

# VISION IAS

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## GENERAL STUDIES (TEST CODE : 2370)

Name of Candidate	G. Srujana		
Medium Hindi/Eng.	English	Registration Number	346699
Center	Hyd	Date	13/9/24

INDEX TABLE		
Q. No.	Maximum Marks	Marks Obtained
1(a)	10	
1(b)	10	
2(a)	10	
2(b)	10	
3(a)	10	
3(b)	10	
3(c)	10	
4(a)	10	
4(b)	10	
5(a)	10	
5(b)	10	
6(a)	10	
6(b)	10	
7	20	
8	20	
9	20	
10	20	
11	20	
12	20	

Total Marks Obtained:

Remarks:

## INSTRUCTIONS

- Do furnish the appropriate details in the answer sheet (viz. Name, Registration Number and Test Code).  
उत्तर पुस्तिका में सूचनाएं भरना आवश्यक है (नाम, प्रश्न-पत्र कोड, विद्यार्थी क्रमांक आदि)।
- There are **TWELVE** questions printed in **HINDI & ENGLISH**.  
इसमें बारह प्रश्न हैं हिन्दी और अंग्रेजी में छह हैं।
- All questions are compulsory.**  
सभी प्रश्न अनिवार्य हैं।
- The number of marks carried by a question/part is indicated against it.  
प्रत्येक प्रश्न/भाग के अंक उसके सामने दिए गए हैं।
- Answers must be written in the medium authorized 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 authorized one.  
प्रश्नों के उत्तर उसी माध्यम में लिखे जाने चाहिए जिसका उल्लेख आपके प्रवेश पत्र में किया गया है और उस माध्यम का स्पष्ट उल्लेख प्रश्न-सह-उत्तर (क्यूसीए) पुस्तिका के मुख्य पृष्ठ पर अंकित निर्दिष्ट स्थान पर किया जाना चाहिए। उल्लिखित माध्यम के अतिरिक्त अन्य किसी माध्यम में लिए गए उत्तर पर कोई अंक नहीं मिलेंगे।
- Word limit in questions, if specified, should be adhered to.  
प्रश्नों में शब्द सीमा, जहाँ विनिर्दिष्ट है, का अनुसरण किया जाना चाहिए।
- Any page or portion of the page left blank in the Question-Cum-Answer Booklet must be clearly struck off.  
उत्तर पुस्तिका में खाली छोड़ा हुआ पृष्ठ या उसके अंश को स्पष्ट रूप से काटा जाना चाहिए।

Is student recommended for One-to-One mentoring?

Recommended

Strongly Recommended

16-B, 2<sup>nd</sup> Floor, Above National Trust Building, Bada Bazar Marg, Old Rajinder Nagar, Delhi-110060

Plot No. 857, 1st Floor, Banda Bahadur Marg (Opp. Punjab & Sind Bank), Dr. Mukherjee Nagar, Delhi-110009

## EVALUATION INDICATORS

1. Contextual Competence
2. Content Competence
3. Language Competence
4. Introduction Competence
5. Structure - Presentation Competence
6. Conclusion Competence

Overall Macro Comments / feedback / suggestions on Answer Booklet:

1.

2.

3.

4.

5.

6.

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All the Best

## खंड A / SECTION A

निम्नलिखित प्रश्नों के उत्तर 150 से अधिक शब्दों में न दें:

Answer the following questions in not more than 150 words each:

1. (a) क्या नैतिक विवेक हमेशा नैतिक निर्णयन में कानूनों, नियमों और विनियमों का पूरक होता है? उपयुक्त उदाहरणों के साथ अपने उत्तर की पुष्टि कीजिए। (उत्तर 150 शब्दों में दीजिए)

Does moral conscience always complement laws, rules, and regulations in ethical decision-making? Support your answer with suitable examples. (Answer in 150 words)

10

Moral conscience refers to the inner voice that tells us to always adhere to the moral principles.

Moral conscience is complementing laws, rules and regulations.

- ① When the rules are in line with the morality.

Ex → RTE Act, 2005 - equality of education.

- ② Also when it promotes the socially established principles.

Ex → POSH Act, for safe work environment.

Moral conscience when act as a prologue to laws and rules, then it promotes Utilitarianism.

Ex) Criminalization of suicide. upheld.

③ when the greater good is not

Ex) sedition law.

autocratic nature.

② It also promotes the

Ex) section 377 of IPC.

① It creates discrimination.

when moral conscience doesn't complement laws, rules, regulations

Ex) Good Samaritan law - strike.

for laws.

conscience acts as foundation

④ It happens when the moral

Ex) Reservation laws.

uplift the vulnerable sections.

③ when the laws and rules

1. (b) भारत जैसे देश में समाज के कमजोर वर्गों के प्रति करुणा का भाव अनिवार्य है और इससे समझौता नहीं किया जा सकता है। उपयुक्त उदाहरणों के साथ परीक्षण कीजिए। (उत्तर 150 शब्दों में दीजिए)

Compassion towards weaker sections of society is essential and non-negotiable in a country like India. Examine with suitable examples. (Answer in 150 words) 10

Compassion refers to the feeling of empathy which drives action for the others.

Compassion = Empathy + Action

Importance of compassion in India

- ① It helps in social justice.

Ex → IAS Divya Devarajan learned Gond language.

- ② Welfare state concept.

Ex → Article 28 of DPSP.

- ③ Vicious cycle can be broken.

Ex → Poverty, hunger, etc.

- ④ Innovations in the governance.

▶ Ex Armstrong Paine constructed a road with crowd funding.

⑤ Selflessness is the important principle.

▶ Ex Giving the poor people food.

⑥ Altruism gets promoted.

▶ Ex Helping the girl children by giving my books.

⑦ Population in India is the biggest problem, hence demands compassion.

"Service to jiva is service to shiva" — as said by Vivekananda promotes the compassionate attitude.

2. (a) भारतीय समाज में भ्रष्टाचार मौजूद है और निरंतर फल-फूल रहा है क्योंकि इसे सामाजिक रूप से स्वीकार किया जाता है और महत्वकांक्षा को प्रेरित करने वाला माना जाता है। क्या आप इस दृष्टिकोण से सहमत हैं? (उत्तर 150 शब्दों में दीजिए)

Corruption exists and thrives in Indian society because it is socially accepted and even seen as aspirational. Do you agree with this view? (Answer in 150 words) 10

Corruption refers to the accumulation of resources in an illegal way. It also means misuse of power.

Corruption as socially accepted

- ① Corruption is seen as a way to get things done.
- ② It is also seen as acceptable in small amounts.

Ex → Acting like an oil in the administration.

- ③ It seen as a boosting mechanism.

Ex → For officials, to motivate them.

Other side of corruption -  
the right view

① It creates laxity in the  
administration.

Ex → Demands more for further  
work.

② It compromises the values  
of honesty, trust, etc

Ex → IAS Pooja Singhal.

③ Corruption also breeds  
partiality.

Ex → Against veil of ignorance.

④ It is against the  
duty boundedness of Kant.

Corruption violates  
the public trust. Thus it  
creates a rust instead of  
becoming oil in engine of  
administration.

2. (b) सामाजिक उत्तरदायित्व को लोकतांत्रिक शासन को बढ़ावा देने और सेवा वितरण में सुधार करने के साधन के रूप में तेजी से मान्यता मिल रही है। विवेचना कीजिए। (उत्तर 150 शब्दों में दीजिए)

Social accountability is increasingly recognized as a means of enhancing democratic governance and improving service delivery. Discuss. (Answer in 150 words) 10

Social accountability is a mechanism of holding one responsible for their actions and results.

Ex) Social audit.

Social accountability in enhancing democratic governance

⇒ ① It brings transparency.

Ex) In MGRNREGA, social audit.

⇒ ② Utilization of funds also becomes efficient.

Ex) Tracking of expenses.

⇒ ③ Accountability gets built.

Ex) Through Meghalaya's mandatory social audit.

→ ④ It also boosts the ethical governance  
 Ex → CAG audits.

Social accountability in  
improving service delivery

① It increases public trust.

Ex → RTI Act, 2005.

② Identification of the beneficiaries

Ex → Through online PDS scheme.

③ Citizen centric services

Ex → Citizen charters.

④ Involvement of civil society  
organizations.

Ex → Naz foundation for LGBTQ+

Social accountability  
needs more awareness among  
the public. It helps in  
creating a just society.

