



Second Mock APSC Mains 2024
(GS Paper IV)
Duration: 3 Hours

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(Please fill your details correctly)

Medium:

English ☐

Assamese ☐

INDEX NUMBER			INSTRUCTIONS
Q.NO.	Maximum Marks	Marks Obtained.	Please read each of the following instruction carefully before attempting the questions: - There are Nineteen questions printed in ENGLISH. - All questions are compulsory. - The number of marks carried by a question/part is indicated against it. - The answers must not exceed 250 words for 20 marks and 150 words for 10 marks. - Answers must be written in the medium authorised in the Admission Certificate which must be stated clearly on the cover of this Question-cum-Answer (QCA) Booklet in the space provided. No marks will be given for answers written in medium other than the authorised one. - Checking to be done with main aim of evaluating a candidate's ability of express ideas in lucid manner. - Any page or portion of the page left blank in the Question-cum-Answer Booklet must be clearly struck off Remarks:
Section A			
1. (a)	10		
(b)	10		
2. (a)	10		
(b)	10		
3. (a)	10		
(b)	10		
(c)	10		
4. (a)	10		
(b)	10		
5. (a)	10		
(b)	10		
(c)	10		
6.	10		
Section B			
7	20		
8	20		
9	20		
10	20		
11	20		
12	20		
TOTAL:			

Signature of the Student:

PLEASE NOTE: The Evaluation Period for the Mock Mains Copy is 10 Days.



SPM IAS ACADEMY
SHAPING BRILLIANCE

Brief report of Performance Evaluation of student in the paper

	Poor	Average	Good	Very good	Excellent
Understanding the context and demand of the questions					
Relevancy of the content					
Structure and flow of the answer					
(a) Introduction					
(b) Body					
(c) Conclusion					
Subject knowledge					
Language of the answer					
Presentation					
(a) Underline to the keywords					
(b) Use of flowcharts or diagrams					
(c) Paragraph limits and overall					
Understanding of directives					
Factual correctness					
Overall performance					

Detail Feedback

SECTION A

Q1.

- a) "Aptitude without Attitude is blind, but without attitude aptitude is lame". What do you understand by this statement? (10marks/150words)

Attitude refers to learned enduring tendency to act & behave certain way towards a entity, object, person or situation whereas aptitude refers to persons capacity to gain knowledge.

The above phrase signifies importance of aptitude & Attitude together, one without other is useless.

Attitude
↓
gets you
promoted

Aptitude
↓
gets you
job

↘ ↙
Significant in Public life.

Aptitude without Attitude $\Rightarrow$ Blind.

- ↳ No compassion
- ↳ Aptitude ~~can~~ interest cannot be learned, however attitude can be learned by anyone any instance of time
- ↳ Aptitude varies person to person to person
 - ↳ Hima Das - Runner
 - ↳ Lata Mangeshkar $\rightarrow$ Singer

Attitude with Aptitude

- ↳ Lack of innovation
- ↳ Slower to adaptation which is important in civil servants. Kota committee report describes for technical upgradation in civil servants.
- ~~"Attitude"~~ It is not your aptitude but your attitude defines your attitude — Zig Ziglar

Q1.

- b) "The fatal failing of the Indian Bureaucracy has been its low level of professional competence, because once a young civil servant joins the service, he is shuffled among various departments allowing him no time to acquire expertise in any field." - Critically analyse this statement. (10 marks/150 words)

Indian Bureaucracy considered to "steel frame" of democracy, however, at instances it starts corroding, further excessive workloads & changing departments frequently considered to be unproductive at instances.

Low level competence. due to frequent shifting

- Not able to gain significant knowledge in a particular department.
- maintain on senior for annual assessment.
- Too much objectivity → unproductive

→ Changing SOP & innovations further
eases most of human

However it is equally important
to change of departments to

learn various services for

• co-ordination during
difficult times.

→ Disaster management
situation where medical
& NDRF forces working together

→ learned from experience.

→ Diversity of Knowledge

→ Election duty

→ Proper use of human
resource when need.

Recommendation of
"Baswant committee" can be implemented

to further check balances with
annual assessment reports.

Q2.

a) The debate of ends versus means is a never ending one. While teleologists stress the need for the right ends, deontologists argue that the ends, no matter how valuable, cannot justify the means. What are the pitfalls in justifying right ends over right means? Also, Analyze the implications of always adhering to the right means.

(10 marks/150 words)

The debate for Right ~~ends~~ ends
 & Right means is very clear.
 Different ~~for~~ philosophers describe
 different aspects. While deontologists
 suggests for right means,
 Teleologists suggest for Right ends.

Importance of Right means

- Right means leads to right ends
 e.g. Honesty will lead to good
 organisational set up.
- Right means achieved through
 right ~~ends~~ is justified always
 e.g. keeping poor women
in the kitchen without ration
 card.
- Not possible to follow strict
 ethics in real life situation.

→ Right ends always not justifiable
to pass exam with cheating
considered unethical.

However, Right ends also important
in certain instances

→ Right ends keeps us motivated
to work harder.

→ Passing exam, for Business
man

→ Right ends are important for
duty oriented service

• Thus confluence between
both need to maintained as
described by Gautam Buddha
with his "Mahyam" way

Q2.

b) "Objectivity is imperative in building an efficient bureaucratic culture"- In the context of the above statement examine the role of objectivity in public services. Is it possible for a civil servant to adopt an uncompromised objective stance on all issues under every situation? (10 marks/150 words)

Objectivity refers to strict
adherence to Rule & orders /
Rule of law.

However it is not always
 possible for civil servant to
 follow strictly adhered to
 objectivity considering—

- varied circumstances
- Diversity of choice
- Sudden changes.
- It lack innovation.

