

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

PART-A

INDIAN MEDIA - A representative of Corporate interest or the fourth pillar of democracy?

During India's struggle for independence, Indian media played important role in infusing sense of nationalism among masses, and uniting "diverse India" through increasing awareness. In post-independence era, media became voice of voiceless section and acts as watchdog over actions and decisions of government and private sector. As a result media got status of fourth pillar of democracy apart from other three - executive, legislative and Judiciary. However, in recent times 'this organ' got infected with some disease like becoming mouth of corporate group as a result

independence and credibility of media got affected severely.

Media - a representative of corporate interest

It is high time to analyse why media of India often get label of representative of corporate interest. The first and foremost reason is financial needs.

To run a organization, a channel or printing newspapers, magazine etc need enormous amount of resources especially financial. Most of the time, they are dependent on big business houses for donations or many media houses are owned by big business groups. As a "reciprocity" these channel have to compromise with content they represent.

Similarly, it have gave rise to selective coverage of news, hiding facts with respect to news related to owner corporate group controlling media channels. Some aspect of reality is shown and some time negative aspect are not highlighted or modified.

A related aspect to it is "image building" where media is being used by business and corporate houses for singing song in glory of personalities who own these business group. Opinions are pumped into throats of masses.

Similarly, media is being tool for corporate rivalry where one corporate house through media

try to defame other renal corporate house. In name of "investigative media" corporate house are often blackmailed as a result media ^{agents} are becoming "information traders".

In addition to this, corporate and political nexus is using media for their interest. Corporate groups needs that political class which would help them after winning election, as a result media groups, in term of their, ideology, aligned with as per directions of their corporate bosses. This has resulted in paid news, propagation of particular ~~ideology~~ ideology. This has led to "manufactured public opinion" which in violation with fundamental right to freedom of expression

as people are not getting unbiased information.

Similarly, in search of profit media house are forced to scandalize news, and selling news - as a 'item' for TRP. This has resulted into "insensitive media".

Indian Media: Fourth pillar of
Democracy

India media has various social, economic and political roles.

One such role is educating mass and increasing awareness level among masses with respect to government action, policies and schemes. Educated citizenry is empowered to ensure accountability of government officials.

Apart from this, media itself has a role of watch dog - to monitor actions, decisions of government and its organization. ^{By} keeping an eye on private-sector players. It help in highlighting deficit of corporate governance. Various corruption cases has been exposed through media's activism.

Similar to this one important role of Indian media is giving voice to voiceless section in democracy rule with principle of number. As a result many times groups which lacks number/numerical strength get sideline. media; thus, helped those, by highlighting their issues and concern.

Thus media is helping in strengthening of democracy. Media has proved its role in social change and social reforms especially before independence various social reformers like Raja Ram Mohan Roy, Ishwar Chandra Vidya Sagar etc used magazine and newspaper to address social evil like untouchability, women rights, ^{violation} widows atrocities etc.

Similarly media in contemporary society is one of the important tool of socialization and value education - when media rewards hardwork, honesty, integrity etc then it helps in value inculcation of, especially, youth. Therefore it can be used for fight against corruption climate change, violence against

women etc. Media is like a social movement, where it takes different issues and construct public opinion and fight against them.

Suggestions

When an organ gets disease, ^{then} there is a need of medicine. Similarly, Indian need media a vital organ of democracy and society needs some corrective steps like- strengthening of Press-Council of India by giving more teeth to it and making it answerable to parliament. Self-regulation by all media house can be a significant step to maintain sanctity of this pillar.

Apart from this, there should be efforts for

increasing transparency in media house funding. All organs of governments are under continuous monitoring but who is monitoring media? that need to be answered through auditing their accounts and auditing of corporate house by independent auditors. As media has potential to affect whole society, therefore their accountability can not be ignored.

Therefore, media houses and channels can be ranked in terms of transparency by ^{an} independent authority / NGOs etc. It will ^{being} focus on media ethics; not just TRP.

Government can give effective freedom to its "channels" this will have domino effect on other channels and corporate houses.

If government official media provide "neutral-news" than those who are providing biased will get sidelined. Therefore strengthening ^{this} one will lead weakening of evils.

To sum up, one can say that media has serious role in democracy. It help in realisation of fundamental rights, human rights etc. Media traces its right from article 19(1)(a) freedom of expression and also strengthens this right. It is unifying force among diverse Indians. Therefore it is essential that it should be independent and autonomous with some sort of checks of and balances as other three pillars of democracy are entertwined with such checks and balances.

Section - B.

Corruption-free status: can India
dream of achieving it?

