



VISION IAS

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GENERAL STUDIES (TEST CODE : 2366)

Name of Candidate	Anju	Registration Number	1188680
Medium Hindi/Eng.	English	Date	15/09/2024.
Center	Jalpur		

INDEX TABLE			INSTRUCTIONS
Q. No.	Maximum Marks	Marks Obtained	
1(a)	10		1. 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)।
1(b)	10		2. There are TWELVE questions printed in HINDI & ENGLISH इसमें बारह प्रश्न हैं हिन्दी और अंग्रेजी में छपे हैं।
2(a)	10		3. All questions are compulsory. सभी प्रश्न अनिवार्य हैं।
2(b)	10		4. The number of marks carried by a question/part is indicated against it. प्रत्येक प्रश्न/भाग के अंक उसके सामने दिए गए हैं।
3(a)	10		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 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।
3(b)	10		6. Word limit in questions, if specified, should be adhered to. प्रश्नों में शब्द सीमा, जहाँ विनिर्दिष्ट है, का अनुसरण किया जाना चाहिए।
3(c)	10		7. 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।
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:			
Signature of Examiner			

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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.

VisionIAS

All the Best

खंड B / SECTION A

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

1. (a) डिजिटल प्रभाव के प्रभुत्व वाले युग में कोई परिवार मूल नैतिक सिद्धांतों को प्रभावी ढंग से कैसे प्रसारित कर सकता है? (उत्तर 150 शब्दों में दीजिए)

How can the family effectively transmit core moral principles in an era dominated by digital influences? (Answer in 150 words) 10

Family is the most important constituent to the growth of an individual in his personal and professional life

Role of family to effectively transmit core moral principles in digital era

- ① Teaching of desirable values by inculcating daily habits - like sharing and caring for each other - eg) parents teaching children to share food with siblings.
- ② Learning by seeing - children often copy parent's behaviour thus parents could

Teach the child by showing the lead

Eg) Always speak truth in front of child

① By inculcating value resistance

By exposing the child with other side of the arguments → save child from ^{bad} peer influence

② By reward & punishment model

Eg) like cooking child's favourite dish for showing honesty

③ By inculcating knowledge & cognitive abilities

Eg) By telling scientific bad effects of smoking, parents can teach child the disadvantages by inculcating logic & rationale

④ By monitoring digital content and exposure to other side of digital world.

Since child spends most of its time with family, family plays the most important role in development of morality in child.

1. (b) हालांकि अंतःकरण सामान्य तौर पर नैतिक निर्णय-निर्माण में एक महत्वपूर्ण मार्गदर्शक के रूप में कार्य करता है, लेकिन कभी-कभी इसकी सीमाएं भी होती हैं। विवेचना कीजिए। (उत्तर 150 शब्दों में दीजिए)
Though conscience generally serves as a crucial guide in ethical decision-making, it is sometimes fraught with limitations. Discuss. (Answer in 150 words) 10

Conscience is the inner moral compass of an individual that help him making decisions in difficult situation.

Conscience serving as crucial guide in decision making

- ① helps making decision in tough situation
eg) providing food to poor hungry old women whose biometric does not match during Aadhar authentication
- ② help overcome limitation of laws
by shunning one size fits all approach
- ③ Help in fulfilling the intent of the law rather than rote rules
- ④ Transformation from rule based to role based administration.

Limitations of Conscience

- ① Conscience following also opens space for individual discretion → might be unjust for some section of society
- ② Many a times, decision based on conscience are not made with full information at hand.
Eg) A person posing as poor, illegally taking advantage of PM-UJWALA subsidy might not be known by the civil servant.
- ③ Conscience is suscept to manipulations and emotionally driven decisions
- ④ Conscience based decision could create unequal society

One should focus on a balance between laws and conscience. Government should make efforts to make laws and ethics overlapping

2. (a) सार्वजनिक धन के उपयोग को किन नैतिक सिद्धांतों के आधार पर नियंत्रित किया जाना चाहिए? बड़े निगमों को उबारने (bail out) के लिए करदाताओं के पैसे का उपयोग करने के नैतिक निहितार्थों पर चर्चा कीजिए। (उत्तर 150 शब्दों में दीजिए)

What ethical principles should govern the utilization of public funds? Discuss the moral implications of using taxpayer money to bail out large corporations. (Answer in 150 words) 10

Public funds gathered by means of taxing individuals by various means are used for public works like infrastructure, health, education etc.

Ethical principles governing utilization of public funds

- ① Equitable distribution of material resources.
Article 39(b) - for making equality of opportunity (preamble)
- ② Distributive justice by providing to weaker sections of society
- ③ Balance between industry growth and human development
- ④ Reducing status and wealth inequality (SDG 10)
- ⑤ Capacity building of all individuals

Moral implications to bail out large corporates with public money.

- ① Concentration of wealth to some individuals
→ against Article 39(i) of constitution
- ② Priority to capitalism over gandhian socialism
- ③ Creating a perverse incentive for private players to default on future loans
- ④ Taking out of poor's pocket to fill the riches.
- ⑤ Honest taxpayer will be demotivated to work hard & pay taxes → large scale tax evasion

Although private corporate growth is important for growth, our focus must be on development.

Private players must be coerced to follow ethical and intelligent governance. Kautilya's principle of efficient use of public money must be kept in mind.

2. (b) ईमानदारी का अर्थ केवल भ्रष्ट या बेईमान आचरण से बचना नहीं है। उपयुक्त उदाहरणों के साथ विवेचना कीजिए। (उत्तर 150 शब्दों में दीजिए)

Probity means more than just the avoidance of corrupt or dishonest conduct. Discuss with suitable examples. (Answer in 150 words) 10

Probity is the strict adherence to civil services code and ethics despite of the circumstances.

Probity - More than avoidance of dishonest conduct

- ① Probity is the ethical value which focus on the maxim that no-one is above the law

Eg) IPS officer Kiran Bedi gave chalan to PM's Indira Gandhi vehicle

- ② It is about establishing a culture of honesty and integrity

Eg) T.N. Seshan as CEC carried out great reforms in electoral sphere of India

- ⑥ Probity is the attitude of not bowing down on face of adversity Eg) IAS Ashok Khemkae transferred more than 60 times in 25 years of service for his honesty & integrity.
- ⑦ Probity guards other ethical principles
- ⑧ Probity helps in setting an example for younger generation and inspire them to follow the path which is right and not to follow path is popular.
- ⑨ It is an attitude which shows the fact that society must be governed by certain rules and regulations for order and not on basis of comfort of administration

Thus, Probity is the most important value for a civil servant as also envisaged by Nolan Committee

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

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

- (a) "किसी व्यक्ति को नैतिकता के बजाय मानसिक रूप से शिक्षित करना समाज के लिए खतरा पैदा करना है।"
- थियोडोर रूजवेल्ट (उत्तर 150 शब्दों में दीजिए)

"To educate a man in mind and not in morals is to educate a menace to society." -
Theodore Roosevelt (Answer in 150 words) 10

The above quotation by Theodore Roosevelt
highlights the importance of moral education
vis-a-vis only mind/logical education

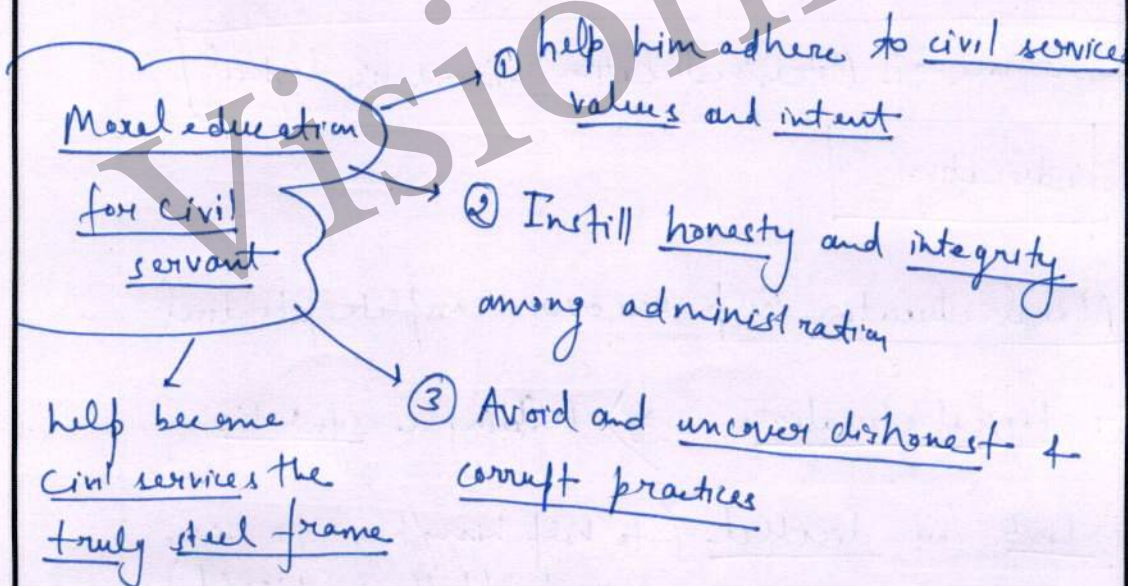
Importance of Moral education vis-a-vis logical education
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- ① Moral education help uncover complete potential
of logical education eg) building a synthetic
limb for disabled (to help him/her to live
respectfully in world)
- ② Moral education help make ethical choices. without
it, human become a menace.

