

Roll No. _____

ESSAY

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).

Name Abhishek Khanna

Mobile No. _____

Date 16-08-17

Signature Abhishek

1. Invigilator Signature _____

2. Invigilator Signature _____

Remarks

Strengths: You gave good introductory and good conclusions. The body of the essay had also seen many dimensions.

Weaknesses: The language used you use amp. to express your views are not of simple in nature. At times they may complicate the meaning, simple way of communication is always appreciable.

Suggestions:

Suggestions provided inside may be looked into.

You can improve with little efforts.

SECTION - A

1. Many men go fishing all of their lives without knowing ~~what they are catching~~ after.
2. The material world is simply an expression of the mind.
3. The higher we are placed, the more humbly we should walk.
4. Sports and Competition do not build character; they reveal it.

SECTION - B.

1. Consumerism kills 'culture' with overproduction and heightened sense of need, established by the marketing.
2. In the era of post truth fact depends entirely on the power of man who can fabricate it.
3. People 'over-produce' pollution because they are not paying for the costs of dealing with it.
4. There are not enough jails, not enough police, not enough courts to enforce a law not supported by the people.

THE MATERIAL WORLD IS SIMPLY AN EXPRESSION OF MIND

"I think therefore I exist!"

— Rene Descartes

This proposition of Descartes clearly indicates that thinking always precedes material existence

To conceive an idea of existence of something you need to have a thinking mind. If a person is not capable of thinking and judging the material life surrounding him he is often labelled as lunatic and mad. The reason for such a labelling is inability of individual to understand material world and express his ideas; lack of ideas make material world non-existent and troublesome for that person.

Looking into human history if we try to draw a conclusion it always comes out that thought ~~is~~ always precede

Remarks

action. Human beings are essentially rational and they are capable of altering material life surrounding them; this is why humans have evolved as most superior species. It is our thinking mind that has changed our material existence. ✓

The essay will try to capture the evolution of ideas and material world indicating precedence of one over other; it will focus upon human behaviour and animal behaviour; how most of the revolution in world are preceded by fast changes in ideas of that period. It will look into Dialectic of Ideas which precede in form of thesis - antithesis - synthesis and so on. Essay will also touch upon counter thesis of statements which state that material life is what shape human behaviour and not vice versa. ✓

Remarks

Even the thinking process is dependent on what we perceive from the outer world.

What is material world?

Before analysing role of ideas in making of material life it is imperative ~~upon~~ to define material world. Material life is everything that is tangible and have real life existence; It is the environment, economic institution, social institution; which are beyond our mental state.

Thus to put things into material world, it is possible to conclude that machine, technology, food, state, family ^{religion} etc have material existence.

✓ This material world is making of human mind and human is only a creature ^{who} ~~which~~ have been capable of contrasting and altering the nature to make material life; this clearly differentiate us from animals. ✓

Thinking power

Man as a thinking Animal

Animal life is driven by only three instincts i.e. eat, sleep and procreate.

Remarks

but human being because of inherent capability to think logically has been able to reason with nature and transform the environment around them. | Though we might share ancestry with chimpanzee as per Darwin but our capability of thinking greatly set different path of progress and development for us. | ✓

This revolution succeeded revolution.

creating
out of
Thinking
power

And today we talk of artificial intelligence, driverless car, internet of things and Fourth industrial revolution; but preposition remain same that our ability to think and create things is shaping our material life. | As a thinking being we always strive for best and as long best idea is not achieved paradigm keep on changing. ✓

#

TRACING HISTORICAL DEVELOPMENT OF IDEAS

Human civilisation has passed different stages of revolution and through different

Remarks

course of change if I have to quote Alvin Toffler
 (writer of Third wave). So from neolithic revolution
to industrial revolution to information technology
revolution and now industrial revolution we have
 been able to make progress because of our inherent
desire to improve our material world. ✓

This desire to improve material
 world is product of mind and it is our
 mind which works upon to invent things, to
 organise things so innovation succeeds innovation,
idea succeed ideas; every thesis (proposed idea)
~~find~~ its antithesis (counter proposition) and this
 produce synthesis which in some period of time become
 theses and make continues. ✓

Beginning with discovery of fire and
making of nitre to making of big machine &
industrial equipment and later small machine
with big capabilities (supercomputers) and
intelligent machine (robots) it is our mind

Remarks

that has helped us to observe and act.

