



Subject: **ESSAY - 3**

Name of Candidate **Bhavesh Mishra**

Test Code **490**

Schedule

Registration No. **5604**

Place **ORN**

Time **2:00**

Module

Classroom ☒

Distance Learning ☐

Classroom & Distance Learning ☐

EVALUATION INDICATORS

1. Alignment Competence
2. Context Competence
3. Content Competence
4. Language Competence
5. Introduction Competence
6. Structure - Presentation Competence
7. Conclusion Competence

INDEX TABLE

Q.No.	Page No.	Maximum Marks	Marks Obtained
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			

Total Marks Obtained

Remarks:

Signature of Examiner

INSTRUCTIONS:

1. Do furnish the appropriate details in the answer sheet (viz. Name, ID Number and Test Code)
The Candidate should fill the index table, especially for him/her.
2. In the left margin, she/he should write only question number and in the right margin, nothing should be written.
3. The page number should be coded by the candidate himself and the range of page number related to the answer of the question should be used to complete the index table.
4. All Parts of the questions should be written at one place.
5. No Supplementary sheet shall be provided by the management. So the candidate is advised to accommodate required information within the space provided.
6. The candidate need not write anything in his/her answer that derogates the dignity of an individual or an organization.
7. The candidate should respect the instructions, given by the invigilator.
8. The Examinee has to submit the answer sheet to the invigilator after completion of examination.
9. However, he/she is allowed to take away the question paper.

1. The booming superstition market in India's Knowledge economy -

"Are you facing troubles in getting a job? marriage trouble?, foreign travel?, want to get rid of your evil and capricious neighbour?, facing health problem? want to get super-rich?, not getting married? — Worry Not! Meet M^{rs}. X with 30 years experience near Taxi Stand. 110% Success assured. Get full satisfaction with Money Back Guarantee!"

Does above lines ring a bell? We daily encounter such kinds of advertisement in buses, trains, on walls, and on TV channels. The number of such agencies offering quick and easy solutions have mushroomed in the last few years. It's an irony that in the age of science and technology with rapid advancement in health and education the above trend still persists.

So why superstition still thrives in our country?

~~the~~ In what other forms it manifests, what are its debilitating effects and how to get rid of the menace? These will be the issues on which we focus in this essay.

Superstition persists because we have an inherent believe in 'fate' and the fear of unknown. Since our lives have so many uncertainties we tend to irrationally associate some belief or traits with either a good or a bad event. Since probability of any event can't be zero therefore if some incidents that we see directly correlates with our belief system then it tends to further strengthen its grip on our mind.

For example there are only 12 sunsigns and more than 120 crore people in our country. This translates into 10 crore people per sunsign. Now even if a fool were to declare something like 'Today you'll encounter difficulties in your work

and will suffer from bad health'. Then certainly there will be millions on which this general prediction will ~~be~~^{be} bang on target. Now if these people were to read newspapers then naturally they will have strengthened belief in such predictions.

Similarly other practices like ~~ref~~ backtracking on seeing a black cat crossing your way, wearing stones of different colour, ordering magical 'yantras' from TV channels have come to get established in our society.

Take the case of how marriages take place in our country. Even professionals like engineers, lawyers, doctors get their horoscope matched and will not marry if the number of matched 'gunas' are less than a threshold. Then we have this phenomenon of 'Manglik' trouble in marriages. Special ceremonies are conducted ~~for~~ getting rid of this fictitious trouble. Today, this match-making ~~business~~ has turned into a multi-dollar business.

There are softwares available that automatically generate horoscopes and predict outcome of marriage. Every morning ~~the~~ almost all spiritual and news channel have half an hour dedicated for same purpose.

The advent of social media and 24x7 television has further fuelled the growth of superstition. It's not uncommon to get a random call ~~from~~ offering such solutions at nominal fees. There are even dedicated channels for this and to make matter worse we even have well known celebrities endorsing these products. The advertisements are often backed by fictitious consumer surveys and doctored interviews with some scientists as well. So instead of science and technology removing the veil of ignorance, ^{its} clever use has further compounded the problem.

Another major reason for superstition ~~is~~ that stems from the fact that our society has an external locus of control. We believe in words of some divine figures than our own mind. Deification of people is a common trend. While there are instances of people possessing some magical powers and they do work for welfare of society but number of such people can be counted on fingers. But this has assumed a dangerous trend where hundreds of individuals claim to have divine power and have started a racket. Gullible people fall prey to such people even to the extent of sacrificing ~~for~~ their lives.