Eg) Hitler - was very intelligent but morally hollow → led to killing of lakhs of Jews

⊙ Without moral values, Education is like a blade, which bleeds the hands of person who use it.
- Rabindranath Tagore

⊙ Moral education help one distinguish between right and the wrong in day to day activities



Pooja Singhal (IAS, Thiruvananthapuram) is an example of how without moral education, education is a menace. We should adhere to principle of knowledge with character for a just society.

3. (b) "असफलता बस फिर से शुरू करने का अवसर है, इस बार और अधिक समझदारी से।" - हेनरी फोर्ड (उत्तर 150 शब्दों में दीजिए)

"Failure is simply the opportunity to begin again, this time more intelligently." - Henry Ford (Answer in 150 words) 10

Through the above statement, Henry Ford is trying to highlight the importance of failure in life

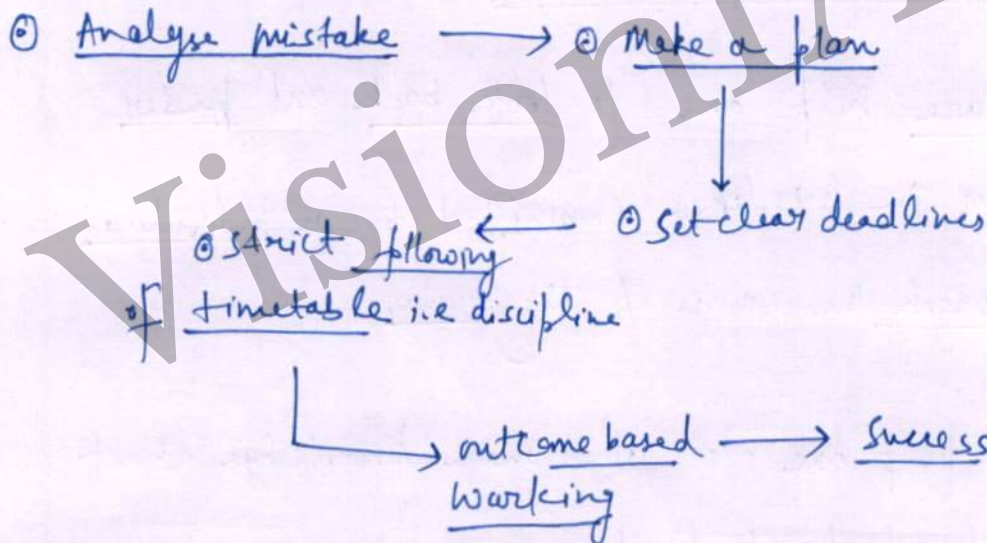
Failure is an opportunity

- ① Failure helps one to look back and pander upon the mistakes committed by an individual through the course of the journey
- ② It help one to gather more knowledge about one's task at hand.
- ③ It often helps one to reach better outcomes than before
- ④ Provide moral and mental strength to individual

① Help an individual develop into an empathetic and compassionate being

Example: Thomas Alva Edison failed 1000 times during invention of light bulb. But he did not give up.

How to proceed after failure



~~Albert~~ Abraham Lincoln is a shining example of success after multiple failure but he did not give up. As he said, only who fails is who stop trying.

3. (c) "युद्ध के समय कानून मौन रहते हैं।" - सिसरो (उत्तर 150 शब्दों में दीजिए)

"Laws are silent in times of war." - Cicero (Answer in 150 words)

10

War is the extreme state of inorder in any society. Usually, the laws that are generally made to build order in the society stop working at times of war.

Cicero through above quotation is trying to highlight the fact that laws are not the ultimate proofing from inorder. Laws are the first thing that become redundant during our state of chaos. Thus to build a justful and resistant to war society, we need something more.

Along with laws, ethics and conscience.

is important for any society to sustain

Ethics & Conscience during war

- ① Help prevent total chaos during war
- ② Keep the spirit of humanity alive
- ③ provide space for conflict resolution through peaceful means of dialogue and deliberation
- ④ Help maintaining some order during war as well
(eg) returning of soldiers during war
or not attacking civilian areas

Thus, we as society must not rely on ~~war~~ ^{laws} completely and must take a holistic approach to sustainable community development

4. (a) अच्छा कॉर्पोरेट शासन बौद्धिक ईमानदारी से संबंधित होता है, न कि केवल नियमों और विनियमों से जुड़े रहने से। उदाहरणों के साथ व्याख्या कीजिए। (उत्तर 150 शब्दों में दीजिए)

Good corporate governance is about intellectual honesty and not just sticking to rules and regulations. Illustrate with examples. (Answer in 150 words) 10

Good Corporate governance is the following of practices which result on benefits of all stakeholders involved in an ethical and transparent manner

Good corporate governance - is not just about -
sticking to rules and regulations

Rules and regulations are made to meet an end. If they are at times not meeting an end then sticking to them does not lead to good corporate governance

Eg) Firing employees immediately after quarterly report shows losses to improve company finances

Intellectual honesty for corporate governance

- ① Intellectual honesty i.e. not using man as a means to profit. But treating man as an end in itself
- ② Social responsibility along with profits by leading social change and inspiring others
 Eg) NIKE using sustainable recycled material for shoes → intellectual honesty.
- ③ Use of knowledge to best of its limits to expand benefits of all. Eg) Not firing employees immediately but exploring other means of cost-cutting.

Corporate governance must be guided by Grandhian principles of Commerce with morality and wealth trusteeship and not by narrow selfish interests of some, guided by archaic laws & regulations.

4. (b) सामान्य तौर पर, किसी संगठन में जितना ऊंचा पद होता है, भावनात्मक बुद्धिमत्ता उतनी ही अधिक महत्व रखती है। क्या आप इस विचार से सहमत हैं? अपने उत्तर के समर्थन में कारण बताइए। (उत्तर 150 शब्दों में दीजिए)

In general, the higher a position in an organization, the more emotional intelligence matters. Do you agree with this view? Give reasons in support of your answer. (Answer in 150 words) 10

Emotional intelligence is the ability to effectively understand, assess and channelize emotions of one's own and of others to achieve a certain goal.

Higher position requires more emotional intelligence
because

- ⊙ Person at higher position has to deal with a lot of stakeholders everyday → requires high emotional maturity
 - ⊙ Enthusiasm of a team is guided by emotional state of the captain
- Eg) Indian team felt calm when they see

their captain Mahendra Singh Dhoni in a cool and calm state in a difficult match.

① Emotional intelligence of leaders help channelize energy effectively - eg) Winston Churchill during

IInd world war used hopeless and devastated emotional state of people of his nation to instill a new energy in war efforts.

② Qualities of leader trickle down to team members as well. The saying - 'Yatha Raja Yatha Praja' - highlights importance of EI for the leader

Thus, emotional intelligence matters more as you move high up position in an organization.

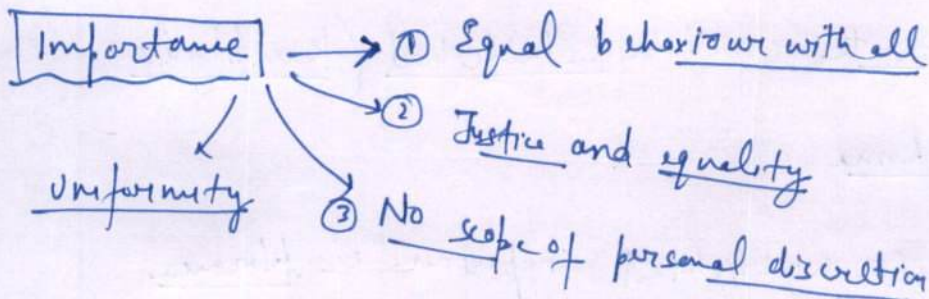
5. (a) तटस्थता और गैर-पक्षपात के अलावा, सहिष्णुता एवं समावेशिता अन्य महत्वपूर्ण मूल्य हैं जो भारत जैसे विविधतापूर्ण देश में लोक सेवकों को अधिक सक्षम बनने में मदद करते हैं। उपयुक्त उदाहरणों के साथ स्पष्ट कीजिए। (उत्तर 150 शब्दों में दीजिए)

In addition to neutrality and non-partisanship, tolerance and inclusion are other important values that facilitate the civil servants to be more competent in a diverse country like India. Explain with suitable illustrations. (Answer in 150 words) 10

Nolan Committee highlighted several important values for civil servants.