Paradigm changes and role of Human mind ✓

European modernity was perhaps one of the paradigm shift in human history which resulted into changing course of human history and Europeanisation of world. But if we ponder deep on what caused industrial revolution, French revolution, scientific revolution and institutional revolution answers will naturally come Renaissance and age of Enlightenment. ✓

It were the idea of human perfection, liberty, equality, humanism, pursuit of happiness given by thinkers like Locke and Hume. One careful examination we will find that every revolution in human history has role of some ignited minds, Rousseau, Voltaire, Thomas Paine, Benjamin Franklin, Mahatma Gandhi to name few. ✓

Thus there is no denial in fact that material world is shaped by human mind. ✓

Remarks

Good analysis

Control over ideas to control institutions

Be it historical cases or contemporary times every dictator - to consolidate its power on public institutions, economy and state, religion i.e.

(material world) to try to control the ideas of people by massive indoctrination | Be it Napoleonic education in France or, Department of Propaganda during Hitler's

line or idea of America First today; people use ideological apparatus to divide people, to ignite people and to charge people as they are unaware of the fact that control over mind is

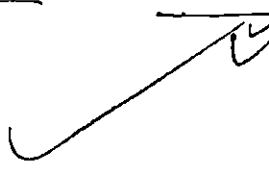
try to connect them things. stuff well.

key to control over material resources

Religion was one of the important tool to control human in fact as it included the idea of divine right theory of monarch rule; idea of 'Karma'; idea of fatalism thus human

happily accepted their poverty, suffering, misery and even war of glory as they were their mind was injected with ideology || So poor

Remarks



material condition does not bother people much as long as they enjoy mental satisfaction ✓

Misunderstanding Present Context

In our present world order, institutions like parliament, text like constitution & enjoy credibility as they have public support. Thus people's mind of believing in ideals of equality, secularism, democracy, rule of law provide credibility to material world. ✓

Moreover, modern technology, innovation like driverless car, all are driven by human mind. Many line of ideal that are presented to people by controller of material world are not realised. human mind ask people to go for protest, movement, agitation. For eg - when laws, constitution, state (material world) fails to guarantee equality to women, Dalits, Black & other mind create idea of revolution and they go for

Remarks ✓

Collective mobilisation ✓

Similarly, if ^{you} look ^{at} on this in context of environment movement and tribal movement we will find that failure of material world in providing clean, healthy environment motivate people to go for protest. ✓

The trouble of our time with regard to problematic material world full of violence, war, refugee crisis, conspicuous consumption, gender violence, rise of terrorism (ISIS) all are results of crooked thinking process. Infected with ideology of patriarchy, Jihad, fundamentalism, bigotism, One or upmanship, idea to achieve hegemony result into unbalanced development and hence troubled material life. ✓

Impact of Material World on Human Mind ✓

It is often said that in order to think man need to eat and in order to eat

Man need to produce thus first historical
act is production of material life & Thus people
believe that it is material life that shape
human mind not vice versa ✓

This idea of economic determinism can
be partially true as our environment, culture
beliefs surely play an important role in our thinking
process. Because of this reason we have different
stages of development in different part of world.

Material life exercises control over our mind
as a tribal hopper with his forest life need
aspire for modern technology. And a person
born and brought up in western society always
value individualism over collectivism ✓

Similarly, existing stage of materialistic
development remain an important parameter in
innovation by human mind perhaps this is why
most innovation today are in USA (or) Japan.

Remarks

How our Material world can be improved?

"Let noble thought come to us from all side"
— Rigveda

To make our material world free of violence,
discrimination and inequality. a lot work need to
be done. This work will not begin from
material life rather it will begin from shaping
our mind.

It is often said that child mind of child is
naturally active, our only task is to teach
him how to think. here education can play very
important role. so other than focussing upon
technical education and rote learning we must focus
upon value education. If a child is taught value
of respecting human dignity, value of conservation
value of creativity and questioning, value of humanism.
he will always strive to make a material world
full of joy and prosperity. Thus way to
solve problem our material life lie in our

Remarks

Capability to control human mind | In such
troubling time of war, crisis and emotional
challenge. I am reminded of Nobel laureate
Rabindranath Tagore who once wrote that: -
"where mind is without fear, head is held high,
into heaven of such freedom let O my father,
let my country awake" ✓

So if a country wish to make a free world
a material world with equality and prosperity
mind should be given positive freedom and value
education. ✓

good attempt ✓

CLARITY OF
THOUGHT
EXPRESSION
IS
REQUIRED ✓

The essay is basically about Perception & how people perceive
differently. Two persons watched a movie and they have
expressed different views. On war people differ - one group
will say that WAR is bad, it causes loss of lives. Other group
say that to safeguard and tell others that you are strong
WAR is necessary.

