

GS SCORE

ESSAY TEST SERIES 2020

ESSAY MOCK TEST - 3

Roll No. 1201952

Time Allowed: 3 Hrs.

Max. Marks: 250

Instructions to Candidate

- Both sections are compulsory.
- Attempt one essay from each section.
- Each essay carries 125 marks.
- Write each essay in about 1000-1200 words.
- After finishing the first essay, attempt the next on a fresh Page.
- Any page left blank in the answer-book must be crossed out clearly.

(Examiner will pay special attention to the candidate's grasp of his/her material, its relevance to the subject chosen, and to his/her ability to think constructively and to present his/her ideas concisely, logically and effectively).

60+63

Name R. Vidyadhar

Mobile No. _____

Date 26/11/2020

Signature R. Vidyadhar

1. Invigilator Signature _____

2. Invigilator Signature [Signature]

Remarks

SECTION - A

1. *Being human is the noblest of all goals.*
2. *Giving is getting.*
3. *A meaningful life can be summarized in three words; Work, Prayer and Love.*
4. *Propaganda may succeed, but can never replace truth.*

SECTION - B

1. *COVID-19 pandemic has proven the inadequacies of social security systems around the globe.*
2. *Indian villages of Gandhi's vision have died a silent death.*
3. *The era of industrial revolution 4.0 and 5.0 are here to stay; is India ready?*
4. *'Vocal for local' has a good intent, but it has many challenges.*

Propoganda may succeed, but can never replace truth

In 2019, UN General Assembly, Pakistan ambassador showed a 'photo of extremely undernourished girl', who belonged to India. The main intent is to create a propoganda about ill-governance of India. World members were ~~shock-~~ shocked to see such a crisis & were swayed by the propoganda of Pakistan. Thus Pakistan's propoganda succeeded in undermining the crisis of India in the UN platform.

However the very next day, India ambassador exposed the truth behind the photo. It was taken from an African country ~~from~~ by a famous photographer, with valid facts & information. This India's act also exposed how Pakistan is making

Remarks

up facts & creating propoganda against India. Thus it undermined the legitimacy of Pakistan in the UN GA floor. This clearly shows that, propoganda even for a very short time can seem like succeeding; but ultimately it cannot replace the ultimate truth. This writeup is about understanding the mechanics of propoganda & power of truth in the times of propoganda.

Mechanics of propoganda.

In 2016, Oxford dictionary declared its word of the year as 'post-truth'. This means phenomenon where people believe an information based on its emotional value rather than for its factual data.

This is what exactly propoganda does.

Propoganda is a mass communication/messaging

Remarks

broadcasted to send a popular message which might or might not be true. Propoganda can also be a rhetoric by famous leader, who send messages to his/her followers. World has seen many such Propoganda leaders such as Hitler, Mussolini, Stalin, President Kim, Donald Trump etc.

Most curious phenomenon of Propoganda is that, even though the underlying fact might be utterly false, Propoganda succeeds by making people believe it. There are many reasons, which attribute to the success of Propoganda.

Firstly, since humans are emotional beings, Propoganda arouses the emotions of people.

Propoganda takes up the topic which people can better relate to: such as: patriotism, national security, ~~race~~ racial superiority etc. These topics are

Remarks

Excellent

close to the people. For example, Hitler created propoganda about racial superiority of Germans & its declined glory. Thus by arousing the emotion of people, he convinced & made Germans prepare for World War II.

Secondly, political propoganda succeed because they understand the problem of people & they link it another issue which will be of greater interest for the ~~political party~~ propogandist. In Maharashtra, 'son of the soil doctrine' emerged in 1990's which linked the people's unemployment problem to the immigration influx issue. Thus its easy for the government to wash off its responsibility to give meaningful jobs to people.

Thirdly, propoganda has better marketing strategies. They use TV, newspapers ~~etc~~ & media to

Remarks

market & advertise the propoganda in the right way. In recent times, social media platforms such as Facebook, Twitter etc were used to create propoganda. It can be seen in USA, how even after losing the election, Donald trump convinces people through his social media post that he didn't lose.

Fourthly, propoganda by leaders create 'personality cult', such as stalin of USSR. People believe this leader to the extent that they blindly accept ~~what~~ the leader's propoganda without rationally analyzing it. Thus these personality cult leaders hypnotises people & always keep them in blind spot away from truth. Due to these reasons, propoganda might seem like succeeding. However in long term, only truth succeeds.

Remarks

Explain why propoganda impact people so easily often.

Truth always triumphs

Unlike propoganda, truth is about rational understanding of issue. Satya is truth shows the reality just like that. Truth don't manipulate the facts & information. Truth can be hidden by manifestation of propoganda, but on the long run, truth trumps exposing the propoganda.

