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GENERAL STUDIES (TEST CODE : 1249)

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Medium Hindi/Eng.	ENGLISH	Registration Number	306755
Center	ONLINE	Date	31st AUG 2019

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	
4(a)	10	
4(b)	10	
5(a)	10	
5(b)	10	
6	10	
7	10	
8	10	
9	20	
10	20	
11	20	
12	20	
13	20	
14	20	

Total Marks Obtained:

Remarks:

Signature of Examiner

INSTRUCTIONS

1. Do furnish the appropriate details in the answer sheet (viz. Name, Registration Number and Test Code).
2. There are **FOURTEEN** questions printed in **ENGLISH**
3. **All questions are compulsory.**
4. The number of marks carried by a question/part is indicated against it.
5. 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 that the authorized one.
6. Word limit in questions, if specified, should be adhered to.
7. Any page or portion of the page left blank in the Question-Cum-Answer Booklet must be clearly struck off.

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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.

All the Best

Don't write anything this margin (इस भाग में कुछ ना लिखें)

SECTION – A

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

1. (a) What do you understand by cultural sensitivity? Identify the ways in which individuals and organisations can benefit from cultural sensitivity in India. (10)

Cultural sensitivity :- ability to understand, value, tolerate and respect the cultural aspects attached to a society / region.

Eg - Hindu visiting Haji Ali dargah & respecting the rituals there.

Ways in which following can benefit :-

(a) Individuals

→ communal harmony

→ peace & co-existence

→ tolerance & mutual respect

→ community living, brotherhood & togetherness

→ understanding & appreciating 'unity in diversity'.

Eg – 'Uss Gaon ki Ramlila' in UP reflecting muslim participation in hindu festival & promoting tranquility & socio-eco. development.

(b) Organisations – i.e

→ ~~etc~~ Cultural organisation – joint restoration of heritage & festivals

→ Admin organisation – ease of law & order, spirit of fraternity

→ Political organisation – mutually respecting boundaries of electoral competition, avoiding mudslinging

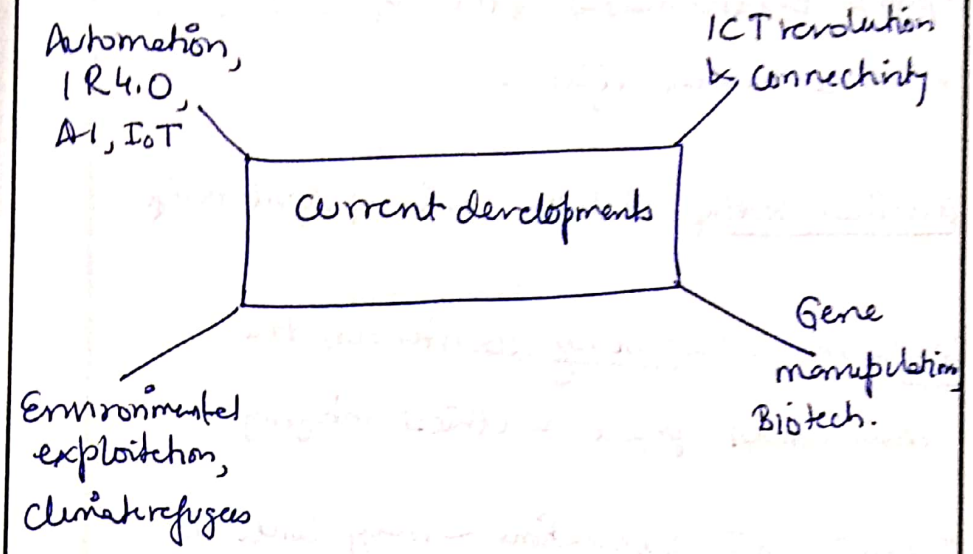
→ International – UNESCO etc. – better heritage & aesthetic renewal

→ NGOs, CSOs – collaborative efforts for joint grievances

Cultural sensitivity has the potential to make or break communal ties and dearth of it can result in disruptions like Babri Masjid etc, mob violence. A spirit of mutual respect & tolerance is the way.

1. (b) In the quest for scientific and technological development, ethical values should not be neglected. Discuss in the current context. (10)

Gandhiji's 7 sins included 'science without morality' as being a recipe for ethical & socio-political disaster.



Why quest for scientific development should not neglect ethical values

→ Ethical values are the foundational beliefs of morally right/wrong judgement of actions. A blatant neglect, results not only in denial to justice to those stakeholders affected, but also spillovers to others.

for eg. → In quest for biotech. revolution, increasing IPRs → farmer / tribal rights get ignored

- Quest for 'optimum utilisation' of Earth's resources, ignores environmental ethics of biodiversity & its co-existence rights -

- Animal testing violates ethics of right to life

- Space race & hegemony counter-vs the international peace & ethical integrity

- IR4.0, AI, automations – may come at cost of loss of livelihood, relationships and humaneness in humanity.

A balance of ethical integrity, cost benefit analysis and optimum scientific upgradation can lead to better life for all.

2. (a) In a plural society like India, education should help the individual to celebrate the plurality and visualize the inherent unity of cultures and values. Analyze the statement in the present context with examples. (10)

India is a homeland of multi ethnic, multi-religious, multi-cultural communities celebrating 'unity in diversity' & plural co-existence.

Role of education

Value & culturally tolerant education system

- celebrates togetherness
- secularism
- pluralism & fraternity

- social harmony
- mutual respect
- preserving identity & overcoming minority fears

- National unity & integrity
- rights of all respected

→ In present context, the notion of plurality often gets disturbed by instances of mob violence, propaganda journalism, communalism etc.