Other Dimensions: ① Capability Approach ② Theoretical

Remarks
support ③ Transcendental Approach of GEGTA / BUDDHISM; MAYA.
④ Conflict Resolution.

Consumerism kills culture with overproduction and heightened sense of need established by marketing

Flykart "Big Billion Day Sale", Myntra "Independence Day Sale", "Diwali offers", Festivities Bounties; more than "80% discount on your favorite brands"; these are the some of the message which flood your mail box; circulate in print and electronic media and found on hoarding in roadside. A person is bombarded with so much information; brand image by marketing technique of e-commerce site, global grants; that he forget his real needs and run after artificially created need. Such an heightened sense of need result into unknown consumption as ^{individual} you run after "big discounts". This consumerism is killing our culture and resulting into overproduction as needs are culturally created by marketing.

Remarks

It is often said that more you consume; more you have temptation to consume and less you consume; more you feel sense of deprivation; this deprivation again take you towards more consumption. Thus over-consumption form of a vicious cycle of consumption and production. ✓

The essay will try to analyse the new wave of consumerism driven by heightened marketing, by looking into cross cultural dimension of consumerism; understanding the impact of culture on rural and urban India; reason for conspicuous consumption and impact of consumptive behaviour on our culture and way of life. It will how a cycle of high demand, high supply destroy of culture of small scale manufacturing and local consumption. ||

Good Intro

Remarks

Globalisation and its role in Consumerism

In 1999 India opened its gates for global investor, exporter and entered into a phase of market economy where force of demand and supply will decide what to produce and what to consume. || Thus global economic giant founded a new aspirational market where a consumer's behaviour can be manipulated to reap perpetual good profit. ✓

Globalisation has facilitated integration of economy; and the large Multinational Companies (MNCs) today can access any part of world with help of FDI and can ~~etc~~ shift manufacturing base to country with cheap labour and favourable policies. This cheap access of ~~the~~ production has increased production further fuelled by new market demand created in developing world by marketing and advertisement. ||

Today many social theorist label

globalisation with McDonaldisation and Wal-Martisation as these American giants have expanded their chains in almost every corner of the world. People rather than being driven by hunger and real consumptive need get driven by brand consciousness and status consciousness resulting into conspicuous consumption.

and result

Industrialisation, Urbanisation and the Westernisation have led to

Contradictions and a dent on

The richness of cultural

Globalisation has resulted into homogeneity of market, homogeneity of thought and homogeneity of direction of development and homogeneity of thought result into death of diversity; one direction to development hinders growth of civilisation and limited diversity kill a multicultural society.

Dyeing Traditional Handicraft and ^{Khadi} Cottage Industry
 Our traditional handicraft built into the skill of artisans who passed their knowledge

Remarks

Some reports in FRONTLINE Magazine indicate that through internet the
10 DESI designs of KHADI & KALAKARI etc attracted the foreigners
and they are getting orders. Those who have migrated

GS SCORE

from generation to generation are losing their
glory. ~~As~~ Today we no longer find
hand made daries, Odhnis, ivory works, wooden
craft items etc because traditional artisans
do not have advantage of marketing and advantage
of scale. ✓

The nearby
cities / towns
are being
requested
to come
back
they got
lot of
work

Though our consumption is increasing but
consumer prefer to go to big shopping malls,
global food chain stores are more recently
mobile store of amazon and flipkart because they
offer everything under one roof. But this
everything under one roof misers our local made
product and neglect traditional craft. ✓

Khadi has lost its old glory because
consumption of clothe is brand centric and people
~~find~~ find khadi ^{expensive} costly over machine made
products. Thus we are losing our culture of
self made goods; hand made goods to machine
made goods. ✓

Remarks

#1 Marketism and Relative Deprivation

Everyday a new mobile phone is launched almost every month a company upgrade previous version of phone; same applies to other household electronic items through time varies; this create a sense of relative deprivation among those who have older version if they compare themselves with colleague, friends having latest model.

This idea of being trendy result into conspicuous consumption and this is further fuelled by marketing and branding. Thought apparently it does not give an impression of loss of culture but impact are vast :-

- lost of culture of self sufficiency and limit to needs which is part and parcel of Indian way of life.
- latest gadget take away children away from family & thus destroying our family values and sense of collectivism.

Remarks

market & branding techniques

• Excessive consumption of social media products result into conflict in family and virtual socialisation. which ^{might be} is against our values.

• Consumption of technology reduce our dependence On advice of elders, ^{they now} feel isolated, deserted and lonely.