- ① Neutrality working for all executives and in all situations simply on merits of cases and not on basis of personal bias

Eg) Behaviour of a judge in a court.



- ② Non partisanship - working equally for executives devoid of any political ideology bias

Eg) Punishing a party worker of party whose ideology you believe in if he instigate violence

- Importance
- ① Maintain continuity in governance and policies
 - ② efficiency & competency of civil servants ensured
 - ③ Equal protection of laws & equality before law (Art. 14)

Importance of Tolerance and Inclusion

- ① help cater to diversity of the country
- ① Bottom to top model of governance upheld
- ① fair and permissive attitude towards all sections of society
- ① Welfare state could be established (Kautilya's Yogesh Kama)
- ① Ashoka also highlighted importance of tolerance and inclusion (Rock edict XII)

In a country so vast and diverse like India, tolerance & inclusion is finis qua non for efficient governance.

5. (b) सार्वजनिक सेवा वितरण के मुख्य सिद्धांत क्या हैं? भारत में प्रभावी सार्वजनिक सेवा वितरण से संबंधित चुनौतियों पर चर्चा कीजिए। (उत्तर 150 शब्दों में दीजिए)

What are the key principles of public service delivery? Discuss the challenges associated with providing effective public service delivery in India. (Answer in 150 words) 10

Public service delivery is the primary goal of any administration of a country.

key principles of public service delivery

- Timely delivery of service
Eg) PDS at the start of every month for rationing throughout the month
- Efficient & transparent delivery — i.e. no mediators
Eg) DBT for subsidies
- Allows tracking & monitoring of service delivery
Eg) Passport making process through online means
- No leakage of public money
- Accessibility Eg) ONOKA.

Challenges in effective public service delivery

- ① Corruption Eg) Corruption in PM
Awas Yojana - officer demanded Money
- ② Red tapism - government official non accountable, lethargic work culture
- ③ top-down approach - local situation not taken into account
- ④ Lack of resources with government machinery (eg. lack of funds & public personnel)
- ⑤ Executive apathy - No feedback mechanism
No responsibility taking mechanism.

Sevottam Model proposed by IInd ARC must be used for efficient public service delivery.

6. (a) जब संघारणीय विकास के प्रति अभिवृत्तिक परिवर्तन की बात आती है, तो व्यवहारिक प्रेरणा ही आगे की राह है। उदाहरण सहित व्याख्या कीजिए। (उत्तर 150 शब्दों में दीजिए)

When it comes to attitudinal change towards sustainable development, behavioural nudges are the way forward. Illustrate with examples. (Answer in 150 words) 10

Attitude is the learned predisposition attained through socialization that helps in reacting towards situations in day to day life.

Nudge Behavioural changes is strategy to subconsciously push the person to good habits without any coercive means

Eg) Putting fruits on billings counter rather than chocolates.

Nudge Behaviour as way forward for attitudinal changes

⊙ Will help subconscious changes to mind

Eg) Putting metal bottles at front of the shop rather than plastic bottles

① Provide choices rather than coercion

Eg) Widespread dustbins put in a certain area → people more likely to throw waste on dustbins

② Immediately appeal to conscience of moral individuals

Eg) Practice of packing and taking food away to home rather than throwing in restaurant

Thus nudge behaviours could help us achieve sustainability. Initiatives like LIFE which talks about small day to day changes are based on this concept for sustainable development.

6. (b) मदर टेरेसा के जीवन से क्या सबक सीखा जा सकता है? समकालीन विश्व में उनकी प्रासंगिकता पर चर्चा कीजिए। (उत्तर 150 शब्दों में दें)

What lessons can be learnt from the life of Mother Teresa? Discuss their relevance in the contemporary world. (Answer in 150 words) 10

Mother Teresa was a stalwart in field of public service in 20th century. She came to India as a missionary and settled here to work for the downtrodden and the battered.

Lessons learnt from Mother Teresa for contemporary world

① Selfless public service

Today with rising inequality and perishing poor, we need to have spirit of service

② Identify with battered and downtrodden.

The class and caste system in India has long marginalised many → need to identify with the poorest & lowest caste.

③ Education for capacity building

Mother Teresa made use of education by means of free schools to make capable individuals

④ Losing self in service of others

Mother Teresa never did a thing for herself. She spent her life for service of others, we could learn non-possession from her.

⑤ Life of simplicity and humility

wore simple clothes and always stayed modest. Today world is filled with

materialism and idea of wealth grabbed individual's mind.

Thus Mother Teresa life can inspire today's world to a great extent for our betterment.

खंड B / SECTION B

निम्नलिखित प्रश्नों में प्रस्तुत प्रकरणों का ध्यानपूर्वक अध्ययन कीजिए और उसके बाद आने वाले प्रश्नों के 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. आप एक ऐसे शहर के पुलिस अधीक्षक हैं, जहां के किसी मंदिर में एक प्रमुख धार्मिक उत्सव आयोजित किया जा रहा है। इस कार्यक्रम में दस लाख से अधिक तीर्थयात्रियों के शामिल होने की संभावना है, जो मंदिर की अवसंरचनात्मक क्षमता से कहीं अधिक है। व्यापक योजना और एहतियाती उपायों के बावजूद, मुख्य मंदिर के प्रवेश द्वार के पास अचानक भीड़ उमड़ने से भगदड़ मच गई, जिससे कई लोग हताहत हुए और अनेक लोग घायल हो गए। स्थिति इतनी अधिक गंभीर हो गई कि मंदिर में मौजूद श्रद्धालुओं में दहशत फैल गई है।

इस जटिलता को और गंभीर बनाते हुए, व्हाट्सएप ग्रुप और सोशल मीडिया प्लेटफॉर्म पर फर्जी खबरें तैजी से प्रसारित हो रही हैं, जिसमें भगदड़ को सांप्रदायिक झड़पों से जोड़कर दिखाया जा रहा है। ये फर्जी खबरें आम जनता में व्यापक दहशत पैदा कर रही हैं और इनसे जिले में सांप्रदायिक दंगों के भड़कने का खतरा उत्पन्न हो गया है।

पुलिस अधीक्षक के रूप में, आप स्वयं को इस संकट के केंद्र में पाते हैं, जहां आपके सामने भगदड़ के तत्काल बाद की स्थिति को संभालने तथा संभावित रूप से खतरनाक गलत सूचनाओं के प्रसार को रोकने की दोहरी चुनौती विद्यमान है।

(a) इस मामले में शामिल प्रमुख हितधारकों की पहचान कीजिए।

(b) स्पष्ट कीजिए कि आप एक पुलिस अधीक्षक के रूप में, भगदड़ की स्थिति से निपटने और सोशल मीडिया के माध्यम से फर्जी खबरों के प्रसार को रोकने के लिए क्या उपाय अपनाएंगे।

(c) चर्चा कीजिए कि इन उपायों को लागू करते समय, विशेष रूप से सार्वजनिक सुरक्षा तथा व्यक्तिगत अधिकारों एवं धार्मिक भावनाओं के बीच संतुलन बनाने के लिए, आपको किन नैतिक बातों को ध्यान में रखना चाहिए। (उत्तर 250 शब्दों में दें)

You are the ^{SP} Superintendent of Police in a city hosting a major religious festival at a temple. The event is expected to attract over a million pilgrims, far exceeding the temple's infrastructure capacity. Despite extensive planning and precautionary measures, a sudden crowd surge near the main shrine entrance has resulted in a stampede, causing multiple casualties and numerous injuries. The situation has escalated, with panic spreading among the devotees present at the temple.

Adding to the complexity, instances of fake news are rapidly circulating through WhatsApp groups and social media platforms, falsely attributing the stampede to communal clashes. This misinformation is causing widespread panic among the general public and threatens to ignite communal riots in the district.

As the Superintendent of Police, you find yourself at the center of this crisis, faced with the dual challenge of managing the immediate aftermath of the stampede and countering the spread of potentially dangerous misinformation.