The recent episode in Haryana where a so called godman refused to appear in court and used his blind followers as human shield led to death of many women and children. The above was a very unfortunate incident and is a grim reminder of the depth and extent to which such irrational

belief has taken roots in our society.

While many of these superstitious belief may not harm a person or society but some of them have led to evil consequences especially in rural areas. Due to poor level of literacy these beliefs have continued over thousands of years.

First, every year there are reports of a child being sacrificed by a couple because some godman cited some ~~sp~~ scriptures to prove ~~his~~ its necessity. Often, the local police stands as a mute spectator and are reluctant to register an FIR.

Second, due to preference for ^{son} ~~male child~~ in our society, a woman who doesn't beget a son is ostracized and in some cases burnt and tortured because it's considered her fault that couple didn't conceive a boy. The matter has reached

such level that even in 6th month of pregnancy there are no death of quacks who offer absurd solution of guaranteeing that the child will be a boy. women are regularly taken to such quacks against their wishes.

To some extent practices like caste system, untouchability are rooted in some sort of belief that some 'evil' will happen if they break these rules. In the past reformers like Raja Rammohun Roy, Ishwar Chandra Vidyasagar, Dayanand Saraswati, Saints like Kabir, Rahim, Guru Nanak devoted their entire life to get rid of these irrational practices.

However, a second wave of such reforms have not taken place. Some of the activists who dare to challenge such status quo are met with life threat. Last year Naundea Dhabolkar was shot dead because of his campaign

against superstition.

A major problem in getting out of this quagmire is the fine line of separation between religion and superstition. Sometimes it's very difficult to differentiate between 'faith' and 'superstitious belief'.

For example if some scientists ~~p~~-visit a temple before launch of a satellite then should we call it faith? Our Vedas and Puranas which we consider as religious text are also replete with magical charms and spells. So a difficulty arises when countering such issues because their advocates join the bandwagon of citing from such texts and giving fictitious account of such practices in the past. The ease with ~~the~~ which these practices have intermingled with technology poses a serious question.

If we don't make amends such practices will keep our society from reaching its full potential. We have already paid a heavy price for such practices in the past. For example, while Europeans were using and employing mathematics developed in India and making contact with outside world we turned our focus inward because crossing sea was not allowed at that time. Britishers took full advantage of our lack of naval strength and the ~~rest~~ outcome was catastrophic for Indian economy.

So, how do we counter such beliefs? Well, the same 'knowledge economy' can come to rescue. Channels like National Geographic, Discovery and shows like 'Mythbusters' where scientists dispel such deep harboured notions. We can follow such methods and use mobile vans in rural areas to ~~the~~ telecast such documentaries.

Second, self regulation by media is necessary. Their

task is to educate and not fool people.

There should be some sort of regulation on ~~safe~~ shows that promote superstition.

Our scientists, researchers and educated youth should pitch in this effort. Help of NGOs,

films, government agencies can also be sought.

Finally the seeds of rational mind have to sown early during school life. We should not

forget that overall the Constitution of India

has made it a fundamental duty of every

citizen to cultivate and develop scientific temper.

2. Entrepreneurship : need of the hour for India.

What's the common link between Narayam Murthy, Mark Zuckerberg, Sunny and Binny Bansal, and Sunil Bharti Mittal? Well the first obvious answer would be that they are millionaires and among the richest. But the answer that we are looking for is that they all are 'entrepreneurs'. They have established giant companies like Infosys, Facebook, Flipkart and Airtel that today give jobs to ~~lots~~ millions of people.

These could have easily settled for a simple 9 to 5 job and would have earned decent salary but they chose to be different and as in William Wordsworth poem took the less travelled path of entrepreneurship. While one can build a never ending list of such

entrepreneurs but sadly the number of Indians featuring among them are few and far between.

Today we have the youngest population in the world with more than 65% of our population below 35 years of age. Few decades back economists and policymakers predicted gloomy future of India because of its population size but today it's being recognised as our demographic dividend. While the population in Europe, Japan and USA is ageing fast our 'youthfulness' is likely to persist for another 40 years.

Such fascinating and encouraging stats are definitely worth appreciating but amidst this euphoria of 'dividend' we should not lose sight of the fact that this dividend will sadly turn into liability and will pose immense

Challenges for our growth if it's not topped judiciously.