H Impact of ^{Consumerism} ~~culture~~ on Rural Economy

Rural economy which was relatively self-sufficient today found itself exposed to outside world because of excessive flow of technology and urban sprawl. Marketing and overproduction has impacted the choice of rural people.

Traditional fairs, village haats which used to sell goods to people are missing in Indian rural landscape and so is the culture of gathering in fair, discussing local news, organising Bairagats and tournaments. ✓

Remarks

- any thing can be marketed. The way of marketing is necessary. The BOAT house in Kerala or Japan throughout the world.
- MACHILIPATNAM Kalamkari Hand Print sarees etc are famous in EUROPE. People from EUROPE visit the place.

On this subject we can say that though the concept of NUCLEAR FAMILIES came into existence, the following **GS SCORE**

Village harmony has been greatly impacted by force of market. Market driven growth pattern, and demand has raised the aspiration of rural people and now they are migrating to urban centre to earn more and finally to consume more. This has destroyed our joint family values. (not to the maximum extent)

Greater demand of commercial crops by companies to produce marketable goods has resulted into shift in many parts towards commercial crop production but this production does not care about land quality, water availability and crop failure cause farmer suicide as rising on wave of market led growth they have become enterprising farmer who can not afford to going back to old lifestyle. Demand for branded product and new urban life style reflected in high rural to urban migration.

Remarks

Few people might have opt for this. Remember in this that the farming community never saw agriculture as a profession to LIVE ON. Agriculture is a way of LIFE for

of
rural
connectivity
is not possible
At the time
of SANKRA
of NTR
A.P. in
the 2nd
half of
January
every year.
The
of WHOLE
of HYDRA
is vacant
and me
can play
in A.B.D.
and, mid
to be the
control
Place of
Hydrabad

New Millenia of Urban Poor ✓

Blind copying of western lifestyle, their culture has resulted into westernisation of youths. Today they spend lavishly on branded products; they go for eating out in Starbucks and KFCs but in many case their income might not support them but in order to maintain status and lifestyle they adopt such western culture forgetting our own culture. ✓

One reason for such trend is by marketing technique employed by global food retailers, e-commerce giants etc. This marketing result into needless consumption, overproduction and wastage of resources. ✓

Shopping in Consumeristic Society

At present time when a family go out to buy grocery items, household items

Remarks

Indian Farmers. They celebrate sowing of seeds with a festival. They celebrate and welcome the Paddy in the form of Lodi - in Punjab, Pongal in Tamilnad, Sankranti in MP. Green Festival in N.E and air chh celebrates in their own fashion.

You need to understand bit of Hinduism. Hinduism assimilates the good from every religion, culture and even if the Indian Constitution says that minimum eight Hindus

GS SCORE

is 12 yrs they accept Even in Delhi on festival occasions in willow ladies/girls have their hands colour and the married girls in Bombay

clothes etc; they seldom prepare list of required items instead they believe that store provide all items under one roof they will get reminded of product. This result into unnecessary purchase; great based consumption instead of need based consumption and everytime you purchase product you recall some T.V. advertisement. This culture of sufficiency get transformed to culture of overconsumption

away to a lotter in an 1-17 comp an boy or this is their there is not much harm to our culture

Commodification of women & Racial Prejudice
Marketing not only inject consumeristic value but they also inject value where fair is always shown as handsome; women are depicted in western attire and they are only labelled as modern this ~~not~~ create a sense of exclusion among other and

Remarks

~~They~~ dark people go for purchase of skin
whitening cream; many girl go for purchase
 of western clothes forgetting our traditional
attires. The idea here is not to project
western clothes as bad but problem is needless

All this is
 due to
 good
 economy
 in INDIA

consumption driven by advertisement, discounts
and marketing.

However everything is not so
gloomy with marketing and production based
on demand and supply. (It widens choice
 for consumer, and competitive market
 provide product at best price to consumer
 This also result into cultural heterogeneity
 as judicial mix of west and east
 produce a totally new and culture. For eg
Jeans ~~are~~ with kurta ~~is~~ as more-trendy
dress today.