- Education emerges as a powerful tool to inculcate 'value' education & social tolerance in young minds.
- The 3 language formula has helped integrating North & south
- Secular approach in school education & celebration of several festivals together results in socio-religious harmony
- Sensitisation about LGBTQ in Kerala colleges (along with reservation) helped in their integration
- Political education of SC/ST/OBCs & other vulnerables + affirmative action results in their upward mobility.
- Ideological plurality (Left vs Right) can be bridged by educational debates/deliberations for common plan of action.

Thus education has a revolutionary potential to realise 'unity without uniformity', 'diversity without fragmentation'.

2. (b) Elucidate Swami Vivekananda's ideas on nationalism. (10)

~~Sma~~ Swami Vivekananda was a spiritual leader, a social visionary & an ardent nationalist ~~roving~~ giving Indians a new outlook on 'vedanta' philosophy along with national pride.

His ideas of Nation & Nationalism

→ Nation is not just a territorial entity, but a cultural togetherness of communities.

→ Secularism & ~~toleranc~~ tolerance are twin pillars of nationalism.

→ Pride in Indian culture, brotherhood, mutual respect for each other are necessary ingridients.

→ Not a narrow sense of nationalism, but a wider notion of universal brotherhood, service to humanity and spirituality.

→ Nation cannot progress until the most vulnerable are uplifted (~~can't~~ to teach spirituality to hungry & starving is to insult the god).

→ Represented India in world congress of Religions (1893) & instilled pride.

He had a broader philosophical dimension to nationalism and is regarded as the 'spiritual father of Indian National Movement'.

3. Given below are quotations of moral thinkers/philosophers. Bring out what they mean to you in the present context:

(a) The best way to find yourself is to lose yourself in the service of others. Mahatma Gandhi (10)

service to humanity is service to god. The quote highlights Gandhiji's own life of dedicated his entire living to the service of nation.

→ In this world of continuous rat race, dynamically globalising & speedily shifting values, Gandhiji's talisman helps to find our north.

→ True happiness doesn't lie in material pleasures, consumerism & monetary benefits of high pay cheques, Rolls Royce outside & big bunglows — it lies in having an open heart to listen, understand and compassionately serve others.

→ In a rapidly profit chasing business world, Bill & Gates found himself serving via Bill & Melinda foundation and so did Azim Premji.

→ A soldier lost on the complex borders, has only one compass ie to serve his nation & its people till his last breath.

→ A doctor in rural area ~~gets~~ finds himself more satisfied serving the needy than getting fatty pay cheques at a city hospital.

→ A lawyer giving free aid to poor innocent victims is happier than any of the highly paid advocates.

The examples spread across in all fields, but message remains that 'service before self' is the key to a purposeful life.

3. (b) So long as you do not achieve social liberty, whatever freedom is provided by the law is of no avail to you. B.R. Ambedkar (10)

Social liberty i.e freedom to from social hierarchy, stratification, rigid compart-mentalising of classes/castes and opportunity for upward mobility is the foundation of social justice & equity.

→ Despite constitutionally mandated FRs, untouchability, gender discrimination, caste exploitation, manual scavenging, forced labour and many social evils continue to exist.

→ Laws are only a legal sanction & an authoritative deterrance, generating fear of strict action against violators. However, till the time society itself doesn't

adjust its mindset to changing ~~dynamics~~ dynamics & need for liberalism, true egalitarian ideals cannot be established.

→ Recent Sabrimala dispute & its backlash ~~highlight~~ highlighted this

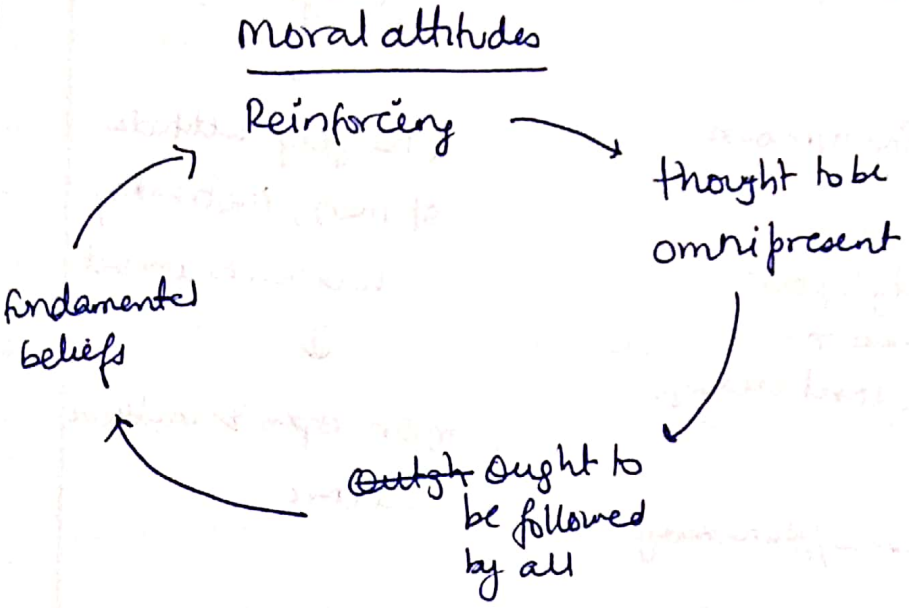
→ Prevalence of bonded labour in Bihar, caste divisions etc.