Objectivity is essential for

→ Avoiding dilemma, choosing
 correct choice

→ Proper, SOP/rules helped
 in difficult situation

→ Buirys organisation at integration

however objectivity & courtesy
productive at times

→ lack of empathy, for citizens

eg women leading Aatman
and when need return

→ considering diversity

eg Armstrong Pame built
road with help of local
citizens in Manipur

→ where laws are silent

eg IAS Rahul Kumar eating
mid day meal in school cooked
by widow when she felt
discrimination.

→ for innovation ideas

eg IPS Chetan Singh Rathod
singing National Anthem to
calm protesters.

It is high time to go from
"Rule based" to "Role based" governance.

Q3. What does each of the following quotations mean to you?

a) "Experience is the only teacher we have. We may talk and reason all our lives, but we shall not understand a word of truth, until we experience it ourselves" - Swami Vivekananda. (10 marks/150 words)

The above quote defines importance of learning via experience / in hard experience than books or theories.

"The more we experience
the more we learn"

Experience & Learning

→ creates long term impact,
easy to learn.

eg Experiments in lab
are more easy to learn
than books.

→ Choosing the right options in
life.

- various experiences help in
choosing the right choice
in difficult situations
as experience leads to attitude
formation

Experience $\rightleftharpoons$ Attitude $\rightarrow$ Behaviour
 $\uparrow$ —————

$\rightarrow$ Learning from mistakes

~~to~~ characterise a mission

$\rightarrow$ Important in current context
of Skill training / vocational
training.

$\rightarrow$ Effective technology, learn
by doing as in Japanese
school teach hygiene practices
put a social charge in whole
Japan.

"I did not fail 100 times, but
I learned 100 ways to fail"

— Edison.

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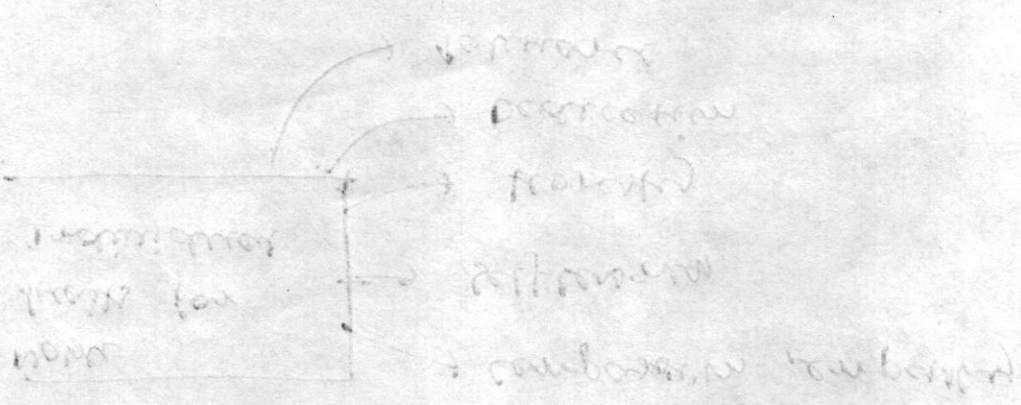
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1. Introduction
 The purpose of this study is to investigate the effect of the independent variable on the dependent variable. The study is designed to answer the following research questions:

2. Methodology
 The study was conducted using a quantitative research design. The data was collected through a survey of 100 participants. The data was then analyzed using statistical software.



3. Results
 The results of the study show a significant positive correlation between the independent variable and the dependent variable. The correlation coefficient was 0.85, indicating a strong positive relationship.

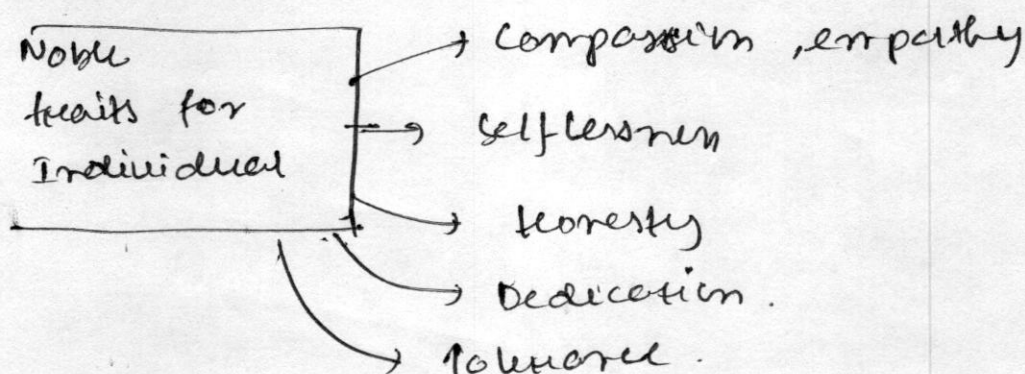
4. Conclusion
 The study concludes that there is a significant positive correlation between the independent variable and the dependent variable. The results support the hypothesis that the independent variable has a positive effect on the dependent variable.

Q3.

 b) "Individuals should cultivate noble traits so that socio-political organizations are free from highly despicable men." – Thirukkural
 (10marks/150 words)

individual values leads
to morality, later morality from
Society leads to ethics.

By the above quote, Thirukkural
trying to describe how individual
traits affect society.



Noble traits leading to socio-political
organisation

Social

① Sympathy & Compassion for
Dish lead to formation of
"Sanya Sadhak Samaj" by
Jyotiba Phule.

② Leverage as individual trait leads to formation of "Mission Bhubana"

③. Integrity : leads to revealing of 2G, Coal Gate scam etc

Parity

① Gandhi's value of Non violence still relevant today, later on adopted by leaders like Nelson Mandela

②. VISAKHA guidelines for safeguarding women treated as individual no vent.

