



## 4. Privacy in the digital Era: myths and realities

Today's generation have been revolutionized by Smartphones. There are number of apps to make your work simplistic. I myself is an ardent user, and was booking ticket of a superhero flick through 'Book my Show' app. Later that day I saw my feeds full of recommended contents from that movie itself like soft toys, news article etc!

Hence, somewhere this activity of mine (of watching a particular movie), in my own free time had been shared to a third party app, without my know-how.

Not only this, we can have frequently experienced our 'mail inbox', filled with frequent spam of different promotions, which we not have even visited say buying property, getting job etc.

In today's world 'Data is the new oil' as famously quoted by head of newly entrant telecommunication giant in the country. What it entails that Data is the new 'niche' resource, which is going to power the global giants. We are already seeing the rise of firms like Facebook, Google, Tencent etc whose IP is exclusively data utilization.

As a result, today every other company is planning out its apps, to gather the data from

individuals, thanks to penetration of smartphones, and utilise it as per their demand.

These are apps like Uber using your travel details; Swiggy Food Panda etc. knows your favourite cuisine or 'Traveler' that knows the holder of any phone numbers.

This scrambling of data have left us with one pertinent question that do we really have Privacy in the digital Era? Let's explore:-

Recent studies shows that google still saves your location history despite your explicit consent for not doing so. It knows your frequent travelling locations, the time spend and areas visited.

These data can be used to target ads that are more useful for you, finding prospective customers easier for firms. Moreover, Google uses its dominance in search to provide ads as per its will and show search result more suitable to the tech giant rather than person using it.

Due to such a data breach, recently European Union fined a whopping \$5 billion to its parent company, Alphabet Inc. Such was the extent of the problem.

Similarly, recently a data research firm Cambridge Analytica had been closed down which was a leaked data in a significant breach of a person's privacy. It was allegedly claimed to use big data analytics

to mine user data for third party benefits.

similar is the case for Facebook, who have more than 2 billion users worldwide. The shares of the company are in plunge lately because of increasing complaints by users of leakage of data.

A study on the concept of 'free basics' provided by facebook as a free basic minimum internet sites, showed that it was another ploy by the tech giant to tap in user data, hitherto untouched. to have a lead on the nascent market.

so, after busting the myths of privacy in the digital era. we should look after the realities associated with such

breach:

The most eminent threat is the use of data for their own benefit, keeping privacy of a user in jeopardy.

In 2017, In Justice Puttaswamy vs. ~~state of Union of India~~ judgement, Nine-judge bench of

Supreme Court unanimously declared 'Right to privacy' as a fundamental do ones Right to life and liberty under Article 21.

Similarly right to privacy have been taken fundamental human right in many western jurisdiction especially under European Union, who have a persons liberty at helm, propounding the concept of 'Liberté, fraternité &'

Equalibet ?

Further, ~~was~~ such private data have been used by Russian hackers to compromise US presidential election as shown by various studies, hinted by CIA itself.

Knowing ones tendencies, interest can be utilised to target his/her voting pattern, undermining democracy. There are repeated intelligence reports of furthering of such use by terrorist organisation like ISIS, who target this internet generation for their recruitments.

Moscow, chinese firms like Tencent, Baidu etc. are notorious for storing private data, that can be, later used by the establishment for digital warfare?

Hence, a person's right to determine or enforce his choice is significantly undermined by such nefarious use of private data.

Most potently, it brings out one private life to the eyes of a third party, without her consent.

~~Today~~ Particularly, with advent of digital age, use of internet, smartphones etc. have further propagated such breach. Such unwanted repercussions may have such a boom to today's generation sub-bare, with shared privacy and limited ~~their~~ exercise of choice.

Hence, the need of the hour is to have proper accountability and transparency of in using of such data.

The form taking the consent of individual should be simple and to the point. Presently these are too much complex and users generally ticks the 'Terms of agreement', without knowing the details.

One such step recently has been taken by 'Android', the popular smartphone operating system, which calls for explicit consent for different permissions like reading of messages, taking call etc.

To safeguard critical data like the 'Aadhar database', a strong infrastructure has to be build. Such critical infrastructure can be secluded from mainstream internet. Further, UIDAI (authority in charge of such data), should be transparent and accountable with a professional approach.

Lessons and guidance can be taken from strict data privacy laws of the European Union, which have provisions for stricter penalties for the firm responsible for storage of data. Such explicit punishments are required.

BS Srikrishna panel has drafted a privacy law which should be scrutinised thoroughly by different stakeholders involved. It has progressive proposals like:-

- having storage of critical data in the country itself.
- Penalties for data breach.
- Simple, explicit consent forms.

Keeping effective regulations on evolving technologies will lead to blessing for future growth.

without chances of them being misused  
Mahatma Gandhi always talked  
about keeping check to any  
benefit as envisioned in his 6000  
Shis?

... — X — ...