Indians are facing the worst epidemic called as corruption. This disease has infected almost each and every organ of government, and society. Not a single year pass without any corruption cases.

India media and judiciary is filled with corruption related cases.

Its widespread presence and longstanding presence often create a suspicion whether we can get rid of it or not?

Corruption free status is desire of almost every section except those who are beneficiary from it. Therefore it is needed to

analyse symptoms of this disease and then what could be possible actions and remedies to deal with it?

Simple definition of Corruption is misuse of resources, power or both. It result into denial of goods and services to those who are legitimate owner of those. It affects quality of goods and services like affecting quality of fly over may result in mishaps. Thus corruption can result in man-made disaster. It, also, affect welfare as limited financial resources are misappropriated and diverted through money laundering and black-money.

Thus it is needed to find reasons (causes) and of corruption and their remedies.

The first cause of corruption is lack of transparency and adequate laws and regulation. In India there are too many rules/laws it increases ambiguity loopholes which hampers transparency in government actions and decisions. It is misused.

Therefore one need to simplify rules and acts, ensuring accountability of those who hold positions.

Example - Strengthening Prevention of Corruption Act (POCA) 2013, and effective-implementation of Right TO Information Act 2005 could be one way to deal with it.

Similar issue with respect to transparency is relationship of Political masters and Administration which lacks transparency especially in terms of transfer, posting and promotions. If these relationship is governed by clearly laid down laws then corruption's flow through nerves of society can be choked. In this regard one step could be effective implementation of 7 directives given by Supreme Court in Prakash Singh case with respect to police reforms.

Apart from this, if honest and law obedient persons are placed at top of bureaucracy it will have trickle down effects

Thus political leader with clean-image and high ethical values should be given important position in cabinet.

Another important cause of democratization of corruption is its ^{high} presence among lower-level bureaucracy, which is the first point of contact for masses. As a result masses are worst victims of this as they have deal with bureaucracy in their day to day life.

This lower-level bureaucracy is facing various problems like- inadequate remuneration and facilities, entry-level recruitment test and poor often victim of corruption. All result into recruitment of personnel who have low values

and morale. Along with this they are forced to follow - just or unjust - orders of superior. They do not voice.

In this regard, the need is to provide humanistic treatment to these employees uniform of government housing, increasing their pay as per inflation level of city where they are posted and also nature of work.

Along with this, enforcing Citizen's charters in every government offices and department, strengthening Grievance Redressal mechanism, and passing Right for time bound delivery of service and goods, can be serious step towards

curbing corruption. This will
strengthen demand side i.e. citizen's
empowerment.

In present scenario, various
services are provided by private
sector like Telecom^{services}, coal mining etc
as a result there can be chances
of public-private collusion like
happened in 2G & Commonwealth
game scams etc. Therefore efforts
should be made to increase
transparency between public and
private relations.

Example - Public - Private Partnership
is one such tool which is used
for service delivery or construction
etc. Therefore use of e-governance
tools, auditing PPP project by
CAG or ^{other} independent auditor, open-

auctioning of natural resources like coal, spectrum etc can be useful in preventing unholy nexus of public officials and corporate groups. It will also help in increasing faith of masses over public and private players.

Another related issue is money laundering and easy escape for offender from one nation to other. Thus it need a serious effort at international levels.

India can use platform of United Nations, G-20, BRICS-summit, ASEAN etc. In recent past, India's political leadership has raised voice over it.

Apart from this India can revise Double taxation and avoidance Agreement (DTAA) with countries who are tax heaven and destination of black money. India can enter into agreement for information exchange with other countries

However, all these efforts can ~~not~~ create positive impacts if at societal level various reforms are done. First need is to have strong public opinion against corruption. If wealth is getting respect but means of achieving it is getting sidelined then it will increase aspiration for having money and more money.

In this regard, socialisation should have focus on value inculcation and schools should focus on value Education. Parents and education curriculum should reflect Indian values like Truth, non-violence, APARIGHRAY, honesty etc. As Gandhiji said there is enough for enough need but not human greed. This should be taught to ^{everyone} youth especially as they are future of India.

Similarly increasing consumerism has resulted into desire of getting things by hook or crook. Youth should be taught to understand gaps between capability and aspirations and they should be trained

for that.

To sum up one can say that corruption is social evil and it is one of the worst form of violence without weapon.

Being its global spread and large scale presence it can not be wiped out by one organ of society. Instead it need cooperation and collaborated efforts from Parents to schools, from executive to judiciary, media, corporate houses etc. Achieving corruption free status is difficult task but it is not impossible, even impossible^{task} are achieved by India in past. If every Indian has dream of corruption-free status^{then}, no other thing can prevent us from achieving it.