Q3.

c) "Happiness is a mysterious thing, to be found somewhere between too little and too much." - Ruskin Bond. (10 marks/150 words)

According to Leo Tolstoy,
happiness is pleasure without
repentance"

However, happiness can
 be different from different
 person. For someone, it can
 be buying luxury car; for someone
 it can be spending time with
family.

The above quote describes
 the same. ~~So~~ Different attractions
 of happiness, subject to
 subject.

Different Notions of Happiness

→ via welfare of others
 Mother Teresa

→ via environmental stewardship

eg Jadeu Payeng built
Malay Forest

Merits of Happiness

↳ work harder → Pleasure
of Stimuli
↓
Happiness

↳ happiness should not be considered
with pleasure, which describes
more of chemical release,
~~that~~ release of dopamine.

↳ happiness is more intact in nature

eg In Oxford study, when old
people were asked, what makes
you ~~so~~ happy? most

answered as Happy relation.

"Create your own happiness
with own action"
— Dalai Lama

Q4.

a) I would rather try to persuade a man to go along, because once I have persuaded him, he will stick. If I scare him, he will stay just as long as he is scared, and then he is gone. Persuasion can often achieve what coercion cannot. In this context, evaluate the significance of persuasion for heralding social transformations.

(10 marks/150 words)

Persuasion refers to confronting someone for things, while not attacking their thoughts. It is more of a positive in return.

Again coercion refers to using force to get things done.

Significance of Persuasion

- maintain balance in society

↳ everyone have different thoughts, various attractions is need at instances for larger benefit of society

↳ Beti Bachao, Beti Padhao, considered significant for rising GER among girls.

- Maintaining Law & Order:

By while ~~prote~~ addressing
protestors, 1st need to
talk rather ~~the~~ than
lashi change, which may
further aggravate the
situation.

- Limited Resource availability:

By Addressing public in disaster
situation & confronting.

→ Addressing grievances:

By IAS Divya Devranjan Leavren
active tribal language to
address issue of tribals.

→ Keeps in Policy implementation:

By Swach Bharat Abhiyan,
Prevent open defecation.

Q4.

b) What do you understand by integrity? Why integrity is important in public services? Recall and produce an incidence from your life where you have exhibited integrity. (10marks/150words)

Integrity refers to strict
adherence to moral values &
holding uncompromised attitude.

"Do right thing because you
 want to do, not said to".

Importance of integrity in Public
 service

① Prevents corruption in organization.

② Enhance accountability

✶ IAS V. Sangyan declare
 own assets.

③. Enhance transparency.

✶ Shantanu Dubey as
 a whistle blower

④ Leads to courageous decisions,
 without ~~and~~ fearing circumstance

✶ IAS Ashok Khemka, multiple
 posting, still hold integrity.

③. maintaining rule of ~~the~~ Law,
 Metaling Rawlsonian Justice.

④ Prevents slippery slopes, in
 organisations.

eg When seniors are not
 corrupt, subordinate also
 motivated to work harder

Incidence when I exhibited integrity

While awaiting for final Semester
Exams, my friend tried to help
 me with one answer, but I denied
 his help, as doing so is unethical
 & even if I get good marks,
 I might feel guilty, loss of conscience.

- Thus it is equivalently
 important for maintaining integrity
 in both public, as well as private
 life.

Q5. Transparency and Accountability are considered as foundational values for civil services. In this context

(a) Discuss the significance of Transparency and Accountability in public services.
(10 marks/150 words)

Transparency refers to being open towards own action, assets, objects etc.

Accountability refers to holding responsible for own action.

Importance of Accountability

- ↳ To maintain organisation's value
- ↳ Higher self as in Maslow's hierarchy of needs
- ↳ Reduces corruption.
- ↳ Enhances productivity.
- ↳ Helpful in solving dilemma
- ↳ Lal Bahadur Shastri resigned from Railway ministry after train accident.

Importance of Transparency

↳ Enhances of Public faith

↳ Better decision making by Public.

eg In election

ADR declares that 44% of MP have criminal cases against them, 5% MP are billionaires

↳ maintaining rule of law.

eg V. Sengupta JAS, declared his own assets.

↳ Better delivery of services.

eg Maharashtra citizen charter "Window of Hope".

Accountability & Transparency

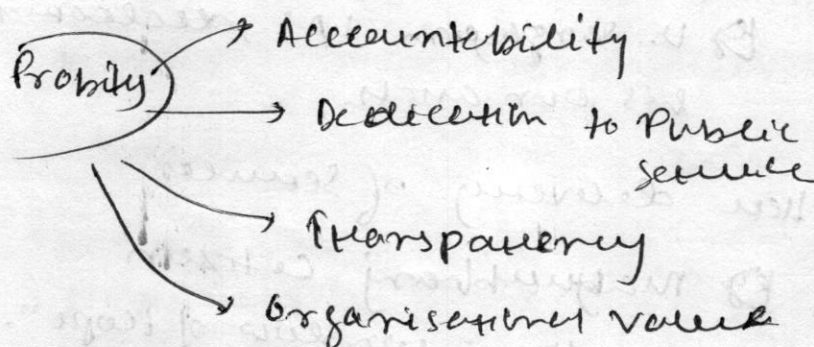
are important for civil servants as described in 2nd ARC & Nolan Committee.

Q5.

b) There are certain standards that society expects from those who are elected or appointed to public office to observe and maintain in the conduct of the public affairs to which they have been entrusted. Those in positions of power can use these positions to take decisions that are solely in the public interest or they can use them to benefit themselves. Where the roots of private virtue are diseased, the fruit of public probity cannot but be corrupt. What do you understand by probity and discuss how probity in public life can be inculcated? (10 marks/150 words)

The word Probity, derived from Latin word "Probitas" means "to do good".