→ Exploitation of women – domestic abuse, low LFPR (23%), objectification.

All these highlight the need for a social revolution through mass sensitisation to complement legal affirmations.

4. (a) Explaining the concept of moral attitude, discuss how social media is shaping moral attitudes of people. (10)

Moral attitudes are core dispositional beliefs deeply entrenched in individual's ideas of right / wrong.



for eg:- Hindu beliefs against cow slaughter can lead to conflict in case of violation (recent mob violence)

→ Social media (web 2.0) is a powerful tool to influence, shape, re-shape core beliefs through its immense reach, scope & penetration.

How social media influences moral attitudes?

+ve

Yellow journalism/ fake news spread
⇓
Instigating rumours
⇓
Community's poor awareness + socio-cultural cleavages
⇓
mob violence/disharmony

−ve

He for she campaign, selfie with daughter, #Metoo
⇓
changing attitudes of men, motivating women to come out
⇓
more open & inclusive culture.

Social media can be both a bane or boon depending on how its used.

Greater awareness, privacy protection & regulatory oversight can best utilise its potential.

4. (b) Analyse the importance of both influence and persuasion for effective leadership. (10)

Effective leadership not only comes with the ability to lead by example, but also ~~mold~~ mould perceptions & attitudes towards favourable directions.

Importance of Influence

→ It relies on indirectly advocating the ideas via demostrating, peer pressure and ~~ut~~ understanding the key differences to resolve them via deliberations.

for eg - Hitler had a youth brigade & propaganda campaign to influence young minds & public

Persuasion

→ soft advocation directly by the leader to best present the benefits of the proposed path.

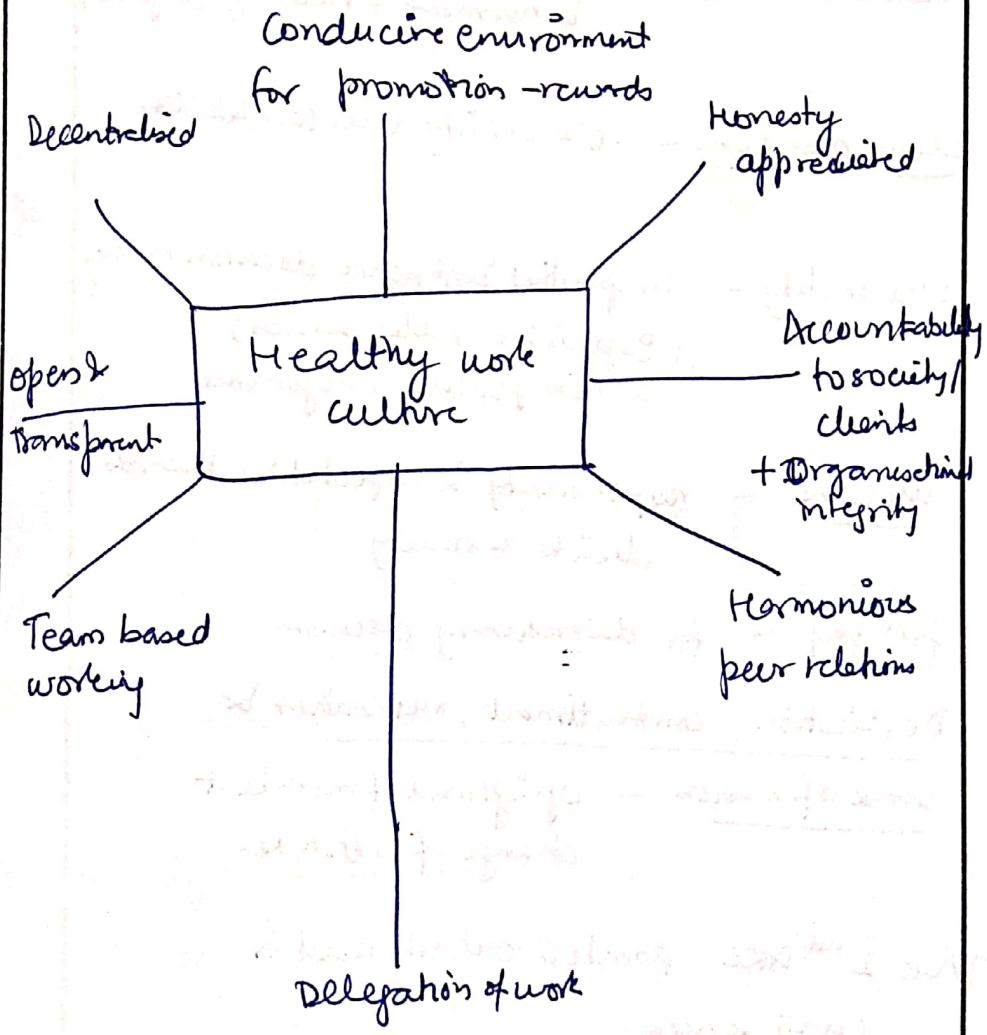
→ Can be via prolonged campaign, debate, 'winning hearts & minds', advertising etc. education of ignorant.

Eg- Gandhiji's persuasive methods resulted in India's bloodless freedom movement.

Both influence & persuasions are two channels of perception management & steering of ideas in favourable directions.

5. (a) Analyze the significance of adopting a code of ethics for creating a healthy work culture in an organization. (10)

Work culture describes the organisational ~~environment~~ environment and intra & inter societal & P2P relationships.



Code of ethics – Statement describing fundamental principles & expected ethical conduct

↓

How it can help

→ Solving conflict of interest
Eg – Husband in board to recruit wife.

