VISION IAS
INSPIRING INNOVATION

ETHICS
Classroom Study Material 2024
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MAINS
365

ETHICS

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A NOTE FOR THE STUDENTS

Dear Students,

Understanding current affairs can add depth to your perception of intricate issues and help you form nuanced perspectives, especially in the context of the Mains examination.

In light of this, Mains 365 documents attempt to simplify your study process by including features that assist in creating answers, reviewing content, and retaining information.

Ethics Mains 365 Key Features:

Decoding Civil Services Values: Understanding these values through brief descriptions and diverse examples.

Concepts: A snapshot of important Ethical concepts like Attitude illustrated with application in different scenarios.

Ethical Analysis: To the point decoding of Ethical issues outlined with potential solutions.

Useful in attempting case studies: The stakeholder-based approach taken in the document not only helps in analysis of the issues, but aids in answering case studies.

Test your learning with case studies: Practicing questions and understanding how case studies are constructed with ethical issues.

Indian Moral thinkers and philosophers: Values and sayings of key personalities which are very important for the Mains examination.

We sincerely hope Mains 365 documents will guide you effectively in your preparation and aid you in scoring better in your Mains examination.

"Learn everything you can, anytime you can, from anyone you can. There will always come a time when you will be grateful you did."

All the Best! Team VisionIAS 👍

MAINS 365 – ETHICS

1. VALUES AND CONCEPTS

1.1. HONESTY

HONESTY

»» Meaning: It is the quality of being truthful, sincere, and free from deceit or fraud.

- It entails showing respect towards others and having **self-awareness**.
- Honesty is the **foundation for trust** and is key in social relationships.

»» Honesty in classical ethical frameworks:

- In **Aristotelian virtue ethics,** honesty is a virtue that also permeates many other virtues. According to it, a severe lack of honesty would result in an untrustworthy person, while too much honesty might result in someone who says unnecessary truthful things at the expense of people's feelings.
- **Middle ground** is where you would frame your honesty in a way that is moderate and constructive. Broadly, the **consequentialism** theory tells us to act with a **bit more or a bit less honesty depending on the individual situations and outcomes,** like if the truth would cause significant harm.
- **Deontology,** on the other hand, following in the footsteps of **Immanuel Kant,** holds honesty as an absolute moral obligation, irrespective of the cost.

Honesty in action

Anil Swarup (retired IAS Officer) implemented transparent e-auction system for coal block allocations, increased transparency in teacher appointments and transfers, etc., exemplifying unwavering honesty in governance.

During the 2011 ICC World Cup match against West Indies, Sachin Tendulkar was given not out by the on-field umpire for a caught behind. Despite the high stakes of the World Cup, Tendulkar voluntarily walked off the field, effectively giving himself out. This **act of honesty and sportsmanship,** especially in such a crucial tournament, was widely praised and reinforced his reputation for honesty in the sport.

1.2. INTEGRITY

INTEGRITY

»» Meaning: It is the practice of being honest and showing a **consistent** and **uncompromising** adherence to one's values and principles

»» Explanation through the application of Integrity:

- Acting with integrity means understanding, accepting, and choosing to **live in accordance with one's principles.**
- Integrity, said author C.S. Lewis, **"is doing the right thing, even when no one is looking".**
- Integrity is the critical **connection between ethics and moral action.**

Integrity Traits

| Honesty / Truthfulness | Fairness | Decency / Respectfulness |
| Adherence to moral principles | Helpful | Responsibility / Trustworthiness |

Integrity in action

Shaheed Hemu Kalani, a revolutionary and freedom fighter, after planning the **derailment of a train,** he was subjected to third-degree torture by the British to expose the identities of his associates and his organisation (Swaraj Sena). Still, he resisted and bravely took the brunt of the suffering.

Withdrawal of Non-cooperation Movement after Chauri-Chaura incident (1922) shows integrity of Mahatma Gandhi and his strict adherence to the value of non-violence.

1.3. PROBITY

PROBITY

>>> **Meaning:** Probity is defined as the **quality or condition of having strong moral principles**, integrity, honesty, decency, uprightness of character or action.

- Probity is the act of **adhering to the highest principles and ideals** rather than only avoiding corrupt or dishonest conduct.

>>> Probity in governance is not only an essential component but also a **vital requirement to ensure an efficient and effective system of governance** and for socio-economic development.