3. वर्तमान संदर्भ में निम्नलिखित उद्धरण आपको क्या संदेश देते हैं?

What does the following quotation convey to you in the present context.

(a) "मानवीय आवाज़ कभी भी उस दूरी तक नहीं पहुंच सकती जो अंतरात्मा की पवित्र आवाज़ द्वारा तय की जाती है।" - महात्मा गांधी (उत्तर 150 शब्दों में दीजिए)

"The human voice can never reach the distance that is covered by the still small voice of conscience." - Mahatma Gandhi (Answer in 150 words) 10

Conscience refers to the inner voice that guides one in taking right decisions.

Limitations of human voice

→ ① The rigid nature gets trapped by boundaries.

↳ Ex) laws, rules, etc.

→ ② The spiritual freedom is also not tapped properly.

→ ③ The chimera of materialism.

↳ Ex) external world is more focussed.

## Reach of conscience

⇒ ① It helps in achieving the true happiness.

↳ Summum Bonum principle.

⇒ ② In adhering to the values.

↳ Altruistic capitalism.

⇒ ③ It also acts as a best tool in developing attitude.

↳ Attitude to not use single use plastics.

⇒ ④ Conscience helps in crisis times.

↳ During ethical conflicts.

The conscience is more powerful in self-introspection.  
As Gandhiji said Atma Nireeksham is needed for everyone.

3. (b) "धैर्य विचारों का मार्शल, इच्छाशक्ति का कवच और तर्क का किला है।" - फ्रांसिस बेकन। (उत्तर 150 शब्दों में दीजिए)

"Fortitude is the marshal of thought, the armor of the will, and the fort of reason."  
- Francis Bacon. (Answer in 150 words) 10

Fortitude refers to the courage of holding the truth and right in any circumstances.

Fortitude as marshal of thought

① It promotes the thoughts of bravery.

↳ Standing against apartheid by Mandela.

② It instills the vibes of positivity in the society.

↳ Sense of service to the downtrodden - Mother Theresa.

③ Also the thoughts of sportsmanship gets built.

↳ Through determination.

## Fortitude as armor of the will

① Fortitude makes the determination to step forward.

↳ Ex) By taking action against injustice.

② It also pushes one's limits.

↳ Ex) Coming out of the comfort zone.

③ It also causes to achieve one's goals.

## Fortitude as a fort of reason

① It helps in sticking to rationality.

↳ Ex) SWOT analysis.

② Also the truth gets upheld.

↳ Ex) Satyameva Jayate.

③ The reason of duty boundness gets upheld.

Fortitude is an important virtue as said by Plato in his cardinal virtue theory.

3. (c) "चरित्र बार-बार दोहराई जाने वाली आदतें हैं और बार-बार दोहराई जाने वाली आदतें ही चरित्र को सुधार सकती हैं।" - स्वामी विवेकानंद (उत्तर 150 शब्दों में दीजिए)

"Character is repeated habits, and repeated habits alone can reform character." - Swami Vivekananda (Answer in 150 words) 10

Character is considered as an inner attribute which is reflected in one's behaviour.

The habits shape one's behaviour.

How one react to things is based on their habit of earlier experience.

If they respond silently, it shows their maturity.

Ex) Gandhiji using non-violence.

The habits one use regularly can change their thoughts. Thus their character can be shaped.

Ex) Habit of meditation regularly.

Both influence one another. Thus forming an inner and external factor in shaping one's personality.

But all habits are not good. For example, the habit of smoking, abusing etc. These are not rewarded in the society. And similarly, the discrimination is also a character shaped by bad habits.

To remove the stereotypes and prejudices in one's mind, one should inculcate better habits. Thus it shapes a good character.

4. (a) संगठन कर्मचारियों पर पड़ने वाले अनुचित दबाव को रोकते हुए स्वस्थ प्रतिस्पर्धा को किस प्रकार संतुलित कर सकते हैं? (उत्तर 150 शब्दों में दीजिए)

How can organizations balance healthy competition while preventing undue pressure on employees? (Answer in 150 words) 10

Corporate governance  
plays an important role in  
balancing the interests of all  
the stakeholders - OECD.

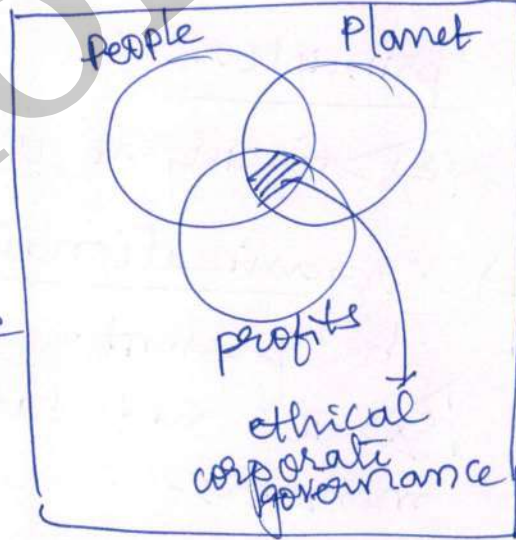
Balance healthy competition  
while preventing pressure on  
employees

- ① ⇒ By focusing  
more on the  
employees'  
health.

↳ Better leave  
mechanisms.

- ② ⇒ Creating a  
workculture of confidentiality.

↳ Whistleblower protection.



③ → Motivating and inspiring  
the employees.

↳ concept of leader by  
Machiavelli

④ → By using emotional  
intelligence awareness.

↳ Through the lens of  
employees.

⑤ → By not resorting to unethical  
principles.

↳ forcing to work overtime.

⑥ → Organizational ethics should  
be present.

↳ ITC not laying off its  
members.

The competition  
should be sustained by the  
business operations with  
focus on mental health of workers.

4. (b) प्रबंध का अर्थ कार्यो को सही करना है; नेतृत्व का अर्थ सही कार्य करना है। विस्तारपूर्वक वर्णन कीजिए।  
(उत्तर 150 शब्दों में दीजिए)

Management is doing things right; leadership is doing the right things. Elaborate.  
(Answer in 150 words) 10

Management and leadership  
are the different ways present in  
the presentation of things.

Management in doing things right

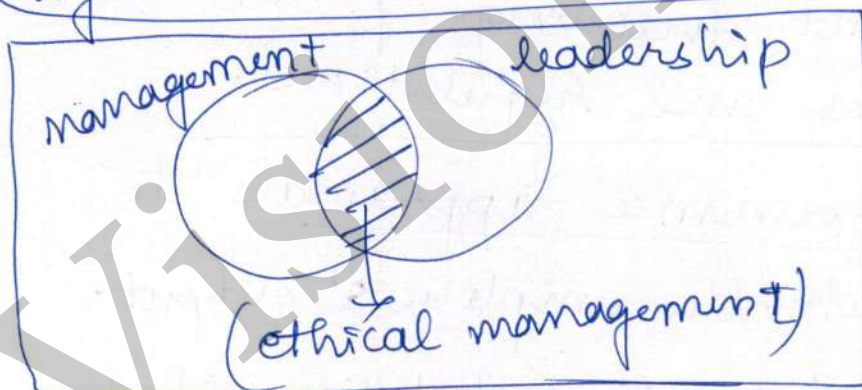
- ① Adhering to the timelines.
- ② Strict following of the rules and regulations.
- ③ Performance appraisals to check the employees' output
- ④ Based on the objective criteria.

Leadership is doing right things

- ① focus on emotional intelligence rather than mere objective criteria.

- ② Motivating the people to do the right thing.
- ③ No fear of retribution like in management.
- ④ The allocation of resources is equal unless in the management.

Both management and leadership together



Thus by following the object criteria in a right way is required. It is for the better outcome of welfare in the society.

5. (a) अभिवृत्ति का निर्माण समाजीकरण की प्रक्रिया का एक महत्वपूर्ण पहलू है। व्यक्तियों में अभिवृत्ति के विकास में योगदान देने वाले विभिन्न कारकों पर चर्चा कीजिए। (उत्तर 150 शब्दों में दीजिए)

Formation of attitudes is a crucial aspect of the socialization process. Discuss the various factors that contribute to the development of attitudes in individuals.  
(Answer in 150 words) 10

Socialization refers to the practice of influencing an object in the right, intended direction.