Probity is strict adherence to moral values without compromising them.



Way to inculcate probity in public life

① By formulating laws.

→ Prevention of Corruption Act 1988.

- ② Enhance transparency by
~~by~~ RTI, & other mechanism
- ③. Punishment if done wrong.
- ④ Enhancing productivity via
utilization charter,
- ⑤ Grading of organization
~~by~~ 7 Star Rating Programme,
 where Panchayats are
 graded according to their
 performance.
- ⑥ value education, ^{implemented by} Code of Ethics &
Code of Conduct
- ⑦ Reward & incentives for well
 performers.
- ⑧ Independent Auditing.
~~by~~ Annual Survey Report in
case civil servants
- ⑨ Innovative solutions
~~by~~ BMC, Pot hole charge where
 money deducted from engineers for every pot hole.

Q5.

c) "If you want others to be happy, practice compassion. If you want to be happy, practice compassion." – Dalai Lama
 (10 marks/150 words)

By the above quote Dalai Lama, suggests that happiness comes from altruism, helping others. "Loving yourself in service of others" as described by Gandhi.

Happiness & Compassion

→ Helping leads to intrinsic satisfaction, higher order as in top of Maslow's hierarchy of needs.

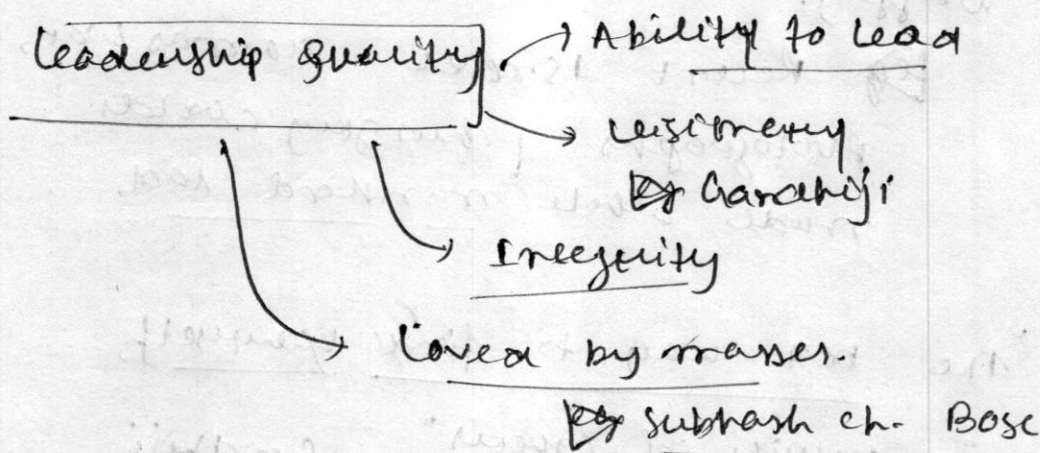
→ creates ripple effect, makes happy society.

eg. Smiling at, thanking, saying thank you, made his day, he further make others happy.

- To achieve "EUDAIMONIA" as described by Aristotle, happiness from virtue.
- If society is happy, we will be happy.
- Recent Israel - Hamas war, photographs of hungry children made whole mankind sad.
- "The best way to find yourself, in service of others" — Gandhi
- "Compassionate Capitalism" as done in CSR initiative.
- Build trust on Corporates, leads to more profit. Company & Public both happy.
- Tata's trust, → 7% donation in CSR, while only 2% is mandatory.

Q6. Why is leadership is considered a foundational value for civil services and a fundamental attribute to be a civil servant?
(10 marks/150 words)

Leaders can change or break the world. A good leader is the one, who takes all his fellows together.



Leadership as value of Civil Services

→ Always act courageously, & with integrity.

↳ Atish Dheeran took Responsibility of missile failure.

→ Visionary leaders, helps others to see long term gains.

↳ Gandhiji, engages masses for Indian freedom struggle.

- Always values other opinion,
tolerant attitude.
- Should have integrity, as civil servants
handle large amount of money
by correct slippery slope in
organisation; If boss is
taking bribe, coming late,
subordinates also get
motivated

Leadership as fundamental Attribute
in civil service

- Also need to solve dilemma
- Choosing over Categorical
Imperative Kant
- ~~Decide~~ while deciding long term vs
short term gain
by E. Sreedharan
- Make positive changes in society
by Daiya Jaluo by Armit
Kupke IAS for manual
surveying

SECTION B

Q7. Suman is a young IPS officer who is posted as the SP law and order in a district that has a history of communal clashes. During a cultural event, a political leader made certain controversial comments regarding the religion of another community that can potentially harm communal harmony in the district. The representatives of the aggrieved community met Suman with their complaint. An FIR was registered in the matter and the police department promptly started an investigation. During questioning, the accused political leader denied the charges. He claimed that he was exercising his right to freedom of expression and had no intention of hurting anyone's feelings. He even offered to tender an apology if his statement had hurt someone's religious feelings. However, the aggrieved community was not satisfied with this apology and demanded strict action against the accused. The next day, a video went viral on social media in which the accused political leader can be seen making derogatory statements against another religious faith. However, Suman suspects that the video going viral on the internet is a doctored video and someone has mischievously edited it to make it more vitriolic and inflammatory. The video has ignited communal tensions in the district. The accused political leader belongs to an influential community and his community has put their support behind him. Local intelligence has warned that some anti-social elements are trying to use this opportunity to create communal riot in the district. The entire matter has been politicized and is being covered by the national media. In this situation answer the following:

- What differentiates a hate speech from a free speech?
- Why does social media have a very strong influence over the actions and thoughts of its users?
- What is the most suitable course of action for Suman in this situation? Justify (20marks/250 words)

Above case study signifies importance of differentiating between 'Rights you have' vs 'Right thing you do'

- (a) Difference between hate speech & free speech are significant in current context as human values are tend to deteriorating over time for power hungry.