- (a) Identify the key stakeholders involved in this case.
- (b) Explain the measures you, as the Superintendent of Police, will take to address the stampede situation and curb the spread of fake news through social media.
- (c) Discuss the ethical considerations you must keep in mind while implementing these measures, particularly in balancing public safety with individual rights and religious sentiments. (Answer in 250 words) 20

Stampede incidents are increasing in recent times which lead to loss of life often at large scale. Misinformation and fake news often add fuel to the fire.

(a) Key stakeholders in the case

- ① Me (as SP of city)
- ② Temple's administration
- ③ General public (present at the event)
- ④ Relatives of the victims of stampede
- ⑤ Individuals spreading misinformation on social media

- (b) Measures as SP will take the following
Measures:

To address stampede situation:

- ① I will use the mic and sound system of the temple premises to address the crowd. and order them to maintain calm
- ② Will immediately deploy additional security forces to secure the premises
- ③ A dedicated team of personnel to monitor the arena or cameras to point out any individual mischief
- ④ will call out the public health administration of city to emergency relief at the place
- ⑤ Use of temple premises inside areas as well to manage victims and other crowd.

to curb spread of fakeness through social media

- ① I will immediately contact the mass media channels of the city to bust the fake news
- ② Activation of cyber cell to find out the mischievous elements
- ③ Urge public through social media to maintain calm and shun violence
- ④ Clear communication with the temple crowd regarding the fake news so they do not panic
- ⑤ Call out additional force in case situation goes out of hand.

⑥ Ethical Considerations in above case

- ① Keeping devotees who came for their spiritual purpose out of the temple arena for a while (Against Article 25) → right to practise their religion.

- ① Not allowing people who are merde to go out till the situation settle - against individual freedom to move freely in any part of country (Article 19(1)(d))
- ② Use of mic and sound system of temple premises without permission and authority (against article 26) → right of ^{religions} org to manage their affairs.
- ③ Stopping the movement in area temporarily might come with harm for few. such as taking sick to hospital → thus balancing public safety with individual right to timely treatment.

Thus, as an SP, I have to act ^{in an} emotionally intelligent manner to swiftly address the law and order situation while balancing competing principles of public safety, individual rights and religious freedom.

8. प्रसिद्ध फिल्म अभिनेता रवि शर्मा एक प्रमुख बोतलबंद पानी की कंपनी द्वारा प्रस्तावित लाभकारी विज्ञापन अनुबंध को लेकर नैतिक दुविधा में फंस गए हैं।

हालांकि, बोतलबंद पानी की कंपनी शराब के एक प्रमुख ब्रांड की सहायक कंपनी है और पानी की बोतलों पर भी वही ब्रांडिंग की गई है जो शराब उत्पादों पर की गई है। विज्ञापन अभियान एक स्वस्थ उत्पाद को बढ़ावा देने की आड़ में शराब ब्रांड की छवि को मजबूत करने के लिए बनाया गया है।

रवि को अपनी सामाजिक रूप से जिम्मेदार छवि और स्वस्थ जीवन का समर्थन करने के लिए जाना जाता है। वह शराब के हानिकारक प्रभावों के बारे में अच्छी तरह से अवगत हैं, क्योंकि शराब से संबंधित बीमारी के कारण उनके परिवार के एक सदस्य की मृत्यु हो गई थी। हालांकि, इस विज्ञापन अनुबंध से मिलने वाला वित्तीय लाभ काफी अधिक है और यह रवि के परोपकारी कार्यकलापों, विशेषकर वंचित समुदायों को शिक्षा और स्वास्थ्य सेवाएं प्रदान करने की उसकी पहलों को काफी हद तक समर्थन प्रदान कर सकता है।

यह स्थिति रवि को दुविधा में डाल देती है, जहां उसे दो विकल्पों में से किसी एक विकल्प अर्थात् वह अप्रत्यक्ष रूप से शराब के सेवन को बढ़ावा देने वाले अनुबंध को स्वीकार कर सकता है या फिर नैतिक आधार पर उसे अस्वीकार कर सकता है, जिससे उसे अपने परोपकारी कार्यों के लिए बड़ी धनराशि से हाथ धोना पड़ सकता है, का चयन करना पड़ेगा।

- (a) रवि द्वारा बोतलबंद पानी के उत्पाद का विज्ञापन करने के निर्णय में कौन-से नैतिक मुद्दे शामिल हैं?
- (b) सेलिब्रिटी विज्ञापनों के व्यापक निहितार्थों तथा सार्वजनिक स्वास्थ्य और उपभोक्ता व्यवहार पर उनके प्रभावों की चर्चा कीजिए।
- (c) रवि जैसी लोक हस्तियां विज्ञापन उद्योग में नैतिक व्यावसायिक कार्यपद्धतियों को बढ़ावा देने के लिए अपने प्रभावशाली व्यक्तित्व का उपयोग कैसे कर सकती हैं? (उत्तर 250 शब्दों में दीजिए)

Ravi Sharma, a renowned movie actor, finds himself in an ethical dilemma regarding a lucrative endorsement deal offered by a prominent bottled water company.

However, the bottled water company is a subsidiary of a major alcohol brand, and the water bottles carry the same branding as the alcohol products. The advertising campaign is designed to reinforce the alcohol brand's image under the guise of promoting a healthy product.

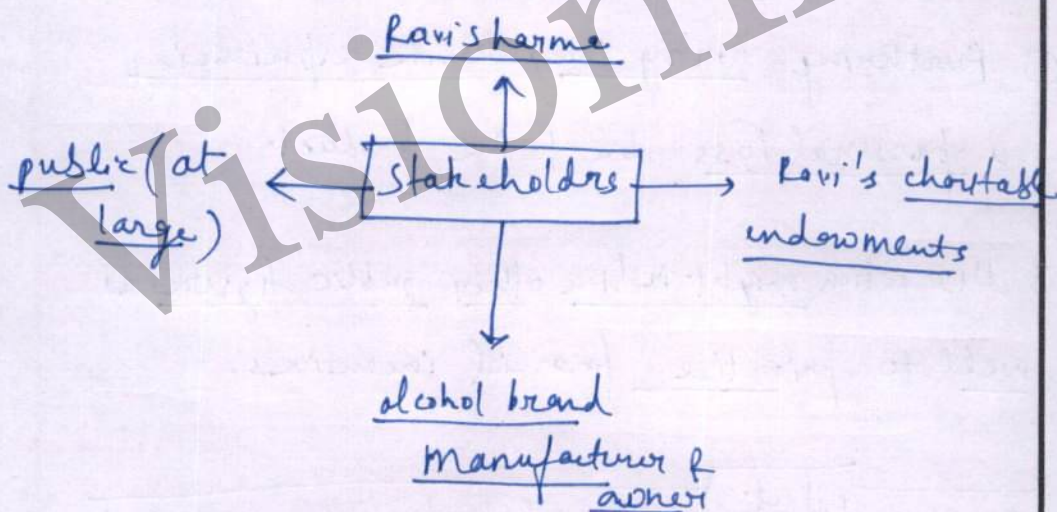
Ravi is known for his socially responsible public image and advocacy for healthy living. He is deeply aware of the harmful effects of alcohol, having lost a close family member to an alcohol-related illness. However, the financial reward from this endorsement deal is substantial and could significantly support Ravi's philanthropic activities, particularly his initiatives for providing education and healthcare to underprivileged communities.

This situation places Ravi at a crossroads, forcing him to choose between accepting a deal that could indirectly promote alcohol use and rejecting it on ethical grounds, potentially foregoing significant funding for his charitable work.

- (a) What are the ethical issues involved in Ravi's decision to endorse the bottled water product?

- (b) Discuss the broader implications of celebrity endorsements and their influence on public health and consumer behaviour.
- (c) How can public figures like Ravi use their influence to promote ethical business practices in the advertising industry? (Answer in 250 words) 20

often many unhealthy product manufacturers
make use of surrogate ads to further their
brand value and these ads are often seen to
be taken by leading public figures



(a) Ethical issues in Ravi's decision to endorse bottled water product

- ⊙ knowingly doing the wrong thing but the money could help philanthropic activities.

① Lavi's socially responsible public image will lead to greater reach of the brand thus more socially irresponsible consequence could occur

② Use of wrong means to achieve a right end (teleological approach)

③ Against Gandhian means oriented values

④ Furthering wrong thing despite experiencing a personal loss due to the product

⑤ This action might inspire other public figures as well to prioritise financial incentives.

