

[DOI: 10.20472/IAC.2018.044.031](https://doi.org/10.20472/IAC.2018.044.031)

ISMAIL NOORI MSEER

Ahlia University- Bahrain, Bahrain

EMPOWERMENT: ERA OF EXPANDING SUSTAINABILITY

Abstract:

The current world is experiencing rapid changes and transformations steps are hastily and powerfully continuous, and developments that have occurred in an unprecedented manner. Although the twentieth century had been described as being a condensation of five years from human civilization through scientific inventions and discoveries, the twenty-one century is full of technologies, commutations, and knowledge where the culture of image and supposed reality. Accordingly, the world goes as a village but more than to the extent that it can be gathered in the electronic device and less than one's hand palm in size.

This is the era of abbreviating what has been already abbreviated, Nanotechnology, Cybernetics and control, open space where the speed, accuracy, and effectiveness for decision-making in terms of power and experience. This era depends on information, deep combination of specializations, and the serious search for strengthening the cultural democracy, and confirming the transparency through constructive dialogue and active participation, and spreading the tolerance and co-existence. Consequently, it is important to review the most prevalent relations and patterns.

Keywords:

Empowerment , sustainable developments , Nanotechnology, participation

JEL Classification: D71, A30

Empowerment focuses on identifying the fine line between **marginalization** and **participation** in which the highest benefit of the obtainable human abilities are to be merged into work activity. This can be done in the manner of building the capacities and expanding field of participation for individuals and groups to get information and decision-making. Also, the employees and workers have to be considered as a main and necessary part in the work to reach a sound result in terms of innovation, creativity and development. Empowerment is not as an administrative term that merely depends on specializing and activation in a specific field (1) only, but also it goes beyond that as a cultural tendency looking forward to social, economic, and political advancement. There are some results of this action such as the rising development of the world economics, the competence for most activities that powerfully urge for communicating societies. Also, there are situations of mutual approach which are molded by recent means of communication, and political shifts all over the world (2) in which the democracy and transparency, and shifts of authorities and public participation have occurred.

Cultural Pattern

In the light of the tremendous changes all over the world, **empowerment** is a cultural tendency that looks forward for changing the patterns of prevalent and static relations. This may be run in the manner of intensifying efforts to affect prevailing mentality. It is the attempt of holding positive surroundings that aim at benefit of every possible available ability and power through focusing on the thought patterns and traditional relation changing, and supporting the view of disposal of monopoly by the upper class, and activate group contribution. The empowerment is related to administrative principles in order to form a modern work medium looking for investing the manpower and making it able to functioning within the society through expanding the contribution even the decision-making and functional membership and loyalty. Then, the cultural empowerment would be like a wave that carries the world towards forming most of the human relations according to the principle of equality, freedom, and justice (3). This kind of empowerment focuses on disposal of expulsion, dismissal and abolishment; rather it works on concentrating most human efforts to form a free and rightful society in which all people are equal via certain standards of capacities, competence, and skills where a social combination of knowledge and information technology exists. Consequently, the general direction now is excessively advertising the term empowerment especially in the political, functional, administrative, and women fields of action.

Positive Interaction

Empowerment is an activity that is based on the constant activation of work where the quality is the main goal. The improvement of the society through expanding the contribution by means of relations and its regulations development, reflecting positively on scientific and fields of life. From this, fields of motivation, change, and invention are what matter most for focusing on the responsible freedom. It is the freedom that is utilized through renewal, invention, membership and loyalty to a certain side or institute. It is also a deep representation of the membership spirit which keeps remote from submission as much as it has a noble genuine pride towards the social combination. Relation of such a kind may result in powerful motivation for a desirable invention, confirming the notion **(partner and owner, not an inferior worker or follower)**. Accordingly, there is a pursuit of rising individuals' potential power as being members of the society. This membership would occur without submitting to the traditional pyramid procedures that depend on (principal and subaltern), and prevalence of subjection and dependence and the principle of *duty clear* (4), looking for valid tricks to finalize the office hours, where unqualified employment prevails.

Team spirit

Motivation, contribution and invention elements can not be depended on in absence of the change, renewal within the structure of relation between individual and society. No cooperation without a suitable surrounding for team spirit. Also, there is no team spirit in presence of domination, stern administrative control that accumulates mistakes. In this place, it is significant to review the notion towards work concept as a higher human value as much as it is not a plan for prompt targets, or short-term ones. Although the profit is important for the society and individual's unchangeable salary, the difference keeps markedly present when a contrast is hold among different work situations.

The scientific experiments clearly show these situations. For instance, Japanese, Western experiments and even Asian leopards experiment have been reviewed. As a result, the looking forward, in these experiments, was to focus on work situations standard that depends on competence and invention in terms of expanding the relation of principal and inferior workers (5) utilizing the transparency contributing to make the decisions within the society. However, the fine line is based on presenting a philosophy of the society, and manner of changing its power for decision-making form loyalty and submission into patronage, invention, renewal and support. The significant aim is not a high standard of discipline within a society as much as it accomplishes the involved aims. Accordingly, the social basic elements should be considered such as transparency, work power, independence of decision-making by sub-leaderships.