Factors contribute to the development of attitudes

① Family

The enculturation is an important step in forming one's attitudes.

↳ Respecting elders.

② Educational institutions

They teach the values like equality through a rational perspective.

### ③ Life experiences

The experiences from past teach us to act accordingly thus as lessons.

↳ fear of animals.

### ④ Society

Society places various mechanisms to make one follow the values.

↳ social ostracization as a punishment.

### ⑤ Legal system

The laws present same one's attitude.

↳ Not skipping the traffic signals.

The attitudes are the internal part of an individual which play an important role in the management of moral values.

5. (b) किसी भी कार्यस्थल पर संघर्ष अपरिहार्य होते हैं और प्रशासनिक भूमिकाएं भी इसका अपवाद नहीं हैं। इसके आलोक में, संघर्ष प्रबंधन में भावनात्मक बुद्धिमत्ता की भूमिका पर चर्चा कीजिए। (उत्तर 150 शब्दों में दीजिए)

Conflicts are inevitable in any workplace, and administrative roles are no exception. In light of this, discuss the role of emotional intelligence in conflict management. (Answer in 150 words) 10

Emotional intelligence refers to the ability to manage one's emotions also of others through awareness.

Emotional intelligence in conflict management

① Self awareness

Thus not reacting to things harshly.

Ex: Use of polite words.

② Self motivation

By enabling oneself to achieve the targets by self introspection.

Ex → SWOT analysis.

③ Self responsive

Responding to the things  
in an apt manner. Also  
acting in a humble manner.

Ex → Tamboli Ayyaji's hospital  
in Naxal areas.

④ Responsibility

By acting in a  
transparent manner.

Ex → IAS Ashok Khemka's honesty.

⑤ Social skills

By building empathy  
and compassion, thus  
spreading love.

Ex → Mother Theresa.

The threads of  
conflict should be cut with the  
scissors of emotional intelligence

6. (a) चर्चा कीजिए कि अभिवृत्ति विश्व के साथ हमारी धारणाओं और अंतःक्रियाओं को आकार देने में किस प्रकार महत्वपूर्ण भूमिका निभाती है। (उत्तर 150 शब्दों में दीजिए)

Discuss how attitude plays a crucial role in shaping our perceptions and interactions with the world. (Answer in 150 words) 10

Attitude refers to the learned predisposition of oneself towards a socially significant object/entity either in a positive or negative way.

Attitude role in shaping perceptions

① It helps in building the rationality principles.

↳ Socrates questioned the church rule

② Also instills the curiosity.

↳ Newton's curiosity on falling of apple.

③ It perceive one towards the justice principle.

Ex → The principle of social equality, gender justice, etc.

④ About the liberty.

Ex → Utilize it without causing harm to others.

Attitude in shaping interactions

① It creates a sense of security among the speaker.

Ex → Using respectful language.

② Also the social solidarity gets built.

Ex → Through activities of compassion

③ It also creates a world of peace.

Attitudes are crucial in creating a peaceful world else discrimination like Holocaust can happen.

6. (b) हाल के अध्ययनों से पता चलता है कि जेनरेशन Z पिछली पीढ़ियों की तुलना में एकाकीपन के उच्च स्तर का अनुभव कर रही है। इस प्रवृत्ति के संभावित कारण क्या हैं? (उत्तर 150 शब्दों में दीजिए)

Recent studies indicate that Generation Z is experiencing higher levels of loneliness than the previous generations. What are the possible reasons for this trend? (Answer in 150 words) 10

Recently, the Economic Survey 2023-24 has highlighted the mental health under "Minding the mind" owing to its importance today's world.

Reasons for loneliness in Gen-Z

① Nuclear families has become a norm in the urban societies.

↳ Unlike Joint family in earlier generations.

② Doom scrolling of the social media by the youth.

↳ Instagram, facebook, etc

③ Lack of interaction with the family members.

↳ Autism, depression, etc.

④ Parents busy in their work.

↳ less time for family.

⑤ Psychological stigma present in expressing the mental health issues.

⑥ Awareness is low among the Gen-Z regarding the government initiatives.

⑦ Physical activity has been replaced with video games.

⑧ Growing stressful lives with focus on academia.

According to NCRB, among the suicides, 18-49 year age group are the highest, raising the alarming nature of mental health.

खंड B / SECTION B

निम्नलिखित प्रश्नों में, प्रस्तुत प्रकरणों का ध्यानपूर्वक अध्ययन कीजिए और उनके उपरांत वाले प्रश्नों का उत्तर दीजिए (लगभग 250 शब्दों में)

In the following questions, carefully study the cases presented and then answer the questions that follow (in around 250 words):

7. नीरज ने हाल ही में कॉलेज से स्नातक किया है और वह एक बड़ी आईटी कंपनी के वित्त एवं विश्लेषण विभाग में कार्य करता है। हाल ही में, नीरज को विक्री के रिकॉर्ड में एक चिंताजनक विसंगति का पता चला, जिसने सत्यतापूर्ण रिपोर्टिंग हेतु कंपनी की प्रतिबद्धता के बारे में निवेशकों के लिए चिंताएं उत्पन्न कर दीं।
- नीरज की कंपनी की विशेषता संवृद्धि को बढ़ाने, विक्री में तेज़ी लाने और अधिक लाभ कमाने के इच्छुक अन्य व्यवसायों को सॉफ्टवेयर सेवाएं प्रदान करना है। किसी उत्पाद की लागत आवश्यक सेवाओं के प्रकार पर निर्भर करती है। एडवॉंस पैकेज महंगे होते हैं और इनकी अधिक विक्री से कंपनी के लिए मज़बूत संवृद्धि का संकेत प्राप्त होगा।
- हाल ही में, नीरज को एक नया प्रोजेक्ट सौंपा गया जिसमें उत्पादों को खरीदने वाले ग्राहकों की संख्या और एडवॉंस बनाम बेसिक पैकेजों पर खर्च की गई राशि को दर्शाने वाला एक विज़ुअल विकसित करना था। हालांकि, प्रोजेक्ट के लिए किए गए शोध में, उसे विक्री की रिपोर्टिंग का एक ऐसा पैटर्न मिला जिसने उसे विचलित कर दिया।
- नीरज ने देखा कि यदि किसी ग्राहक ने 50 लाख रुपये के "एडवॉंस" उत्पाद और 50 लाख रुपये के "बेसिक" उत्पाद खरीदे हैं, तो 1 करोड़ रुपये की समग्र विक्री को "एडवॉंस" उत्पादों की विक्री के रूप में वर्गीकृत किया गया था। उसे इस तरह के कई उदाहरण मिले तथा गलत तरीके से दर्शाई गई राशि करोड़ों रुपये में थी। एक कर्मचारी के तौर पर, वह इस बात से परेशान है कि कंपनी की विक्री को वास्तविकता से अधिक मज़बूत दर्शाने से निवेशकों को भ्रामक जानकारी प्राप्त हो सकती है।
- नीरज को लगता है कि सही कार्य यही होगा कि वह अपनी बात कहे और कंपनी के विक्री संख्या को अभिलेखित करने के तरीके को ठीक करने का प्रयास करे। वह इस बात से बहुत परेशान है कि यह बेईमानी है, और उसकी व्यक्तिगत सत्यनिष्ठा और नैतिक मूल्यों के विरुद्ध है।
- हालांकि, नीरज कंपनी में नया कर्मचारी है और कोई बड़ी समस्या नहीं खड़ी करना चाहता है। वह यह भी सोच रहा है कि क्या विक्री रिकॉर्ड करने के तरीके के लिए कोई उचित स्पष्टीकरण हो सकता है। जब नीरज ने अपने बरिष्ठ से सलाह ली, तो उसे बताया गया कि यह कॉर्पोरेट संगठनों में आम तौर पर इस्तेमाल की जाने वाली "रचनात्मक लेखांकन (क्रिएटिव अकाउंटिंग)" प्रथा है। उन्होंने यह भी संकेत दिया कि विक्री की कुल राशि में हेराफेरी नहीं की गई है।
- इसके अलावा, यह एक तनावपूर्ण समय है, जिसमें कई तकनीकी छंटनी हो रही हैं और नीरज की स्वयं की कंपनी ने छंटनी किए जाने की घोषणा की है। एक नए कर्मचारी के रूप में, वह जानता है कि वह नौकरी से निकाले जाने वाले पहले कर्मचारियों में से एक हो सकता है। इसलिए, वह अभी अपनी नौकरी खोने का जोखिम नहीं उठाना चाहता क्योंकि उसे बिनाए जैसे अन्य खर्चों के अलावा द्वात्र ऋण भी चुकाना है।
- (a) इस प्रकरण में नीरज के समझ कौन-सी नैतिक दुविधाएं हैं?
- (b) कार्य संवृद्धि किस प्रकार कर्मचारियों द्वारा संभावित गलत कार्यों की रिपोर्ट करने की इच्छा को प्रभावित करती है?

