

(c)
1-fns:-

In the age of television and mass media, there has been a proliferation of advertisements where celebrities endorse products. Many a times such products are inherently harmful e.g. tobacco, liquor, pan-masala etc or turn out to be harmful due to lack of good manufacturing practices e.g. pesticide content in sweet drinks.

Endorsement by celebrities are used to entice people to purchase those products by using credibility of the celebrity. Hence there are several ethical issues in endorsement of inherently harmful products :-

① Responsibility to fans - Celebrities ought to be responsible for the well being of their fans. ~~End~~ Such endorsements are tantamount to breach of faith.
e.g. → If youngsters consume pan-masala

due to such ads, assuming they are safe and healthy.

② Vulnerable Children - children are especially vulnerable because they are unable to rationalize choices based on health factors. The increasing obesity in children of India due to consumption of fast food and aerated drinks is partly responsible to the celebrity endorsement.

Celebrities are morally responsible for their fans. They mustn't engage in endorsement of products which are not healthy. After all, their fans' trust ~~show~~ is far more valuable than short-term monetary gains. e.g → Pulela Gopichand refused to endorse Coca-Cola after winning England Open. Such commitment show that they hold all humans equal.

(b) Gandhiji equated cleanliness to godliness. Unfortunately in the land of Gandhi, we find urban areas to be unclean & dirty despite dedicated schemes like Swachh Bharat Abhiyan.

There are attitudinal and behavioural problems :-

- ① Lack of social responsibility leads to uninhibited littering by people. e.g → Public urination, dumping of waste on any vacant land etc.
- ② Due to caste system, cleaning of garbage, latrine pits etc are considered ritually polluting & hence meant for lower caste.
- ③ A survey found that around 40% of ~~the~~ households with bathrooms have at least one member who defecates in open. They consider it healthy and fresh.

These attitudes are puzzling especially considering that Indians maintain absolute cleanliness inside their homes.

Fundamentally, all these attitudes show exclusivist mindset of people.

They differentiate between their homes and street, themselves & other people.

Grandhiji said that humanity is indivisible. It is important that such attitudes are cultivated from beginning. For eg → In Nadia district of West Bengal, the district administration with the help of school children made the district Open-Defecation Free. ~~Social~~

Social consciousness & responsibility will also help society to grow as a collectivity.

2-(a) Economic inclusion is sharing the benefits of economic growth with all sections of society.

In our society, income is not the recipe for happiness, but it surely enables the individual to participate fully in society. Even Thiruvalluvar says that those who are hungry can't think about moral righteousness.

Hence economic inclusion has several moral choices as well :-

① Better income presents individuals with better livelihood choices. Gandhiji called work as worship. Poverty presents unethical choices of livelihood before people.
e.g. → A child may be forced to steal medicine for her ailing mother if poverty dictates.

② Philosophers have also opined that for spiritual development, basic economic needs must be met. e.g. → Buddha, Mahindra both were sons of kings.

Buddha himself suggested a path of moderation.

③ A recent World Bank report also mentioned that underprivileged people face hurdles in cognitive and analytical development because of binding circumstances.

→ Economic inclusion involves redistribution of wealth. Gandhiji advocates trusteeship model where wealthy use their wealth for the good of others. Such a society is conducive to development of even the sick. Because a socially responsible living is the most peaceful ~~to~~ and satisfied experience.

(b)

(b) ethical issues associated with commercial surrogacy are :-

① The surrogate mothers ~~to~~ overwhelmingly belong to underprivileged section of society. Commercial surrogacy is in one way taking advantage of their economic conditions.

② Pricing of motherhood - Motherhood is a priceless feeling. Commercial surrogacy puts a price tag on the most phenomenal experience of life i.e. giving birth.

③ often same women undergo multiple surrogacies successively under family pressure & economic compulsions. This takes them of their health.

④ It further perpetuates the exclusionist mindset of people that their offspring have to be genetically related to them. It is unfair to the orphan children.

Yes, commercial surrogacy should be completely banned in India. Recently a celebrity, completely fertile and healthy, adopted surrogacy to get a child. This shows the economic exploitation ~~of poor~~ ~~by~~ on basis of differential access to resources. The government is right in allowing only altruistic surrogacy through new Act.

3(b) Journalists face several ethical issues on a regular basis :-

- ① Personal security vs societal interest. e.g → Threats to life in matters of corruption.
- ② Personal ~~per~~ gain vs Public interest. e.g → Journalists also get offers of bribe for keeping ~~the~~ some news at bay.
- ③ Personal / organizational interest vs National Interest — e.g → ^{Live} Coverage of terrorist attacks which may further help terrorists.
- ④ Professional ethics vs ~~Pro~~ Organizational Interest :-
e.g → Whether to cover issues of poverty or celebrities.

