors



- Carbon footprint: Need for sustainable AI
- Data privacy & security: Regulatory gaps
- Overuse & premature deployment: Risk of ineffective models
- Skill gaps: Insufficient AI-trained workforce
- Infrastructure deficits: Inadequate cloud and compute resources
- Data access & quality issues: Fragmented and under-annotated datasets

**7. Conclusion:** In conclusion, the emerging areas of AI development hold immense transformative potential across sectors, from healthcare and education to climate action and governance. However, the responsible advancement of these technologies requires a deliberate focus on ethical governance, transparency, and inclusivity. Governments, academic institutions, and industries must work together to build regulatory frameworks, support interdisciplinary research, and invest in digital infrastructure that ensures AI benefits are equitably distributed. Strengthening public sector readiness, encouraging open-source collaboration, and fostering global partnerships will be critical to addressing potential risks while maximizing AI's potential for sustainable and inclusive development.

The following are the primary areas of focus for essay writing:

1. Public Services and Governance
2. Policy Formulation and Decision Making
3. Public Safety and Security
4. Healthcare and Social Services
5. Transportation and Infrastructure
6. Cyber Security and threat analytics
7. Environmental Monitoring, Sustainability, and Disaster Management
8. Education and Workforce Development
9. Legal Research and Judiciary
10. Public Grievance Redressal
11. Agriculture and Food Security
12. Banking and Rural Financial Services
13. Clean Water and Sanitation
14. Manufacturing and Logistics
15. Social Media Monitoring for Law Enforcement
16. UNSDG – United Nations Sustainable Development Goals
17. Data Privacy & Security: Regulatory gaps
18. Carbon footprint: Need for sustainable AI
19. Ethical framework and Governance.

## Topic 2. Social Media: Challenges and Opportunities

The manner in which Benedict Anderson has penned, "Imagined communities" in the 90's, it stand has been amply vindicated by the popularity and usage reach of the Social Media where in people need not be in tangible touch with each other but can still communicate with, "Immediacy" and be part of reach others lives and more importantly can influence of nations and their populace. What it refers to it, is, the idiom that people are far removed from each other residing and working in different settings all cross the globe while they so reside, they also communicate with each other through means of communication, transport and now the eugenics of Social Media which is another mode of citizen centric connectivity.

The guidelines and the format of the Social Media theme can be of the following and underwritten which the contestants have to adhere to. We will delve inside the actual details and the facts of the narrative and the text of the essay later but lets settle for a collectivist endeavor for the essay theme mentioned herewith.

**The following can serve as potent pointers for the essay:**

### 1.) The concept of Social Media

In a world and a comity of nations and hoi polloi subsisting in a distant but avidly connected world, people and agencies relate to each other in the realm of intangibilities where in communication posts of the order of distant relatives and agencies can communicate publicly and seamlessly over the matrices of global propagation and communication. It was the Pentagon in the seventies which initiated the concept of the "Intranet" which was later on replicated by the rest of the Governmental agencies and the corporate sector in order to connect and communicate in an infallible manner. For people to be empowered social media is also being utilized by the Government of the day in order to execute the Regimental schemes and look for timely and opportune feedback from the citizens where the Government can ameliorate in order to better the function of the Government.

- 1.) People want to participate and be part and parcel with the "Going ons" of national and official communication. Thus arises the need of individual publishable presence which portals such as X, Instagram and Facebook facilitate for the people which do not have access to the Print and Electronic Media. Thus in order to gainfully express themselves and give a vent to one's own individual ideas and persona; citizens need a n access to the outside world where in they can lets say exchange conflicting views and perceptions about how Trump's tariff Regime is posing to be a challenge to the rest of the comity of natty nationalities and economists of the larger world.
- 2.) Dissent and the freedom of expression themes have become the order of the day as far as the functioning of the social media is concerned. Politically and ideologically the social media portals sometimes become the modern day, "Akharas" where in regimental armies of fans and supporters slug it out on the mediascape with trolling becoming the order of the day.
- 3.) The Social Media construct is a new manner of innovation where denizens of a nation can shout out aloud, "Yes! I have been published" giving a vent out to the aspirations of the general populace. Thus, in a manner the theme of social media is a also replete with menaces as the freedom of expression clause has its limitations. In a manner, it can be contended that Social Media has also invigorated the popular rebellions such as the Arab Spring when a clothes seller in Tunisia initiated the entire uprising through the Social Media.



- 2.) Media landscapes and the diversity of roles fulfilled by tech companies have been evolving at a high pace and will continue to do so. Democracy now requires that we engage in a collective learning process to organize online content moderation in a manner compatible with the requirements of international standards on freedom of expression. From this perspective, the need for a mechanism capable of ensuring an effective public supervision of content moderation on social media platforms is increasingly recognized on all sides.

