

EVALUATION INDICATORS

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

Overall Macro Comments / feedback / suggestions on Answer Booklet:

1.

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All the Best

Section A.

Information is ultimate power
in the digital universe of 21st
century democracies.

In this age of digitalisation and growing use of computers as well as promotion of digital economies, data, and in particular information has seen growing role in new millennium democracies.

It is said that "Data is the gold of new internet economies."

The main aim all the emerging economies and in particular digital companies have been collection of data and analysing information.

Information means any cognition or knowledge about any object, place, thing or person.

Information collection has seen and its analysis has seen boost in this millennium especially after the growth of digital and internet economy.

The first question which comes to mind is where does this data or information comes from?

Talking about the sources of information it can be varied. People to people information exchange, television, internet, media, school learning, personal experience, spies, etc.; all this can act as a potential sources of information.

Potential of information in this digital age can never be exaggerated. Starting from making people aware till enabling them to influence the development all can be achieved just by certain information exchange.

Such immense use of information especially in this century and ~~penetration~~ digitalisation in economies demands analysis of its benefits, challenges posed, if any, and its future. In

In this essay we'll analyse

the same and come to a conclusion about ultimate power of information and its just use.

Talking about the potential benefits of information, it can be analysed in various dimensions,

starting from the economic aspects of information, information collection and its analysis can have immense positive impact on ~~a~~ economy.

It can help the firms to know about the market trends and let them plan well. Like knowing the demands of certain product can help ~~pro~~ know the amount to be produced hence improving economic efficiency.

Analysis of past customer choices can enable the firms to recommend them well hence increasing their future sale.

Even from the customer perspective, information about the prices prevailing in the market can enable them to bargain well hence being economic.

Talking about the agriculture, one of the most important sectors of ^{our} economy. Information, like, market prices of the produce, available technology, government policies, etc can empower the farmers. It can lead to increased productivity and remunerative price returns.

Recent government initiatives like eNAM, BIOTECH KISAN and extension services are a step in this direction.

Information can also enable economies to know the emerging international trends and other countries' trade policies. This empowers an economy to be ready for all challenges and doesn't get left behind of others. This leads us to political international relation sphere of information potential.

Information can play a major role in international relation between different countries.

Knowledge about the current outlook of different countries can enable a nation to be prepared about all the situations. Taking the case of North Korea. Information around the world about growing nuclear power of North Korea and its repeated tests has raised concern. It has led to other countries raising their voices for deterrence and talking about sanctions over it. Had the information not available it would have led to repercussions if ever sudden nuclear situation had arisen.

Also for India, it is important to have knowledge about growing tilt of China towards Pakistan. Also Russia joining it lately.

Growing relations of China with our neighbouring countries

and information about it has led us to increase importance of our neighbourhood first policy.

Information about growing protectionism in developed countries especially USA, has led to incumbent government raise issues at multilateral organisations, like recent stricting of visa issues at WTO.

This leads us to talk about the importance of information in political sphere. In this century, information has come to play a huge role in politics and democracies.

Information about government policies and functioning has empowered the citizens to have a say in the governance of their countries.

In the case of India, acts like Right to Information has been watershed in the country.

It has empowered the citizens and provided them with the tool

to hold and increase government accountability.

People have been enabled to raise their voices and pitch their grievance to the government with the awareness and information about e-governance and various other tools. Grievance redressal has also improved.

There have been increasing use of information sharing platforms like twitter to let the democratic government know the grievances and hence address them. As seen recently in the increasing twitter use for redressal by ministry of foreign affairs and railways, especially.

Information has even proved to be helpful for the political parties in democracy to know about the people's needs and choices and hence modify their policies and manifestos accordingly.

~~Talking~~ Having talked about empowerment of citizen in democracy through information this leads us to analyse the social aspect of information potential. Awareness and information has a huge role to play in any society. Various stakeholders including women, children, elderly, youth, tribes and differently abled all can benefit from one kind or the other of information or the other.

Women can stay aware about various economic prospects, education advances, legal safeguards against any kind of mishappenings and other political developments.

This can lead to their empowerment and enable them to raise their voices against all the ills.