(c) नैतिक कार्य संस्कृति को बढ़ावा देने में नेतृत्व की क्या भूमिका है? (उत्तर 250 शब्दों में दीजिए)

Neeraj is a recent college graduate who works in the finance and analytics department of a large IT company. Recently, Neeraj discovered an alarming discrepancy in the recording of sales, which raised concerns about the company's commitment to truthful reporting to investors.

Neeraj's company specializes in providing software services to other businesses that want to drive their business growth, accelerate sales, and earn more profits. The cost of a product depends on the type of services required. Advanced packages are costlier, and selling more will indicate stronger growth for the company.

Neeraj was recently tasked with a new project to develop a visual showing the number of customers who had purchased products, and the amount spent on advanced vs. basic packages. But, in his research for the project, he came across a pattern of reporting sales information that disturbed him.

Neeraj saw that if a customer had purchased Rs. 50 Lakh worth of "advanced" products and Rs. 50 lakh worth of "basic" products, the entire Rs. 1 Crore worth of sales were classified as sale of "advanced" products. He discovered multiple instances of this kind and the misrepresentation amounted to crores of rupees. As an employee, he grapples with the unsettling realization that investors may be receiving misleading information to make the company's sales look stronger than they in fact are.

Neeraj feels that the right thing to do would be to speak up and try to fix the way the company reports its sales numbers. He is deeply troubled by what appears to be dishonesty, as it conflicts with his personal integrity and moral values.

But, Neeraj is new to the company and does not want to create any major problems. He also wonders if there is some good explanation for the way that the sales are recorded. When Neeraj consulted his senior, he was told that this is a "creative accounting" practice common in corporate organizations. He also indicated that the total amount of sales has not been fudged.

Moreover, it is a stressful time, in which many tech lay-offs are taking place and Neeraj's own company has announced that there would be layoffs. As a new employee, he knows that he may be among the first employees considered for firing. Hence, he does not want to do anything to risk losing his job right now because he has student loan to pay off apart from other expenses like rent.

- (a) What are the ethical dilemmas faced by Neeraj in this case?
- (b) How does the work culture influence employees' willingness to report potential wrongdoing?
- (c) What role does leadership play in fostering an ethical work culture? (Answer in 250 words)

20

P.T.O

The current case poses a challenge of integrity in the corporate governance by the employees.



a) Ethical dilemmas faced by Neeraj

- ① Professional integrity versus personal gain.
- ② long term gain (vs.) short term gain.
- ③ Organisational ethics (vs) fear of retribution.

④ Honesty (vs.) loss of job-

⑤ Speaking up against wrong (vs.)  
personal gain.

⑥ Personal integrity (vs.)  
fear of layoffs.

b) Influence of work culture on  
employees' willingness in reporting  
potential wrong doing

⇒ ① A good work culture  
emphasizes on giving  
better training.

Ex Training on honesty,  
integrity, etc.

⇒ ② Work culture also helps  
one in creating a congenial  
environment.

- Ex → Colleagues and team mates.
- ③ work culture promotes the confidentiality measures.
- Ex → for reporting the wrongdoing.
- ④ Protection of whistle blowers.
- Ex → IAS Satyendra Dubey.
- ⑤ It also promotes a working environment which is just.
- Ex → Equality of rights.
- ⑥ fear gets tackled.
- Ex → Dillard's fear theory.

### 9) Role of leadership in fostering ethical work culture

- ⇒ ① A leader encourages others to walk in right path.

Ex → Gandhiji inspired others.

→ ② Also the idea of leader  
by Machiavelli gets  
promoted -

→ ③ leader acts as inspiration  
thus brings reforms -

Ex → T.N. Sesham in electoral  
reforms.

→ ④ Also the Gandhiji's one of  
sin of (~~work~~) wealth without  
work gets sidelined.

Ex → Righteousness gets built.

The concept of  
Dharma in Bhagavad Gita asks  
one to always uphold  
righteousness. Thus this helps  
in encouraging whistleblowing.

(a) Highlight the ethical issues involved in the above case.

more overtime for the existing employees.

solutions. The suggestion was to further distribute the workload, thereby implying situation but, constrained by the funding deficit, urged you to find internal work schedule and potential burnout risks. The management acknowledged the You presented the issue to the senior management, highlighting the unsustainable hour shifts, six days a week, is visibly demotivated and showing signs of fatigue. months. Meanwhile, your existing workforce, already putting in grueling 10-11 the question until the next budgetary allocation which is going to happen in need to meet the fast-approaching deadline for a critical defense project, is out of has almost exhausted its funds for the year. Hiring additional manpower, a crucial daunting challenge. With rising raw material costs and budget constraints, the unit part of a high-priority defense project with a tight deadline. However, you face a Your unit has recently received a crucial order to manufacture specific products as delivers vital products on time.

the world. Your unit is renowned for its expertise and efficiency, as it consistently manufacturing of critical defense products for the country and exports it all over You are the Director of a Public Sector Unit (PSU) that specializes in the

इस संदर्भ में निजी कंपनियों और सरकार को क्या कदम उठाने चाहिए? (उत्तर 250 शब्दों में दें)

(c) वर्क आउट (थकान) एक महत्वपूर्ण कारक है जिसके परिणामस्वरूप कर्मचारियों को मनावाना पड़ता है।

कदम उठाया?

(b) आपके पास उपलब्ध विकल्पों को मूल्यांकन कीजिए। उपर्युक्त मुद्दों को समाधान करने के लिए आप क्या

(a) उपर्युक्त प्रकरण में शामिल नैतिक मुद्दों पर प्रकाश डालिए।

किया जा सके।

और अधिक विवरित करने का था, जिससे मौजूदा कर्मचारियों के लिए अधिक ओवरटाइम का प्रावधान विचार घाटे से विवश होकर, आपसे आंतरिक समाधान खोजने का आग्रह किया। यह मौजूदा कार्यभार को वर्कआउट(थकान) संबंधी गतिविधियों को रोकना या रोकना था। प्रबंधन ने स्थिति को नवीकरा किया, लेकिन आपने इस मुद्दे को वरिष्ठ प्रबंधन के समक्ष प्रस्तुत किया, जिसमें अतिरिक्त कार्य शिफ्ट और मनावाने का दिन शिफ्ट में कार्य कर रहे हैं, स्पष्ट रूप से दृष्टान्ताहित है और उसमें थकान के लक्षण दिख रहे हैं।