Hate Speech

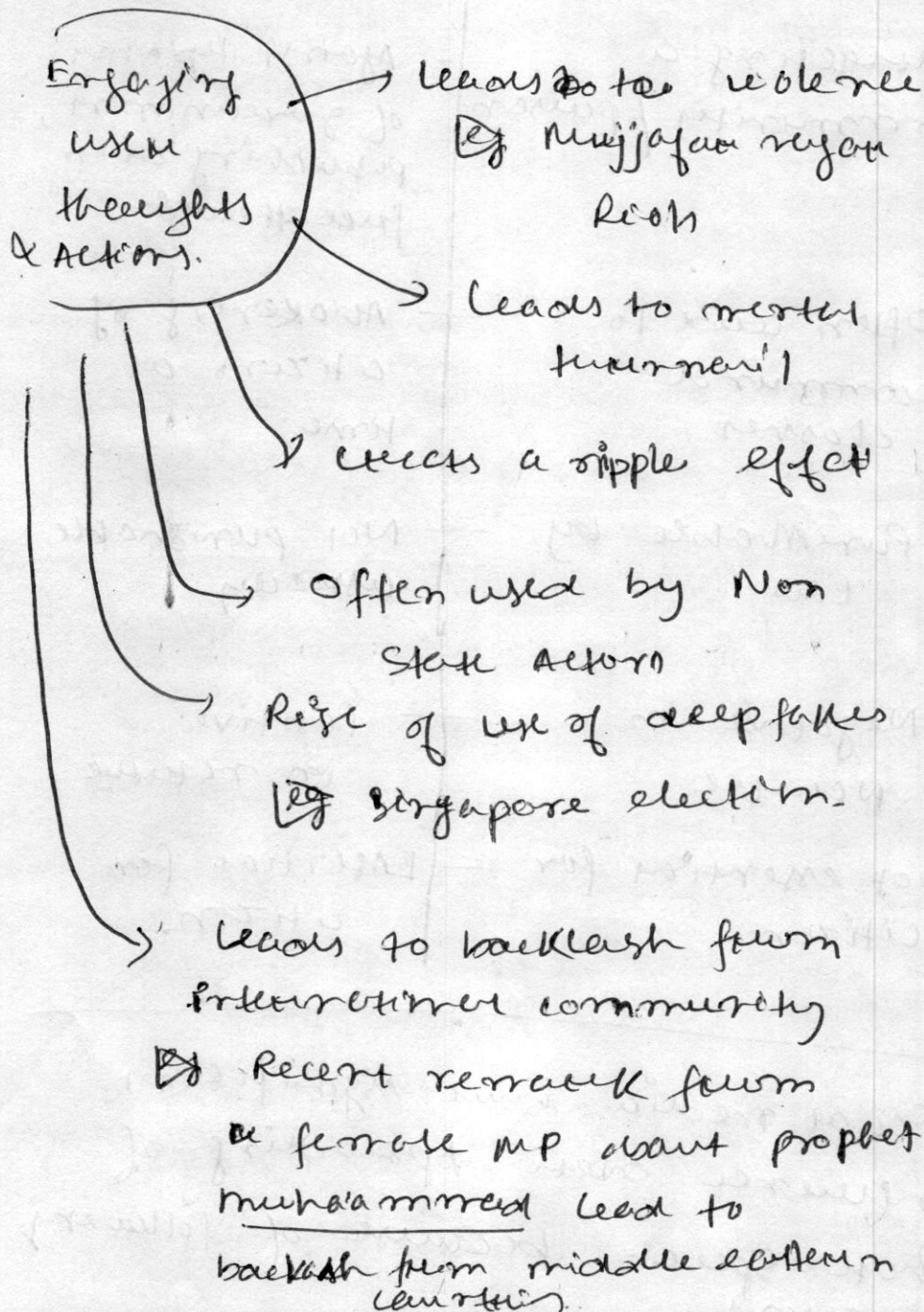
- Not constitutional mandate
- Targeting a community / person
- Often lead to communal clashes
- Punishable by Law
- Negative in Nature
- Not essential for citizen

Free Speech

- Constitutional mandate under article 19(1)
- Against tyranny of government, publishing own free thought
- Awakening of citizens at time.
- Not punishable usually
- Positive in nature
- Essential for citizen

⑤ Social media have significant influence over spreading of hate speech because of following reasons-

- Anonymity
- Quick way to communicate.
- Spread to masses.



→ Rise of communism

→ Hindrance secularism,
important value of constitution
of India

Cause of Action should be done
by Surran

- ①. He should request the politician
leader to stop spread of
hate speech ASAP
- ②. If he denied demanded punishment
method, actions need to
be taken against him following
Rule of Law.
- ③. At the same time, issue
another video by police
department advising citizens
to maintain law & order.

Q8. Rape is one such violent crime that not only leaves the victim physically assaulted but also emotionally traumatized. The Children are often victims of such inhuman crimes. Recently a girl aged fourteen was also subjected to same kind of trauma when she suffered due to rape. The perpetrator was arrested by the law enforcement agencies and put to trial. Meanwhile the victim attained pregnancy and when she was subjected to medical examination, it was discovered that she is in the 24th week of her pregnancy.

Due to social stigma associated with child-pregnancy, the parents of the victim try to hide the pregnancy for first few days but later decide to approach a hospital to get the pregnancy terminated. As the doctors exhibit more or less an unhurried attitude towards the entire case, the parents of the victim decide to move the court to obtain immediate abortion orders. However due to this inordinate delay the victim reaches the 32nd week of pregnancy. So when the entire matter is brought before the court for adjudication the court denies abortion rights to the victim on health grounds.