As has been rightly said an informed and educated woman leads to an informed and educated

generation.

Various schemes like Beti Bachao Beti Padhao, Sabla, Ujjwala, etc. are of no use unless women are informed about them. Information has can be very empowering for women at the same time children can also benefit from many kinds of knowledge and information.

Information to children about various career prospect will enable them to make a better choice and hence their growth. Not only career prospects but also information about various ~~gas~~ kind of harmful activities like smoking, drinking and awareness to stay away from them can save their present as well as future.

In the ~~growing~~ situation growing harassment crimes against women and children, information about

harassment acts and provisions available can empower them to tackle the situation well and hence protect themselves. Initiatives like ^(Prevention of child sexual offences) POCSO e-button are a step in this direction.

Other important stakeholders, the tribal population can even benefit from the information of various types. Knowledge regarding various legal and constitutional safeguards available to them can enable them to enjoy more autonomy and preserve their culture well.

The steps like, ~~for~~ recognising rights under Forest Rights Act (FRA) and constitutional safeguards under 5th and 6th schedule are of no use unless tribes are informed of them.

Also talking about the elderly and differently abled population; information regarding

Various government policies and steps will empower them to live a respectful life and stay happy.

Recent programmes like Accessible India Campaign (Sugamya Bharat) are explicit steps to make institutions accessible for differently abled hence keeping them informed about facilities available.

Hence information is having potential to benefit each and every section of the society, even including vulnerable section.

This leads us to talk about excess ethical considerations of information generation and exploitation at times.

Information plays a very important role in attitude building with cognitive being one component of it.

At times, information directed wrongly can lead to stereotyping as seen in case of women and other vulnerable sections.

Talking about other negatives of information exploitation, it ranges from economic, political and so on.

Economically, information about consumer behaviour can be exploited to modify the behaviour and also increase consumerism. Analysing the trends and bombarding people with unending advertisements has been a source of concern.

Also politically, political parties can exploit the data about electors and play petty ~~caste~~ politics. Especially seen in Caste-izing politics.

Also as seen recently,

by penetration of Adhul, the concern
of mass surveillance by ~~use~~
citizen information is ^{has} emerged.

Hence information, though
of immense importance and
potential in this new digital
era has challenges to be addressed.

The concern of mass surveillance,
identity theft, ~~for~~ profiling
and modifying choices by
exploiting data and information
needs to be looked into.

Once these concerns
are addressed, as has been
rightly said, information is
likely to prove to be the new Gold
and be a source of ultimate
power in this digital era of
21st century democracies.

Section B.

Start ups. in innovation industries:
future, prospects and challenges.

Start ups as the name suggests means starting up something new. Something that has innovation potential and entrepreneurial skills behind it. Start up basically refers to a solution to a problem which has been addressed in somewhat new and different way.

In this fast paced development era and growing demands of new avenues, startups ~~is the~~ have the potential to be the new normal. Various requirements, needs are fulfilled and problems addressed just by one innovative startup idea.

People faced the problem of visiting multiple shops, bargaining and spending hard earned money

Just to select a shirt, there came startups which enabled e-commerce.

People faced the problem of cumbersome process of buying vegetables, groceries, etc. in

screaming heat, there came the startups which delivered these at home.

People faced the problem of finding jobs, visiting office to office to get, shops to shops, companies to companies to get employed, there came the startups which enabled online job search.

There are plethora of other avenues where startups have facilitated people with problem solution and made life easier.

Given such ingression of startups and growing clout, we'll analyse what are the advantages, importance of startups, its prospects, challenges and finally future of startups in subsequent sections of this essay.

Talking about the ingression of startups in our life and especially those bringing innovative solutions, ~~it import~~ advantages that these bring in various sphere needs to be analysed.

Economically, startups have become one of most important sources of employment in current ~~situatio~~ scenario. It has started attracting the most dynamic youth population. ~~sharest~~ ^{every} student, even before his graduation ends wants to do a start-up.

The young dynamic mind has brought many startups to this country, some examples being flipkart, bigbasket, saddacampus and the like.

