



Subject: _____

Name of Candidate

Charchit dyaan

Test Code

607

Schedule

16/10/2015

Registration No.

16823

Place

RN

Time

3:00

Module

432

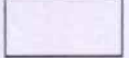
Classroom



Distance Learning



Classroom & Distance Learning



EVALUATION INDICATORS

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

INDEX TABLE

Q.No.	Page No.	Maximum Marks	Marks Obtained
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Total Marks Obtained

Remarks:

Signature of Examiner

INSTRUCTIONS:

1. Do furnish the appropriate details in the answer sheet (viz. Name, ID Number and Test Code)
The Candidate should fill the index table, especially for him/her.
2. In the left margin, she/he should write only question number and in the right margin, nothing should be written.
3. The page number should be coded by the candidate himself and the range of page number related to the answer of the question should be used to complete the index table.
4. All Parts of the questions should be written at one place.
5. No Supplementary sheet shall be provided by the management. So the candidate is advised to accommodate required information within the space provided.
6. The candidate need not write anything in his/her answer that derogates the dignity of an individual or an organization.
7. The candidate should respect the instructions, given by the invigilator.
8. The Examinee has to submit the answer sheet to the invigilator after completion of examination.
9. However, he/she is allowed to take away the question paper.

VISION IAS™

Don't write
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(इस मार्ग में
कुछ ना लिखें)

Time to shift from green revolution to evergreen revolution in India

Evergreen Revolution which is inclusive in terms of social participation, demand sustainable agriculture practices, more focus on ~~the~~ untouch section and crops

Though green revolution was a success and was a immediate booster to production. But like any "booster dose of vaccine" its impact was limited and was for certain time. So now shifting on sustainable practice is necessary.

The genesis to have evergreen revolution lies in green revolution its method and its shortcomings. The immediateness, lack of proper infrastructure at time of green revolution demands a rebirth evergreen revolution.

The green revolution was necessitated by the fact that there was shortage of food and India would be unable to feed its growing population.

The various research of Rockefeller foundation pointed out that explosive growth of India would surpass agriculture production and India will encounter massive death of poor people. This argument was also supported by Malthusian idea

In line with this popular perception of food & shortage India adopted the policy of Self sufficiency in agriculture

using hybrid varieties developed in Mexico. A quick test was performed and modifications were done in seeds to suit India's climatic condition.

After this seed development the rich farmers were identified mainly in region of plains of Punjab and Haryana and they were provided with these developed seeds and fertilizers (which US agreed to provide on subsidy). The policy deliberately focus on rich farmers of North and on rice, wheat because as mentioned earlier India was in food crisis, there was threat to sovereignty of the country, famines in Bengal. And so government

want to bet on with
new technologies for experiment
on most efficient agricultural
section of the country to
meet immediate crisis.

It was also felt that for
newly independent nation
main focus to end hunger
should be ^{on} wheat and rice
which was presumed to be
staple crop and part of
diet of each individual.
Moreover it has proven to
be a success in Mexican
Nations and so government
thought of focussing on
wheat and rice.

Now once green revolution
started showing success it
spread mainly by medium of
farmer to another and so

we saw surplus production in wheat and rice and it lead to the development of Punjab into wheat bowl of India. This meant food security for Indian cities income security for certain section of farmers, and reduction of dependence of India on PL-480 which was threatened sovereignty of India.

Now after briefly seeing why? How? and results of green revolution; enough reasoning could be made to shift to evergreen revolution from green revolution.

First of all green revolution

was not inclusive in terms of social participation. only a certain rich class of farmers were chosen to meet immediate crisis but then later on not much efforts were taken to extend the same to poor people. So time has come for change of policies to increase participation of this untouched section.

Secondly. Though situation demanded immediate rise in production but the means used were not sustainable like use of excessive amount of chemicals including pesticides and fertilizers. So a likely shift needed from chemicals

to organic fertilizers which includes use of bio-fertilizers cow dung, vermicomposting.

Time has come to promote research in these fields so as to have "Sustainable production technique" which is also a goal identified as Sustainable development goal.

Next exercise focus on only two varieties though supported the immediateness of that moment but have currently led to skewed production of other food crops like pulses. This has led to a situation of hidden hunger in the country.

So to have a rise in nutrition availability to poor a fair share of proteins must

be there in food basket which demands to have revolution which cater to such needs.

