

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.

2.

3.

4.

5.

6.

All the Best

SECTION-A

1. Access to clean water can not only change lines and livelihoods but also transform societies and economies.
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The importance of the access of clean water can be gauged from the observation that all great civilizations emerged near the mighty rivers: be it Indus valley civilization along Indus river or the Great Egyptian civilization along Nile river.

when the civilizations evolved to city states, the importance of access to clean water became important to the extent of finding a mention in Kautilya's Arthashastra as a duty of the king to provide access to it.

The two very basic needs of clean water is drinking and hygiene maintainance, and from here only the other developments in the society emanate.

Access to clean water can have dramatic effect in the lives of the people.

Access to clean water can reduce the burden of diseases that spread by contaminated water
eg: Cholera, Minamata disease.

As disease recurrence declines, so declines the deaths and the out-of-pocket expenditure. This money saved is spent on other nutritional and educational requirements building better lives and lifestyles.

A study by WHO suggests that contaminated water ~~causes~~ comprises of more than two-third of the diseases and deaths of children.

This humongous proportion of disease burden if reduced then would build healthy lines which can be transformed to a healthy human capital, thereby initiating a chain reaction of growth.

Access to clean water also changes the liveliness of healthy people. Generally a duty of women, to collect drinking water in rural areas; if access becomes easy then their energy can be utilised for some other productive work. It could lead to women's participation in the labour force and bring revolutionary change in the division of labour in the society.

Hence, access to clean water is a developmental necessity for an individual and a necessary right of any citizen as mentioned by Honourable Supreme Court of India

while expanding the scope of Article 21 of
Right to life as mentioned in our Constitution.

These incremental and small changes
in the lives and livelihoods of the people
when combined together have an enormous
potential to transform societies and economies.

This potential was recognised back
in the ancient time where when kings tried
to bring more and more rivers under their
control by the expansion of Empire.

Current dispute regarding the water
of the River Kaveri between Karnataka and
Tamil Nadu highlights the importance of clean
water in economic and societal transformation.

Access to clean water transforme society
from its very root - The healthy individuals.
These healthy individuals with increased working
capacities and availability of water for agriculture
transforme barren land to a producer of foodgrains.
Self sufficiency comes through the access to
clean water.

A socio-gendered angle also comes
to play when access to water is considered in
rural areas. Women who usually draw water,
if relieved of this duty can become a productive
labour in the economy. This raises their status
in the family and society as a whole.

Transformation of economy follows
a cascading effect by the access of clean water.

Clean water turns a healthy individual which when imparted skills forms human capital. This & The decrease in diseases reduces the out-of-the pocket expenditure which saves money with people for other productive purposes. At the governmental level, decreased medical burden relieves fiscal muscles for better services. Women's participation and healthy workforce increases the number of man-days of work increasing productivity. Hence, a small intervention can help transform economy.

Access to clean water has other economic angles too like increase in irrigated agriculture, generation of hydroelectricity, development of cheap transport systems, etc. Hence, an early stage intervention of cleaning the water provides

benefits in every sphere even unimaginable.

Hence, a holistic development occurs if one has access to clean water, both at individual level and at National level. It is very important to clean water resource at an early stage because this though costs ^{more} ~~less~~ but is dramatically less than the other socio-economic costs involved at the later stage.

The importance given to clean water access is that it finds mention in Sustainable Development Goals (2015-2030). It envisages a right of people and the duty of the state to provide clean water by 2030.

Considering the importance attached to this, India has been a long term advocate and has tried various programs

towards this goal. Cleaning of rivers, that forms the primary source of freshwater has been on Government's annal since 1980s.

Presently, programs like Narmadi Ganga and Yamuna Rejuvenation Mission shows the commitment of the State.

for provision of clean drinking water, India has been acting proactively through its National Drinking Water Mission and distribution of chlorinated Tablets in rural areas. These interventions show an immediate effect of less prevalence of diseases but the larger result is visible after a long time as a healthy, productive reformed socio-economic Nation.