It has benefitted the economy in diverse ways ranging from attracting huge foreign investments to being profitable even in initial years.

According to one study around 20% of the ^{graduation} students, especially ones from engineering backgrounds are attracted towards startups.

Startups have come to provide jobs to increasing share of youth hence increasing employment in the economy. This has far reaching impact on our society.

Socially, startups have enabled various section ~~in~~ especially women and children to get empowered. Women economic empowerment has one credit to give to startups. Startups in innovation industries have employed increasing no. of females hence supporting them.

Also startups like saddacampus have helped children and students to get all the basic services like books, food, etc. on their doorstep.

Innovation start
Innovative ideas like a startup enabling women to immediately send

her location to her relatives when in distress has proved to be of immense benefit to them.

Talking about other sections the differently abled, have been empowered by innovative startups which make various things accessible to them. One example being google's text-to-speech which lets a vision impaired person to read a book.

Startups have also proved their importance and benefit they bring in environmental arena. Various innovative solutions like, the recent dynamical weather prediction, waste handling startups, etc. have immense advantage for environmental protection and addressing implications of climate change.

even in political sphere, startups have started showing their presence. Innovations like social media, twitter and like have enabled citizens to get direct

avenue for raising concerns. Also
guidance addressed has picked pace
by increasing use of these startups
by the ~~the~~ ~~the~~ governing parties.
As seen recently in by twitter use
of ~~USA~~ and railways ministry
Also political parties and
have got the way to connect with
the populace through various communication
startups and hence know their
demands well.

Hence the innovative solutions
and startups as seen have come
to play a huge role in society at
large.

Prospects fostering startup growth
~~are~~ are varied. The most important
of these prospects is the large
proportion of youth population
in the country.

It is this celebrated
demography and their dynamic
minds which has led to fast-paced

innovation and startup growth. And it
~~so~~ will continue to foster it further.
Secondly, there has been recent
upsurge of technological advancement
in the country and somewhat
innovative bent in our universities
which has engendered startup
ecosystem further.

This technological bent
is complemented by growing internet
penetration and rising smart
devices use have added innovation
further.

Talking about the examples
of this trend, recently there has
been a proposal of a innovative
idea to manage waste from
students of IIT Delhi. Also, students
from IIT Kanpur have come up with
an innovative study of growing
air pollution and measures to tackle
it. There are various other examples
which prove the growing innovative bent

of minds of present youth.

One more and most important prospect which has and is further aiming to foster innovative startups is government policies.

Schemes like Start up India, all encouraging startups.

Having created a fund of funds of ₹ 10,000 cr and giving other exemptions like labour laws, tax holidays, etc. has fostered startup growth in the country.

Yet another programme, of Smart Hackathon conducted by the government aimed at fostering innovation among youth by encouraging them to come up with solution for existing problems in the country.

Also the promotion of e-governance and digital India by the government has led to the growth of many related startups like those giving information

about them.

Last but not the least prospect being growing problems in our society like that of increasing solid waste, environmental problems, logistical bottlenecks, etc have caused the emergence of various startups ^{to solve them innovatively} as has been rightly said, ~~"worry is the seed of~~ "need is the mother of invention."

As like any other aspect even this aspect of ^{fostering} startups and innovation is not free of challenges.

Innovation and wide ranging ideas as beneficial as far as their intent of use is concerned. Misuse of technology and innovations can have far reaching repercussions.

As seen recently, one startup by a student of IIT KGP was involved in data breach of Aadhar of many citizens. Also many instances of cyber hacks, prove this challenge. Examples being Amazon, bank data breach of Yes Bank recently.

Talking about other systemic challenges to fostering innovation and startup ecosystem, lack of IT infrastructure, lack of internet penetration, ill education system of not learning and less promotion to research & innovation are some.

Also this innovative bent of mind can lead to fostering of ills like radicalisation, unhealthy competition affecting all and a blind race among youth to be successful adopting any unethical means like hacking, etc first considering hills.