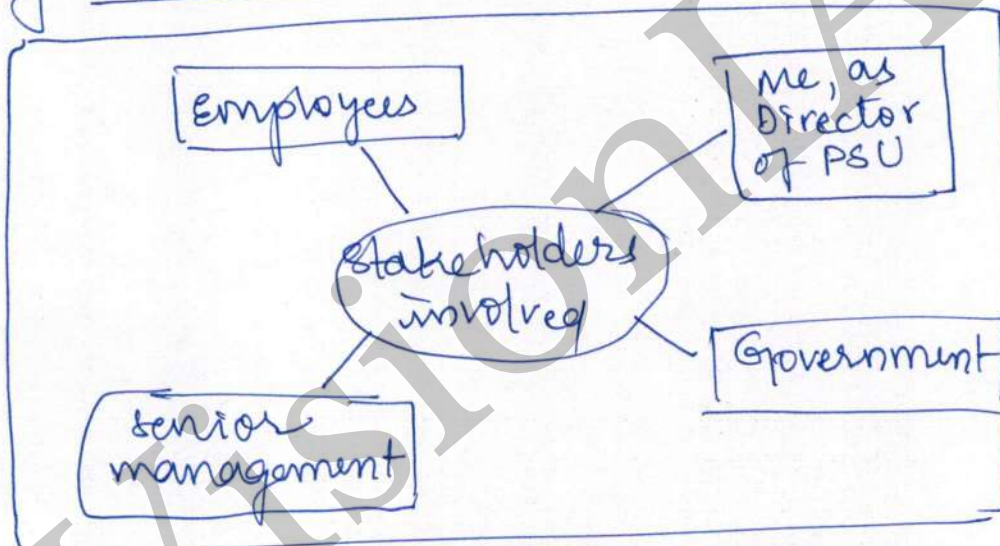
पेसा संभव नहीं है। इस बीच, आपके मौजूदा कर्मचारी, जो पहले से ही सप्ताह में छह दिन 10-11 घंटे की रखना एक महत्वपूर्ण आवश्यकता है, लेकिन कुछ महीनों बाद फिर जाने वाले अगले वार्षिक आकस्मिक काम पर समय सीमा पर इस महत्वपूर्ण रक्षा परियोजना को पूरा करने के लिए अनिश्चित अवशर्तियों को काम पर कारण, वर्क के लिए आवंटित उपकरण की क्षमताएं लगातार समाप्त हो गई हैं। वर्दी, बेसी से निकट आ रही आपकी एक कठिन चुनौती का सामना करना पड़ रहा है। कच्चे माल की बढ़ती लागत और वजद की कमी के उत्पादों के निर्माण के लिए एक महत्वपूर्ण ऑर्डर प्राप्त हुआ है, जिसकी समय सीमा बहुत कम है। हालांकि, होल डी में, आपके उपकरण को एक उच्च प्राथमिकता वाली रक्षा परियोजना के भाग के रूप में विभिन्न लिए जाना जाता है।

विशेषज्ञता और दक्षता के लिए प्रसिद्ध है, क्योंकि इस निरंतर समय पर महत्वपूर्ण उत्पाद विवरित करने के उत्पादों का निर्माण करना है और इन उत्पादों को विश्व भर में निर्यात करना है। आपका उपकरण अपनी आप एक सार्वजनिक क्षेत्र के उपकरण (PSU) के निदेशक हैं, जिसकी विशेषता देश के लिए महत्वपूर्ण रक्षा

8.

- (b) Evaluate the options available to you. What course of action you will take to address the above issue?
- (c) Burn out is a critical factor resulting in demotivation of employees. What steps should the private companies and government take in this regard? (Answer in 250 words) 20

The growing culture of hyperlapse consumerism has brought with it the challenges of burnout in the work culture.



a) Ethical issues involved

- ⇒ ① Acting responsibly towards employees.
- ⇒ ② fatigue and burnout of employees affects the human capital.

→ (3) The issue of budget constraints forcing to overtime.

→ (4) Crunch in manpower leading to already burdened employees' work grievous.

→ (5) The issue of deadlines of crucial defence product supply.

### b) Options available

option	merits	Demerits
(1) Accepting the advice of senior management and distribute workload.	<ul style="list-style-type: none"> <li>✓ work completes in time.</li> <li>✓ financial issues sorted out.</li> <li>✓ No need to hire manpower.</li> </ul>	<ul style="list-style-type: none"> <li>✓ efficiency compromises.</li> <li>✓ overtime of workers.</li> <li>✓ Demotivate employees.</li> <li>✓ Against the leadership attitude</li> </ul>

option	merits	Demerits
② Trying to convince the senior management and get additional manpower.	① It leads to efficient work. ② welfare of the employees ③ sustenance of PSU in long term. ④ Order gets delivered in time.	① The senior management may/may not approve. ② Delay in the completion.
③ Try to increase work time of employees, cut their wages and hire new employees additionally.	① The rights of employees gets affected. ② Increase in manpower. ③ Can try to achieve deadlines. ④ less resentment from seniors.	① Not a viable solution in long term. ② May face protests from employees. ③ Unethical practices.

### Course of action

① I would choose the second

option which is guided by Kantian duty dictum.

② If the senior management is not convinced, then I would request to extend the deadlines.

③ Or I will request the senior management to increase manpower.

c) Steps to be taken

① Strict work timings should be present.

② Overtime payment must be given.

③ following the new labour codes.

④ Encouraging employees to take a weekly off with a feasible leave system.

⑤ sufficient manpower should be recruited.

The better utilization of funds with work timings can help to tackle problem of burnout.

9.

एक अग्रणी न्यूट्रास्युटिकल कंपनी में अनुसंधान एवं विकास विज्ञापक के रूप में, आप पोषक तत्वों से भरपूर वायोमस, जो त्वचा और हड्डियों के स्वास्थ्य में सुधार करता है, के विकास में सक्रिय रूप से शामिल रहे हैं। शोध के परिणाम आशाजनक हैं और आपकी टीम आगामी उत्पाद को लॉन्च करने के बारे में उत्साहित है। नियमित रूप से होने वाली अंतर-टीम मीटिंग के दौरान, आपको अकस्मात ही अपनी कंपनी के किसी अन्य उत्पाद से संबंधित शोध परीक्षणों और दस्तावेजों के बारे में पता चलता है। यह उत्पाद वजन कम करने और रोग प्रतिरोधक क्षमता बढ़ाने का दावा करता है, लेकिन गहन निरीक्षण करने पर, आपको पता चलता है कि परीक्षण गलत तरीके से किए गए थे और शोध के परिणाम सामान्यीकृत थे, हालांकि, इस उत्पाद के कोई दुष्प्रभाव नहीं थे। यह उत्पाद केवल प्लेसीबो प्रभाव पर काम करता है। संभवतः इस उत्पाद के लिए उत्तरदायी टीम अंतर-टीम मीटिंग के बाद इन दस्तावेजों को अपने साथ ले जाना भूल गई। कंपनी की नीति के अनुसार, अन्य टीमों के शोध परीक्षणों के बारे में जानना कठोरता से प्रतिबंधित है। इस उत्पाद से जुड़े झूठे दावे कंपनी के भीतर इसकी उच्च बिक्री में महत्वपूर्ण रूप से योगदान करते हैं। यदि झूठे दावों के बारे में जानकारी उजागर हो जाती है, तो इससे संभावित रूप से कंपनी को नुकसान हो सकता है। इसके परिणामस्वरूप कंपनी बंद होने जैसे गंभीर परिणाम भी उत्पन्न हो सकते हैं और आपके द्वारा अपने उत्पाद, जिसके प्रतिरोधक स्वास्थ्य सेवा के लिए वास्तविक और महत्वपूर्ण परिणाम हैं, में निवेश की गई वर्षों की कड़ी मेहनत के लिए जोखिम उत्पन्न हो सकता है।

- (a) उपर्युक्त प्रकरण में शामिल नैतिक मुद्दे क्या हैं?
- (b) आपके लिए उपलब्ध विकल्पों का मूल्यांकन कीजिए।
- (c) आपके द्वारा की जाने वाली कार्रवाई क्या होगी? अपनी कार्रवाई का औचित्य सिद्ध कीजिए। (उत्तर 250 शब्दों में दीजिए)

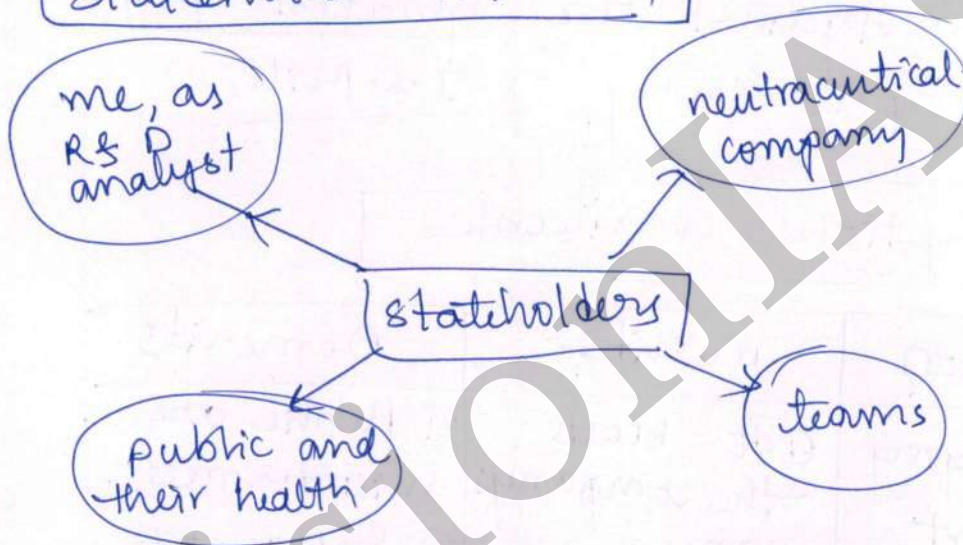
As a research and development analyst in a leading nutraceutical company, you have been actively involved in the development of a nutrient-rich biomass that improves skin and bone health. The research outcomes are promising, and your team is enthusiastic about the upcoming product launch. During routine inter-team meetings, you accidentally come across research trials and documents related to another product of your company. This product claims to reduce weight and enhance immunity, but upon closer inspection, you discover that the trials were falsely conducted, and the research outcomes were generalized, however, there were no side-effects of the product. The product works on the placebo effect only. The team responsible for this product seems to have overlooked taking these documents along with them after the inter-team meeting. As per company's policy, going through the research trials of other teams is strictly prohibited. The false claims associated with this product contribute significantly to its high sales within the company. If the information regarding the false claims is revealed, it could potentially harm the company, leading to severe consequences such as closure, and jeopardize the years of hard work you have invested in your product, which has genuine and significant results for preventive healthcare.