⑥ Broader ^{effect} endorsement of celebrity endorsement and influence on public health & consumer behaviour

→ ① often people are heavily inspired and influenced by their favorite celebrity
- stick to the product

- ② General public does not often aware that the celebrity does not use the product in their own lives
- ③ Innocent love and liking of public is used by celebrity for personal private profit
- ④ Celebrities often neglect social responsibility for own financial benefits.
- ⑤ Subconsciously develop a positive attitude towards a particular brand → effect consumer behaviour
- ⑥ Public health at stake for collusive gains of manufacturers & celebrity.

⑦ Ways & Methods which Ravi can use to promote ethical business in advertising industry

- ① Ravi can turn down the offer of the brand and refuse to endorse the product.

- ① Ravi can use his influence to personally talk to celebrities about their endorsement choices
- ① Ravikan also use social media to tell his followers about the unethical practices used by some brands without naming any particular.
- ① He can also make use of the Consumer Protection Act, 2019 to complain against such unethical practices
- ① Mass campaign for awareness generation i.e. 'know your brand' could help develop a mass movement.

The celebrity influence can help bring instant social changes thus must be used for awareness and healthy eating practices.

9. आप एक कृषि प्रधान जिले में जिला मजिस्ट्रेट के पद पर नियुक्त हैं। हाल ही में, इस क्षेत्र में बेमौसम वर्षा हुई है, जिससे फसलों को अत्यधिक क्षति हुई है और किसान समुदाय भी संकट के कगार पर पहुंच गया है। खाद्यान्न खरीद प्रणाली में व्यापक भ्रष्टाचार के कारण स्थिति और भी गंभीर हो गई है।

आपको किसानों से अनाज खरीदने वाले गोदामों में व्यापक कदाचार की रिपोर्टें मिली है। इन भ्रष्ट गतिविधियों में खरीद प्रक्रिया में जानबूझकर विलंब करना, तौल के पैमानों में हेरफेर करना, मनमाने तरीके से गुणवत्ता को अस्वीकार करना और हताश किसानों से रिश्वत की मांग करना शामिल हैं। इसके परिणामस्वरूप, किसानों को अत्यधिक वित्तीय हानि हुई है, कई किसान तो अपना लागत मूल्य भी वसूल नहीं कर पा रहे हैं।

कई किसान अपनी उपज बेचने में असमर्थ हैं जबकि अन्य न्यूनतम समर्थन मूल्य (MSP) से बहुत कम कीमत पर अपनी उपज बेचने के लिए विवश हैं। इससे कृषक समुदाय के लिए वित्तीय संकट उत्पन्न हो गया है।

आपको इस जटिलता को और अधिक गंभीर बनाने वाली एक रिपोर्टें मिलती हैं जिससे पता चलता है कि कुछ स्थानीय राजनेता और प्रभावशाली व्यवसायी इन भ्रष्ट गतिविधियों में शामिल हैं और किसानों की दुर्दशा से लाभ उठा रहे हैं। यदि तत्काल कार्रवाई नहीं की गई तो संभावित किसान विरोध प्रदर्शनों एवं आंदोलनों के शुरू होने की भी अफवाहें हैं।

जिला मजिस्ट्रेट के रूप में, आपके सामने तात्कालिक संकट और इस स्थिति को जन्म देने वाले प्रणालीगत मुद्दों जिनके कारण यह स्थिति उत्पन्न हुई है, दोनों से निपटने की चुनौती है।

(a) इस मामले में शामिल प्रमुख हितधारकों और उनके संबंधित हितों की पहचान कीजिए।

(b) प्रभावित कृषक समुदाय को राहत प्रदान करने के लिए आपके द्वारा अपनाए जाने वाले तात्कालिक उपायों पर चर्चा कीजिए।

(c) आपके द्वारा चुने गए उपाय को क्रियान्वित करते समय आपके समक्ष आने वाली नैतिक दुविधाओं पर चर्चा कीजिए तथा स्पष्ट कीजिए कि आप उनसे कैसे निपटेंगे। (250 शब्दों में उत्तर दीजिए)

You are posted as the District Magistrate in a predominantly agricultural district. Recently, the region has been hit by unseasonal rainfall, causing severe crop damage and pushing the farming community to the brink of crisis. The situation is further exacerbated by widespread corruption in the food grain procurement system.

You have received reports about rampant malpractices in the warehouses responsible for procuring food grains from farmers. These corrupt practices include deliberate delays in the procurement process, manipulation of weighing scales, arbitrary quality rejections, and demands for bribes from desperate farmers. As a result, farmers are facing significant financial losses, with many unable to recover even their input costs.

Many farmers are unable to sell their produce, while others are forced to sell at prices far below the Minimum Support Price (MSP). This has led to financial distress for the farming community.

Adding to the complexity, you have received reports suggesting that some local politicians and influential businessmen are involved in these corrupt practices, benefiting from the farmers' misery. There are also rumors of potential farmer protests and agitations if immediate action is not taken.

As the District Magistrate, you are faced with the challenge of addressing both the immediate crisis and the systemic issues that have led to this situation.

- (a) Identify the key stakeholders involved in this case and their respective interests.
- (b) Discuss the immediate measures you will take to provide relief to the affected farming community.
- (c) Discuss the ethical dilemmas you might face while implementing your chosen course of action and how you would navigate them. (Answer in 250 words) 20

Politician-corporate-bureaucratic nexus

as highlighted by Vohra Committee is one of the major perpetrator of corruption and unethical practices in Indian agriculture system as well.

(a) Key stake holders & their interests

① Farmers → procurement of crops at MSP
in a fair and timely manner
→ support in time of disaster (monetary)

② Politicians → gaining from farmer's misery
→ fueling protests for political gains

③ Businessman → taking advantage of the crises and hoarding agri/produce at low rates by colluding with corrupt officials

④ Corrupt officers → asking bribes from farmers
→ helping businessman in lieu of monetary gains

⑤ (Me) as District Magistrate

- larger benefits of the farmers → preventing financial distress & agitation
- procurement of crops of farmers at MSP in timely manner.
- Making administration corruption free

⑥ Immediate Measures I will take for farmers

- ① Immediate disbursement of crop insurance under PM Kisan Fasal Bima Yojana
- ② Widespread consultation with farmer leaders about full awareness of ground situation.

- ③ Warning all officers involved in corrupt practices and asking them to immediately procure all foodgrains at MSP
- ④ 24x7 grievance cell for farmers for taking complaint against corrupt officers
- ⑤ Working with higher authorities for wider scheme convergence efforts to meet immediate needs of farmers.
- ⑥ A Nodal person incharge for each village ground situational awareness directly to DM office
- ⑦ Working together with politicians and ask them to cooperate for farmers' benefits
- ⑧ Punishing corporate players involved in crony capitalism.

③ Ethical dilemma I might face

⊙ Working together with officers for farmers'
benefits (v/s) Punish corrupt officers
immediately

⊙ Working as per the direction of political
executive (v/s) working for the farmer
community honestly.

My way of navigation

→ I will prioritise the community benefit by
providing immediate relief to the farmers since
this was my primary duty as a DM

→ I will later punish the corrupt officers after
the crisis is over

→ If any political executive pressurize, I
will ask for written orders.

10. हाल ही में एज़्टैक के इंडिया डिवीजन के प्रमुख के रूप में नियुक्त श्री वी, कंपनी के शिशु आहार उत्पादों के संदर्भ में एक महत्वपूर्ण नैतिक दुविधा का सामना कर रहे हैं। हाल ही में, यह बात लोगों के ध्यान में आई है कि भारत में एज़्टैक के शिशु उत्पादों में एक बार के आहार के रूप में दी जाने वाली मात्रा में लगभग 3 ग्राम शर्करा की मात्रा होती है, जबकि जर्मनी और ब्रिटेन जैसे अमीर देशों में इसी तरह के उत्पादों में कोई अतिरिक्त शर्करा की मात्रा नहीं होती है। एज़्टैक ने इस प्रथा का बचाव करते हुए कहा है कि चीनी की मात्रा स्थानीय नियमों के अनुरूप है। हालांकि, इन उत्पादों पर पोषण संबंधी जानकारी में अतिरिक्त शर्करा के बारे में विवरण का उल्लेख नहीं है।

इस खुलासे ने नागरिक समाज, गैर सरकारी संगठनों (NGOs) और स्वास्थ्य विशेषज्ञों की तीखी प्रतिक्रिया को जन्म दिया है, जिनका तर्क है कि शिशु उत्पादों में शर्करा की अतिरिक्त मात्रा खतरनाक और अनावश्यक है। आलोचना के बढ़ने से एज़्टैक की प्रतिष्ठा और बाजार में इसकी स्थिति खतरे में पड़ गई है।