We are adding 1 million people to our working force every month. This certainly is a mind boggling figure. But are there enough jobs for everyone?

The answer is NO. There are only 8% jobs available in the formal sector and more than 92% of our working people are ~~are~~ engaged in informal sector. This informal economy is highly disorganised and offers low level of income and standard of living.

So an obvious solution to the above conundrum is increase in job creation. But who will create these jobs? Today there are not enough jobs in the government sector and neither there is any scope for government nor does it make economic rationale for it to offer so many jobs. The increase in jobs has to come from

new companies and for that we require entrepreneurs who are willing to take risk.

A successful company first leads to rapid creation of employment. Second, it leads to mushrooming of similar companies because there is an inherent 'economy of scale' factor involved in it. Third, it gives a moral boost to similar entrepreneurs who hitherto were reluctant to enter this domain.

Let us take the case of Flipkart to illustrate our point. Flipkart was launched in 2008-09.

At that time e-commerce was an unknown concept in India and there were hardly one or two companies in this area. Flipkart made its modest beginning by selling only books. However, buoyed by its initial success, it ventured into electronics, clothing, beauty products. ~~and the rest~~

Its success led to e-commerce boom in India and saw starting of companies like Snapdeal, Zabang, Nynta, HealthKart, Lenskart and host of other e-commerce websites. Today it offers employment to thousands of people. It also grabbed attention of international giants like Amazon. In all this sector is tipped to become \$100 billion by 2020. Flipkart and Snapdeal are already billion dollar plus companies.

e-commerce has also led to other positive spin off like better service delivery (today we have even delivery guarantee of 1 day), customer satisfaction. It has come as a boon for thousands of other small entrepreneurs who lacked capital for starting a brick and mortar shop. Today, if your product has an appeal then you can easily sell it from the comforts of your ~~house~~ house.

We need more such Flipkarts to meet employment needs. Generally speaking the culture of entrepreneurship in India is poor.

There are 2 reasons for it. First is our societal mindset and values and second is the lack of robust institutional framework and ecosystem.

Let's discuss them in brief.

Indians are generally considered 'risk averse society'. It's said that 'the biggest risk in life is not to take risk'. However, we've not

subscribed to this notion yet. In his book

'Argumentative Indian' Amartya Sen talks about a culture of debates, philosophy and being inclined to doing more intellectual work than manual work. Second our society still ~~gives~~ accords high importance to 'safe and secure government jobs'. If somebody starts a venture

of his own it's presumed that he is doing so because 'he didn't get a government job!'

Our education system is another bottleneck. Government reports show that only 3% students have had any sort of vocational training in school. There is an increased emphasis on rote learning. There is lack of original thinking among teachers as well as students. It ends up making education being a mechanical exercise. It's not uncommon to find students getting 100 marks in Chemistry without actually seeing any chemical ~~in~~ at all! ~~Everyone~~ It seems everyone wants to enter IIT today. There's a mushrooming of coaching factory and there is no attention paid to whether the child has an interest in engineering or not. It's sad to see students not opting for agriculture, or pharmacy as a career option which has immense scope for innovation.

Second set of problems relate to institutional deficiencies. In US or in Europe one normally doesn't face problem in securing funds. There are plenty of venture capitalist with deep pockets to invest and to tolerate failure. For example Twitter till date has not turned into a profitable company but _v the confidence of investors. Such situation enjoys

do not exist in India. Here securing even few million dollars is a Herculean task. Moreover, even after getting funds starting a company is no easy affair as government rules and regulations are tilted against newcomers. There are plethora of rules, red tapism, regulation and system as a whole seems ~~total~~ unfriendly and unsympathetic. It's no surprise that India ranks 142 in ease of doing business ranking.

Further, there is issue of lack of skill development. Several projects in defence, power, biotechnology have failed to take off because there are simply not enough hands available to work with. This has led to a situation where Indian investors find it easy to set up companies in our south Asian neighbours like Singapore, Malaysia, Thailand than in India.

Moreover, lack of industry academia linkage, burden of research falling squarely on Government, lack of commercialisation of innovative products, deficiencies in our IP protection laws are other factors that goes against entrepreneurship.