- (a) What are the ethical issues involved in the above case?
- (b) Evaluate the options available to you.
- (c) What will be your course of action? Justify. (Answer in 250 words)

20

The given case poses a challenge of neuromarketing by companies and how adversely it impacts the public health.

### Stakeholders involved



### a) Ethical issues involved

- ① Acting responsibly as a member of the society.
- ② Public health may get affected as clinical trials are false.
- ③ The challenge of against

Company's laws by going to inter team work trials.

→ ④ Name of the company gets damaged in the long term.

→ ⑤ Against the Greatest Good philosophy of J.S. Mill.

b) Options available

option	merits	Demerits
① Staying silent by refraining from any complaint.	① It boosts the company's name. ② No threat of job loss. ③ In line with company's rules.	① Public are misinformed. ② Erosion of trust. ③ Manipulation of markets. ④ Against professional integrity.
② Informing the senior authority of irregularity	① Upholds the principle of honesty. ② Organizational ethics.	① May face rejection by senior authorities. ② May affect my research.

② If there is no event, I

senior authority

raise a complaint with

① I would first try to

③ | course of action

① company  
② The fear  
of threat of  
annulment  
③ company's  
sales fall down

① Parents  
② therapy and  
truth  
③ My research  
becomes  
approved.

③ Raise  
a complaint  
in public  
domain  
anonymously  
with the  
help of  
external agents  
(whistleblower)

③ genuine and  
preventive medicine  
may face a  
backlash.

③ RFD culture  
is promoted  
ethically.  
④ Right sales.

options  
and  
concern  
about the  
grave  
threat it  
has on  
society.

Benefits

Months

options

would then whistleblow.

- ③ Because the Karma is doing right in one's duties.
- ④ It upholds the principle of virtue as said by Aristotle.
- ⑤ The greatest good - Gandhian deontology gets upheld.

The ethical guidelines recently released by ICMR in clinical trials is a step in right direction. Thus always adhering to public welfare.

10.

भारत के एक दूरस्थ और आकांक्षी जिले के मुख्य विकास अधिकारी अनमोल को एक जटिल नैतिक दुविधा का सामना करना पड़ रहा है। जिले को सरकार की हालिया विकास पहलों से लाभ मिला है, लेकिन यह अभी भी स्वास्थ्य और शिक्षा के क्षेत्र में संघर्ष कर रहा है। एक राष्ट्रीय गैर-सरकारी संगठन(NGO) के साथ साझेदारी करते हुए अनमोल ने इन क्षेत्रों में महत्वपूर्ण सुधार देखे हैं, विशेषकर प्राकृतिक आपदाओं के दौरान, जब जीवनरक्षक दवाएं पहुंचाने में इस NGO की भूमिका अत्यधिक महत्वपूर्ण थी। इसी तरह की एक आपदा के दौरान, NGO ने लोगों को महत्वपूर्ण जीवन रक्षक दवाइयां उपलब्ध कराने और लोगों की जान बचाने तथा संक्रामक रोगों के प्रसार को रोकने में महत्वपूर्ण भूमिका निभाई। इस दौरान अनमोल एवं NGO के कार्य को व्यापक रूप से सराहा गया और केंद्र व राज्य सरकारों द्वारा पुरस्कृत भी किया गया। हालांकि, अनमोल को बाद में पता चलता कि NGO स्थानीय अधिकारियों को प्रभावी ढंग से कार्य करने के लिए रिश्वत देने में संलग्न रहा है। हालांकि यह एक अवैध प्रथा है, लेकिन जिले में व्यापक रूप से प्रचलित है। अनमोल अब एक दुविधा में फंसा हुआ है, उसे यह निर्णय लेना है कि NGO द्वारा प्रदान की जाने वाली आवश्यक सेवाओं को खतरे में डाले बिना इस मुद्दे का समाधान कैसे किया जाए, क्योंकि ये सरकारी प्रयासों की पूरक हैं और इस क्षेत्र में कोई वैकल्पिक सेवाएं उपलब्ध नहीं हैं।

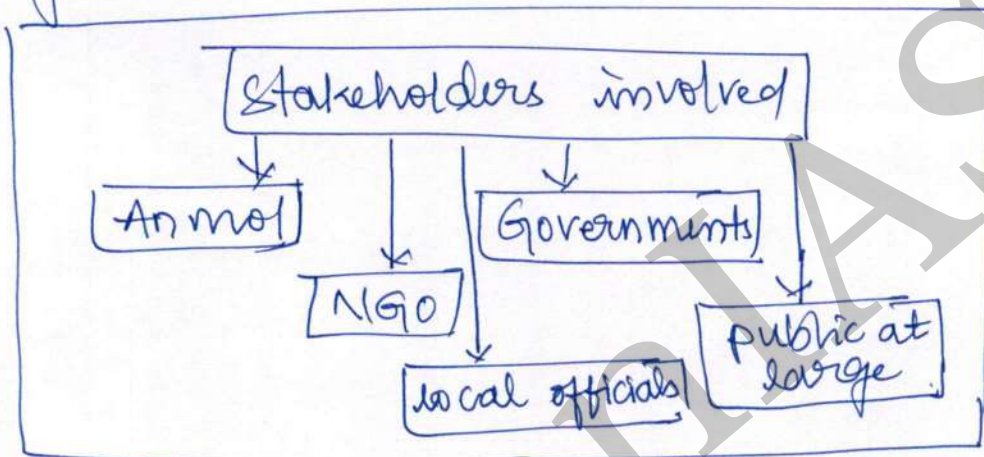
- (a) इस प्रकरण में शामिल नैतिक मुद्दे क्या हैं?
- (b) अनमोल के लिए उपलब्ध विकल्पों को सूचीबद्ध कीजिए और उनके गुण-दोषों का मूल्यांकन कीजिए।
- (c) अनमोल को कौन-सा विकल्प चुनना चाहिए और क्यों? तर्क सहित औचित्य सिद्ध कीजिए। (उत्तर 250 शब्दों में दीजिए)

Anmol, the Chief Development Officer of a remote and aspirational district in India, faces a complex ethical dilemma. The district benefitted from the government's recent development initiatives, but it still struggles in the fields of health and education. Partnering with a national NGO, Anmol has seen significant improvements in these areas, especially during natural disasters when the NGO's role in delivering lifesaving medicines was critical. During one such disaster, the NGO played a significant role in providing critical life-saving medicines to people and prevented the loss of lives and spread of communicable diseases. Anmol's as well as the NGO's work during this time was recognised widely and even rewarded by the state and Central governments. However, Anmol later learned that the NGO has been involved in bribing local officials to operate effectively. This practice, although illegal, is seemingly widespread in the district. Anmol is now at a crossroads, having to decide how to address this issue without jeopardizing the essential services provided by the NGO, as they complement the government's efforts and there are no viable alternatives in the region.