Gandhiji satyagraha's movement was long drawn, but it slowly undermined the British propoganda that it's 'Mai-Baap government's 'white man - supremacy' etc. From 1921, it took

more than 25 years for satyagraha movement to gain independence, but it exposed the false propoganda of British to the world. Finally democratic countries like USA pressurized British to give freedom to India. Hence in longrun, truth trumps

Remarks

Also In 1972, Pakistan wished to create internal civil war in Kashmir by creating anti India propoganda. However Kashmiris know the truth about India's good governance & resisted such propoganda. This pressurized Pakistan to wage a war, which ultimately led to its defeat.

Moreover in 1975, Indira Gandhi government imposed national emergency through the India. In the initial days, people also believed by propoganda that such an autocratic rule is better than democratic rule. However in 1 year people realised the true nature of emergency & opposed it, which forced the PM to stop emergency rule & to start election. Thus both always triumphs.

Even in current times (2011), Arab spring erupted in arab countries of Africa & Middle east.

Remarks

People ~~were disappointed~~ understood the true nature of dictatorial rule of Arab leaders & their propoganda. Thus people erupted in protests to bring true democratic government. However it's still a work in progress.

Truth ~~is~~ always triumphs because, there are ~~countless warriors~~ few warriors of truth force (satyagrahis), who expose the propoganda & bring change in the society. Many RTI activists & media reporters such as Nauro Shankar were silenced to death for being part of the truth force. However their actions, their messages cannot be silenced by propoganda. Because propoganda is like big hypnotising machine; like any other machine, it also has an expiry date, thus it cannot replace the ultimate truth.

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~~Empire & Reason~~
~~to Recet in~~
~~any fitness~~

How to overcome perils of propoganda?

The ultimate tool to overcome propoganda is by empowering & educating the people. More moral & value based education to be introduced in schools / colleges, which guides the future leaders in the path of satya.

Also the ultimate objective is to create informed citizenry through awareness & educational campaigns. An informed citizen can understand the truth being the propoganda & can thwart the bud of propoganda at its initial stage.

Also, people should be empowered with fact checking tools, to prevent falling into the trap of social media propoganda. Election Commission through its powers under Article 324

can prevent ~~fake news~~ spreading of ~~fake news~~ spreading

Remarks

during election time. Also Media should follow self restraint policy & prevent sensitization of news for the sake of TRP (Eg) Sushant singh suicide case.

Finally, 'Propoganda of fakes' can be suppressed by 'propoganda of truth'. In ancient India, emperor Ashoka ~~also~~ propogated his 'principles of Dharma' through inscriptions massively. Similarly we also need the 'propoganda of truth' to spread the learnings of satyagraha to people and thus emancipating & empowering people to stand as pillars against falsedom of propoganda.

1. Excellent content
2. Some points can be pointed out can bring better analysis.
3. i.e. — Means of propoganda.
4. propoganda & Social Media.
5. Content vs Reality etc.
6. small v. cur

Remarks

Vocal for local has good intent, but many challenges

Recently, COVID & subsequent lockdown has impacted various sectors of economy. One among the most affected sector: Chennapatna toys making artisans of Telangana. More than 1000 artisans live in Chennapatna villages. COVID has completely reduced the demand & need for these toys. Thus pushing the artisans to 'hard to mouth living'. Also even before COVID, the demand for local Chennapatna toys were low due to near production of Chinese toys.

Thus even the children of Chennapatna artisans were giving up this profession, despite having a GI tag. However, our prime minister through Atmanirbhar campaign, has been vocal for this local

Remarks

chennapatna & other similar indigenous toys. He emphasized on the eco-friendly & children friendly nature of these toys, against hazardous & low quality chinese toys. This has created spurt in demand of various indigenous toys including chennapatna toys. People started gifting local made toys during Diwali. Even corporate houses are devising strategy to use chennapatna toys for corporate gifts.

Thus 'being vocal for local' has a large impact on our Indian society, but also has a few challenges. This writeup will briefly analyse these factors.

Power of being vocal for local

One of the major component of recently

Remarks

launched a scheme of 'Atma Nirbhar Bharat' is achieving self reliance ~~through~~ by being vocal for local. The major content is to create branding value of local products, thus augmenting its export potential. Being vocal for local products bring visibility about local products among domestic & global consumers. The real content:

Culturally, India is a poorer house of local handicrafts and art works. such as: Kashmiri pashmina shawl, Rajasthan Thakaras work, Maharashtra's Garjifa cards, Madhya Pradesh Dokra casting, North east shawls, Karnataka's Mysore paintings etc. However, due to globalisation, homogenous globalized emerged among Indians which changed the preference / taste of India. This led to decreased demand & finally extinction of such local arts / handicrafts.

Context is context has his aim

gww

gww

Remarks

X

Its better if you identify areas of low paying. Some fruits you can give a lease of life.