श्री वी को एक गंभीर चुनौती का सामना करना पड़ता है। इन शिशु उत्पादों को बाजार से हटाने से कंपनी को काफ़ी वित्तीय क्षति हो सकती है, जिससे संभावित रूप से कर्मचारियों की छंटनी हो सकती है और यहां तक कि कंपनी के बंद होने की संभावना भी हो सकती है, क्योंकि कंपनी की वित्तीय स्थिति पहले से ही खराब है। वरिष्ठ प्रबंधन उन पर दबाव बना रहा है कि वे इस मुद्दे का समाधान कंपनी के लाभ को प्रभावित करने वाले किसी बड़े परिवर्तन के बिना करें।

- (a) इस प्रकरण में शामिल नैतिक मुद्दों पर चर्चा कीजिए।
- (b) उपर्युक्त स्थिति में श्री वी के लिए उपलब्ध विकल्पों का मूल्यांकन कीजिए।
- (c) श्री वी के लिए उपर्युक्त में से कौन-सा विकल्प सर्वाधिक उपयुक्त होगा और क्यों? (उत्तर 250 शब्दों में दीजिए)

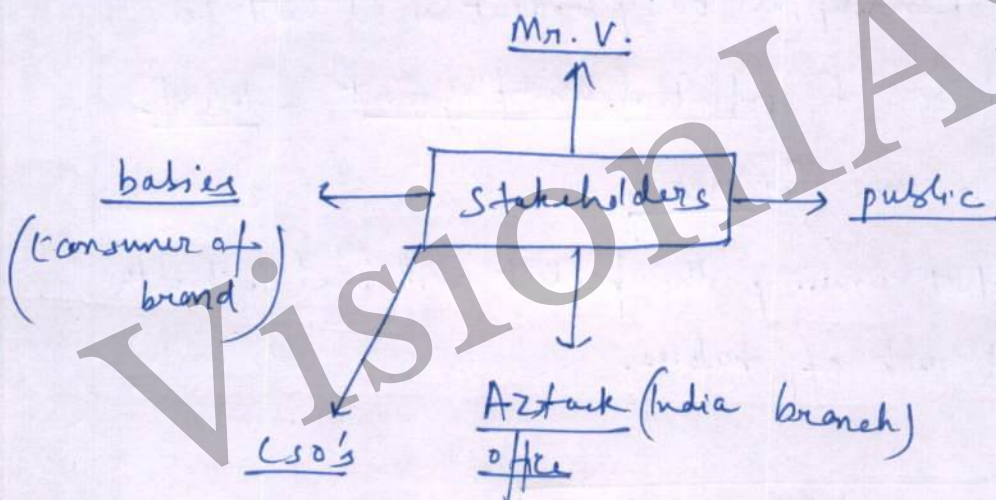
Mr. V, recently appointed as the head of Aztack's India division, faces a significant ethical dilemma regarding the company's baby food products. Recently, it has come to public attention that Aztack's baby products in India contain nearly 3 grams of sugar per serving, while similar products in wealthier nations like Germany and the UK have no added sugar. Aztack defends this practice, stating that the sugar levels comply with local regulations. However, the nutritional information on these products omits details about added sugars.

This revelation has sparked backlash from civil society, NGOs, and health experts, who argue that added sugar in baby products is dangerous and unnecessary. The criticism is growing, putting Aztack's reputation and market position at risk.

Mr. V faces a serious challenge. Removing these baby products from the market could result in significant financial losses for the company, potentially leading to employee layoffs and even the possibility of the company shutting down, given its already precarious financial state. The senior management is pressuring him to resolve the issue without making drastic changes that could affect the company's profit.

- (a) Discuss the ethical issues involved in this case.
- (b) Evaluate the options available to Mr. V in the above situation.
- (c) Which of the above would be the most appropriate option for Mr. V and why? (Answer in 250 words) 20

often big corporate houses uses unethical practices like omitting critical information about their product for personal benefits. They also discriminate against developed and developing countries unfairly for perverse incentives



② Ethical issues in the case

- ① Wrongly discriminating against developing countries like India against developed country for personal gains

- ② Perversely omitting information from the packet → does not allow people making informed decision
- ③ Prioritising profits over moral and social responsibility
- ④ Removing the baby product would lead to losses & potential unemployment - loss of income for many
- ⑤ Not removing the product will lead to health at risk of babies.

(b) Options available to Mr. V.

A) option I: Remove the baby products from market - and manufacture new one

- | <u>Merit</u> | <u>Demerit</u> |
|---|--|
| ① <u>Rightful action from company</u> → CSOs will <u>stop agitating</u> . | ② <u>financial losses</u> → lead to <u>shutdown of company</u> |

⊙ guard for health of
babies

⊙ Unemployment → loss of
income for many.

3) option II : communicate with CSO's and
government authorities about the situation. Remove
some product from market. Pay fine and manufacture
the right one afterwards

Merits

- ⊙ Assurance of quality
in future.
- ⊙ Company can keep
operating and no need of
firing of employees

Demerits

- ⊙ Company has to
face some losses
- ⊙ time taking
- ⊙ Some product will still
reach to babies

⊙ My choice

I would choose option II. Along with that,
I will ensure that information of sugar in
baby product is widely publicized for
product available in market so that parents.

Who buy the food from market can make informed choice.

Justification for option II

- ① By taking a middle path by not recalling all products → we can reach an optimum solution for all
(Madhyam Marga Maxim of Buddha)
- ② Most of the workers working in factory of company are poor and will render jobless if company closed
- ③ Now widespread publication of sugar amount will help parents make informed choice for the market present product

Thus, often difficult choices need to be made for benefits of all stakeholders in situations like this where two competing interest are in question.

11. सागर मेहता एक 42 वर्षीय पेशेवर है और उसका कॉर्पोरेट जगत में एक बेदाग रिकॉर्ड है। उसने हाल ही में इंफ्राटेक सॉल्यूशंस नामक कंपनी के CEO का पद धारण किया है। इंफ्राटेक सॉल्यूशंस भारत की सबसे बड़ी अवसंरचना क्षेत्र की कंपनियों में से एक है। इंफ्राटेक को सड़कों और पुलों के डिजाइन एवं निर्माण में अपनी विशेषज्ञता के लिए जाना जाता है तथा इसने विगत तीन दशकों में एक मजबूत प्रतिष्ठा हासिल की है। यह कंपनी मुख्य रूप से राज्य लोक निर्माण विभागों की परियोजनाओं पर कार्य करती है और कभी-कभी राष्ट्रीय एजेंसियों से अनुबंध भी प्राप्त करती है।

सागर ने यह पद 15 वर्षों की कड़ी मेहनत और समर्पण के परिणामस्वरूप प्राप्त किया था। उसने केवल अपनी प्रतिभा और ईमानदारी के बल पर कॉर्पोरेट जगत में तरक्की की है तथा उसने सदैव नैतिक व्यावसायिक पद्धतियों का पालन किया है। इंफ्राटेक के CEO के रूप में उसकी नियुक्ति को अक्सर विवादों से घिरे रहने वाले उद्योग में ताजी हवा के झोंके के रूप में देखा गया।

अपनी नई भूमिका में आठ महीने के बाद, सागर कंपनी को जिस दिशा में ले जा रहा था, उसे लेकर आत्मविश्वास महसूस कर रहा था। उसने नई प्रौद्योगिकियों को लागू किया, प्रक्रियाओं को सुव्यवस्थित किया और अपनी परियोजनाओं में अधिक संधारणीय पद्धतियों के प्रयोग को बढ़ावा दिया।

एक शाम, कुछ वित्तीय दस्तावेजों की समीक्षा करने के दौरान, सागर ने एक पैटर्न देखा कि बड़े अनुबंधों की घोषणाओं से ठीक पूर्व विभिन्न अज्ञात संस्थाओं को बड़ी धनराशि भेजी जा रही थी। उत्सुक और थोड़ा चिंतित होकर, उसने इसकी गहराई से जांच करने का निर्णय किया। उसने पाया कि इंफ्राटेक उन राज्यों में सत्तारूढ़ राजनितिक दलों के सदस्यों के चुनाव अभियानों के लिए पर्याप्त राजनीतिक दान कर रहा था, जहां वे अनुबंधों को प्राप्त करने हेतु बोली लगा रहे थे। ये दान बड़ी सावधानी से समयबद्ध और रणनीतिक रूप से वितरित किए गए थे ताकि कंपनी द्वारा लाभकारी सरकारी परियोजनाओं के अनुबंध प्राप्त करने की संभावना अधिकतम हो सके।