Remarks

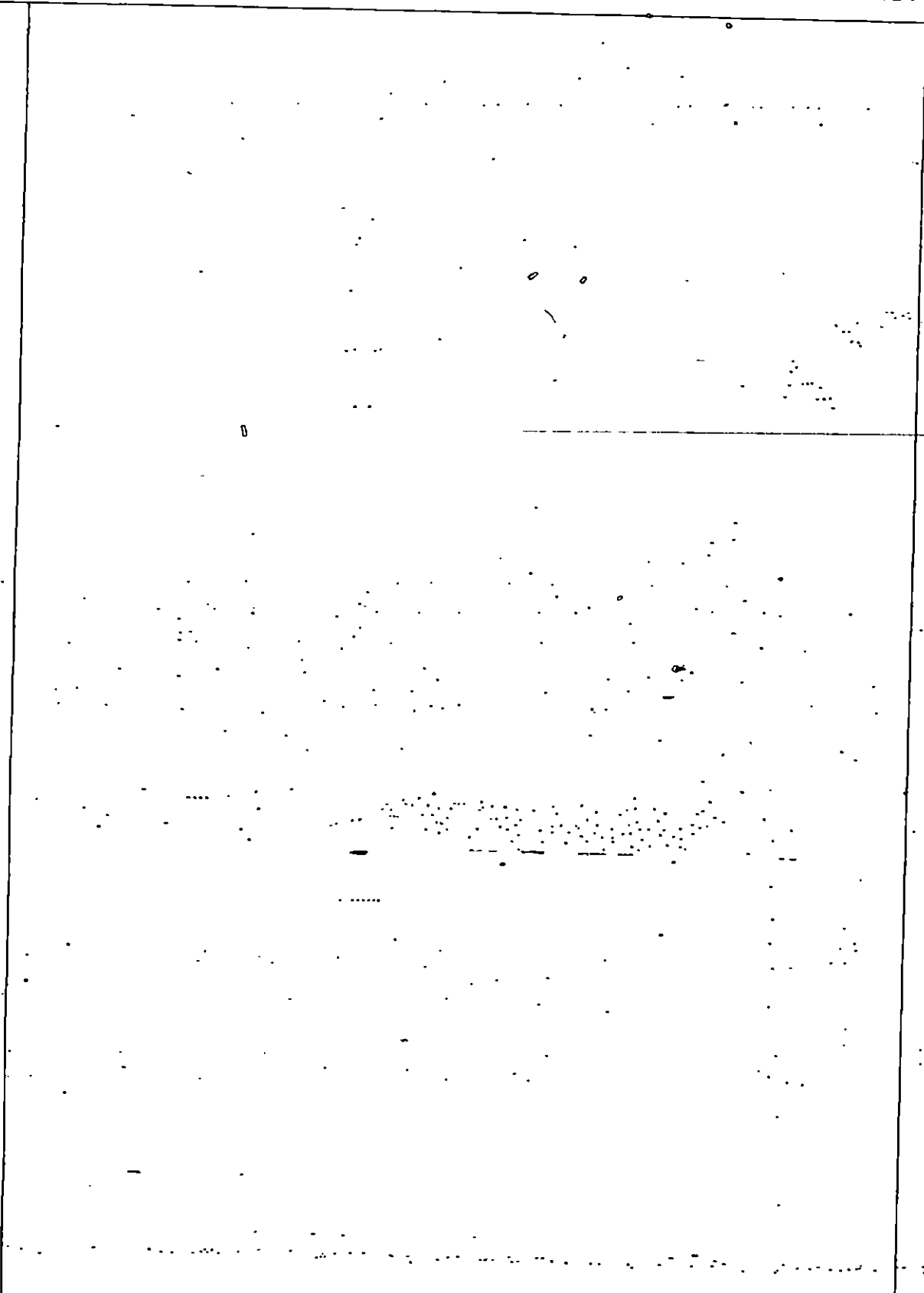
Thus production and consumption is not a much larger issue. The greater problems lie in overproduction and needless consumption which can be controlled by learning value of gratification. Further to preserve local handicrafts, Khadi, Cottage industries government can step in to provide online platform for them to sell their product and connecting traditional artisans to wider Indian and global market.

✓
good attempt.