In present scenario there are hundreds of multinational companies having their research and development department in India. According to an estimate more than 200 out of 500 Fortune 500 companies have their operations in Mumbai, Bangalore and Gurgaon. Although they are creating

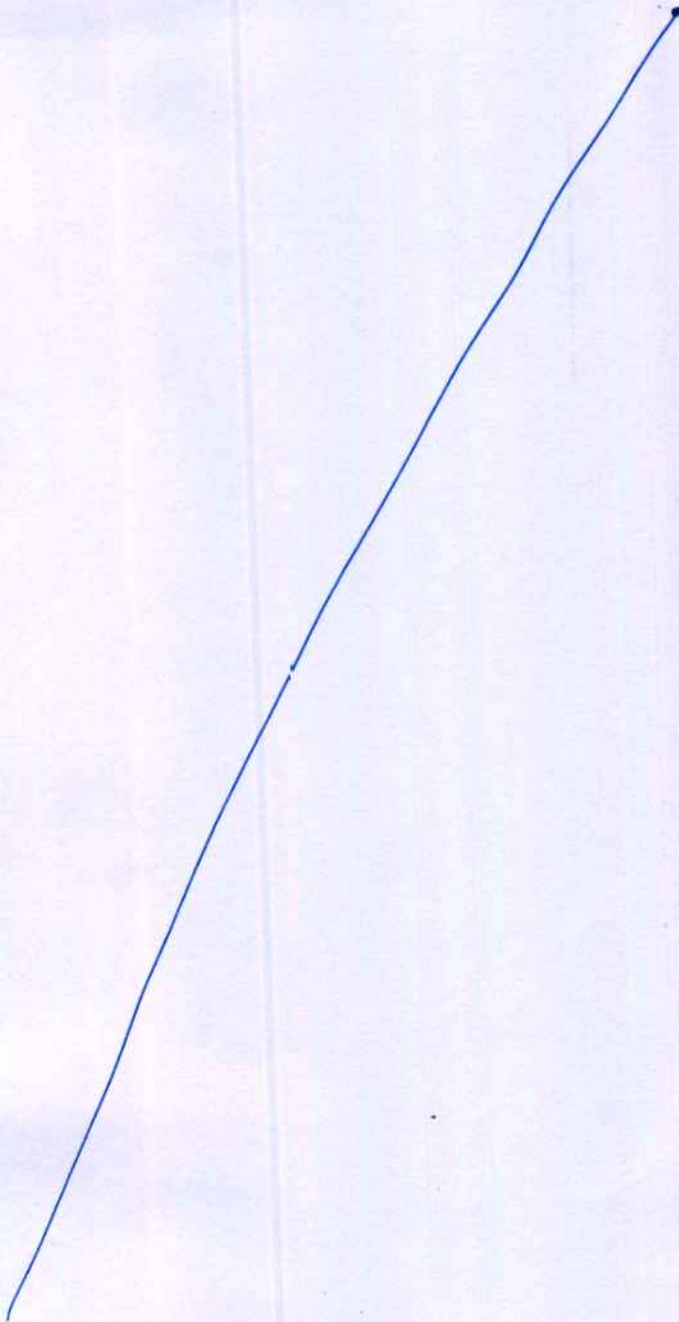
jobs but the major beneficiaries are primarily their home country.

Fortunately there are winds of positive change blowing in our country. The launch of 'Make in India Campaign', 'National Skill Development Corporation', 'National Innovation Council', will boost manufacturing and skill development in India. For finding, the success of Flipkart and Zomato have led to renewed confidence in the capabilities of our entrepreneurs. Similarly SEBI has recently given green signal to Crowd-Sourcing and Crowd funding in India.

The above initiatives will go a long way in encashing the small window of 'demographic dividend' opportunity available with us and will hopefully produce more of Narayam Murthy and several other Flipkarts.

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Growth Engine, Reclaim its lost glory.

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* 1 million per month

* the spillover

→ most of multinationals

- Confidence boost
- lessens the chance
of failure

Bangalore

Gurgaon, Noida

outsourced

'knowledge drain'

Albert Einstein

→ education is what

William Wordsworth

→ Two roads,
the less chosen path

• We have been more inclined towards
intellectual work ~~winning~~ brain than
hands on work.

• workshop.

* Business
Friendly Index

Petrol pump

• Caste mindset

* Make in India

* Red Tapism

* Bureaucratic

→ McDonalds
Cinema Halls.