सागर हमेशा साफ-सुथरा कार्य करने के लिए स्वयं पर गर्व महसूस करता था। इस मुद्दे को हल करने हेतु दृढ़ संकल्पित सागर ने इस मामले को बोर्ड की अगली बैठक में उठाया। उसे यह देखकर आश्चर्य और निराशा हुई कि निदेशक मंडल ने न केवल इस प्रथा को स्वीकार किया, बल्कि इसका दृढ़तापूर्वक बचाव भी किया। संदेश स्पष्ट था - बोर्ड को उम्मीद थी कि सागर इस प्रथा को जारी रखेगा तथा कोई भी विचलन न केवल कंपनी की स्थिरता को बल्कि CEO के रूप में उनकी स्थिति को भी खतरे में डाल सकता है।

जैसे ही सागर बैठक से बाहर निकला, उसने महसूस किया कि इस नैतिक दुविधा का बोझ उस पर बढ़ रहा है। एक तरफ, वह कंपनी की सफलता और इंफ्राटेक पर निर्भर हजारों कर्मचारियों की आजीविका के लिए उत्तरदायी था। दूसरी तरफ, अब वह एक ऐसे कृत्य में संलिप्त था जिसे वह नैतिक रूप से संदिग्ध और संभावित रूप से अवैध मानता था।

(a) इस प्रकरण में शामिल नैतिक मुद्दों का उल्लेख कीजिए।

(b) सागर के समक्ष उपलब्ध विकल्पों का मूल्यांकन कीजिए।

(c) उसे क्या कारवाई करनी चाहिए? अपने उत्तर के समर्थन में कारण बताइए। (250 शब्दों में उत्तर लिखिए)

Sagar Mehta, a 42-year-old professional with an impeccable track record in the corporate world, had recently accepted the position of CEO at Infratech Solutions, one of India's largest infrastructure companies. Known for its expertise in designing and constructing roads and bridges, Infratech had built a strong

reputation over the past three decades, primarily working on projects for state public works departments and occasionally securing contracts with national agencies.

For Sagar, this role was the culmination of 15 years of hard work and dedication. He had climbed the corporate ladder through sheer talent and integrity, always adhering to ethical business practices. His appointment as CEO of Infratech was seen as a breath of fresh air in an industry often marred by controversies.

Eight months into his new role, Sagar was feeling confident about the direction in which he was steering the company. He had implemented new technologies, streamlined processes, and was pushing for more sustainable practices in their projects.

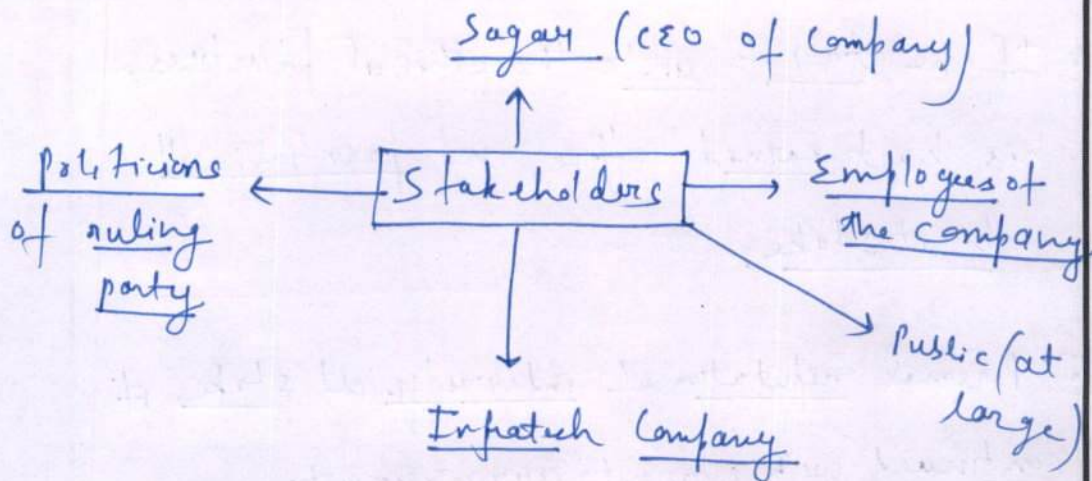
One evening, while reviewing some financial documents, Sagar noticed a pattern of large outflows to various obscure entities just before major contract announcements. Intrigued and slightly concerned, he decided to dig deeper. He found out that Infratech had been making substantial political donations to the election campaigns of ruling party members in states where they were bidding for contracts. These donations were carefully timed and strategically distributed to maximize the company's chances of securing lucrative government projects.

Sagar had always prided himself on running clean operations. Determined to address this issue, Sagar raised the matter at the next Board meeting. To his shock and dismay, the Board of Directors not only acknowledged the practice but also strongly defended it. The message was clear – the Board expected Sagar to continue this practice, and any deviation could jeopardize not just the company's stability but also his position as CEO.

As Sagar left the meeting, he felt the weight of this ethical dilemma bearing down on him. On the one hand, he was responsible for the company's success and the livelihoods of thousands of employees who depended on Infratech. On the other hand, he was now complicit in a practice that he found ethically questionable and potentially illegal.

- (a) State the ethical issues involved in this case.
- (b) Evaluate the options available to Sagar.
- (c) What should be his course of action? Give reasons to support your answer. (Answer in 250 words) 20

People at the top often found themselves
in difficult ethical dilemmas during their
professional conduct as Sagar is facing.



(a) Ethical issues in the case

- ① Sagar known for his integrity. If try to follow the path of honesty might jeopardize livelihood of 1000's of employees
- ② Despite following unethical practices, Infotech has delivered quality work throughout the years
- ③ As a CEO of the company, his acture for honesty could lead to significant damage for the company

⊙ If he try to undo the ethical practices,
his hard earned office and position will
be at stake.

⊙ Personal reputation of integrity at stake if
continued with current arrangement.

ⓑ Options available to Sagar

Option I: Continue with the practices for
benefit of company as well as all employees

Merit

- ⊙ Company can continue
making profit and
delivering good work
- ⊙ livelihood of employees
secure

Demerit

- ⊙ Sagar's integrity
destroyed as he is
in complicit with practice

Option II: Talk with Board of director for
ending the practice and find alternate
ethical solution for company's growth.

Merit

- ① Sagar's quality of integrity installed into organization as well
- ② Company might make more profit with ethical force

Demerit

- ① Sagar might lose his position
- ② Company might lose their contracts.

③ Sagar's course of Action

Sagar should choose option II. He should come up with alternate strategy as well for the company to secure contracts.

Justification

- Position or contract acquired or kept & maintained through unethical means cannot lead to long term results
- A subsidied approach need to be taken

considering the interest of 1000's of innocent
employees as well

→ Only an ethical working culture
could lead to sustainability in
longer term

→ Sagar's long built with hard work
reputation for integrity must not be
compromised for the lure of any
position

→ Employees of the company must look at
Sagar for inspiration for honesty and
integrity

only capital acquired through right means
'Commerce with morality' must be
the target for any position holder.

12. आप राष्ट्रीय परीक्षा एजेंसी (NTA) में एक वरिष्ठ अधिकारी हैं और आपकी प्राथमिक भूमिका यह सुनिश्चित करना है कि देश भर में प्रवेश परीक्षा के प्रोटोकॉल का एक समान रूप से अनुपालन किया जाए। आप शिक्षा प्रशासन में अपने विगत दो दशकों से अधिक के अनुभव के साथ, हमेशा परीक्षा प्रक्रिया में निष्पक्षता और पारदर्शिता के प्रति अपनी प्रतिबद्धता पर गर्व करते हैं।

पिछले माह, NTA ने देश भर में मेडिकल प्रवेश के लिए राष्ट्रीय पात्रता सह-प्रवेश परीक्षा (NEET) का आयोजन किया। इस अत्यंत प्रतिस्पर्धी परीक्षा में 20 लाख से अधिक अभ्यर्थी सम्मिलित हुए, जिनमें से प्रत्येक प्रतिष्ठित मेडिकल कॉलेजों में सीट प्राप्त करने की अपेक्षा कर रहा था।

हालांकि, परीक्षा के कुछ दिनों के भीतर, आपके कार्यालय में विभिन्न स्रोतों से चौंकाने वाली रिपोर्टें आने लगीं। कई राज्यों में स्थानीय समाचार पत्रों द्वारा कथित पेपर लीक के समाचार प्रकाशित किए जाने लगे। आपके फोन पर चिंतित अभिभावकों और छात्रों के कॉल आने लगे। वे आपको परीक्षा केंद्रों पर अनियमितताओं की रिपोर्ट कर रहे थे। इसमें अभ्यर्थियों द्वारा मोबाइल फोन के उपयोग करने, कुछ अभ्यर्थियों को अतिरिक्त समय देने और यहां तक कि प्रॉक्सी अभ्यर्थियों को परीक्षा देते हुए देखे जाने के दावे शामिल थे।