Sensationalism has increased by leaps and bounds during recent times in news media. Reasons

are :-

- ① ~~1~~ Organizational interest is increased TRP and income has taken precedence over professional ethics.
- ② Highlights the deep disconnect of middle class which is consumer of news media from the issues of underprivileged masses. The poverty related issues do not serve organizational interest because it doesn't attract viewers.
- ③ Personal interest of journalists has also overtaken professional ethics & Utilising legal loopholes, they go to any extent in increasing TRP. Like live coverage of terrorist attacks.
- ④ Symptomatic of increasing consumerism in society.

The sensationalism is such a far cry from the simple collectivist society that Gandhiji & Shastriji wanted India to be.

(b) Humans can judge the correctness of their ~~be~~ actions through following tests :-

① What are the means adopted ~~for~~ in course of action. A Gandhiji says that wrong means can never lead to right results.

② Purity of intention — Actions were undertaken with what intentions. for example, Dr. Kalam's ~~professure~~ Professor once rebuked him for a mediocre design. Kalamji writes ^{later} that this was done to bring out the best in him.

③ The actions must not violate certain inalienable rights of others. for example, Right to dignity, right to nurture.

④ Actions undertaken for common good instead of mere self-promotion are always superior.

⑤ Actions should not be violatere of fundamental human values like love, compassion, non-violence, truth etc.

⑥ The actions should be legal and as per organizational & societal ethics.

In the context of public life, these sources become even more important and offer a practical guidance. Purity of ^{public} means and intention would keep ^{public} servant steadfast on ethical ~~as~~ lines. Similarly,

his actions have to obey the rules of organization and legal ~~act~~ norms.

Above all, a public servant must keep interest of the public above his/her own and be guided by love and compassion in all dealings. For example, Kiran Bedi (IPS) transformed Tihar jail. ~~and~~ The transformation was carried out with an understanding that even prisoners have certain inalienable rights and deserve love and compassion.

4-(a) Wrongdoings are committed in the organization by wrong people. The organization itself is not at the fault. Leaking of information damages the reputation of the organization.

Here ideally, the wrongdoings must be taken up with higher officers at first. However if there is no action from the top, one ~~always~~ has the option of ~~resigning and then~~ leaking information.

~~On~~ ~~an~~ In short term, there is definitely a ~~at~~ conflict of interest:-

- ① Personal ethics — should leak.
- ② Professional ethics — Organizational rules prohibit leaking.
- ③ Societal ethics — should leak.

However leaking information in case of no action would also serve the interest of organization in long run & make it more sustainable.

For example, if a factory is not following guidelines of pollution board and dumping hazardous effluents into river, ~~personal ethics~~ ~~as~~ this ~~is~~ is dangerous for the society. Simultaneously, this will irreparably damage the organization in the long run. Hence leaking information, i.e. whistleblowing becomes necessary.

Gandhi's ~~taliman~~ ^{teaching} to think of the poorest person to decide about any ethical dilemma also ~~sug~~ suggests that such issues be flagged and if required exposed. After all, organizations are a part of society itself.

(b) Competition is often blamed for instigating cheating and unethical behaviours. I do not think the blame is justified.

In my opinion, there can be healthy competition too. There are many examples of healthy competition.

• If we observe animals, they also compete for food, preys etc. However, they are incapable of unethical behaviours.

Similarly bull races are organized in various parts of country. Never do we witness any cheating on behalf of bulls.

Gandhiji was once dictated to write spelling of 'Kettle'. He spelled it wrong, but refused to change it even after suggestion of his teacher. Ultimately it boils down to the value system and ethics of the individual/company.

Organizations often compete unethically among themselves. But in the long-run they harm themselves. However Ratan Tata refused to pay bribe during 1990s demanded for airline permission. He ~~however~~ ~~also~~ Despite this, Tata is operating two airlines i.e. Air Asia and Vistara today. ~~His~~

Above examples show that competition is healthy. At the end, it is the own value system which decides whether the conduct would be unethical or not.

5-(a) Silence in the face of injustice even if you are unaffected is complicity with the perpetrator.

Often people choose to ~~not~~ take no action ~~as~~ to help others even when they could. Such inaction makes them equally accountable.