• Even a super-rich

→ explosion of
Coaching Institute

→ Lack of
original thinking

→ We can solve and predict
organic chemicals

- rote learning
- spoon feeding
- cramming data

• Tsunami
prediction
by a girl

There is an
immense

scope

- biotech

- agriculture

- pharmaceuticals

- Tourism

- food

Entrepreneurship

• Vikram Sarabhai

- ① The biggest risk is not to take risk.
- ② Demographic dividend → demographic liability

Jeff Bezos → Larry Page

Sunil Bharti Mittal, Sunny & Binny, Verghese Kurien,
Murugumantham, Binny Bonmal, Asurachalam,
Narayan Neelgiri,
Bill Gates → Mark Zuckerberg → Vinod Khosla → SUN Microsystems

* 65% under 35 years of age.

* UN reports → biggest

Window of opportunity small

• satisfied with government jobs

Why lack of entrepreneurship?

- lack of risk taking
- availability of funds

- ✓ Angel investors
- ✓ Startup Culture
- ✓ Venture capitalists
- ✓ National Innovation Council
- ✓ Crowdsourcing and crowdfunding

✓ Crowding out government spending

Informal Economy

Kabadiwadi

millions of unseen entrepreneurs

- need to highlight success of such sector set up.

1 out of 10 succeed

90% Informal economy

lack of risk taking
→ we do what we are dependent on
→ we are late
→ many also working for govt

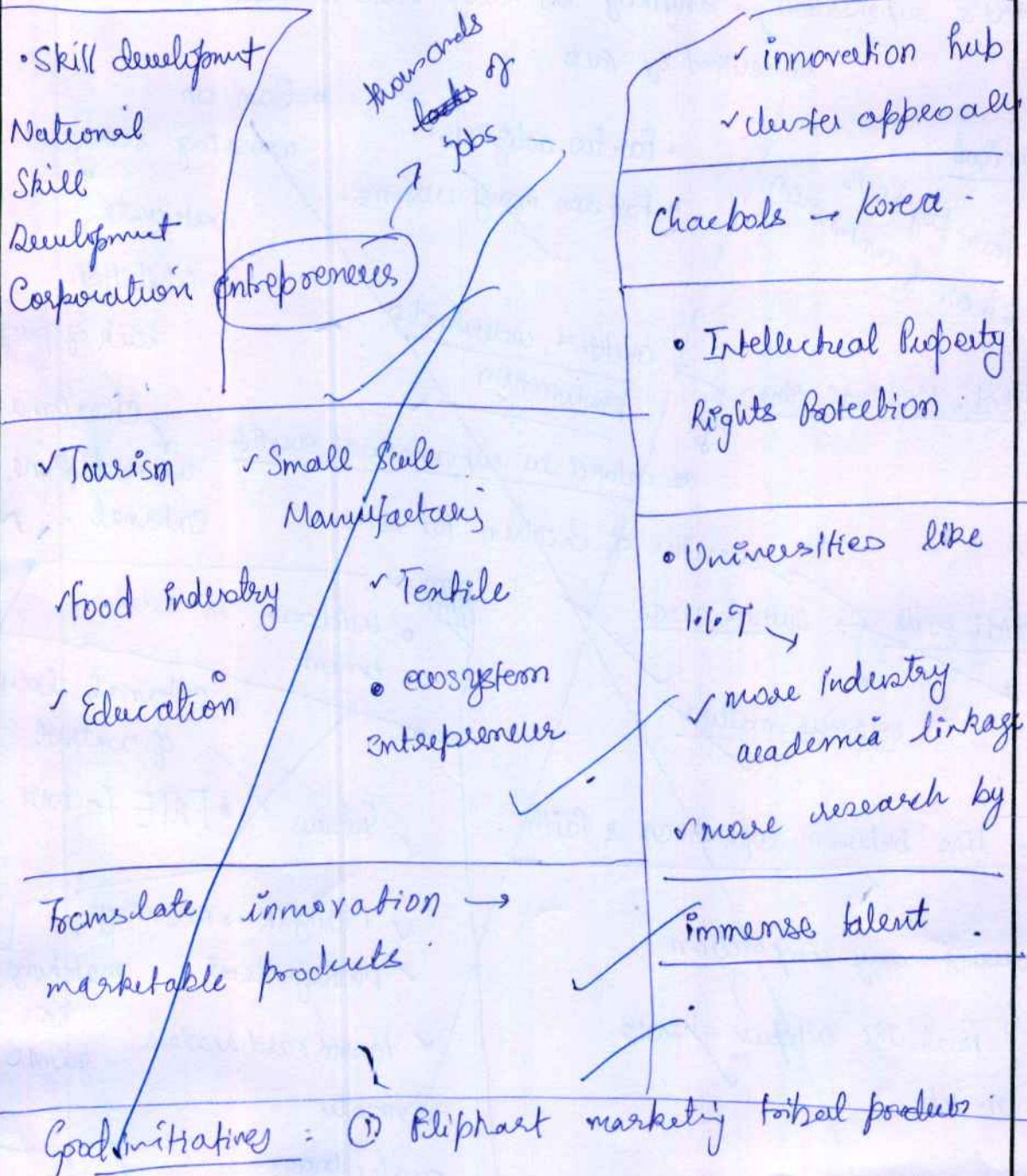
⑥ But is it a government job??