Socially, artisans belonging to local handicrafts are also affected by globalisation. It led to destruction of their livelihood, a wastage of their skill set which were transferred from multiple generation. Since they generally belong rural areas, globalisation led to destruction of rural industries. Thus pushing local artisans onto below poverty line & displacing them to urban areas for alternate employment. Thus 'Vocal to local' will bring economically recognition to such artisans & revive the local handicraft economy by creating demand locally & globally.

Economically, India shifted from agriculture sector to service sector without saturating manufacturing sector. Thus manufacturing shows stagnant 17.1% share of GDP for more than a decade. With globalisation, there has been raising exports of

Remarks

Manufactured goods, suppress but domestic manufacturing growth. Due to which, there is low level of employment generation in formal sector. Thus more than 90% of Indian economy is informal. Thus being 'vocal for local' will ~~fresh~~ create demand for Indian manufacturing, thus can help achieve \$5 trillion economy by 2025.

Critically analyse this point.

Demographically, as per census 2011 more than 65% of people are between 15-59 years highlighting large demographic potential. However to

completely harness the demographic dividend & help human capital to reach the full potential,

we need revival of India to be a global powerhouse.

This is exactly what being 'vocal for local' seeks to achieve.

Also, India seeks to be a new centre

Remarks

Issues of Talent Pool

of global value chain by creating self reliance & self sufficiency in our domestic manufacturing.

The real intent here is: to remove the dependency of India on other countries. As witnessed during

Covid-19, dependency on essential items such as PPE, ventilator, API bulk drugs etc. exposed weakness in Indian economy. Thus there arises the need of being 'Atmanirbhar' by going vocal to local'.

Challenges of being vocal for local

To achieve self reliant India, there are certain roadblocks; Firstly, India Atmanirbhar move is seen as protectionist measure & inward looking strategy. Steps such as not joining RCEP, import ban on 101 defence items etc. are the case in point. Thus, ^{if} world powers view India as inward looking country, then they also follow

Remarks

protectionist measures against India which will thwart India's ambition of being hub for global value chain. In this regard, EU has raised apprehensions about India's strategy.

Secondly, post COVID-19 creates many challenges for India's 'vocal for local' strategy. Countries in general follow deglobalisation, thus there is a reduction of global trade. Also many strong sectors of India such as tourism have very bleak future ~~does do~~ in post COVID era. Thus our past campaigns for vocal for local such as:

Incredible India will have low-uptake globally.

Thirdly, Quality & branding are essential for building global brands for local products. However India's weakness in phyto sanitary, packaging, testing, certification, & labelling will affect our strategy for 'vocal for local'

Challenges

1. Inflation
 2. Talent pool
 3. Culture of corruption
 4. Global competitive scenario
 5. Red Taper
- etc.

Remarks

Fourthly, India's low ranking in Human resource development index of UNDP, hinders creation of healthy, educated, skilled workforce for the self-reliant India. Large brain drain of educated India youths will prevent innovation & research in India which is essential for being vocal for local.

Fifthly, low level of infrastructural development will hinder the goal of 'Atmanirbhar'. As it can be seen that Indian products has high logistics cost of 14% compared to 8% of emerging economies. Due to all these reasons, realisation of goal of 'being vocal for local' is difficult, but not impossible.

Achieving self-reliance

India our prime minister is breaking the perception of inward looking attached to 'Atmanirbhar'

Remarks

by highlighting its broader vision of India being self reliant is to contribute global growth at a stronger position. Also recently announced production linked incentive scheme, which targets both 'domestic & foreign companies' will not only boost FDI for India, but also breaks the perception of inward looking.

Pre COVID itself, there were many successful attempts for being local for local by TRIFED. It has provided required branding & marketing for tribal handicrafts. Such as: Toda embroidery set, creating not only demand but also ensuring livelihood opportunities for tribals. Similar success story can be seen in khadi industry also.

Moreover, to improve the quality & sustainability, schemes such as 'Zero defect, Zero waste',

Remarks

Circular economy etc. were launched. Along with this, BIS & QCI should create quality standards & accreditation for local products. -

India is also focussing on structural reforms such as liberalising labour laws, APMC acts, expanding national infrastructural pipeline, etc. promoting ease of doing business, enhancing trade facilitation & etc. to bring stronger & swifter self reliance.

Environmentally also, India is pursuing its goal of self reliance by promoting initiatives such as International solar alliance & coalition for disaster resilience infrastructure. Here

too India envisages ^{open} 'being vocal for local' by creating Bamboonomics strategy, which provides local community participation in conservation of nature.

Remarks

Finally, to empower our human capital.
India launched new educational policy '2020
and Ayushman Bharat. Thus strengthening our
human resource for achieving 'vocal for local'.

As Victor Hugo said,

'no force can stop an idea, whose time
has come'

Similarly, it's time for India's self
reliance & 'vocal for local' & no force can stop it

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Remarks