→ Peer to peer ties – intra organisational unity & harmony + healthy competition

→ Clear mandate – role clarity + accountability

→ Neutrality – impartial & objective decision making (especially public services) avoids political interference

→ Welfare – responsibility & expectations towards clients & society

→ Fill gap – for discretionary decisions

→ Dedication, commitment, motivation & sense of mission – upliftment of morale + change of attitude.

The 2nd ARC pointed out its need in civil services.

5. (b) Ethos, ethics, equity and efficiency are key criteria on the basis of which the competency of civil servants should be judged. Analyse. (10)

Civil servants are public fiduciaries, steel frame for national unity & guarantors of public welfare & objective policy making.

Criteria based on

(a) Ethos – core principles of integrity, honesty & sense of commitment

Eg – T.N Seshan's ethos in ECI.

(b) Ethics – judgement of right/wrong & listening to inner consciousness as per expectations.

Eg – ethical division of welfare grants without bias

(c) Equity – public welfare & justice

Eg – Removing inequalities & exploitation of tribals

(d) Efficiency – economy, effectiveness & optimum resource utilisation

How these help to judge

Ethos – for ability to stay true to core values

↓

Ethics – to meet organisational standards of accountability & responsibility

↓

Equity – unbiased, impartial decision making & guarding public purse

↓

Efficiency – minimum admin costs & maximum social benefits –

Eg – E. Shreedharan for Delhi metro.

All 4 Es are the foundational pillars to define the civil services.

6. The mandatory nature of Corporate Social Responsibility goes against the notion of philanthropy. Discuss. (10)

CSR has been mandated (2% of last 3 yrs profit) under the companies Act 2013.

Rationale behind mandating

Mandatory CSR → Legal obligation → More investment in social activities → Preventing inequalities, Inclusive growth

How it goes against

→ Skewed distribution:- illogical investments over proliferation in certain areas only for reporting - Eg - Education in urban areas.

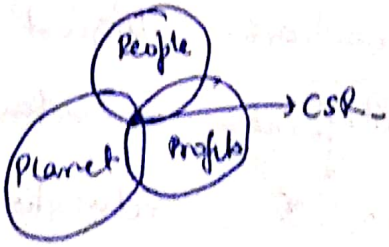
→ Insensitivity – lax implementation due to legal obligations & no social consciousness

→ Race – for low costing projects / locations among firms & – near Delhi

→ Top down – hasty & non participative approach.

→ Crony Capitalism – to circumvent ill- + corruptions

The spirit of CSR lies in sensitising towards need for greater responsibility for sharing of profits with the society for connection between:-



7. There have been arguments that rich countries owe an obligation to people living in poor countries. In this context, discuss the issues associated with foreign aid. (10)

The eternal 'North vs south' divide internationally is a result of divergent economic pathways & progress.

<u>Why rich owe?</u>

Colonialism, Imperialism

Exploitation of 3rd world

Cold war & neo Imperialism

unjust division of power & burdens of climate change

<u>Issues with foreign aid</u>

→ $100 bn commitment not forthcoming due to ignorance of rich towards '<u>common but differentiated</u>' principle of <u>Kyoto Protocol</u>.

→ Historical injustices and denial of democracy + economic exploitation has led to perpetuation of poverty, unemployment, hunger & illiteracy.
Eg – Congo's condition due to Belgium's exploitation.

→ Disproportionate burden – India's per capita Energy consumption is 1/20th of USA's, the rich enjoy greater industrialisation benefits while enforcing obligatory agreements like REDD+ on developing nations to control global warming. (USA's withdrawal from Paris pact)

Ethical responsibility & commitment must come from rich nations for a multilateral, united and rule based equitable world order

8. It is essential that people have access to information if they are to have the capacity to exercise other rights. Discuss the statement with focus on importance of RTI in governance.

(10)

RTI (2005) is hailed an indispensible tool for good governance (2nd ARC), held as integral to Art 19 (1) by SC.