- (a) What are the ethical issues involved in this case?
- (b) List the options available to Anmol and evaluate their merits and demerits.
- (c) Which option should Anmol choose and why? Justify with arguments. (Answer in 250 words) 20

P-T-0

Impartiality and non-partisanship are the important values required in government officials.



a) Ethical issues involved

- ⇒ ① NGO's work gets hampered thus affecting the local services.
- ⇒ ② The nexus between NGO and officials is against work ethics.
- ⇒ ③ Illegal means used by NGO. Against Gandhiji's means supremacy on ends.
- ⇒ ④ Public are misled.

b) Options available

- ① Trying to remain silent as Anmol didn't know anything regarding corruption.

merits	Demerits
① The NGO's works continues.	① The corruption continues.
② Anmol remains safe.	② <u>Impartiality</u> gets affected.
③ Praise from the Governments.	③ Against the value of <u>honesty</u> .

- ② Raise the issue of corruption with the higher authority.

merits	Demerits
① Affects the public relations thus guides in right way.	① Affects the public service delivery.
② <u>Duty boundedness</u> of Kant.	② Anmol's role gets questioned.
③ Against bribery culture.	③ The <u>trust</u> gets eroded.
	④ <u>Fear of punishment</u>

③ Trying to make the issue public by Anmol through a meeting. Also recusing himself by allowing an independent enquiry into the issue

Merits	Demerits
① Upholding the values of integrity of duty. ② Truth to public. ③ <u>Courage to expose corruption</u> ④ <u>cleaning of the system</u>	① Anmol's position gets threatened. ② local officials gets affected. ③ NGO's work gets hampered.

c) course of choosing option

- ① Anmol should choose the second option at first.
- ② If he faces challenge in getting the inquiry done, Anmol should go with the third option.

- ③ Because Kant's categorical imperative focuses on the means.
- ④ It is thus against consequentialism.
- ⑤ It upholds the value of truth (Satyameva Jayate)
- ⑥ Holding the bureaucracy accountable to the public.
- ⑦ It is also according to Plato's cardinal virtue of justice.
- The adherence to truth is utmost important in a government official for the welfare of public.

launch his own startup. Thanks to the startup boom in the country, Ravish was able to secure significant capital from investors with relative ease. His hard work and dedication fueled the rapid growth and success of his startup. However, as the company flourished, Ravish's extravagant lifestyle began to attract public attention. As the founder and CEO, he drew a substantial salary, believing it to be justified given his efforts in building the company from scratch. A few years later, an economic downturn put Ravish's startup under financial strain. Investors, now focused on profitability, withdrew their support, leaving Ravish under immense pressure to cut costs in order to sustain the business. Consequently, he decided to downsize the workforce and communicated this decision through a personalized video message to his employees.

Ravish, hailing from a modest background, worked diligently to gain admission to a prestigious university. After graduating with commendable academic credentials, he secured a well-paying job at a leading multinational company. Driven by ambition, he left the job after gaining a few years of experience to launch his own startup.

अपनी विद्यार्थिता पूर्ण जीवशैली को आगे ले रही थी। कि उसने एक तरह से बड़े बड़े संस्था में कामकाजियों को नौकरी में निकाल दिया, वहीं दूसरी तरफ तस्वीरों के साथ सोशल मीडिया पर बायबल हो गया। लोगों ने रवीश को इस बात के लिए आलोचना की कीटिया के रिलीज होने के कुछ ही घंटे के भीतर यह संस्था रवीश की दो महीने पहले हुई था थापनी की निष्पत्ति के बारे में सूचना दी।

संस्था काम करने का फैसला किया और एक व्यक्तिगत कीटिया संस्था में अपने कामकाजियों को इस रखने के लिए लागत में कटौती करने का अत्यधिक दबाव आ गया। परिणामस्वरूप, उसने कामकाजियों की लागतपट्टी पर खान कटौत करने हुए अपना समर्थन वापस ले लिया, जिससे रवीश पर अक्सर कीटिया में कुछ वर्षों बाद, आर्थिक संकट ने रवीश की स्टार्ट-अप कंपनी को निजी संकट में डाल दिया। अब निवेशकों ने जो कि उसकी कंपनी को गैर से खड़ा करने की सहमत के लिए उचित था।

और आकर्षित करना शुरू कर दिया। संस्थापक और सी.ई.ओ. के रूप में उसे नौवहनक बनाने निश्चय था, हालांकि, अब कंपनी समृद्ध होने लगी, जब रवीश की विद्यार्थिता पूर्ण जीवशैली ने लोगों का ध्यान अपनी दिया।

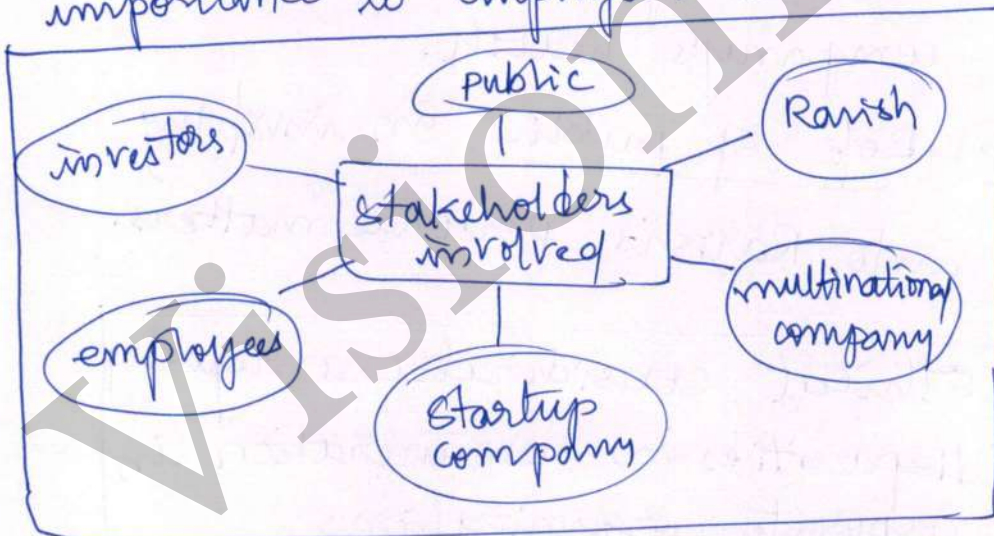
सफलता मिली। उनकी कड़ी सहमत और समर्थन ने उनके स्टार्ट-अप की तीव्र वृद्धि और सफलता को बढ़ावा देने में स्टार्ट-अप बूम के कारण, रवीश को निवेशकों से अपेक्षाकृत आसानी से पर्याप्त पूंजी प्राप्त करने में बाद स्टार्ट-अप शुरू करने के लिए नौकरी छोड़ दी।

एक साधारण पृष्ठभूमि से आने वाले रवीश ने एक प्रतिष्ठित विश्वविद्यालय में प्रवेश पाने के लिए कड़ी सहमत की। उत्कृष्ट शैक्षणिक प्रमाण-पत्रों के साथ आतक होने के बाद उसने एक प्रमुख वृद्धिशील कंपनी में एक अच्छी सैलरी वाली नौकरी प्राप्त की। महत्वाकांक्षा से प्रेरित होकर उसने कुछ वर्षों का अनुभव प्राप्त करने के एक साधारण पृष्ठभूमि से आने वाले रवीश ने एक प्रतिष्ठित विश्वविद्यालय में प्रवेश पाने के लिए कड़ी सहमत

Within hours of the video's release, it went viral on social media, accompanied by images from Ravish's lavish wedding that had taken place just two months prior. The public criticized Ravish for his opulent lifestyle while simultaneously laying off a significant number of employees.

- (a) What are the ethical issues involved in the given case?
- (b) In light of the above case, discuss the ethical considerations regarding disparities in remuneration between top-level leaders and their subordinates in corporate organizations. (Answer in 250 words) 20

During COVID-19 pandemic, despite the trend of layoffs in the economy, the TCS company didn't layoff. Thus giving more importance to employees' livelihoods.



a) Ethical issues involved

- ① The lavish nature of spending by Ravish on his personal life.

- ⇒ ② The profit motive of the investors neglecting the market scenario.
- ⇒ ③ The livelihoods of company's employees gets affected. They will be pushed into poverty.
- ⇒ ④ Private interest gaining more importance than the company's health.
- ⇒ ⑤ Role of public in involving into Ranish's personal matters.

b) Ethical considerations regarding disparities in remuneration in corporate organizations

- ⇒ ① It affects the principle of equality.
- ↳ Ex Workers work more but are not recognized.