At the time of earlier revolution India was lacking the capabilities of ~~knowing~~ self research so had to borrow High yielding dwarf variety from Mexico with slight modification.

But currently India has the capabilities of conducting its own research and developing varieties that would be marked by different climatic situations in India like arid, semiarid, salty water presence etc. So Region specific varieties could be developed.

So India can have
Region specific varieties of all
different types of crops and
not just wheat and rice.

Next, at that time main
challenge was population
exploration but currently India
faces challenges of environm-
ental change also. So this
require more focus on
drought resistance varieties.
This aspect was absent in
green revolution due to
unimmediateness but has to be
cater now. Moreover since
80% of our produce comes
from semi-arid region climate
change become an important
aspect in evergreen revolution.
Green revolution restricted
itself to enhancing farm

production. But in current scenario this is not sufficient. This scope must be widened in evergreen revolution to include ~~sections like~~ livestock rearing as it provide supplementary income, development of agro based industry.

Steps like these will provide more security to farmer like with development of agro industry in villages under evergreen revolution. as sustainable livelihood is ensure to farmers and they will grow crops according to needs of the industry that

industries will buy at higher prices and complete benefit will go to farmers in absence of intermediaries.

This will in turn mean more money in hands of ^{not only} farmer that will reduce the inequality created by revolution as discussed earlier but will also provide sufficient funds to farmers to grow crops in future. So a sustainable cycle is created.

Next, in the context of lack of experience during the time of green revolution, more ~~few~~ precautions were taken and excessive water was allowed for irrigation of High yielding variety. This practise didn't stop and

continued till now. This lead to numerous problems like sharp decrease in water table, excessive pollution of water in rivers due to discharge of fertilizers in them, problem of bad drainage leading to problems of water logging in Punjab and Haryana Plains.

There are not sustainable practices and to have a consistent production India must move to sustainable water usage. Though free electricity is given but ~~that~~ the farmers must be sensitised to use techniques like drip irrigation etc.

So that the limited amount of water is not wasted and we have water resource for future crops.

Next in earlier green revolution focus was mostly on large farms who were rich. But since poor can't be neglected so land consolidation must come up as an important part of evergreen revolution. As rich farmers has already made their share of fortune so an equal opportunity for poor through consolidation, cooperatives, cheap loans must be kept in mind to reason out shifting from green to evergreen.

As the population grows the land demand will grow which means production land

can't be increased. Infact barren or uncultivated land will slowly be used up so challenge is to increase productivity of fertile land.

This productivity could be an important part in ~~evergreen~~ ^{sense of} revolution.

~~Evergreen~~ revolution could slowly be seen to be present in government policies in the recent times. Government started various schemes to shift towards organic fertilizers like community site for composting, declaring Sikkim as organic state.

Further to enhance the sustainable use of chemicals farmers are given proper

awareness through mass media like Kisan T.V. etc. to provide sustainable use of water schemes like Neeranchal watershed to instill in farmers feeling of judicious water use and conservation.

Schemes like Skill India Make in India to absorb disengaged labour and so land consolidation could be done slowly in later stages which means more mechanisation could be done in future. Also development of National plan on pulses to enhance irregularity in pulses production. So it could easily be seen that government itself is directed in direction of Evergreen revolution which is a right approach.

Does mass media shape the attitude or merely reflect it?

The answer to this depends on situation. In some situation media shapes the attitude and in other it acts as reflector of existing patriarchy.

Generally male members of society are marked by varied degree of patriarchy and so similar behaviour is seen in media houses also. Since most are owned and run by male members. And depending upon the biasness of each individual in media the same is reflected in attitude and reporting of media. But media can be ~~The 2 aspects could be dealt~~ ~~in it~~ the agent of change with slight policy modifications.

Sometimes media act as a device of shaking attitude towards women. The attitude is generally positive attitude development.

Like the role saw in Nirbhaya rape case. Here media presented to common people the harsh reality of rape. It appealed to conscience of people by showing them brutality attached with rape and the hardships a girl face.

This aroused the sympathy among all sections and generated a huge wave of protest over the rape of innocence. So media played a role in

Shaping views against violence
on women.