**The following order can serve as the general guideline for the essay:**

- 1.) Introductions and multiple definitions of the term and phenomenon termed as, "Social Media".
- 2.) Explanation of the term, "Simulacra".
- 3.) Historical back grounder of Social Media
- 4.) The debate between Freedom of Expression and the national security concerns of the nation/ land
- 5.) The global regulatory norms of Social Media
- 6.) The Domestic/ Indian and American regulatory norms of Social Media
- 7.) Trolling and Defamation on the Web: A challenge to peace, sanity, civility and order
- 8.) Enhancement of Language skills, expression and interactivity across the nations, Institutions and geo spatial boundaries
- 9.) Conclusion and Recommendations from the author

### **Topic-3. Ease of Living**

#### **Introduction**

Economic growth and material well-being, measured in terms of Gross Domestic Product (GDP), no doubt is important indicator for development of the country; but alone it is not sufficient for ensuring the welfare of societies. Therefore, the main challenge is to create a more comprehensive perspective on growth that includes aspects that are not limited to economic performance. The ultimate aim of development is to improve overall living conditions for the citizens rather than just expansion of economic output. The ease of living is a major indicator of development of a country and an important goal to pursue to improve wellbeing of citizens. Good governance is realised in true sense only when citizens get the benefits of government services without delay and development becomes meaningful only when it enhances everyday experiences and improves the quality of life for all citizens.

#### **Ease of Living: Concept & Meaning**

The term "ease of living" describes the general standard of living that people in a town, city, or nation experience. It indicates whole quality of life that individuals and communities experience, on economic, social, environmental, and cultural aspects. It denotes how easily and comfortably people are able to meet their daily needs and aspirations, which includes access to basic services, safety, mobility, environment, employment, housing, and social and cultural opportunities. The phrase is being used more and more in urban planning, governance, and policy evaluation to assess the effectiveness of administrative measures in fostering citizen-friendly environment. The main idea of Ease of Living is that people should be able to lead fulfilling lives without unnecessary

burdens or obstacles.

It is a holistic concept which denotes well-functioning, inclusive and sustainable society. Citizens expect a smooth, hassle free and comfortable life devoid of shortages and struggles, which ensures a dignified and respectable existence in our daily lives. But, this is difficult to achieve as it involves to an extensive array of governance concerns and also requires cooperation and commitment on the part of every citizen.

No doubt the progress of technology and improvements in availability of services and commodities has resulted in quality of life especially in urban areas. However, many issues still continue to persist; one of the main hurdle still remains in the form of citizens' interactions with any government department. Due to all pervading corruption, which is getting institutionalized, has eroded the trust of citizens in the whole system of governance. It not only imposes unnecessary cost to the citizen but also entails delays, harassment and humiliation.

"Ease of Living" is present government's top priority. The government has taken many reforms in the legal and governance systems. These involve repealing the archaic laws and taking up certain governance reforms with innovative approaches to chronic problems to ensure ease of living. The government has not only focussed on improving the Ease of Doing Business but has constantly emphasised upon improving 'Ease of Living' for citizens across different sectors. This has been brought about by lesser government interference and simplification of cumbersome processes. Thus reforms in laws, administrative and judicial reforms, improvement in basic amenities, accessibility of services for all, overhaul of our education system and healthcare system are prerequisites to improve ease of living for the citizens.

### **Ease of Living Index for the cities**

More and more Indians are migrating to cities from rural areas with aspiration of a better quality of life and economic and social opportunities. By 2050 India is projected to add 416 million urban dwellers to the world's urban population and would be home for about 58% of the total global population. This poses a lot of challenges for the cities to cope with. With rising concentration of people and a limited resource, cities require efficient management and planning to sustain themselves and promote people's well-being and prosperity. Therefore, with increase in urbanization, it becomes pertinent to measure and improve Ease of Living to ensure that cities and nations not only grow in size, but are places to live with human dignity. The Government of India has taken a number of initiatives like the Smart Cities Mission, AMRUT, HRIDAY, Swachh Bharat Mission, and PMAY, among others, to make Indian cities healthy, attractive and sustainable, and to improve the quality of living of its people.

The 'Ease of Living' Index was launched by the Ministry of Housing and Urban Affairs (MoHUA) in January 2018. The objective of the Index is to assist the cities systematically to assess themselves against global and national benchmarks and encourage them to shift towards an 'outcome-based' approach to urban planning and management. The Ease of Living framework has strong link to the Sustainable Development Goals (SDGs) as the indicators for the assessment covers several metrics critical to track progress towards the SDGs in an urban environment. The Index aims to quantify the ease of living of citizens living in the cities across three pillars: quality of life, economic ability,

and sustainability.