Personal life — Suppose X's brother Y is undergoing depression because of recent divorce. Despite knowing about this, if X chooses to do nothing to save his brother, he is also responsible for his condition: Someday if Y will be justified in demanding answer ~~to~~ to question that why X ~~remained~~ didn't help when he could.!

Professional ~~life~~ / Public life :-

A police officer despite knowing the innocence of the accused, chooses to do nothing to ~~if~~ investigate further and prove his innocence is equally liable for the injustice.

Such compartmentalization of life and excluding others from our spheres of consciousness lead to most evils of society. Gandhiji says that every resource whether it be strength, wealth or credibility should be used for furtherance of society and its members. ~~Extra~~ By choosing to remain silent, the witness speak in affirmation with the criminal.

b) Privileges and principles are ~~after~~ two sides of the same coin. One is essentially accompanied by the other.

In modern individualistic society, people often value their privilege more than the principles. This degenerates the society and is not conducive for its development.

~~One~~ The story of two cats ~~and~~ fighting over two pieces of chapati is famous in India. Both were quarrelling over their rights over the bigger of the two chapatis. Taking advantage of their quarrel, the monkey tricked them and ate both the chapatis.

Even in real life, we observe the ~~pro~~ dictum in operation. People often demand clean roads and streets without stopping their habit of littering. Soon the govt. also stops listening to them and the society is turned into a garbage dump house.

Even in the realm of nation-building, ~~the~~ one of the reason for India's backwardness is people's prioritization of rights over their duties. During Asian crisis of 1997, South Koreans stood in long queues to deposit their gold jewellery to help their nation meet the balance of payment. South Korea is a developed nation today.

~~Even~~ Gandhiji also said that people should do their duty. If all the people do so, all rights would be automatically met and there would be complete rule of law.

6-th Dalits have faced atrocities at the hands of upper caste men since the end of Vedic civilization. India, after independence, banned untouchability through Article 17 and has passed two legislations for their protection:-

- ① Prevention of Civil Atrocities Act 1955 -
- ② SC ST & Atrocities (Protection) Act 1989.

But recent crime data show that atrocities are on the rise. It clearly reflects ~~at~~ the entrenched social prejudices & attitude. Hence it requires a holistic solution :-

- ① Encourage mixed housing colonies through deliberate state policy.
- ② Encourage inter-caste marriages through financial & professional incentives as recommended by Dr. Ambedkar.
- ③ Social justice, gender equality and principle of ~~at~~ equality of humans should be included handsomely in school curriculum.

- ④ Spread awareness about Gandhiji's views on purity and pollution associated with caste system.
- ⑤ Use of television, movies and social media to aware people of the difficulties faced by Dalits and ~~but~~ encourage empathy among people. This would also increase awareness about need and purpose of reservation. E.g. → A documentary 'India Untouched' ~~speaks~~ shows the continuing practice of untouchability.

~~The~~ Swami Vivekananda's message of valuing humans as supreme ~~the~~ species should be ingrained in all.

7- Civil services aim at ~~common~~ serving as the states' aim to bring development and welfare to people. 'Anonymity' means carrying out ~~po~~ public service without actively seeking 'recognition' ~~and making on~~ for the work. For example, if the works are done on the name of the government, it is anonymous. But if the officer projects the development as an individual labour, and seeks public appreciation for same, it is not anonymous.

Anonymity and neutrality are considered essential traits for civil servants.

Anonymity — In a society as unequal as ours, civil servants can easily mistake themselves as 'messiah'. For example, when PDS grains reach a tribal household, they will understandably show gratitude to the civil servant. It

may lead to a feeling of dispensing favours to the public among the civil servant. This is undesirable. Moreover the people should also be made aware of the fact that the welfare services are their rights.

(b) Neutrality—A civil servant must treat everyone as equal and maintain objectivity and neutrality. In India, a civil servant often enjoys vast power and breach of neutrality will be unethical. It will violate rights of the sovereign masters.

Q8- India is a patriarchal society where women's conduct is often tried to be regulated. Prescription of dress code is a manifestation of same patriarchal mindset. It has following implications :-

- ① ~~It~~ It violates the Right to Freedom under Article 21 of the constitution.
- ② Women's dresses are often blamed for the horrific sexual abuses ushered on them. This attitude treats ~~men~~ ~~as naturally perverted inclined towards sexual activity~~ as having rights over women who are not dressed as per their norms.
- ③ Such mentality also violates right of bodily autonomy and sexual integrity of women.

Such

④ It further perpetuates the objectification of women and portray them as object of desire.