Access to clean water depends not only on State's interventions but also the behavioural aspects of people as a whole. Hence a massive

campaign needs to be launched to make people change their behaviour of polluting the water bodies. A good start towards this has been made through Swachh Bharat Abhiyan which induces behavioural changes along with cleaning of water bodies.

This transformation in Governance and Behaviour can lead to a massive transformation of not only societies and economies but also of humans and animals alike.

It is imperative to clean water bodies ~~for~~ ^{on} humanitarian grounds

eg: Crocodiles are dying due to polluted rivers

eg: Babies are dying due to cholera and dysentery.

Therefore, to preserve our natural wealth

and to create a strong healthy society ,
access to clean water is a must for
citizens to ask for and Governments to
provide for.

SECTION-B

2. Conventional Media and Social Media :
competitive or Complementary ?

Society evolves on the crutches of Technology. Technology evolves and then the medium of exchange, communication and life changes. Initially, when anything is evolved it is often deemed as competitive but later on it assimilates with the older one to be complementary before completely replacing it.

Conventional Media like Newspapers, Cyclostyled Newsheets, Television, Radio, Magazines, etc when evolved were very revolutionary it itself.

Conventional Media's power can be gauged by the fact that after Portuguese invented Printing press and Bible reached to masses, entire Europe experienced Renaissance. Then this technology evolved and spread to parts of the world causing large scale changes.

In Indian context, Conventional Media was instrumental in National Movement. Newspapers like Amrit Bazar Patrika and Punjab Kesari evolved to opinion makers by making citizens aware of the colonial injustice. underground radio services also united people for overthrowing the unjust rule. Hence, the conventional media with original fearless journalism changed the landscape of Indian minds towards self emancipation.

Gradually the technology evolved and

there came the era of social media which is a complex bag of interacting platforms, websites, blogs, etc. This new way of communication is now revolutionising the way people interact.

Social media is also evolving as a power to change and formulate people's opinions. With quick reach, it has resulted in fast social mobilisations as seen in Nirbhaya Case 2014, Ice bucket challenge 2015, etc. Rapid mobilisations and making-breaking of image forms the two important premise of social media interactions.

In the fast paced world, quick news bites of interesting events has become the choice of the young generation. Younger people

are now often connected through smart phones and social media. Interesting news items are provided instantly without any payment of extra money. This quick free grab ~~is~~ is increasingly becoming the mainstay of the news consumption today.

Social media platforms have provided a way to articulate opinions instantly over almost anything and that too hassle free. In a youthful country as India where more than 75% of the population is below ~~25~~ ^{age} 25 years of age, these social media platforms provide a quick way to connect with friends and the world as whole.

Social media has become the platform for virtual mobilisation over any issue wielding power to the levels that even Government is

turning out to social media for its views
articulation eg: Most Government departments
have official Twitter handle.

Governments are also turning towards Grievance
Redressal through social media mobilisations.

eg: Twitter sewa launched for Railways and
External Affairs ministry.

Hence, increasing penetration of
Internet is gradually increasing the power of
social media as a quick-alternative way of
views absorption and articulation.

Increasing consumption of social
media by the new generation and the news
of shutting down of many old newspapers in
the U.S., has fuelled the question that is
social media competitive or complementary to
the Conventional media.

At a superficial glance it seems competitive as the increasing consumption of social media has decreased the circulation of newspapers in accordance to the growth in the population.

But a deeper level analysis shows it to be in complementary relationship. Though people are turning towards social media for every small articulation yet the trust is still held by the Conventional Media.

Conventional media provides original journalism on which social media articulates opinion. Always social media mobilisations are on the well thorough researched knowledge base provided by ~~the~~ conventional media. Hence, social media has no independent existence beyond conventional media.

However, in this dynamic world, conventional media also needs the help of social media for quick mobilisation of opinions.

The active civil society and state on social media forms newspaper of the Conventional Media. Hence, conventional media takes the help of social media for its wide journalism. Social media helps conventional media to get news stories from all corners of the world.