Investing capacities

Empowerment is not a passing trend for slogans of renewal as far as it represents the deep understanding of nature of work. It could not depend on empowerment or imitate it as much as empowerment is concerned with understanding the deep and serious contribution for making the workers having the sensation of freedom in terms of continuous development and improvement. It is a suitable chance for trust strengthening by each party of relation (institute and cadre). This trend may be adopted when abilities utilization, and the obtainable powers of decision-making (6), and consequences would be gained in a high spirit of continuity but not in prompt or temporary manner. Consequently, the significance of administrative leadership is for putting forward the required general aims, and interesting in observation to show the empowerment's role. This empowerment is taken as a motive for allowing workers to make decisions. The targeted social classes or groups of workers here are not relevant to the administrative or functional work situation only, but also they go beyond to outline most life details and social relations. In this place, empowerment represents mental and rational manners that allow the expelled classes to enter upon the subject matter of public relations. This aims at adapting the junior employees' role within their work situation, youth's and woman's contribution with the society.

Generalizing term interpretation

If meaning lost among sciences, the extent of the benefit of the scientific term usage should be referred. Hence, if the empowerment is resulted from the administrative principles; the matter keeps depending on the continuous development consequences. Similarly, the manner of dealing with aims which are involved by the state to gain its own end where the effort is to serve the public utilities (7). Firstly, the term usage brings administratively, secondly it is utilized by the politicians. However, the administrative characteristic is powerfully present in the details. This belongs to the matter of parties interacting in this relation as being human resources which is related to the work situation. Thus, the developments are administratively prominent within the relation of society where the shift from controlling into the concept of taking the responsibility upon workers. It is also the change from the upper class into the group leadership, i.e. changing from domination into cooperation, and from permanent course into continuous and renewal one, and from the threatening the workers to be fired or dismissed into safe work situations whereby the serious contribution may be considered. Obviously, the social and political empowerment could be handled as to benefit of human resources through developing citizen's abilities and qualifying him materially and immaterially. The citizen also has the right of choice in the life without threatening his life and family's too.

Authority and Devolution

The transformation in meaning here is attributed to the modern management philosophy where the notion of delegating the responsibility to human resources so work environment is developed and looking to devolve the authority of decision making downwards is articulated. Thus this new relation is based upon the transfer of decision making process from the administration to the work force in an institute in order to reinforce and empower the concept of institute unity so it can face the transformations and changes taking place in the work. That is regarded as a shift from the old-fashioned way of thinking which the effectiveness of an institute is based upon and in which the overall details of life and the process of integrating them with the details relating to the lives of people and groups are continuously linked. What looks here something relating to administration implies social, political cultural and spiritual data. It is the public sphere mentioned by Habermas. The public sphere mediates between the state and society. It is a site for debating and deliberating the logical proof among people rather than submitting and negative reception. It is the window from which innovative ideas come through by transparently making information accessible to people because it is connected to the public interests.

The development process happening now can not be discounted specially in the concepts of market relations such as profiting and yielding to the market needs, competitions between institutes. to the extent of making public opinion subordinate to the commercial mentality in all what it involves from bargaining and trying to control the market through ways related to promoting crowd culture, trying to make a unique model based on patterning, the overwhelming desire to make people just negative recipients, and are involved only in consumption dealing with the reality in an emotional way rather than in a logical and enlightened way. This overlapping situation, which is full of relations, highlights the importance of empowerment activities and reconsiders the way of communications inside the society where the selection of the total social force is pervasive without excluding and marginalizing any one.

The main effective part of that activity stems from the intention to build the social factor capable of doing its role in favor of the public interest. The public interest should not be just a motto repeated by the elites but it should be a well established culture and an objective process consisting of sustainable development, prioritizing the principal of Justice and equality and obeying the rule of law, working towards creating a cooperation culture to build a climate of solidarity and deep awareness of the changes happening in the world, looking to create a balanced human model capable of dealing with the reality in confidence, dignity and freedom spirit.

From Fostering to Sustainability

Do not give me a fish; teach me how to fish is an often used proverb to draw a direct comparison between the model of reliance and dependence and the model of respecting the value of work. That is what is called empowerment in which human resources are given proper care and the human being is viewed as a high value. This value exists only through working on training, teaching, and providing the proper environment for the people in order to broaden the scope of choices for them in the real life, away from influencing or making them falling prey to blackmail by pressure forces. That is the aspiration for making people involved in making decisions connected directly to their life not on a small scale but their involvement should be an integral part of their daily life practices.