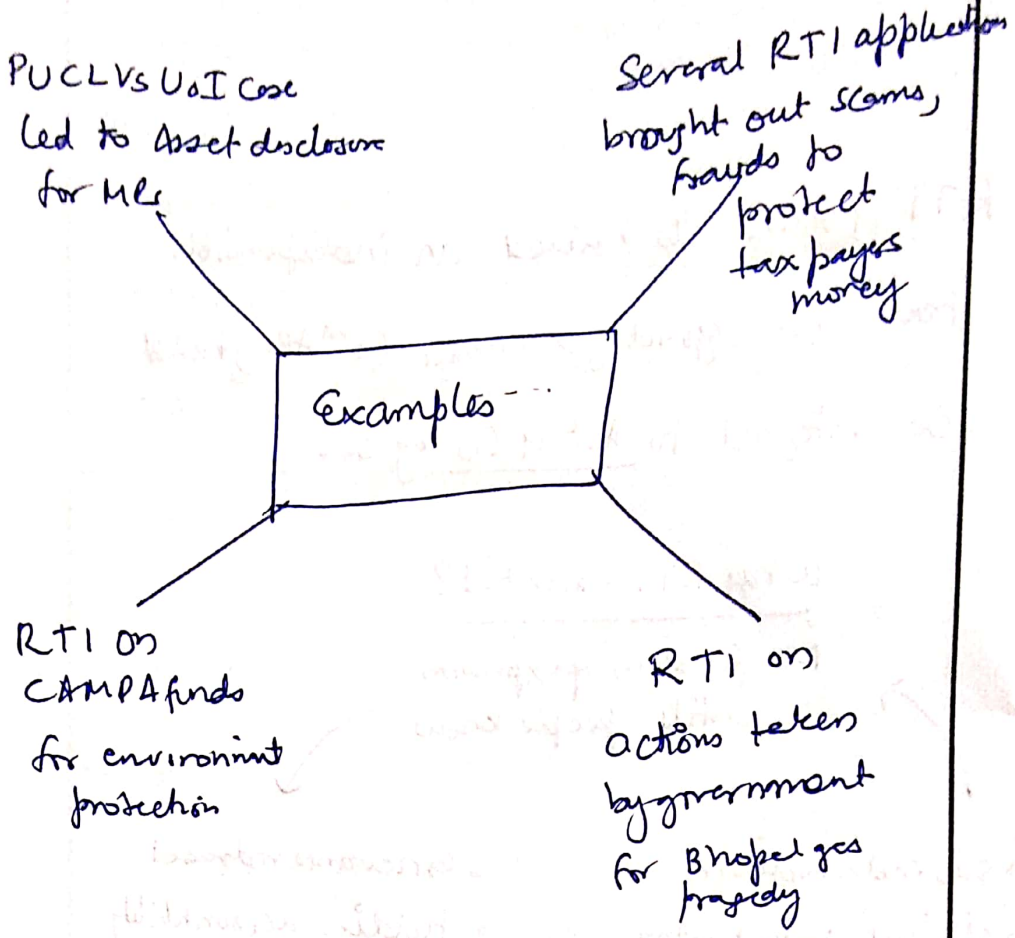
Why RTI essential?

No freedom of expression until people know

- Grievance redressal
- Holding accountability
- Raising voices
- Responsibility of action requires information to public

- Good governance
  - constitutional ideals of socio-economic justice
  - Can't function without it

- suo motu disclosure
- efficient data analysis crucial for public welfare



→ There is a need to further enhance its scope to cover political parties, MPs, parliament committees & armed forces.

SECTION – B

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

9. You have been recently appointed as the head of tourism department of a state in India that has many places of great historical importance. In the past few years, the state has witnessed a decrease in tourist inflow. Upon enquiry, you come to know that this decrease is largely attributed to the influence of touts and harassment of tourists, including unwanted advances and grossly overcharging them for various services. You also did a quick search about your state on leading travel advisory websites and found that it has earned a dubious reputation for being particularly unsafe for women tourists.

Given the situation, answer the following:

(a) Do you think that such a state of affairs can be attributed to insensitivity prevailing in the society? How can the community be made more sensitive towards tourists?

(b) Suggest some measures to make a quick turnaround in terms of reputation, employment generation and rebuild the reputation of the state as a safe haven for tourists. **(20)**

Given facts:-
- decreased tourist inflow
- touts & harassment + advances
- unsafe for women
- Reputation hurt

Stakeholders —
- The admin. (tourism) department
- Local people (& livelihoods)
- Tourist
- Touts & criminals harassing
- Reputation of nation at large

(a) Despite being richly endowed with traditional heritage beauty, the downfall in tourist numbers is a result of multitude factors operating at psychological & societal levels:-

(a) Insensitivity towards outsiders - tourists become easy target of exploitation, extracting extra money, petty crimes along with racial / gender based abuses.

(b) Harassment of women - gender insensitivity entrenched deeply in patriarchial psyche questioning their freedom, ability to explore public places and step outside 4 walls of homes. These get reflected by the abuse on women tourists and unwanted advances.

(c) Insensitivity to culture - value erosion

of the legacy of rich heritage & its essence

(d) Insensitivity of administration – for not taking efficient stringent actions for law & order control + awareness campaigns.

TO make community sensitive

(a) Step1 – involve local leaders / religious heads into an all inclusive discussion

↓

Step2:- Perception building & attitudinal change via focused mass campaign (Heforshe) including National commission for women, NGOs, CSOs & students

↓

Step3:- Grassroot initiation of value education in schools + adult / men sensitising programmes (Incredible India, Beti Bachao)

↓

Step4:- Deterrance via stringent action on miscreants

Only a bottom up, prolonged IEC campaign can sensitise society towards virtuousness.

(b) Measures suggested –

As the head of tourism department, the sanctity of organisation, public & tourist welfare & preservation of traditional legacy comes to forefront.

(a) Turnaround of Reputation

Strict action on miscreants with support.

- from state policy
- Employing HRIDAY funds, support under Safe city project for CCTVs, streetlights, 24x7 helpline
- Local volunteers as eyes & ears for extra charges / exploitation

(b) Employment generation

- Encouraging locals in tourism based occup-ations (guides, tour facilitators etc).
- Local zoning of asthetic places for tourism management & 'brand creation'
- Innovative approaches like web application, light & sound shows etc. for greater opportunities
- Training & skilling programme under PMKVY
- Massive cleanliness drive, in line with Swachh bharat for employment & increasing tourist footfall

(c) Rebuilding reputation

- Advertisement & campaigning about actions taken
- Collaborating with Google and other platforms for advocation
- Testimonial statements, real time info capturing and display of reduced crimes, fair pricing list and transparent monitoring mechanism.

A whirlwind campaigning & robust machinery on gender & tourist sensitisation.

10. A private company has proposed a large-scale hydel power project to tap the potential of a fast-flowing river in a state predominantly occupied by indigenous tribal groups. The state is backward and badly needs funds for socio-economic development. The state government is deliberating on the issue and is yet to take a final decision on the matter.