58

Remarks

GS SCORE



Remarks

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Remarks

GS SCORE

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Remarks

GS SCORE

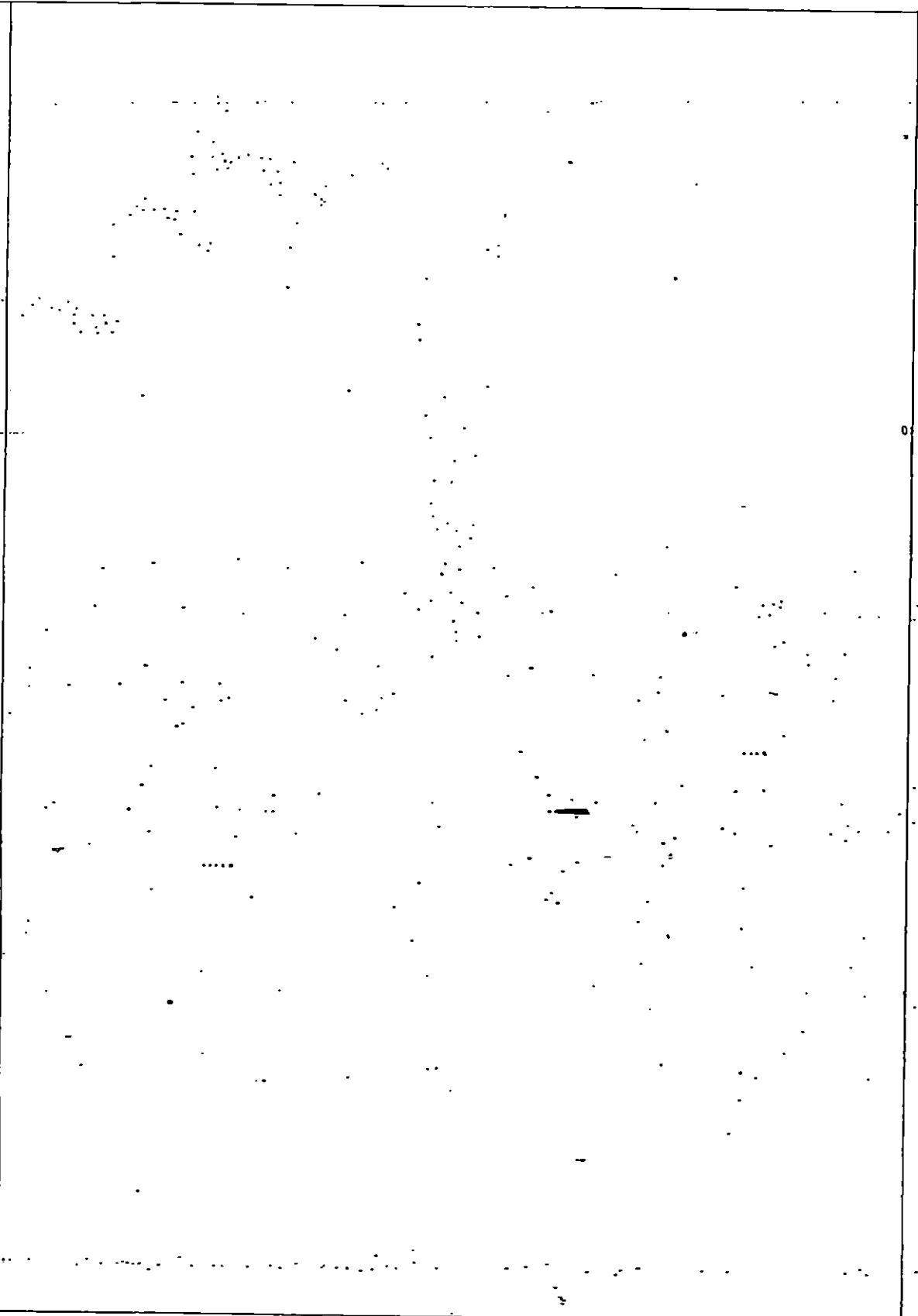
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Remarks

