

Image Building in Police

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Introduction:

Policing is an integral part of human life and is essential for regulating, controlling crime and protecting the citizens. According to Roman political philosopher Marcus Tullicus (106-43 BC) the safety of people shall be the highest law. The nation that prospered, progressed and developed has given the highest priority to the public order and safety. Effectiveness of the criminal justice system is dependent on the level of trust the people have in the system public, trust the police when they discharge their duties with fairness, equality and determination.

Keywords: Community, image building, police, motivation

According to Collins English Dictionary Image Building means improving the brand image or public image of something or someone by good public relations, advertising etc. Those who seek to bolster their popularity by image building and the frenetic pursuits of public relations must not neglect the solid ground on which their position depends.

There is a saying in **Bible** “**Blessed are the peace makers as they will be called the children of God**”

Data from the United Nations Office on Drugs and Crime (UNODC) shows that in 2013, India's ratio of 138 police personnel per lakh of population was fifth lowest among the 71 countries for which the agency collected these figures.

Accthe Bureau of Police R&D under the MOHA there are 176 policemen per lakh population but ideally a policeman should look after 568 people.

Experts argue that the Indian police system designed in 1861 was best suited for colonial rule and does not meet the requirements of a welfare state.

The studies 'National Requirement of Manpower for 8 hour shift in Police Station' carried out by Bureau of Police, Research and Development and Administrative Staff College of India (ASCI) has found that 90% of the police officers work for more than eight hours a day and 73% do not get a weekly off even once a month and are called for emergency duties from their rare off as well. This is the reason that their efficiency level declines and attitude becomes offensive.

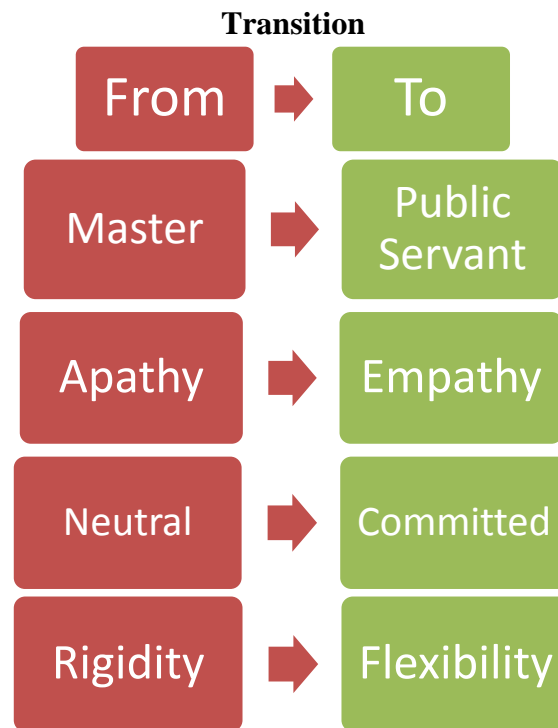
Despite all the above mentioned facts there is definitely a need to build the image of police.

We really salute the law enforcement officer in uniform as they maintain public tranquility and law and order but *there is polarization of relationship between police and public* there is a wide gap between the police and community or in other words the relationship is in a danger of breaking down we will have to have a holistic look at this question so that harmonious relationship can be developed between both the ends. There are expectations on both the ends community demands protection and servicewhere as police demands support and co-operation. The net result of the expectations of both is safe community and it can be termed as a shared goal. Here a **paradigm shift** which is needed in the attitude of the police personnel because here our concern is the makeover or image building in police.

Paradigm Shift

- They should not feel that they are masters (as the uniform gives them ego, elitist character and bossism) They are basically public servants, they are in the police force to serve the people.
- They should not bear apathy, they should bear empathy in their attitude they should identify themselves with the person, who approaches them with some problem.
- They should not be neutral to the goals of their organization rather they should be committed.

- They are always rigid (may be due to procedures or circumstances) they should be flexible in their approach, flexibility in learning keeps them moulding, as it enhances their working style by adopting new trends of working.



Develop Differentiation Model

This model will help to differentiate between a low performer and a high performer. One who does the best work in a week should be declared as the star performer of the week and his photograph should be pasted on the notice board so that others get motivated to work better. Parameters of performance should be developed by the department. Again if he works with the same pace, he should be declared as the star performer of the month, and if continues to remain high performer for six months, he should be acknowledged by the S.P. of the district, so that he is the *role model* for other police stations. This model can be adopted at various levels of hierarchy. In an attempt to boost the morale of its role and build a better image.... police has already started uploading daily reports of good work done by police personnel across the state on

internet. This will not only improve the level of civil society's confidence, a police andsense of security but would also help raise the moral of the force.

Defied corner in the new paper

A definite space should be allotted for the police department in the newspaper, in which the department can send the news on a daily basis about their achievements and ofcourse of failures so that citizens will get accustomed to this column like other material in the print media. Advertise your success otherwise you would not be able to create your brand image. Dialogue with the representatives of different sections of society like advocates, media person, academicians, business community, in the form of seminars and panel discussion should be organized on half yearly basis so that they may get a proper feedback and upgrade their knowledge and skills for better efforts.

Motivational seminars

Higher authorities should bear the responsibility of organizing motivational seminars once in a month to distress the highly over burdened and stressed department. These seminars definitely help in bringing attitudinal change, moral boosting, character building etc. Depression is the silent killer among the police personnel dragging them on the path of suicide. The two most common reasons are self pity and comparison. These seminars will definitely help to strike a balance in their mental state. Do not search examples outside become an example. These seminars may lead to satisfaction and happiness which will definitely result in good health and nothing is more precious than health.

Development of the habit of Life Audit

This concept applies to all the persons. Take ownership of your life by making a plan, putting steps in place and implementing them. According to life coach Tia Singh "A life audit is vital if you want to be incharge of your life rather than let it take the charge of you." It is important to decide what is meaning to you and write down your goals. To make a personal audit successful, make sure that you really introspect. Ask yourself what makes you happy and what fulfills you.

Revisit your wheels of life every few months to make sure you are on track or to change or re set your priorities.

Life audit in a specified period will help us to realize that our goals have changed in a positive direction as we have evolved.

Caroline Righton author of the Life Audit says “**It helps you to understand your journey and make a note of your progress or even make you realize where you stuck, it simply helps you map your life wishes.**”

The areas of life audit can be work, family, friend's health spirituality etc. It also helps you to distress yourself.

Building bridges with your community

Being a good police officer takes dedication, hard work and willingness to spend some time, walking in your area, introduce yourself, serve them, when people know the officers in their community they will have better relationship. Voluntary visits to community programs, religious centers will definitely make a positive impact in their community outside of their regular work. To know the demography of the area should be the first step to know the area you are posted. Getting a big picture view of your community will also help you to serve them with sensitivity.

Revival of Beat Constabulary

At all India Director General of Police Conference at Dhoro, Rann of Kutch in 2015, the Prime Minister said that “police forces should establish strong links with local community and connect with police” further he mentioned about reviewing the Beat Constable system for information collection.

Even the second administrative Reforms Commission in its 5th Report Recommended that the Beat Constable System should be restored.

This is not only an important source of information but it will also provide citizens a sense of security leading to safer community.

Public Police Partnership week can be celebrated in a year

Help Desk of Police can be installed at prime locations where citizens approach easily without hesitation.

In conclusion it can be said that by taking these small steps police personnel can give a lift to their image in their eyes and in the community. These steps can be taking out of willingness no financial investment is needed on the part of the police department.

“The best of find yourself is to lose yourself in the service of others.”- MahatmaGandhi.

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