While the project is expected to generate substantial revenue and employment, it will submerge the surrounding areas eventually displacing the tribals. Another issue of concern is that the tribal community regards this land and the river as sacred and integral to their cultural heritage. Thus, the tribals are not in favour of going ahead with the project and are already protesting against it. Their leader has threatened to initiate a hunger strike if the government goes ahead with the project. This has caught the attention of the mainstream media and social activists.

Based on the information given above, answer the following:

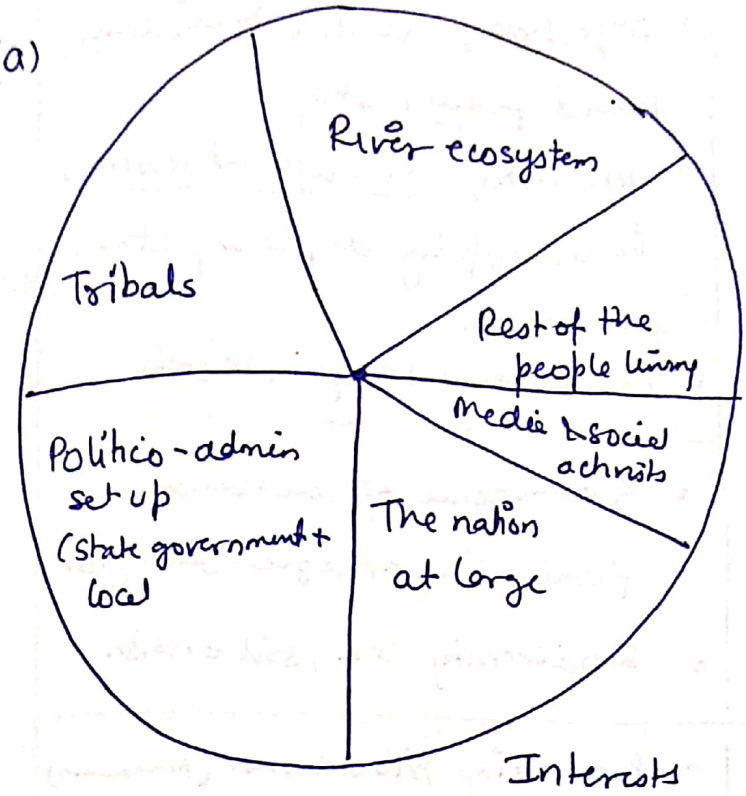
(a) Identify the stakeholders involved in the case and their respective interests.

(b) Keeping in mind the issues involved, how can differing interests be reconciled for ensuring sustainable development in the area? (20)

Given facts:-
- hydroproject to tap flow
- Indigenous tribals – integral heritage
- backwardness
- Revenue & employment potential
- Tribals oppose + hunger strike threat (sacred + displacement)
- Media & activists

The sensitive case reflects the eternal ethical dilemma of meeting modern state's revenue, employment needs, which comes in conflict with tribal rights, displacements & trust erosion.

(a)



Tribals —	• preserving sacred heritage • preventing displacement from their lands • Conservation of river
Admin & state government	• Revenue generation • socio-economic development • optimal utilisation of river potential
Other people	• Overcoming backwardness, poverty, unemployment • electricity, irrigation & drinking water

Media & activists	• objective, scientific & evidence based policy making • preventing 'development terrorism' i.e. wrongfully displacing ethnic communities • Environmental impact & costs
River ecosystem	• submergence of wetlands • flow & hydrological disruption • biodiversity loss, soil erosion
Nation at large	• Preventing tribal unrest (Naxalism) • Accountability & transparency in policy making • social justice (constitutional ideals) & welfare

(b) To reconcile divergent Interests:-

step 1:- Avoid any hasty action + widely deliberative discourse of the costs/benefits of the project in terms of ecological, cultural, social, economic externalities-

Step2:- multistakeholder meetings with tribal leaders, media, experts

Step3:- Trust building & perception management to arrest tribal disenchantment

Step4:- Reviewing alternate methods for a win-win ie revenue generation for socio-eco. development while preserving tribal legacy & environment.
↓
sustainable development based green jobs, special grants request to centre, REDD+ activities

Step5:- A consensual & collaborative bottom up approach with approval of all + effective equity stakes to tribals for sustained income & efficient rehab/compensation policy.

A balance of ethical sensitivity of bureaucracy + political will + awareness among tribals can help.

11. You are posted as Superintendent of Police (SP) in a district, which has a bustling market in the district headquarters with a high footfall. The area has traditionally been occupied by street vendors and hawkers. They form an intrinsic part of the market system in the area and derive their livelihood from it. Recently, you got reports that the policemen posted in the area harass the hawkers and also extort 'hafta' – a weekly bribe – from them despite complying with the laws. It has been brought to your notice that while those who comply with this arrangement are allowed to carry on with their daily operations, those who do not are being evicted from the market area. In the process of eviction, they are even physically assaulted and their saleable items are often confiscated and destroyed. As a result, some street vendors have been staging protests against the local administration in the market and have blocked the normal market passage. They have also threatened to intensify their protest over a period of time. The local police, however, has been in denial of any such wrong doings and argue that they are merely removing illegal encroachments, which were causing traffic jam in the area. In this situation, answer the following:

(a) Mention the stakeholders and ethical issues involved in the case.