Absence of Probity ▶ Corruption ▶ Increased Gap between haves and have-nots

>>> While **integrity is a broader concept encompassing overall moral character**, **probity tends to be more specific to uprightness and incorruptibility**, particularly in professional settings.

Probity in action
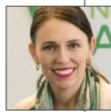
Jacinda Ardern (former Prime Minister of New Zealand) resigned in 2023 stating that she **no longer had "enough in the tank" to do justice to the job.** This display of **self-awareness and prioritizing the country's needs over personal ambition exemplifies probity.**

Shanmugam Manjunath (an Indian Oil Corporation officer) fought against widespread adulteration of petrol at several fuel stations, despite facing severe threats. Later, he was shot dead by the owner of a petrol pump. His **commitment to honesty and his courage in the face of danger exemplify probity in its truest sense.**

1.4. ACCOUNTABILITY

ACCOUNTABILITY

>>> **Meaning:** Accountability means the state of being **answerable for a system, its behaviour, and its potential impacts.**

- Accountability is an **acknowledgement of responsibility** for actions, decisions, and products.

- In **Governance frameworks,** accountability refers to the oversight with regard to **fulfilment of responsibilities of public sector officials and the checks and balances** on the exercise of political power.

>>> **Different Forms of Accountability:**

- **Vertical Accountability:** Principal-agent relationship, e.g., elections, where the voters (principals) hold the governments (agents) to account.

- **Horizontal Accountability:** Exercised through a network of institutions, including both traditional mutual control among different branches of power (executive, legislature, and judiciary) and independent institutions.

- **Social Accountability:** Control exercised by multiple civil society organizations and independent media on public sector officials.

Accountability in action

Morarji Desai (India's Prime Minister during 1977-79) believed in the cut and thrust of debate as well as the freedom of the fourth estate – the media. He had **regular press conferences where journalists were given full freedom to ask questions.**

Prof. Satish Dhawan took full accountability for failure of ISRO's first experimental space flight in 1979 without actually putting it on mission head.

1.5. EMPATHY

EMPATHY

Meaning: Empathy is generally defined as the **ability to sense other people's emotions,** coupled with the ability to imagine what someone else might be thinking or feeling.

Different natures of Empathy:

"Affective empathy" refers to the sensations and feelings we get in response to others' emotions; this can include mirroring what that person is feeling, or just feeling stressed when we detect another's fear or anxiety.

"Cognitive empathy," sometimes called "perspective taking," refers to our ability to identify and understand other people's emotions.

Spectrum of Empathy

COMPASSION
I want to relieve your pain

EMPATHY
I feel your pain

SYMPATHY
I care about your pain

PITY
I acknowledge your pain

EFFORT

UNDERSTANDING & ENGAGEMENT
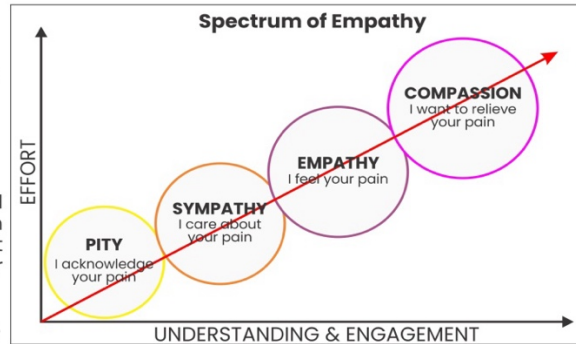
Empathy in action

C F Andrews (also known as **Deenbandhu**) who fought British **along with Mahatma Gandhi** understood the plight of the indentured labour and worked with Gopal Krishna Gokhale's **anti-indenture campaign,** showing empathy towards weaker and vulnerable people in the society.

Ayushman Bharat Scheme, the world's most extensive health insurance programme, can be seen as an **example of empathetic policymaking** which aims to provide health coverage of ₹ 5 lakh per family per year for secondary and tertiary care hospitalization to over 12 crore poor and vulnerable families.

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1.6. TOLERANCE

Tolerance

>>> **Meaning:** It refers to fair, objective, and permissive attitude towards those whose opinions, practices, race religion, nationality, etc. are different from one's own.

>>> Tolerance and mutual respect for diversity and various social groups are **critical to foster harmony and social cohesion in a pluralistic society** like India.

>>> **Lack of tolerance** (Intolerance) is a reflection of **narrow mindedness** and is **antagonistic to free thinking.**

>>> **Tolerance in Civil Services**

Tolerance is, in fact, a **precondition to uphold several other values in civil services** including, objectivity, impartiality, non-partisanship, compassion, justice, etc.