more corruption despite salary being less

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use of traditional knowledge



Good initiatives = ① Flipkart marketing tribal products

• Rural innovation

government jobs, private job
saturation limit

MRTP Act → hurdles → Start-up Pickering
Labour Laws

Gurcharan Das → Vicks not being produced

Progress has been made.

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* Fundamental duty → scientific temper

* what's superstition → anything not having rational & scientific basis.
not verified by facts

Irrational

- fear psychosis
- fear of unknown

- Far too religious.
- Far too many customs.

• Ban on crossing seas, outcasts,

inhibition, lack of progress.

• Ancient, Medieval times

couldn't understand phenomenon

related to supernatural events

Charisma factor
we need some external.

sacrifice of children for some.

• Sacred evils

→ rural areas

religious matters

Fine line between superstition & faith.

✓ during any competition

↳ Paul the Octopus - 2010 match.

Knowledge Economy

* own channels → media

• widow is bad omen

• external locus of control

• FATE factor

✓ Manglik → marriage

✓ package deal matching 36 games

✓ tarot card readers

✓ vastu

✓ astrology

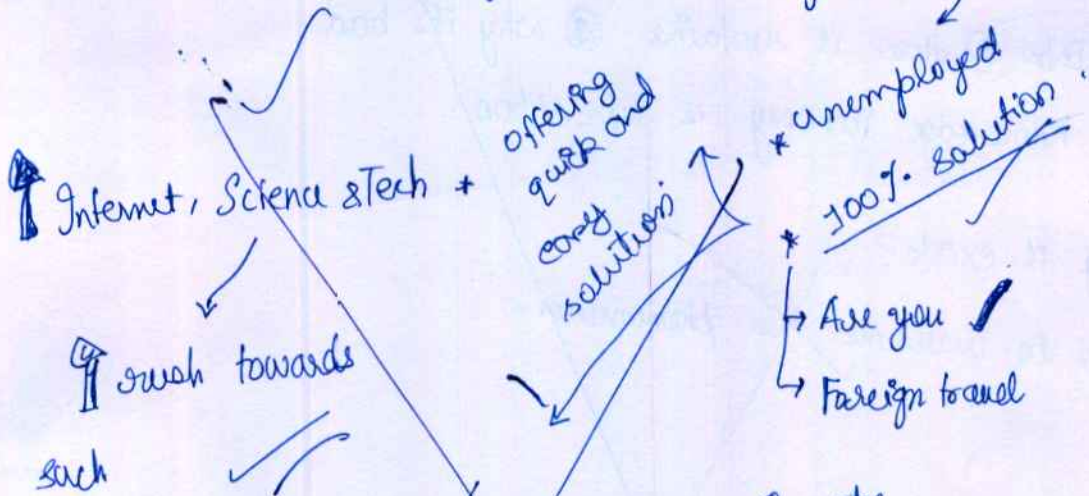
✓ sun-sign → predicting future.

* black cat crosses your path.

- Raja Rammohan Roy
- Swami Vivekananda
- Gurus Nanak

- Kabir
- Rahim

- jantar
- magical spells
- gullible



Godmen → exploiting people

① Media campaign

media shouldn't fall prey to such tactics itself

② School Books

③ Family

④ Government initiatives

• under the spell of some ghost

• capturing the mind

- witchcraft
- magical healing
- even homosexuality considered disease

* Shows like Mythbusters

* mental diseases like schizophrenia

→ treated by quacks

* auspicious moment

Ambedkar → warned against deification.

Rituals

① Intro ② How it sustains ③ why it's bad

④ Knowledge Economy vs Superstition.

⑤ Why it exists?

⑥ How to overcome this phenomenon.

100% success, money back guarantee.

depressed,
unemployed,
looking for
employment
is no guarantee?
Want a
foreign travel,
and health problem.