The four important pillars investigated under the 'Ease of Living' Index are - Institutional, Social, Economic and Physical that represent the broad conceptual elements that define ease of living. The Ease of Living Index assesses the well-being of Indian inhabitants in 111 cities based on four parameters: Quality of Life, Economic Ability, Sustainability, and inhabitants Perception Survey.

Accordingly, the essay writers may cover one or more areas. Some issues are suggested below:

**1. Governance and Public Services**

- Efficiency and transparency of government services
- Digital access and ease of interaction with public offices
- Citizen participation in decision-making
- Legal, Judicial and Police reforms

**2. Infrastructure Deficiencies**

- Mobility and Transport
- Quality and accessibility of public transport
- Road infrastructure and traffic management
- Need for improvement in basic amenities like electricity and water supply
- Limited digital connectivity (e.g., internet access)

**3. Housing and Urban Planning**

- Affordable housing
- Overcrowded or poorly planned urban areas
- Inadequate sanitation and waste management systems
- Access to utilities like water, electricity, and sanitation

**4. Healthcare Accessibility and Education**

- Availability and quality of healthcare and education
- Access to affordable and inclusive services

**5. Safety and Security**

- Law and order situation
- Safety for vulnerable groups including women, children, and the elderly

**6. Environmental Concerns**

- Air and water pollution
- Poor waste disposal
- Loss of green spaces and biodiversity
- Green spaces and sustainable urban planning

**7. Economic Challenges**

- Unemployment or underemployment
- Rising cost of living
- Lack of economic opportunities in rural areas
- Ease of doing business for citizens and entrepreneurs

**8. Governance and Public Services**

- Bureaucratic red tape and corruption
- Poor service delivery (licenses, permits, etc.)
- Lack of citizen participation in governance

**9. Social Inequality**

- Discrimination based on caste, gender, race, or religion
- Unequal access to public services
- Marginalization of vulnerable populations



**10. Digital Divide**

- Unequal access to digital tools and platforms
- Limited digital literacy
- Exclusion from online services like e-governance or education

**General Guidelines for the Essay**

The essay should be in English or Hindi language. The length of an essay should be approximately around 5000 words. An essay exceeding 5500-word limit shall not be accepted. The contestant must indicate the total number of words of the essay, failing which it shall not be accepted. All essays must be typed in double space on only one side of the paper and those entries which do not adhere to the stipulation shall be deemed to be rejected. It should be submitted in triplicate under a "nom-de-plume" or "alias". The full name and address of the competitor should be mentioned on a separate sheet and enclosed in a sealed envelope bearing the nom-de-plume on the outer cover with the following inscription.

**Annual Essay Prize Competition – 2025, Indian Institute of Public Administration, New Delhi**

All essays should be sent to the Director General, Indian Institute of Public Administration, Indraprastha Estate, Ring Road, New Delhi-110002, by Speed Post and soft copy through email: [trgiipa@yahoo.co.in](mailto:trgiipa@yahoo.co.in), so as to reach him not later than **August 31, 2025**. The envelope should be marked "Annual Essay Prize Competition – 2025". The entries received after the due date may not be entertained.

The essay will be adjudged by a body of judges and the award of the judges shall be final. The institute reserves the right not to make any award if none of the essays submitted meets the necessary standard. Any essay which receives an award shall become the joint intellectual property of the author and IIPA.

**N.B. Intending competitors who wish to seek any further clarification may write to the Director General, Indian Institute of Public Administration, Indraprastha Estate, Ring Road, New Delhi-110002**

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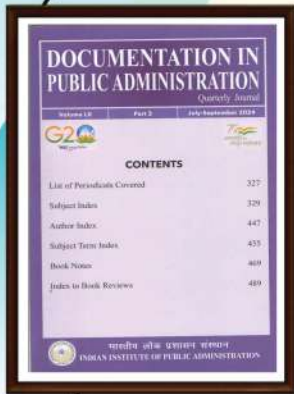


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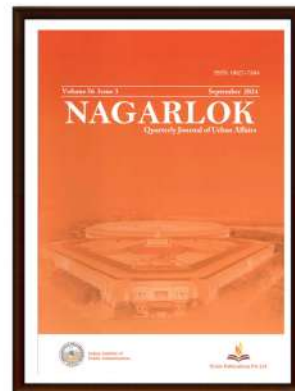
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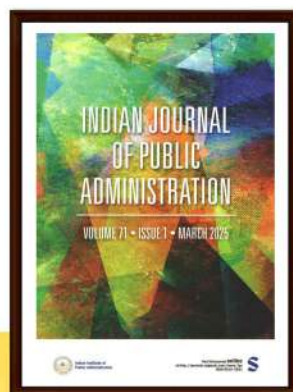
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