In a primarily rural country like India, conventional media still holds sway due to its wide reach and accessibility. The spread of radio, newspapers, television in the countryside provides news and entertainment to masses out of the reach of internet platforms. Hence conventional media holds strong roots with masses of India for its reach and

authentic journalism ..

whereas, in the cities, fast life has
resulted in Social Media consumption increase.

Social media has brought convenience .

eg: TV shows now played on 'Hotstar' at any
desired time.

Hence social media is evolving as a tool to
formulate opinions, connect people instantly.

The complementarity between both
the forms of media is primarily due to
a parasitic relationship of authentic journalism
and wide information base with whole
world turning self journalists. It forms
the link between the connected masses
and the ~~new~~ hinterland.

The complementarity shared is reflected by the popular radio program 'MANN KI BAAT' where conventional media is used to connect with people/masses. Its discussions and opinions along with suggestions all are done in social media.

Hence, Conventional media though on decline and Social Media though on rise, currently share a complementary relationship not each having a dedicated reader base and connected masses. It might gradually evolve to a competitive and predatory one ~~too~~ in long run but presently with Newspapers coming online show that the interest in conventional media has ~~not~~ gone down much thereby shares a COMPLEMENTARY relationship with Social Media.

Section - B.

②.

Anything evolving new - seen as competition, eventually complementary.

C.M.
- NP
- TV
- Radio
- Magz.
- Pated
- base high
- mobilised ppl earlier.

SM
- website
- platform
- Blogs
- base small
- mobilised ppl now.

eg. Nishkanya outrage - CM - rural outskirts
SM - immediate protests

eg. Ice bucket challenge - SM ✓

eg. Punjab Kesari (1984), ~~cast~~

Indian Opinion
Bengal
during
Nat. movt.

CM - Tech
- revolutionary change, printing press se evolved in Portugal.

Print changes in Europe Renaissance
- gradual spread & evolution

Nat. Movt. Indian Nat. movt - Opinion. Moderates
Gandhi - pamphlets, radio,

eg. Anust Bazar Patrika - overnight change.

• Came internet - Tech change
- gradually social media

• SM - Tech
- again rev. - virtual world
- immediate mobilisation
- civil society's reach
Nishkanya
Ice bucket

• Seen competitive - non original journalism
- half researched knowledge
- NP readership & SM news feed free
• But complementary - Hindu, BE - launching online version

*
- countryside spread - CM
- across edu sch - SM
- hence
NP - general audience
TV & YouTube
still makes choice
Youth

ending
- magz + blogs
subscribers

• "Mann ki Baat"

connect of

CM + SM.

to quick opinion
generati
breach.

①

ROUGH STRUCTURE

- Clean water forms the base of good health
- Conventional, drawn by ② — their lines change
- Life change — children — better human capital, cognitive devt.
— adults —

• Clean water — SDG
Int'l — MDG.

Indian — Nat. Drinking Water Mission.
Nat. — chlorinated tabs distribution.

Community — MGNREGA works

Individual — health — drinking — hygiene — cleaning
Access — time — energy — crime against ②

① Intro

- Clean water needed — Ancient civiliz. devt.
- Arthashastra — Swage duty.
- Present Govt. progs — Narmada Gange.
— Yamuna rejuvenation.
— Clean drinking water mission
- Int'l — SDG, MDG

reflect the need.

②

Need for clean water

• Health — drinking
• Hygiene — cleaning

③

Change life

healthy — human capital
less diseases

Problems / disease

- eg: Cholera — water spread.
- eg: Minamata spread.
- eg: Parasitic worms transfer.

④ Transform societies

- other employment
- healthy ppl
- diseases ↓
- agri ↑, income ↑

⑤ Transform eco

- less expenditure on diseases
- out of pocket expenses
- productive humans
- ↑ no. of mandays for work
- agri households — cost
- transport
- electricity

⑥ Change livelihood

energy, time for other purposes

⑦ Current water waste — indicate

its imp. eg: TWSRaka for Kaveri.

can transform society!
eco.