From the relations of practices in life comes the aspiration for learning from the development happening in modern management concepts which focus heavily on escaping from old-fashioned traditions, based on discipline, and directing features of control. The management model, based on empowerment, features in authorizing the employees to take decisions related to their specification, Here the process of oversight is flexible as there is no traditional oversight from the superiors because it is a main part of employees' authorizations. That type of work climate is an integral element of the prevailing relations as the trend here is towards making information accessible to employees, focusing on developing scientific and cultural skills, and clarifying the work objectives, free from obscurity and confusion. It is the clear work which is intended to achieve results by the contributions of all, without any discrimination inside the work environment. Thus the three features of empowerment are obviously (Strategy, skill, and authority). The organizational features of an institute are determined by Strategy. The objectives are clear and those which can not be attained without the mechanisms determining the orientations of a public institute, are known by the employees of such institute. This clarity can not have an impact without teaching the employees the skills which enable them to develop their work, and agreeing on the new methods which are determined by changes and developments.

The importance of power becomes apparent by the authorization given to the employees to instill confidence into them. The concept of responsibility here is dealt with directly and in a practical way as duties are clearly distributed between the administration which draws up the general plans for the institute and the employees assigned to fulfill the tasks entrusted to them. When the administrative authorities are devolved to the employees and their skills are developed in line with the work nature, the need to lay off people surfaces.

According to what is mentioned, the most prominent directions of an institute are enabling the institute to respond to the work developments, reducing the administrative hierarchy, shifting the intentions of the institute high administration towards the issues of general planning, without paying attention to small details, it should focus on developing the human

resources, expanding the scope of decision making capabilities in due course and in line with the speed required by the competitive environment, allowing workers to demonstrate their distinctive potentials and capabilities and stimulate them to achieve more.

An interactive and competitive environment like this has to be based upon information, devolution, participation and quality. Information depends on the employees sound awareness of the importance of their job, and skills they should obtain. Devolution is the practical distribution of the institute workers or employees. Participation means making the employees active parts of the public policy making process. Quality means focusing on flexibility when developing the organizational structure according to competence, skills and available capabilities.

Value of Work

Empowerment is a pattern of culture and knowledge. It is based on activating the psychological, individual and collective levels to evade the traditional relations and instill new values to make the work a constituting part in the individual and collective personality through inculcating the sense of ownership and escaping from the administration direct monitoring or interfering in the work details of the employee field of specialty, instilling a sense of faithfulness and loyalty to the institute by adopting achievement criteria, enhancing capabilities, rewarding creative employees and making them feel that their achievements are highly appreciated. That is regarded as an informed participation in making the work sensible. This type of participation is an interactive one as all the efforts and levels are integrated. So there are no white or blue collars, no division between high and low positions, no marginalization or exclusion as the focus is on creating a productive environment based on diversity, loyalty to the job and believing in team sprits away from individual complexes or trying to excel on the expense of others. This environment is based on collective participation, creating training opportunities, continuous learning, and contributions in establishing measurements and assessment criteria.

What is important is the way of creating initiatives which are evidently connected with the administration directions and objectives and its way to deal with the reality. Thus empowerment is transformed from an idea to reality. All of that is associated with the institute approaches towards (Information, Objectives, team, decision, and transparency). Those are the elements by which features of empowerment can be diagnosed to in a certain institute. Those elements are very obvious specially when dealing with information. Can information be shared by both the administration and employees? Or is it for the use of high administration only?

Objectives can be set by determining the course of action and distributing the duties clearly. Work is crystallized by team spirit as it serves as a base determining the empowerment

activity while the trend here is towards limiting the centralized decisions, and working towards making the results achieved by an institute as general responsibility undertaken by all the institute members.

Determinants of Empowerment Environment

Empowerment philosophy involves changing the familiar model which is always adopted because of its credibility and time-tested validity. So the trend towards adopting this new model is based upon searching for new tools and ways. According to that, empowerment features become very clear by these determiners (achievement, independency, authorizations, Motivation, context). Those determiners intend to activate the course of public relation as they monitor the extent of response to executing tasks and the method of employing society forces. When we speak on empowerment environment in a community, we mean the total social, economic, political and cultural activities. It is a drive towards evaluating the scope of permission and the flexibility of that environment in favor of achievement. That applies on the empowerment of women or political empowerment or on the total approaches of bridging the gap between city and countryside or between woman and men or between the elite and public. It is the cultural pattern which deals with profound innovation and change in the system of actions with all of that systems relations, organization, roles. Actions are connected with the interests' system dependant on public resources and opportunities. It is the thoughts which indicate the field of belief, meaning, views, and perceptions and how they are related to the organizational rules of values, criteria, patterns and organization.

Empowerment is an open view and perception of granting wider authorizations to people and it is the share of power between different levels, high and low. This relation can not be defined without obtaining a suitable training and establishing mutual trust.

It is the motivation for self-reliance by focusing on providing support to people so they can accomplish tasks entrusted to them, and it is the profound belief in development and achieving high results, by adopting the principle of freedom in making choices provided for people and strengthening the meaning of affiliation to the active group looking to achieve the objectives of growth, development, and positive change. This change is brought about by the unification of self-force and group within the spirit of partnership and teamwork to achieve the desired results by developing skills and enabling all to participate in decision-making process.