In reality such mindsets are also demeaning of humanity. Because it portray to men unable to control their sexuality and desire. In this regard, humans have a lot to learn from animals. Moreover by incidences of rape of 2-3 year old girls ~~have~~ show that sexual depravity is ~~more~~ a disease rather than outcome of provocation by certain dresses.

g- ethical issues associated with manual scavenging are :-

- ① Tool of perpetuation of social discrimination.
- ② Subtle manifestation of caste based violence.
- ③ Freedom of occupation vs ~~freedom~~ ~~from~~ ~~under~~ state's commitment to eradicate manual scavenging.

This arises because many manual scavengers are reportedly ~~th~~ voluntarily engaged in it for monetary gains.

The options available to me in the case are :-

① Manipulate data

Merit → Pleases political masters
→ Saves reputation of district.

Demerit → Morally and ethically wrong to lie.
→ Fabrication of data is violation of professional ethics as well.

⑥ Present real data and plan of action to control it

Merits → Ethically & morally right.
→ Doesn't violate professional ethics.
→ ~~Also~~

Demerits → Political bosses would be upset. May lead to transfer.
→ Reputation of district may be harmed.

I would choose the second option. ~~Fabrication of data with~~ Reputation of district would only suffer in short-term. Instead the knowledge of magnitude of problem ~~among~~ would build public pressure and opinion which will be helpful in eradication of manual scavenging. Political masters may be upset but that shouldn't be a concern if the action is ^{with} 'right' means & intentions.

Feasible steps to control the problem:-

- ① Monetary help to convert dry latrines into water-based ones compulsorily within fixed time.
- ② Using the Skill India mission, to provide manual scavengers with skills.
- ~~③ They could be employed to, serve clean and service the community toilets.~~
- ③ Partnering with local industries to absorb manual scavengers.
- ④ Encourage formation of Self Help Groups, and entrepreneurship among them through a Stand-Up India scheme.

10-

~~##~~ Dilemmas of the case are!:-

① Personal interest Vs Professional ethics.

The options available are!:-

① Do not pay attention to the political request and proceed legally.

Merits → (i) Legally and ethically correct.

(ii) Will help in rooting out corruption problem as it will help in identification of large political interests.

(iii) Serves larger public interest.

Demerits — (i) May be transferred or suspended.

(ii) A compliant officer may be posted ~~and~~ in my place.

② Speak to the minister, apprise him/her of the political ramifications of such support. Take action after seeking his approval.

Merits - (i) Insulate myself from personal damage.

(ii) Still take the legal actions as minister is convinced.

Demerit - (i) May be forced to shield minister from legal ramifications.

(ii) Public interest compromised.

~~③ Take no act~~

④ Do as per directed and arrest only those who are politically not connected.

Merit - (i) No personal trouble.

Demerit - (i) ^{It}Compromises public interest.
(ii) Ethically & professionally incorrect.

I would choose the first option.
• A civil servant must have the courage and fortitude to face adverse circumstances - for example, U. Sagayam (IAS, Tamil Nadu) has been transferred ~~up~~ umpteen times, but he has remained steadfast in his commitment to public welfare.

~~I would also report to the~~ Since

11-
there is already considerable media
~~and~~ ~~put~~ govt. and public light on the
issue, it can lead to complete routing
of the drug menace. Moreover ~~by~~
~~snabbing even political cuts~~ this would
also help in nabbing the political guardians
of drug menace. Moreover I would
report about the political pressure
to my superior.

11

11-

Options available to me are :-

(a) Fight the case on its merits and file counter cases of criminal intimidation and frivolous complaints

Merit — (i) Ethically right as do not yield to illegal demands.

(ii) Confidence of employees will remain high.

(iii) Counter cases may force the other person to withdraw.

Demerit — (i) Time-taking.

(ii) Will aggravate the matter.

(b) Simply fight the case on merit.
No counter cases.

Merit — (i) Ethically right & courageous.

(ii) High confidence of staff.

Demerit (iii) No aggravation of matter.

Demerit — (i) Time-taking.

(ii) Will lead to financial problems.

© Compromise with the person with some pecuniary favours.

Merits - (i) Easy and immediate solution.

(ii) Saves ~~some~~ unnecessary & misplaced criticism of the hotel.

Demerits - (i) Ethically wrong.

(ii) ~~Induce~~ Tantalise to corruption.

(iii) Staff may be upset.

I would ~~option~~ choose option (B).