What are the values involved in this case? Suppose you are a child right activist then how would you respond under the given situation? Suggest some steps that can be adopted to avert such crimes in future. (20marks/250 words)

The above case indicates rise of sexual violence against children. According to NCRB data, 1 out of 4 (girl) & 1 out of 6 boys face sexual violence, before turning to 18 years of age.

values involved in this case

- Deteriorating Law & Order.
- Rise of sexual violence against children.
- Objectivity by doctors

instead of empathetic attitude,
against hippocratic oath.

- Lack of Awareness, Child Health
as what takes so long to
child - to be taken to hospital
by parents?
- Legal loopholes in formulating
Law → Prevention of Medical
Termination of pregnancy act?
- Debate between "Pro life" &
"Pro choice" → child & baby's life

As a child right activist my
steps to situation is

- ① Help the girls immediately
via → Psychological counselling
→ Health check-up
→ Confronting parents &
child

the system of water to supply
of land area to the water
- the system of water to supply

land area

of land area to the water
- the system of water to supply

② the system of water to supply

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③ the system of water to supply

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④ the system of water to supply

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⑤ the system of water to supply

- ② ~~help~~ help her in the legal matter
→ might talk with lawyer about
the issue.
- ③ create awareness about such
instances to society at large.
- ④. As court have already declared
most important is taking
care of health of the baby
& child - for that
 - I will take suggestion from
medical boards.
 - help from NCD, if the
family is financially
not that well.
- ⑤ Again, as the child is already
underage, taking responsibility
of baby is equivalently important
for that →
 - taking consent from parent
if they want to take care by
themselves or need to contact

child care NGOs.

Steps need to adoption

- Reproductive education in schools, which still considered to be taboo in schools.
- Regular parent teacher meeting.
- Teaching about "bad touch" "good touch" by parents / teachers.
- ~~Sex~~ Installation of cameras in school, buses & other premises.
- "Paric bottoms", ~~safe~~ safe waters for children.
- Addressing society at large, via pamphlets, Nukkad Natak.
- Confronting policy makers to make laws more citizen oriented.

Q9. Bior is a luxury fashion brand/clothing line, known for its ultra-high exclusivity. The luxury fashion products of Bior are widely endorsed by top celebrities, socialites, business magnates, and politicians. Bior design its products and outsource the manufacturing work to its vendors, located in different parts of the world. ABC textiles, one of its vendors, located in India, was chosen for the latest product of Bior, a black color golf T-shirt. It was made targeting the upper class of East European countries including Russia. However, due to an armed conflict between two countries in the region, and deteriorating security situation, the company was forced to close all its outlets in the East European countries. This led to the problem of adjusting/disposing of the factory inventories of 10,000 units of T-shirts prepared by the ABC textiles for Bior. Normally, any company would have redirected its products to any other suitable region and clientele. However, high-end luxury brands like Bior don't follow such practice in order to maintain exclusivity of its products. Therefore, the company directed Kamal, the owner of ABC textiles, to burn the excess products, assuring Kamal that Bior will pay ABC textiles the entire cost of the consignment in full. Kamal was relatively new to the fashion industry. The decision of the company came as a shock to him. Kamal knew that the combined value of the products that he was asked to burn was in multiple crores. Also, many people in the company including Kamal, had worked very hard for the launch of these golf T-shirts for the last few years. He discussed the company's order with his business associates and friends. To his surprise, Kamal was told that this was a common practice among all the high-end luxury brands. In order to maintain the exclusivity of the products, the surplus product is burned. This ensures that the rarity of the product is maintained and the associated glitz and glamour of the product is not diluted. The company reasons that if the surplus product is used by the common working-class people, then it may hurt the brand value of the product. Kamal, himself born and brought up in a middle-class family, was not convinced and found this reasoning abhorrent and vulgar. Kamal has witnessed poverty in India first hand. He personally knew of many cases where the families did not have decent clothes to wear, least of all the likes of quality clothes that he was asked to burn. As the owner of a manufacturing unit, he knew the financial condition of his workers, and the limited resources within which they were forced to live their lives. Contrasting these hard realities with the company's decision of burning products worth crores of rupees, disgusted Kamal and made him ponder over the vulgar display of wealth and power. Kamal was convinced that burning the clothes is not justified, but he was also aware that it was after all company's prerogative to deal with its product as it pleased. Also, Bior had helped Kamal during his difficult economic phase. While he was struggling to find work during covid-19 crisis, Bior had then given him and his business a lease of life by giving him a big contract. Therefore, he did not intend to do anything that could jeopardize his cordial and profitable relations with Bior.

a) What are the ethical issues in the above case study?

b) Imagine yourself in the shoes of Kamal. What course of action will you adopt in the above situation? (20marks/250 words)

The above case is a classical example of Gandhi's one of the 7 deadly sins; "Commerce without morality"

Ethical issues involved in above case

- Commerce without morality
- Profit over ethics.
- ~~Material~~ Rise of materialism & consumerism in society, against idea of simple living of Buddhism, Gandhi ji
- Global armed conflict → Against "Just War" Theory.
- Choosing between ~~the~~ Personal ethics vs by Personal gain by Karma.
- choosing between
→ long term goal & short term profit
- Tacqueville's herd mentality by people

Cause of Action Karan should take

- ① Confess with the Bior industry to not buying all these cloths & distribution among children.

Justification

- Company may lose short term profit
- But it will increase 'market value' of company globally
- More people will know about the brand.
- Following ethical principle during war times leads to discovery of higher order as Maslow's hierarchy of needs

- ② Again if the company is still reluctant they can remove tag, brand names from cloths & distribute as

done in case of manufacturing
defect products. , off shipment sales

③ Kanner should further ~~the~~ approach
 higher authority of company to
 not do so.