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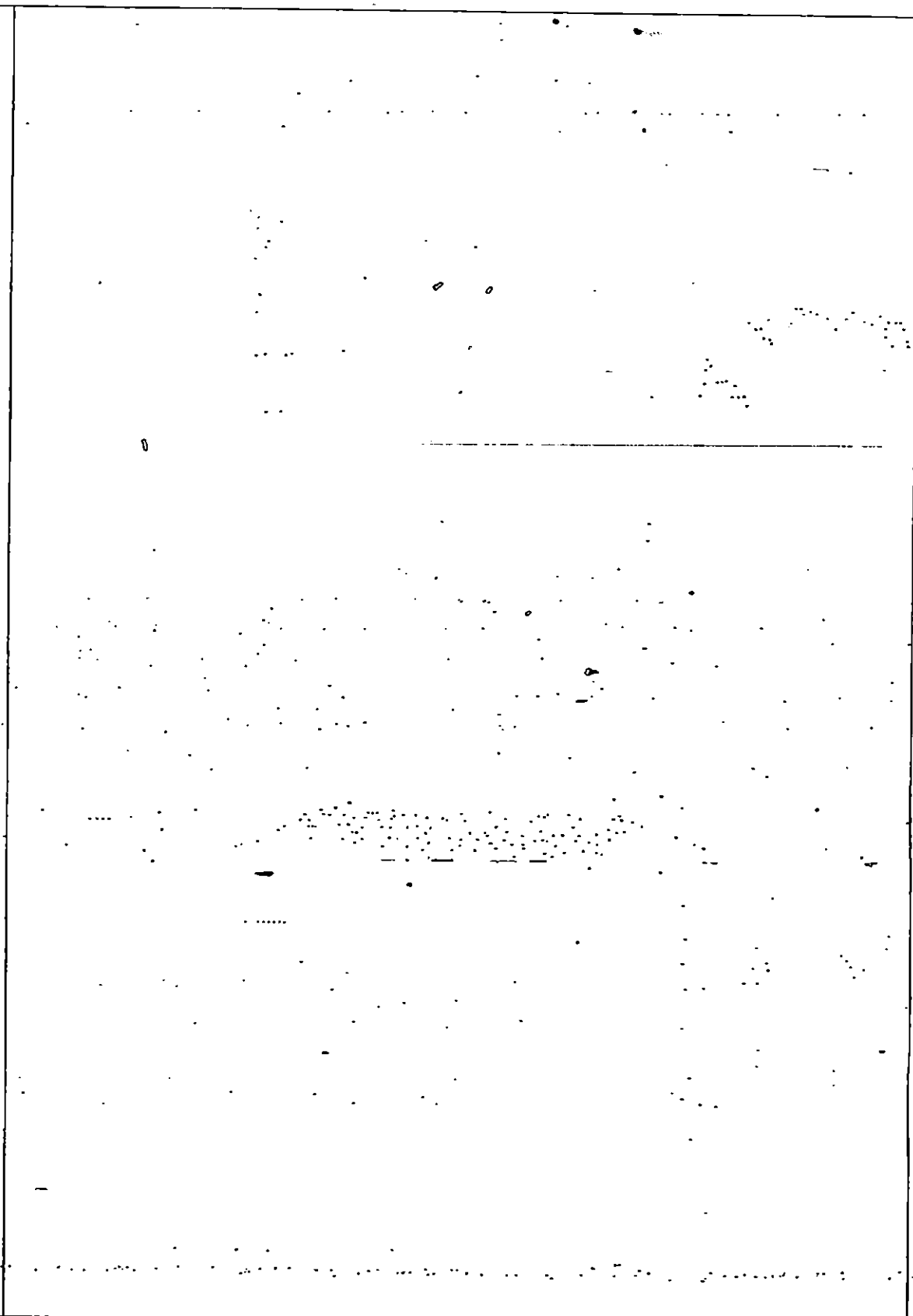
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Remarks