(b) As the Superintendent of Police, what course of action would you adopt for diffusing the tensions in the area? Also, suggest some policy recommendations, which will help resolve the issues in the long-term. (20)

Given:–
- bustling market – street vendors, hawkers
- hafta harassment
- eviction & assault + confiscation
- protests by vendors and blockade
- denial by police

Corruption, harassment and assaults in name of policing have become ~~to~~ integral part of lives of poor & vulnerables leading to blatant denial of justice, abuse of authority & ~~freedom of de~~ right to livelihood.

(a)

Stakeholders

- Street vendors – exploited / abused / assaulted
- Local Police – Corrupt & insensitive
- Local admin – protests + reputation hurt
- Other people – market blockage & disruption
- Society in general – social justice & rights

Ethical issues involved

(a) Misuse of authority :-
Local policy disregarding sense of duty, public welfare and protection of vulnerables by indulging in corruption & assaults of the very poor they are meant to protect.

(b) Injustice – denial of right to decent life (Art-21) and livelihood of the street vendors evicted aggravating their poverty.

(c) Administrative apathy – letting the issue boiling for so long & turning a blind eye towards their accountability to the people.

(d) Spillovers – market disruptions, protests, blockade comes at an additional costs to ~~athose~~ those employed, especially unorganised / informal / self employed poor.

(e) Disharmony – distrust & erosion of legitimacy of administration brings long term devastating law & order issues.

(b) ~~Ste~~ As the SP, my duty is to ensure peace, stability, security and efficient law & order accountability.

To diffuse tensions :– (P.T.O)

Step 1:→ Cooling off the tension by bringing the vendor's leaders on a common platform to bring out grievances

Step2→ Based on the deliberations, seeking advice from seniors and following the standard protocol ~~of~~ for ensuring peace, while negotiations to end protest by promising stringent action.

Step3:→ Taking help from Accountability Commission & setting up an enquiry team of administrative & media/CSOs for bringing out evidences against charges

Step4:- Meanwhile temporary suspension of alleged corrupters to bring relief in situation

Long term measures

→ collaborating with local admin, ULBs for awareness campaign + CCTV installment

→ Street vendor policy initiative – proposal to the higher authorities for effective space management and a win-win for all

→ Grievance redressal cell at each policestation + prompt response to calling '100' for quick action against corruption

→ Encouraging 'whistle blowers' & local intel sources to find perpetrators + act as deterrance.

→ sensitising & rewarding personnel for efficient, ethically just & people centric policing

With right perception management + quick justice, menace of corruption can be conquered.

12. A mid level manager in a food and beverages firm has been assigned the responsibility to deal with tensions arising in a rural area between the firm and the local farmers. These farmers supply the company with bananas, which are used exclusively by the company in its niche products. The banana plantations are growing a variety developed by the firm. The core issue revolves around the perceived violation of company's IPR as many of the farmers in the neighbouring areas have also started growing the same variety of banana. It is suspected that the farmers with whom the company had a contract have shared the breed with others in the region. The legal department of the firm is of the opinion that a legal complaint against the farmers is the only way to protect the IPR of the company. It would also set a precedent for the future. However, many in the firm also believe that such a step would escalate the matter.

In such a scenario, identify the key issues to be addressed. What measures would you suggest to deal with these issues? (20)

Given :-
- tensions in rural area with farmers
- niche product bananas
- variety developed by firm
- IPR violation issue & leakage
- legal department sides company + deterrance

The stakeholders involved :-

a) farmers under contract

b) farmers outside growing

c) Company with patent

d) Administration

e) Larger repercussions on plant rights & IPRs.

Key issues involved

(a) IPR protection :- patent granted for the variety for revenue preservation of company breached due to critical information leakage + long research & costs may be copied unscrupulously.

(b) farmer's right to grow & share - as the ultimate tillers, their rights over the seeds & plants they grow + livelihood

(c) Monopoly vs traditional knowledge - wider questions of MNCs acquiring hegemony due to superior resources often at cost of traditional livelihoods & heritage.

(d) Spillovers - • North vs South international debate over IPRs (TRIPS & Doha round)
• Also escalating farmer's protest in other areas.

(e) Legal - Protection of plant varieties Act & its applications.

(f) R&D - may deter future researchers from Investments

Measures needed

As the manager of firm, my duty is to balance the requirements of the company as well as the corporate responsibility to the society & farmers.

Step1:- Deliberations involving all stakeholders i.e representation on each side.

Step2:- Finding a 'mid-way' i.e neither legal litigation, nor blatant ignorance. This can be achieved by allowing farmers to grow the bananas on their own, but preserving the right to buy 1st to the company.

Step3:- Negotiating on appropriate prices to ensure a balance of fair remuneration & livelihood security to farmer while minimising costs to company.

Step 4:- Taking advice from Legal experts on ~~bring~~ IPR mandates, exemptions along with application for clarity on Plant varities Act

Step 5:- Not letting the situation escalate & securing long term contracts with the regional farmers & integrity pacts with community leaders for a win-win.

In long run, better managerial oversight + legal clarity & awareness among farmers about obligations under IPRs can help.

13. You have recently been posted as a probationary officer in the District Magistrate's office in a tribal district. During one of the fieldtrips, while interacting with the tribals, you come to know about a private company, established a few years back, which has transformed their lives. The company, using the traditional knowledge of tribals, had launched a series of products and provided numerous livelihood opportunities to the tribals.

Upon further enquiry, you come to know that while the lives of tribals had indeed improved, the distribution of profits however, has been quite disproportionate. The company has seen a huge growth in its operations and its owners have amassed huge wealth. It is also planning to file for IPR, which may further hinder the interests of the tribals.