Many debate are conducted on various news channels directly attack the patriarchy in mindset of people. This make general people realised how much biased their thinking is even though they consider themselves to be a representative and part of liberal society.

like on debater of dowry though everyone know its a wrong act but not much hesitate in asking for same even in well-to-do middle class. But with media showing surveys, conducting ~~the~~ live debate on these issues

indulging youth of today
gave them direction and
proper reasoning to ~~perform~~
decide rationally before
practising their common norms
of dowry.

Mass media also glorify
the act of women that do
something against social norms
and become the agent of
change. This also empower other
women morally and they think
of achieving their freedom and
dreams.

These platforms also act
as an agent of promotion of
women right. like in case
of domestic violence act, generally
now women are unaware of
technicalities associated with
act but with media portraying
stories of women using domestic

violence act and its effectiveness
women's awareness also
increase.

Justice done to a woman
in society is also reflected
very proudly in media that
too enhances the confidence
of women in legal system like
in recent case of single mother
where Supreme court supported
the stand of mother was
shown as landmark
judgement in favour of
women this glorification by
media led to the feeling of
upliftment of status of
women as an independent
identity, not requiring a
male counterpart to search

for her identity in family.
Media also present to common people the statement made by many persons who are in respected post and are expected to honour both male and female equally. When these people make derogatory statements media condemn these statements and also try to ~~so~~ arise the feeling of guilt among male counterpart for existing patriarchy in society. So media shaking public opinion by negatively publishing the statements.

Media also act as a pressure group and put pressure on government policies to have these policies in larger benefit of ~~people~~ women.

But sometimes media act as a reflector of existing patriarchy in the society.

The most suited case to consider here is in most of the shows telecasted on various channels women is always portrayed as agent to manage household activities. She is shown to be living in house doing daily household work and the male counterpart work outside. So here media is just glorifying the existing situation where only male is capable of earning and women is considered to have moral duty of looking

after family kids and bonds. Women is also presented as a emotional creature who need male counterpart for protection. Several of the advertisement on there mass media channels too reflect the existence of this mindset among the society as well as among common people.

The male parts present in many of the debate on women are insecure even with slight benefit ~~is~~ given to women. They argue it with traditional beliefs and name it westernization of culture leading to reinforcement of mindset of a large section of society.

A slight favour to a woman in any policy or judgement is present as a "large reward" awarded to womanhood and they are expected to be happy about it. This reflects the patriarchy existing in the mindset of media people.

And patriarchy of media reinforces same idea among common people watching the mass media. ~~Women are~~

Several of the community head use media as a platform to direct messages to women indicating what is best for them to do and how they should behave in a society. This is though

Shown by media to attack patriarchy but it ends up supporting it by giving reasons to like minded people to do same kind of behaviour towards women.

Media generally take up issues related to women that could generate revenue and increase their TRP. Here each channel will fight for latest update. But the real sensitive issues are sometimes left in dark.

Like very less number of media houses will dare discussing the khap panchayat issues where innocent are killed or the issue of domestic violence which

Indian people have accepted as a common affair. The media won't question bhopal issue as it is afraid of political pressures which might cause loss in revenue for channels or loss in job or threaten to life for reporter.

Similarly domestic violence is a accepted norm that husband will beat the wife sometime and so media don't want to question it as this is deep ~~rooted~~ ~~rooted~~ rooted in the mind of common people and can't be change.

People won't even like

watching all this and so it would mean a loss in TRP for channels so they stay away.

As discussed earlier media could act as an agent of shaping belief of people. But slight modifications could be done and reform measures could be taken.

Media owners could sensitize their employees towards gender parity. They should choose people who are already liberal in thoughts so that their presentation is not marked by patriarchy.

News channels must organise debates with various stakeholders. But they must

avoid inclusion of people who are pure supporter of patriarchal dominance. So that a neutral debate or debate focussing more on women empowerment could take place.

Political statement made to gain support of general public against women must be neglected and no publicity to such events under any circumstances.

Sensitive issues must be touched upon rationally without any biasness. While condemning actions of khap they could present real situation to people and asking people to judge

This will produce greater impact.

Government should also direct policies of inducing female members in management of media from bottom (reporting level) to top in board of directors - so that patriarchal domination could be ended within media.

Media could be a source of generating awakened youth who will treat both gender equally. Onus lies on media in this fast changing world where media can reach everywhere it is their moral responsibility to end patriarchy in ~~world~~ India.

Rough

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changing media to attitude shaker.
④
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