## Creating a clean India: prospects and Challenges

On the 68<sup>th</sup> Independence day of our country, in 2014, from the rampart of Red Fort, the Prime Minister of the country chose 'cleaning India' by 2019 i.e., 150<sup>th</sup> birth Anniversary of Gandhi as his flagship mission.

Such a declaration by the head of state, commanding a brute majority, signifies the urgency of the situation. Despite several decades of our independence, a clean India has been a dream and has to be taken on mission mode.

Today, insanitation is a major cause of water borne diseases in India,

like Cholera, diarrhoea etc. Due to this disease burden we are low in social indicators particularly child wasting and stunting and Under 5 mortality (U5MR). Not only this, such burden is also impacting countries productive working force, keeping in mind the rich 'demographic dividend' country is experiencing.

Moreover, we find Urban fringe area filled with waste disposals and garbage dump, accumulating city waste. This is gross problem of solid waste management in the country.

Not only our land but cleanliness is a problem for our citizens also. 'Cranger', the lifeline of

India is considered one of the most polluted taking household sewers as well as industrial effluents passing through Kanpur, Allahabad, Patna etc. This is particularly deplorable, keeping in mind the 'Water-stress' status of the country.

Hence, the prospect for a cleaner India will not only keep abaw problems at bay, will also help act as resources for energy generation.

At households level we can have 'two-pit latrines' that can be utilised as for manure for vegetative cropping.

Further the slurry can also be used for production

of biogas, fuelling rural economy.

At urban level, the solid waste can be utilized for energy generation through waste to energy plants.

~~Has~~ Government under its new 'biofuel policy' has envisaged ~~to~~ 'Municipal Solid Waste' as a

2<sup>nd</sup> Gen. biofuel. Helping country becoming a cleaner economy.

Creating an efficient solid waste management infrastructure will

generate new livelihood opportunity ~~for~~ among skilled as well unskilled

workforce. E.g., 'Solid Waste Management Rules, 2016' calls for integration of ragpickers to the formal economy.

~~cleaner~~

cleaner sources will lead to a better flow and hence

will augment their transportation capacity, helping them becoming arteries of 'goods transport'.

Most significant boost to a visibly cleaner India will give a jump to the tourism sector, particularly increase in Foreign Tourist Arrival, that have a negative image of the country, due to its unhygiene, helping in foreign reserves increase.

The ~~an~~ Ecosystem under Solid Waste Management have also capacity to boost start-up and Entrepreneurial Culture in the country, providing avenues for unique and rich works. It will have lead to better utilization of our 'Knowledge Economy'.

Though there lies some challenges that need to be tackled through:-

Most being the 'behavioral change' that is required. We people generally have the attitude of littering our waste here and there then blame government or authorities for the same.

Most problematic of this is the challenge of 'open defecation' in the country, particularly in rural areas.

• Further, Waste processing will require 'Segregation of waste at source', which is entailed in Solid Waste Management Rules, 2016, though is far from implementation. Huge awareness drive is required.

An attitudinal change regarding use of biogas as fuel

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and required infrastructure support is another challenge.

There is lack of mechanism for door to door collection of wastes in municipalities, which hampers centralized use in energy plants.

Moreover, Non-biodegradable wastes particularly single use polythene have no apt alternatives, cloth bags get wet and usability of other material is less.

Managing present landfill sites as well as wastes in such a large volume will be a humongous task to be achieved. Additionally, safe handling of biological and nuclear waste would be a challenge in itself.

Rather, we should not keep in forget the issue of sanitation workers,

Who work in such unhygienic environment, without proper safety equipments like gloves, shoes etc.

Though, the challenges seem eminent but there are solutions too:-

'Swachh Bharat Abhiyan' have created a mass movement regarding the cleanliness in the country. By end of 2017, more than 85% of the village population is Open defecation free.

Further, initiative like 'Swachhata doot', 'Swachhagrahis' have created ground level awareness regarding this.

With 'Swachhata Rankings' government have ushered in competition among urban bodies to create required mechanism for Solid Waste Management. Many cities have established unique

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mechanisms for cleaning other cities.

Moreover, active people participation is also seen, as they've realised the benefits.

SWM Rules, 2016 talks of ~~pena~~ penalty for non-segregation, focussing on 3Rs (Reduce, reuse and recycle) and its strict implementation is required.

Niti Aayog suggest for a 'National Waste Management Authority' to look after for the efficient management of solid waste around the country.

Further, experts will be deployed for better handling and utilization.

'Namami Gange' under Ministry of Water Resource have targeted to clean Ganga by 2020 and later other rivers will be taken.

As a result of above initiative, Country is seeing a visible cleanliness overall. Recently, WHO said that by making our Village ODF, We've potentially saved lives of 3 lakh children in last four years. Such benefits will continue to accrue as we go towards a cleaner India. It is desirable as:-

'Cleanliness is next to Godliness'  
— Gandhi

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