- Global brands like Ades is
 doing same practices where
 they deposite most profit for
donations.

→ Giving them examples of
 global NGO's like "Melinda
Gates foundation" where
 they maintaining profit &

Social work together
 → If not solved, whistleblowing via
 social media is last option.
 leading a world towards

✓ "Compassionate capitalism" is

the need of the hour.

Q10. Satish is a climate conscious and responsible citizen. Satish left his well-paying job as a senior manager in a multinational company and started a small firm that manufactures eco-friendly products. The motto of his company is "zero wastage and green for welfare". His firm makes bio-degradable polymer which can be used as an alternative to plastic bags, bottles, plates etc. Satish thinks that this will promote a healthier environment and will have a positive impact on people's health.

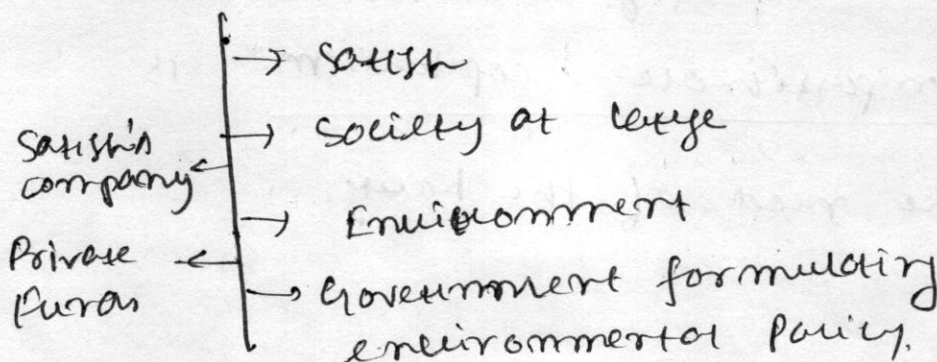
It will also help address the problem of climate change by reducing one's carbon footprint. For this to be achieved, he believes that not just products, but the process too should be less polluting. This is why, he invested heavily in non-polluting machinery. These machines are certified as "green machines". In fact, some of them were even imported from other countries. All of this has gained him a good reputation in the eyes of critics and environmentalists. But as the technology used in manufacturing these products is new, imported and expensive, the products made by Satish's firm is costlier than conventional plastic products. Satish has proved that his product is environmentally benign, but he was unable to scale up production because of he ran out of funds. Satish knows that if he could start manufacturing the polymer at a large scale and leverage economies of scale his product would become more price competitive to conventional plastics. Satish used last of his funds to publicize his product. Satish thought that with this publicity, raising funds from the market would be easy. Satish reached out to many investors, and they showed great interest in Satish's product. But none of them were willing to invest money in this product. They feared that this new product, being much expensive, would not be able to compete with the conventional plastic products. Satish's firm is also losing his existing customer's who complain about very high cost of his products. Both Satish's prospective investors and past customers know that this technology is less polluting and environmentally benign and has a positive attitude towards it. But consumer concern and attitude about the environment does not readily translate into the purchase of environmentally friendly products. Academic research has also identified this gap between purchase intentions and behaviors. Satish knows that if he changes the production procedure, things can look better for the company on the financial front, but that can take away his reputation and will also be against his own beliefs. The only possible hope is to expand his consumer base, sell his products at full capacity and convince investors to invest in his eco-friendly venture to keep his green industry running.

Consider yourself in Satish's position and answer the following questions:

- How will you induce behavioral change to nudge people to move towards eco-friendly products?
- What factors will you have to consider while inspiring such a change?

(20marks/250words)

Stakeholders involved in case



① way to change peoples behaviour -

①. via social media:

with large no. of people engaged in social media, it is easy for small firms like Sethi to access & make people aware about environment friendly product

②. via School camps / Summer camps

- Children are "future citizens"
 inculcating right values like "environmental stewardship" can be put significant impact on sustainable future

③ via the living school

in Dheraji practising organic farming.

- "Akshya Panna" school in Gwalhati using plastic waste as credit / school fees.

on the 1st of April 1914
 the first of the year
 at 10.00 AM the first of the year

the first of the year
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the first of the year

What you see

many people who are

becoming

leaving the area

to other parts of the country

① What you see

② What you see

the area

many people who are

leaving the area

to other parts of the country

leaving the area

to other parts of the country

③ What you see

the area

many people who are

leaving

the area

to other parts of the country

④ What you see

③ Via role modelling

↳ keep of celebrity, 'influencing people can be taken for this sake

↳ keep from environmental activities like - 'Jadav Payers'

④ Keep with Government policies!

↳ Govt. already launched various initiatives for environmental friendly products

↳ - Green Budget by Aam Govt, water hyacinth bag production via NEERI,

- ~~Chlorination~~

⑤ Innovation!

↳ Amingaon based company producing T-shirts from bamboo pulp,

→ water bottles of Clay from Ahar Nandi.

⑤ Factors need to be considered
while inspiring such change -

- ① Market Study
- ② Forward & backward linkages
eg Transportation, online Availability,
Affordability, Raw materials
- ③ Attitude of people towards, products
- ④. value addition required for products.
- ⑤ Government existing policy & attitude towards such change

Q11. The development of independent media has brought greater transparency and accountability in the functioning of the government. Through prompt reporting, the media has highlighted several issues of public interest. Due to Media, the people of the country are now more aware about the achievements and failures of different governments and institutions. Almost everyone in the country, who yields some degree of authority or influence, is answerable to the people through media. Thus in this way, the growth of independent media has revolutionised the flow of information in the country and has acted as a catalyst in furthering the principles of participative democracy.