Since it is a hotel, I would be likely having a CCTV footage of the incident. Even if not, the booking register would falsify his second claim. The financial and time loss are still lesser than the loss of credibility in staff if I choose to settle the matter through corruption. Moreover I would not file counter charges because ~~that~~ that would be vindictive. It would not bring peace to me. Sw Gandhiji also says that 'An eye for an eye would

turn the whole world blind"

12

12- The immediate steps that could be taken to bring relief are :-

- ① Stringent action of private hospitals if any further reports of negligence and indifference emerge. ~~It~~ Apprise them of seriousness of matter and all the ~~at~~ punishments that can be meted out including penalties and cancellation of registration.
- ② Seek help from nearby states in forms of ~~units~~ mobile clinics & diagnostics.
- ③ To bring enthusiasm in ~~the~~ hospital staff, they should be offered financial incentives along with motivation.
- ④ Since ~~there~~ only a ~~mini~~ small fraction of dengue & chikungunya patients need,

to be admitted, this message must be spread as comprehensively as possible. This would reduce the workload of hospitals.

⑤ ~~Imple~~ Release guidelines about non-discrimination among patients on basis of affordability.

⑥ ~~The~~ Implement state wide fumigation to control the vector on a war footing.

Long term measures to control the
ensure that such outbreaks do not
occur :-

① Success of Swachh Bharat Abhiyan is a must. Social audits of ~~see~~ local sanitation conditions will be institutionalised.

② ~~For~~ Pesticide treated mosquito repellent nets to be procured and distributed.

③ fund local hospitals to research & find suitability of biological control

of dengue mosquito in the city.

④ Spread awareness among public about symptoms and home based treatment of dengue and chikungunya.

⑤ Large scale procurement of ELISA kits and training youth from all localities in its operation. In case of outbreaks, it will lead to early detection and home based treatment.

13- Ethical dilemma :-

(i) Personal love for animals Vs

Professional requirement of recommending culling.

(ii) Killing animals ~~not~~ for conflicts whose original cause is wildlife encroachment.

Options available :-

(i) Recommend for culling.

Merit (i) Farmers satisfied.

(ii) Protects them against financial losses.

Demerits — (i) Killing of animals is ethically wrong as uses life forms for an end.

Ⓐ Explores option for rehabilitation of farmers or crop insurance against wildlife loss

Merits — (i) No animal killing required.

(ii) financial problems also solved.

Demerits — (i) long process & time taking.

(ii) farmers may refuse to rehabilitate.

Ⓒ Do nothing

Merit — (i) satisfies personal interest in letting animals live.

Demerit — (i) Running away from duty.

(ii) Will antagonize farmers leading to protests.

I would choose a graded response moving from Ⓑ to Ⓐ. Since the

population of animals are thinning, the area may be good to support biodiversity. However if the farmers refuse to rehabilitate which is well within their rights, I would recommend culling. In no circumstances, I will let my personal choices come in play.

Some long term measures to ~~en~~ prevent such issues:-

- ① fencing of farms.
- ② exploring the reason behind ~~some~~ animals' tendency to come outside of forests & attack crops.
- ③ Introducing new animals which are appropriate to manage the ~~of~~ food chain.
- ④ Rehabilitation of farmers along with compensation to be a long-term persistent goal.

Ethical dilemmas:-

- ① Conflict of interest may arise because Dr. Singh will benefit financially from success of the drug.
- ② His refusal will ~~devoid~~ deprive his patients of a potentially beneficial drug.
- ③ His refusal would also delay the testing of drug because not many groups are prepared to test it.

Ans-(1) Considering the interests of the patients and Dr. Singh's obligation to further medical advances as a professional, his participation can be justified. This can be rationalized on grounds that Dr. Singh already owned the ~~set~~ stocks before such offers came by. Moreover the research should be completely transparent.

(2) There is conflict of interest. Because Dr. Singh would gain financially if the drug succeeds as it will increase stock price of firm. So Dr. Singh can be interested in the success of drug.

This may entice him to even fabricate the data. Such conflict of interest can be mitigated if Dr. Singh chooses to sell ^{all the} ~~this~~ shares of this company that he owns.

③ → The ~~nature of~~ conflict of interest would have been further aggravated if Dr. Singh was offered stocks as compensation. ~~instead of~~ Though the pecuniary gain that he stands to gain in success of drug remains the same, but it would be ^{choosing to} ~~consciously~~ becoming as stakeholder instead of remaining a stakeholder by design.

~~Imagine a situation where Dr. Singh wasn't convinced of drug's capabilities and was also not the only~~

Ideally Dr. Singh must sell all the stocks of that company to operate in a completely independent and objective manner.