- ⇒ ② It leads to Ivory tower syndrome, where the leaders fail to be in touch with the subordinates.
- ⇒ ③ The Boss culture creates a vertical hierarchy.
- ⇒ ④ This disparity is against the principle of Utilitarianism.
- ⇒ ⑤ The virtue of hardwork gets neglected.
- ⇒ ⑥ The disparities in the remuneration, also creates inequalities in opportunities.
- ⇒ ⑦ The situations like economic downturn can affect the employees.
- ⇒ ⑧ The idea of leader by

Machiavelli gets violated.

- ⇒ ⑨ It boosts the vice of concept of Matsyanyaya in the corporate culture.
- ⇒ ⑩ This may lead to modern slavery.
- ⇒ ⑪ More focus on the profits / outcome rather than the ethics of corporate governance.

The disparities in the work culture should not be driven by the factors of exploitation, for it to be ethical.

12.

विक्रम, जो एक वरिष्ठ डेटा वैज्ञानिक हैं, एक ई-कॉमर्स प्लेटफॉर्म के लिए आर्टिफिशियल इंटेलिजेंस (AI) सिस्टम विकसित करने वाली टीम का नेतृत्व कर रहे हैं। उसे उपयोगकर्ता के व्यवहार के आधार पर व्यक्तिगत सिफारिशें प्रदान करके ग्राहक अनुभव को बेहतर बनाना है।

इस परियोजना की सफलता न केवल कंपनी की संवृद्धि के लिए बल्कि विक्रम की टीम के लिए भी महत्वपूर्ण है, जो पिछले कुछ महीनों में खराब प्रदर्शन कर रही है। जोखिम बहुत बड़ा है और यदि टीम इस परियोजना को पूरा करने में विफल रहती है तो इसे निलंबित किया जा सकता है।

विक्रम की टीम AI एल्गोरिदम की सटीकता को सुधारने के लिए उपयोगकर्ताओं की खरीदारी का इतिहास, अवस्थिति के आंकड़े, स्वास्थ्य संबंधी रिकॉर्ड और सोशल मीडिया गतिविधियों सहित संवेदनशील व्यक्तिगत जानकारी को शामिल करने पर विचार कर रही है। यद्यपि इससे सिस्टम की प्रभावशीलता में काफी वृद्धि हो सकती है, लेकिन यह निजता और संवेदनशील डेटा के संभावित दुरुपयोग के बारे में चिंताएं भी उत्पन्न हो जाती है।

इसके अलावा, ई-कॉमर्स प्लेटफॉर्म पर पहले भी डेटा चोरी की घटना हो चुकी है और इसमें हजारों उपयोगकर्ताओं की निजी जानकारी अनधिकृत संस्थाओं के लिए उजागर हो गई थी। इस घटना का व्यापक स्तर पर प्रचार हुआ, जिसके कारण कंपनी के खिलाफ विनियामक जांच और उचित कानूनी कार्रवाई की गई।

विक्रम पर कंपनी के विपणन विभाग द्वारा यह दबाव डाला गया है कि वह उपयोगकर्ता की निजता के बजाय राजस्व सृजन को प्राथमिकता दे। विपणन टीम ने सुझाव दिया कि ऐसी कार्यनीतियां लागू की जाएं जो उपयोगकर्ताओं को अधिक खरीदारी करने के लिए प्रोत्साहित करें, भले ही इसके लिए उनकी प्राथमिकताओं में हेरफेर करना पड़े या उनके बीच एक तरह की तात्कालिकता की भावना पैदा करनी पड़े।

(a) विक्रम द्वारा AI सिस्टम विकसित करते समय सामना किए जाने वाले नैतिक मुद्दों की पहचान कीजिए।

(b) इस मामले को सुलझाने के लिए विक्रम के पास कौन-कौन से विकल्प उपलब्ध हैं?

(c) नैतिकता AI सिस्टम का अभिन्न अंग कैसे बन सकती है? (उत्तर 250 शब्दों में दीजिए)

Vikram, a senior data scientist, is leading a team to develop an Artificial Intelligence (AI) system for a e-commerce platform. He has to enhance customer experience by providing personalized recommendations based on user behaviour.

The success of this project is critical not only for the company's growth but also for Vikram's team, which has been underperforming in the recent months. The stakes are high, and the team is at risk of suspension if it fails to deliver on this project.

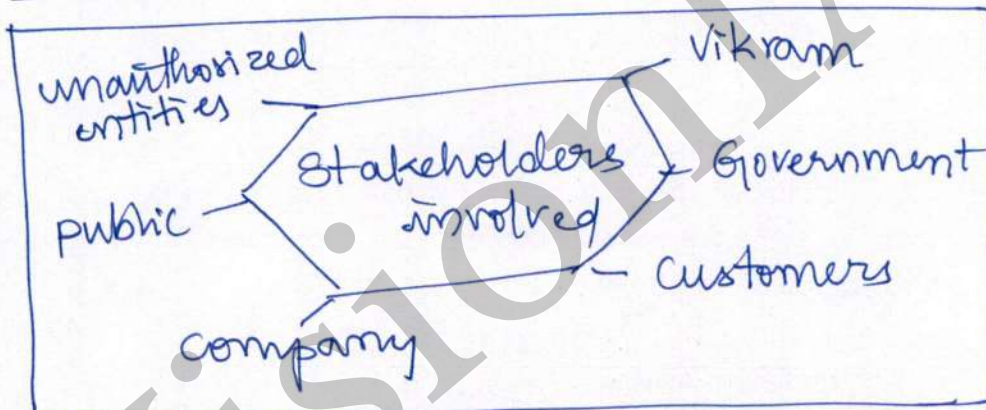
To improve the accuracy of the AI algorithms, Vikram's team considers incorporating sensitive personal information, including users' purchasing history, location data, health records and social media activities. While this could significantly enhance the system's effectiveness, it raises concerns about privacy and the potential misuse of sensitive data.

Also, a data breach has occurred earlier on the e-commerce platform, and personal information of thousands of users was exposed to unauthorized entities. The incident became widely publicized, leading to regulatory scrutiny and potential legal action against the company.

Vikram faces pressure from the company's marketing department to prioritize revenue generation over user privacy. The marketing team suggests implementing tactics that subtly encourage users to make more purchases, even if it means manipulating their preferences or creating a sense of urgency.

- (a) Identify the ethical issues faced by Vikram in developing the AI system.
- (b) What are the options available to Vikram in addressing this case?
- (c) How can ethics be an integral component of AI systems? (Answer in 250 words) 20

The growth of AI has led to new realm of issues related to privacy and security. As today, data is the new oil.



a) Ethical issues faced by Vikram

- ① The violation of privacy of the customers. It is against Article 21
- ② The pressure at the work culture forcing to take unethical ways.

- ③ Resorting to misuse of data for private gains.
- ④ The underperformance of the vikram's team facing a risk of suspension.
- ⑤ Ethics in organization using data haphazardly.

b) Options available to vikram

① vikram can consider using the customer's data in building AI —

(i) It violates the right to privacy.

(ii) Poses a threat of cyber breach.

(iii) May face a longterm threat of closure of company.

② vikram can recuse from such practices of using

the sensitive data of public —

(i) This may focus on an ethical work culture.

(ii) But Vikram's job gets threatened.

(iii) This also leads to AI development which needs to be more advanced to become ethical.

③ Vikram can go public about the practices in company anonymously —

(i) As Snowden whistleblowed.

(ii) This improves the organizational ethics.

(iii) It also promotes the Puttaswamy judgement.

(iv) But affects the company's market and Vikram badly.

c) Ethics as integral part of AI

- ① UNESCO's principles on use of ethical AI - suggest that AI shouldn't violate human rights
- ② for incorporation of ethics into AI, a detailed system of rules and regulations should be present
- ③ Dillard's fear theory to discourage misuse.
- ④ Awareness among the public.
- ⑤ Holding the companies and media accountable.

As Digital media ethics code of 2021 is a right step in ethical AI. Such steps should be taken with better oversight mechanisms.

# VisionIAS

1) Effect of transportation on health

UNESCO's perspective on the health impact of transport is that it is a double-edged sword. It is a source of pollution and accidents but also a means of access to healthcare and education.

2) Healthcare delivery system

3) Healthcare financing

4) Healthcare workforce

5) Healthcare quality

6) Healthcare equity

7) Healthcare sustainability

8) Healthcare innovation

9) Healthcare governance

10) Healthcare leadership