However, several questions have also been raised on the impartiality and non-partisanship of several media houses. Several media personalities have shown covert or overt inclination towards one political ideology or the other. Hence there has been instances when the authenticity or credibility of the reports have been questioned. Analyze this situation in detail and suggest how this dichotomy can be resolved. Suggest some steps to minimise the negative impacts. (20marks/250words)

Media, which is considered to be 4th pillar of democracy is currently flawed deteriorating the ~~the~~ ~~value~~.

Issues with current media

① Rise of Yellow Journalism

↳ more inclined towards FRP, Profit rather than facts & truth.

↳ Against Gandhiji's "Commerce without morality"

②. Rise of fake News.

↳ Spreading fake news during
during crisis time

↳ Particular media channel
using fake news about
vaccine crisis during
COVID time.

- Installation of GPS chip with
2000 rupee rate during
demonetisation

③. Unauthorised Advertising?

↳ About products that are
banned by Cororil when
promoted to cure corora

↳ Adult products add
during day time only.

① Sensationalization of News

→ For more views,

Race for exclusive news.

→ ~~Rei~~ Recent Sirra Haridwar
case

② Media Trials

- Media acts as 'judiciary' even before law, proven guilty.

→ Recent. Rhea Chakravorty case, Suicide of Sushant Singh Rajput.

③ Prioritising cheap news over more prominent issues.

→ During flood times, showing Bollywood Awards news

④ More inclined toward particular party;

- many news channels owned by politicians themselves,

- reduces transparency,
- more biased towards ruling party.

Steps to Minimize

- Mandatory media ethics in journalism courses.
- Code of conduct & code of ethics for media houses.
- Strengthening Broadcasting Laws, IT Act
- Strict measures for fake ads.
- Independent fact checking body for social media.
- Mechanism to use ~~to~~ prevent fake news, like a common code.
- Banning of media houses involved temporarily ~~to~~ / Putting fire as a curative measure, for example

* Above steps are necessary for withstanding & 4th pillar of democracy.

Q12. Anand is an honest worker who works in a factory. His reputation among the co-workers of his division and the factory management is very high because of his integrity and professional efficiency. One day a fight breaks out between two groups of workers on a minor issue of personal nature. Anand, along with the co-workers of his division, happen to be in one of the fighting groups. This scuffle between the two groups inflicts injuries to some workers and causes destruction of the factory property.

The entire incident is brought before the management and when closed-circuit television (CCTV) recordings are seen then Anand's involvement in the case is confirmed beyond doubt. However, considering Anand's excellent record as a worker, the factory management offers clemency to Anand on the condition that he should act as a witness against his co-workers, against whom the management decides to file a formal police complaint.

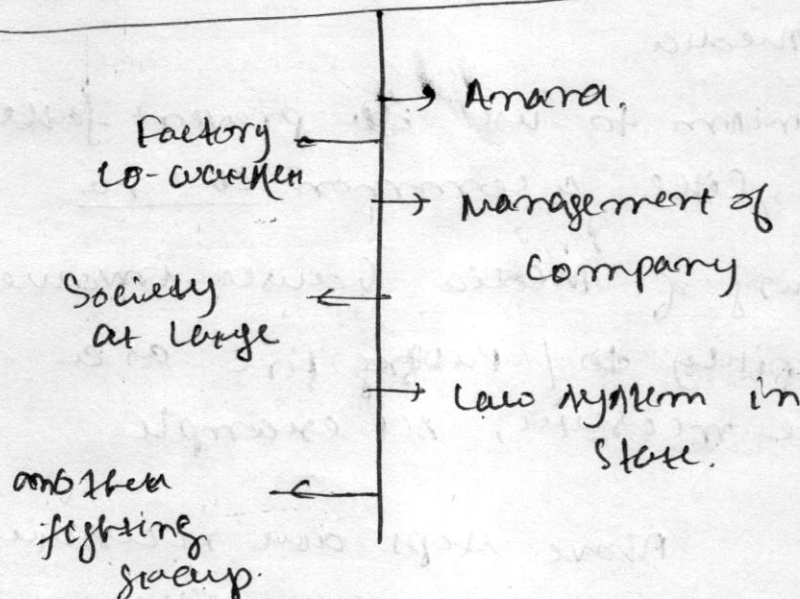
(a) Suppose you are Anand, what are the various options open to you under the given situation? Analyse the merits and demerits of all such options.

(b) What course of action would you follow under the given scenario and why?

(20marks/250words)

The above incidence shows
 Rise of anger & violence among
 fellow citizens due to lack
 of "Emotional intelligence"

Stakeholders involvement



④ Options Anand had —

① Accept his mistake & accept the decision of law

Merit	Demerit
- Loss of conscience	- He might lose his job.
- Maintenance of integrity	- Not following seniors order
- Trust with co-workers	

② Accept managements offer & work as a witness

Merit	Demerit
- Co-worker his job will be safe	- Backlash from co-workers
	- Degradation of Rawlsian Justice.

③, Resign from Job & working honestly with law & Accept decision

Merit	Demerit
Justice of co-workers & self	- Might lose job & financial problem - Management might not like his decision.

From the above options, Anand should take option ① + ③

Cause of Action Anand should take

- He should write an apology letter to organization for his behaviour.
- He should further address the other group & co-workers as mistakes are bound to happen at time "to err is human"

- Further, he should act with authority while inquiry.
- He might consider resigning temporarily from factory till inquiry is done for independent inquiry.
- He can help in the inquiry rather than acting as a witness, to win faith of co-workers.
- Finally accepting the decisions of authority, as an accountable person.
- A person with integrity always chooses the right options to tackle how best the situation is. Anura should follow similar course of action.

ROUGH PAGE