You feel that tribals have been left short changed and there has not been an equitable sharing of benefits arising out of the use of their resources. When you tried to approach the Gram Sabha and voice your concerns, the tribals requested you not to intervene as they do not have any alternatives. They also argue that governments in the past have failed to protect their interests.

Given the situation, answer the following:

(a) Identify the different stakeholders and their interests involved in this case.

(b) Present a case to convince the District Magistrate for the need of government intervention in the situation. (20)

Given facts:-
- Private company utilising traditional knowledge
- Disproportionate profits distribution
- Wealth inequality + IPR plans
- tribals uninterested as no alternatives
- past failures

The case represents classic situation of rich skimming away the cream, while the tribals (poor, unaware, unemployed) left at the bottom of social pyramid of growth.

(a) Stakeholders	Interests
Tribals	• livelihood security • overcoming poverty unemployment • continue traditional knowledge legacy
Private firm	• profit making • sharing part of wealth with tribals while ensuring it's minimality • uninterrupted flow of products & raw inputs • ease of business & minimum administrative hassles • IPR in future for sustained monopoly

Don't wr anything margi

Administration (Including me)	• public interest & welfare • Accountability, objectivity in policy making • socio-economic development & overcoming backwardness • equitable distribution of wealth
Past governments	• ineffective actions, Status quo mentality
society at large	Larger questions of tribal traditional knowledge, monopolistic exploitations & rights of communities for inclusive growth
Environment	Avoiding over exploitation of natural resources & preserving ecological harmony.

To convince the District Magistrate, I would highlight :-

(a) On basis of evidence collected, data on company's profits vis a vis the remuneration to tribals, the sheer neglect of 'benefit sharing' principle would be reflected.

(b) The wide inequalities & plans for IPRs would lead to a permanent loss of traditional knowledge legacy due to monopolisation & monopsonistic buying.

(c) Low awareness & dearth of opportunities perpetrating tribal fears of livelihood losses and vicious cycle of poverty & exploitation would be brought out.

(d) As the fiduciaries of public trust, socio economic justice and welfare, the need for administration to step in and prevent the injustice & denial of fair distribution of wealth generated by these tribals is inevitable.

(e) The past trust erosion needs to be corrected via perception management + skilling + affirmative legal actions to build credibility and harmonious community - admin ties.

These along with notice/warning to the company and a comprehensive long term plan of alternate opportunities (vandhan etc) could be explored.

14. Various studies have found out that cases of depression and mental illness have increased exponentially in the recent past. Also, in the age group of 15-30 years, this problem is further pronounced. Furthermore, the rising trend of suicides in this age group has been attributed to depression.

Given the situation, answer the following questions:

(a) Present an ethical critique of the prevalent societal attitude towards mental illness.

(b) Given the magnitude of the problem among younger generation/young adults, analyse the role of the following:

i. Parenting

ii. Social Media (20)

iii. Video Games

With ever increasing rat race, pressurising work conditions, nerve wrecking ICT revolution, ~~mental~~ mental illness & depressions are a key challenge to India's 'demog bonus' opportunity.

(a) Prevalent social attitudes

→ Social ignorance & apathy –

mentally-ill are often treated ~~as~~/seen with disgust & prejudice based on stereotyping all under one category.

→ Failure to differentiate — depression, nervous breakdown, brain haemorrage etc. are separate illnesses demanding separate care & degree of attention. Yet, societal notions compartmentalise them as one group thereby denying the special needs of each.

→ Depression = cowardness — often seen as a defeat, a moral death & a 'runaway from challenges', the society fails to understand the root causes & core issues behind this multilayered phenomenon.

→ 'Only in elderly' — social attitudes towards 'youth' or 'child' depression is one of blatant ignorance resulting in its perpetuation.

→ 'Gender divide' – often the care, the attention and medical assistance gets trapped in the patriarchial ideology of neglect towards elderly women, young housewives and adolescent girls.

→ Isolation & alienation – sympathy, ignorance, neglect and ~~ult~~ ultimately denial of community life – sums up the lives of mentally ill.

→ Policy neglect – until recently (NHP 2017), mental illnesses & patient rights were missing in the conventional health framework resulting in 'one size fits all' approach & dearth of counselling, care services.

(b) Role of :-

(i) Parenting -

→ Parents are the key to mould young minds and impart great social influence via their persuasive nurturing.

→ The role of mother in understanding child's psyche, problems and ~~for~~ above all listening patiently is unparalled.

→ The father can prove to be 'crisis manager' giving innovative problem solving solutions & moral support along with ensuring adequate medical attention if needed.

for eg - ∘ a child depressed by ragging in college could be cheered up by parents by sharing their experiences & laughing the matter off.

∘ Relieving child off comparisons, rat race ideology can be great way to boost mental strength.

(ii) Social media - peer pressure, web 2.0 units fake news/ paid news/ yellow journalism, impact of user generated content - all impacts & influences young minds.

→ cyber bullying, identity theft, pornography can result in depression, panic & mental stress

→ Terrorist organisations like AlQaeda utilise these vulnerabilities to radicalise & recruit

(iii) Video games - WHO recently added gaming as a mental disorder due to its devastating potential to:

a) disrupt normal life & relations
b) health & productivity
c) cognitive abilities in young
d) Addictive nature leading to loneliness, depression, isolation & mental disorders.

Eg- Recent case of 2 boys continuously playing on GS II for 3 days without eating, drinking & utilising loo for nature's call (in Bangalore)