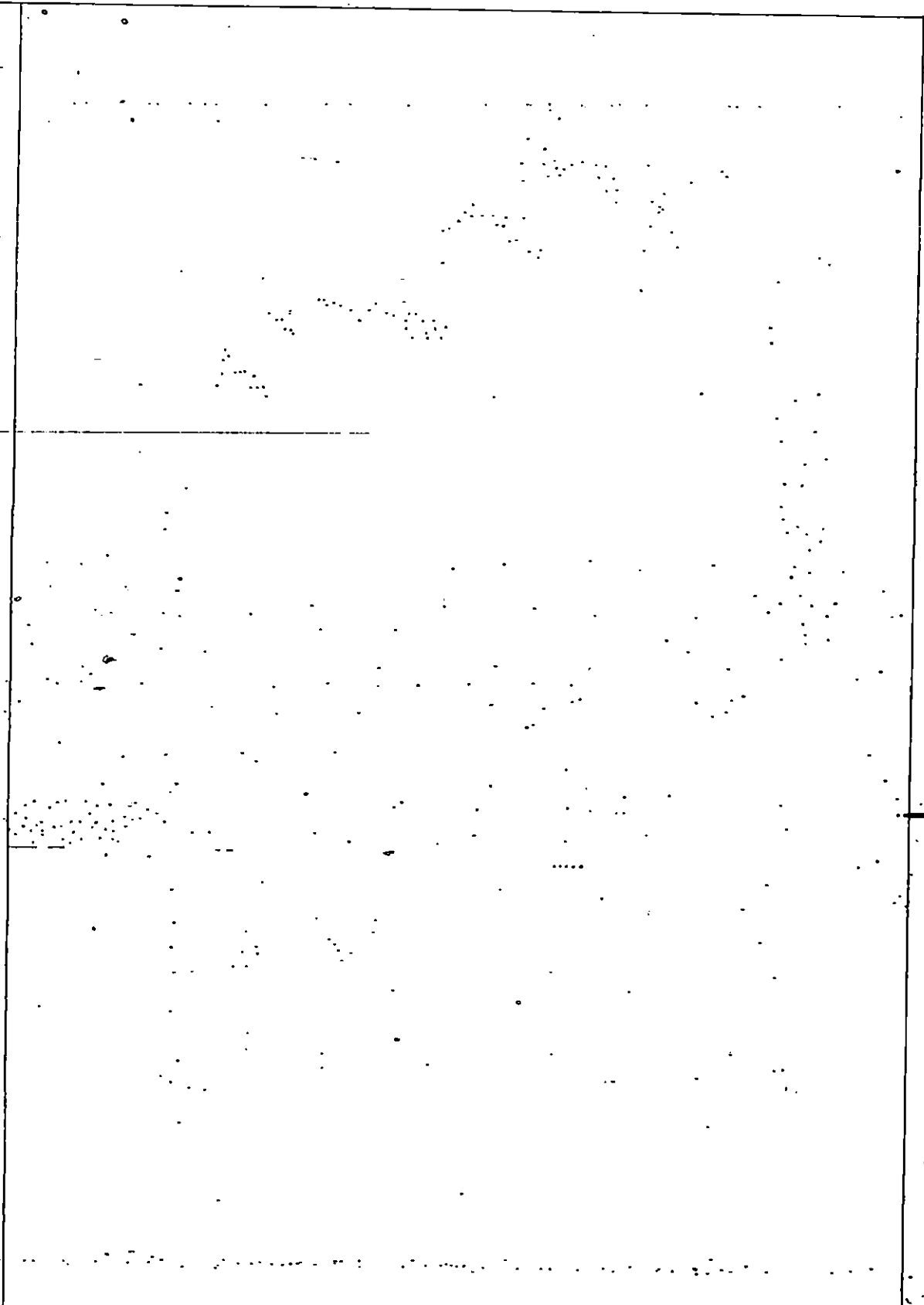
Remarks

GS SCORE



Remarks

GS SCORE



Remarks

Consumerism kills culture with overproduction & heightened sense of needs; established by marketing

Agricultural culture

⇒ culture as way of living

⇒ ~~Industrialization~~ Brand consciousness

⇒ ~~Globalization~~ conscious consumption

⇒ Marketing → • new product every day
• sense of deprivation

Divulge
Postcard
Search

Liability

Status consciousness Society = Lifestyle

⇒ New Millennium of Urban Poor

Village culture = Family division land
working way of living

Marketing
Remarks

Hypercard
TV, social media
e-retailer
⇒ ecommerce

~~College industry (1/3)~~ Khadi culture

~~Awareness of thought:~~

→ One hope! → condensation

Remarks

* } The material world is simply an expression of mind }

• Rene Descartes → begin
Idea → Thesis → Antithesis → Synthesis
⇒ Dialectics of ideas

⇒ with maturity of mind / thought & civilization matures.

• how religion is product of mind?
• why people respect laws, rules & regulations?

⇒ what is material world? # [Thought precedes your action]

~~copies proposition questioned~~

→ by Karl Marx (no generalisation)

how technology has progressed?

① # 3rd wave → Alvin Toffler (medicine, industrial, IT, urbanisation)

② human beings are different from animals

11) Man are biological machine → eat, sleep & procreate
not just

Remarks

→ problem when materialism is treated above mind
(Consequentialism)

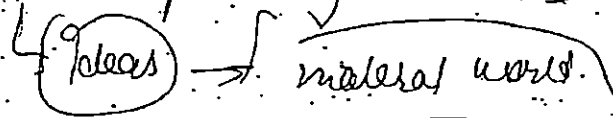
Materialist ~~is~~ Spiritualist

Argumentative Inductions - Sci

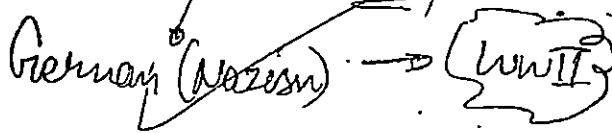
⑤ Our environment does impact our thinking though.
hence our ideas (mind \Rightarrow Material)

• let noble thought come to us from all side

• letting do much preaching about value education?



③ Control our ideas every dictators in world
want to inculcate his ideology.



→ human fear \rightarrow Religion

→ how dimensions are beings done?

② paradigm change

how Enlightenment Renaissance preceded Industrial Revolution

Remarks

- # church reforms preceded ~~control~~ secularism
- # thinkers precede revolution

① Bring it to present time

• Characteristic ideology

• Feminist questioning inequality

✓ Patriarchy shape material world for women.

Theme "Ideas & their rejection act as motor of history"

Why machine can never surpass human intelligence?

Remarks