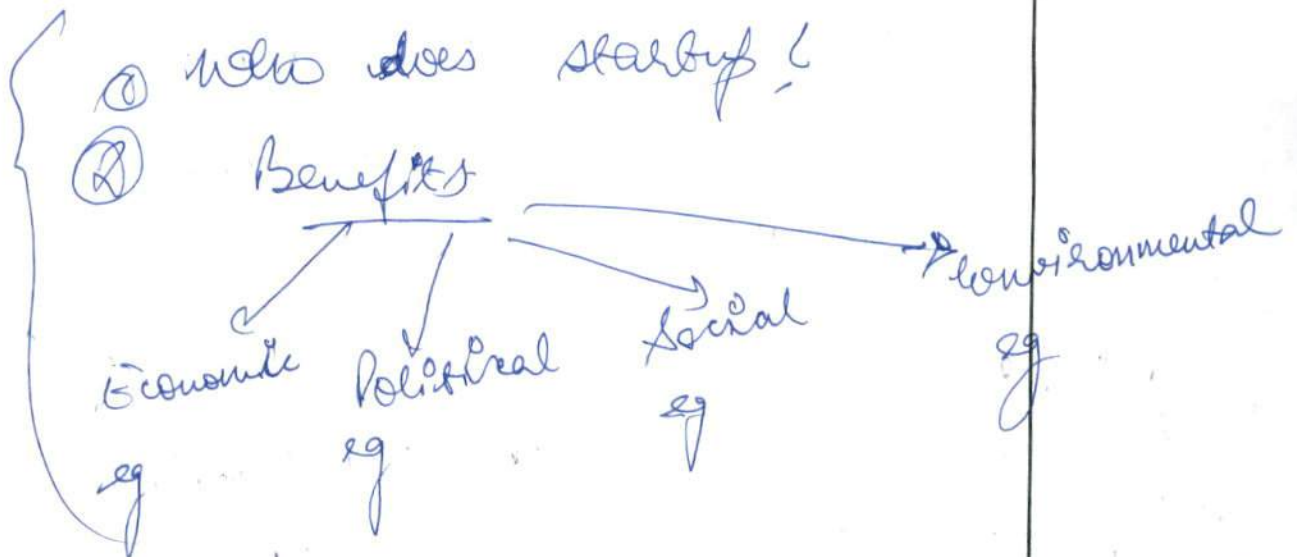
Many other challenges remain which need to be addressed before ~~reaps~~ being able to reap the benefits of this startup & innovation ecosystem.

If addressed well and fostered ethically and justly, the future of startups and innovation ecosystem seems very bright.

Innovation and startups can lead to a future which can reduce a lot of human effort. ~~and~~ It can enable human to foster their humanity and reap the benefits of innovation in large number. It can lead to solutions of many ~~are~~ presently mending problems and enable everyone to enjoy this beautiful world in comfort and peace.

② Startups

↳ Define Startups.
↳ name literal



③ Perspectives

- ④ Technical & Innovation Cent
- ⑤ govt. promotion
- ⑥ Start up India
- ⑦ Youth Population
- ⑧ Demography
- ⑨ Smart Revolution
- ⑩ etc. Startup India
- ⑪ Jam breaks etc.
- ⑫ Growing Internet Penetration
- ⑬ Digital India
- ⑭ e-Governance
- ⑮ Growing environmental concerns
- ⑯ Total Waste Solution
- ⑰ Delhi students waste hunt

④ Challenges → → startup, misuse radicalisation
cause of air pollution
117 Delhi students waste hunt
analysis
data research

Rough -

① Information → Define information,

↳ Data as the gold of the new internet economy

↳ Potential of information

-ve → Surveillance → social issue
↳ by private firms. blending
② Tracking trends → Identity theft. to business
↳ your

③ What is use of information data analysis and its benefits in

↳ Economic → Market trends, Demand, consumer choices
↳ About other countries economic developments.

↳ Social → elderly → rights, availability of services, children → awareness, education, future career prospects, social media → choices & demands, subject

↳ Political → people → choices & demands, Assimilation → well known → cultural promotion

↳ Cultural → Info about various cultures, Attitude building → cognitive → Information about societal values

↳ Environmental → China's → growing → pollution → take

④ Information about international developments
↳ various → countries → subject