जैसे-जैसे ये रिपोर्टें आपके सामने आती हैं वैसे-वैसे स्थिति तेजी से बिगड़ती जाती है। राष्ट्रीय मीडिया ने इस समाचार को प्रमुखता से उठाया और जल्द ही यह प्रत्येक समाचार चैनल की सुर्खियों में आ गया। सोशल मीडिया पर "जस्टिस फॉर स्टूडेंट" हैशटैग के साथ व्यापक चर्चा होने लगी। अभिभावक संगठन आपके कार्यालय के बाहर विरोध प्रदर्शन कर रहे थे तथा पुनर्परीक्षा के साथ दोषियों के विरुद्ध कठोर कार्यवाही की मांग कर रहे थे।

इस अव्यवस्था के बीच, आपको शिक्षा मंत्री का फोन आता है, जो स्थिति पर गंभीर चिंता व्यक्त करते हैं और त्वरित कार्रवाई की मांग करते हैं। आप पर त्वरित कार्रवाई का दबाव बहुत अधिक है, लेकिन आप यह जानते हैं कि बिना गहन जांच के जल्दवाजी में लिए गए किसी भी निर्णय के दूरगामी परिणाम हो सकते हैं।

इस पेशेवर चुनौती के मध्य आपको एक व्यक्तिगत दुविधा का सामना करना पड़ता है जिससे यह मामला और अधिक जटिल बन जाता है। आपकी बेटी ने भी इस वर्ष NEET परीक्षा दी थी। वह दो वर्ष से तैयारी कर रही थी और प्रायः देर रात तक अध्ययन करती थी।

प्रारंभ में, आपकी बेटी अपनी परीक्षा के प्रदर्शन को लेकर उत्साहित थी। किंतु अनियमितताओं के समाचारों के बाद से, आपने उसके व्यवहार में परिवर्तन देखा है। वह असामान्य रूप से चुप रहती है तथा रात के भोजन के दौरान नजरें चुराती है एवं अपने कमरे में ही अधिक समय व्यतीत करती है।

एक शाम, असहनीय तनाव के कारण आप अपनी बेटी से बातचीत करते हैं। बहुत समझाने के बाद, वह टूट जाती है और रोते हुए स्वीकार करती है कि उसने कुछ राशि के बदले एक निजी सोशल मीडिया चैनल के माध्यम से लीक हुए कुछ प्रश्न प्राप्त किए थे। वह दावा करती है कि उसे यकीन नहीं था कि वे प्रश्न वास्तविक थे, किंतु फिर भी उसने उनकी तैयारी की। अब वह आपसे कोई कार्रवाई न करने की बिनती करती है।

इस स्थिति में आप अपने पेशेवर कर्तव्य और अपनी बेटी के प्रति अपने प्रेम के बीच दुविधा में उलझ जाते हैं, तो आपको आपके निर्णय के बोझ का एहसास होता है। ऐसे में संपूर्ण परीक्षा प्रणाली की सत्यनिष्ठा के साथ लाखों छात्रों का भविष्य भी दांव पर लगा है, जिसमें आपकी बेटी भी शामिल है।

(a) इस प्रकरण में शामिल नैतिक मुद्दों पर चर्चा कीजिए।

(b) परीक्षा प्रोटोकॉल सुनिश्चित करने के लिए उत्तरदायी व्यक्ति के रूप में, आपके पास क्या विकल्प उपलब्ध हैं? आप क्या कार्रवाई करेंगे और क्यों? (250 शब्दों में उत्तर दीजिए)

You are a senior official in the National Testing Agency (NTA) and your primary role is to see if the entrance exam protocols are followed uniformly across the country. With over two decades of experience in education administration, you have always prided yourself on your commitment to fairness and transparency in the examination process.

Last month, the NTA conducted the National Eligibility cum Entrance Test (NEET) for medical admissions across the country. Over 2 million aspirants appeared for this highly competitive exam, each hoping to secure a seat in prestigious medical colleges.

However, within days of the exam, your office is inundated with alarming reports from various sources. Local newspapers carry stories of alleged paper leaks in several states. Your phone rings constantly with calls from concerned parents and students reporting irregularities at exam centers - claims of candidates using mobile phones, some being granted extra time, and even sightings of proxy candidates taking the test.

As you grapple with these reports, the situation escalates rapidly. National media picks up the story, and soon it's the headline on every news channel. Social media is abuzz with hashtags demanding justice for the students. Parents' associations are organizing protests outside your office, calling for a re-examination and severe punishment for the culprits.

Amidst this chaos, you receive a call from the Education Minister, who expresses grave concern over the situation and demands immediate action. The pressure to act swiftly is immense, but you know that a hasty decision without thorough investigation could have far-reaching consequences.

As if the professional challenge was not daunting enough, you face a personal dilemma that threatens to complicate matters further. Your daughter also took the NEET exam this year. She had been preparing for two years, often studying late into the night.

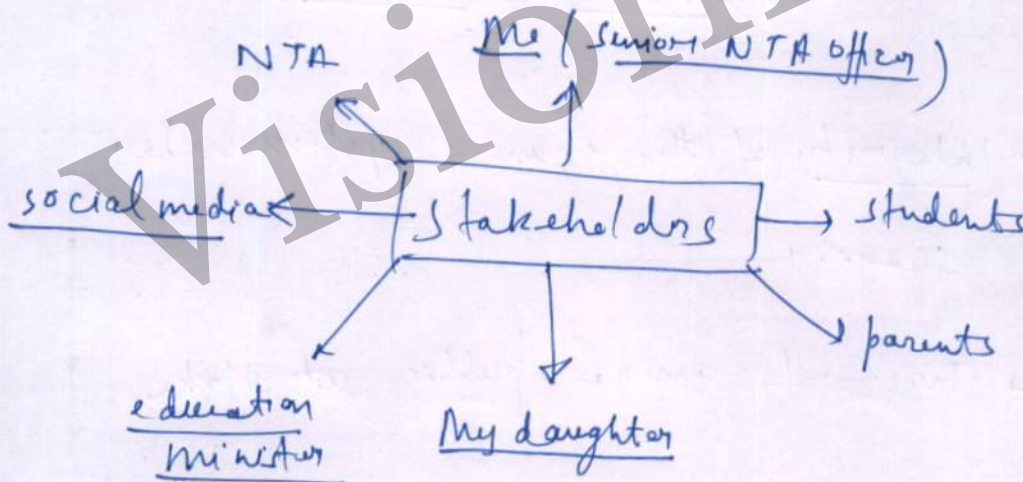
Initially, your daughter had been ecstatic about her performance in the exam. However, since the news of irregularities broke, you have noticed a change in her behavior. She has been unusually quiet, avoiding eye contact during dinner, and spending more time alone in her room.

One evening, unable to bear the tension, you confront your daughter. After much prodding, she breaks down and confesses. Tearfully, she admits to having accessed some leaked questions through a private social media channel, in exchange for money. She claims she was not sure if they were genuine, but prepared them anyway. She is now pleading with you to not take any action.

As you stand there, torn between your professional duty and your love for your daughter, you realize the weight of the decision before you. The integrity of the entire examination system hangs in the balance, as does the future of millions of students - including your own child.

- (a) Discuss the ethical issues involved in this case.
- (b) As a person responsible for ensuring exam protocols, what are the options available to you? What course of action will you follow and why? (Answer in 250 words) 20

Indian examination system is marred with issues of unethical practices throughout the states. Need of a total reform for ethical & fair examination.



(a) Ethical issues in the case

→ ① Upholding integrity of the examination will require cancellation

or time for thorough investigation →
students feeling restless and anxious

→ If action is taken against perpetrators,
the daughter of NTA officer will also
face the brunt

→ If action not taken, several students
who worked hard will be devastated
↳ injustice & unfair.

↳ Integrity of the exam & system under
scanner

↳ Trust of general public at stake

↳ My pride for commitment to fairness
and transparency at stake.

(b) Options Available to me

- (a) Order a thorough investigation as soon as possible in a fair manner, wait for the report. Take action per the report meanwhile hold the exam result
- (b) Not take action against perpetrators while ordering a reason for all
- (c) Not taking any action at all. Continuing with the further process of result.

My course of action

I will choose option a i.e.

- thorough investigation
- work as per the report
- punish the perpetrators with strictness

Justification

→ ① Public Morality must be upheld
at any cost.

VisionIAS