Tolerance also aid civil servants in **inclusive policy formulation and implementation** and develop **stronger social capital** within the society.

Tolerance in action

Nelson Mandela's (First President of South Africa), leadership, after his release from prison and election as President, was **characterized by tolerance and reconciliation.** He established the Truth and Reconciliation Commission to address past injustices, **without seeking vengeance.**

Supreme Court of India showed remarkable tolerance in its various judgments including granting **recognition of 'Third-Gender' to transgender people (NALSA vs. UoI Case, 2014), decriminalizing consensual same-sex relationship (Navtej Singh Johar vs. UoI, 2018),** etc.

1.7. SELFLESSNESS

SELFLESSNESS

>> **Meaning:** Selflessness is an attitude that creates **a balance between the needs of self and others**. It doesn't mean that one is completely surrendering his/her needs.

>> In Governance, the idea of Selflessness means that those engaged in public roles **act solely in the public interest**. This means **placing the needs of the public ahead of their own personal needs** and progression.

The principle of selflessness **addresses the potential conflict between the benefit to the provider and the recipient of the public sector service.**

Selflessness does not just happen in extreme situations such as the pandemic. Selflessness forms **part of the daily life of an effective public sector worker.**

Personality Traits associated with Selflessness

- Compassion
- Empathy
- Kindness
- Respect
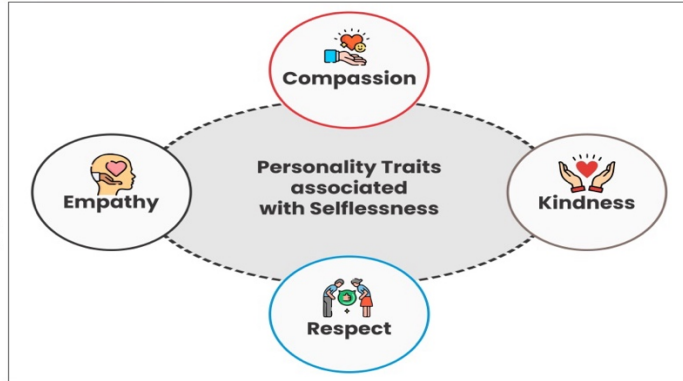
Selflessness in action

Satyendra Dubey, an Indian Engineering Service officer, working with the National Highways Authority of India exposed serious corruption in the Golden Quadrilateral Highway construction project due to which he lost his life too. This showcases his integrity and selflessness as a public servant.

Tukaram Omble of the Maharashtra Police demonstrated exemplary courage and selflessness during the 26/11 Mumbai attacks. By tackling one of the terrorists, he prevented further harm to his fellow servicemen, ultimately sacrificing his life for the nation.

1.8. JUSTICE

JUSTICE

>> **Meaning:** Justice is often defined as **"fairness"** or **"equal treatment."** However, it means different things to different groups.

>> Classically, justice was counted as **one of the four cardinal virtues** and **John Rawls** famously described it as 'the **first virtue of social institutions**'.

>> **Different forms of Justice:**

Social justice is the notion that everyone deserves equal economic, political, and social opportunities irrespective of race, gender, or religion.

Distributive justice refers to the equitable allocation of assets in society.

Retributive justice seeks to punish wrongdoers objectively and proportionately.

Four Cardinal Virtues

- Justice
- Temperance
- Prudence
- Courage
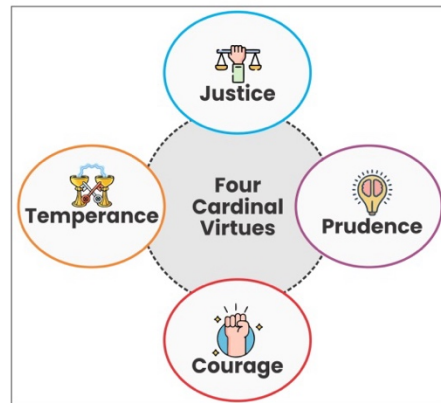
Justice in action

Sagarmal Gopa (leader of Praja Mandal) mentioned **Jawahar Singh's (Jaisalmer's ruler) atrocities** in his book "Jaisalmer Mein Gundaraj," as he stood up for justice for people of Jaisalmer.

P Narhari (IAS Officer, 2001 Batch) showcased value of social justice by playing **key role in making Gwalior District barrier-free to help persons with disabilities, senior citizens, women easily access public spaces.**

1.9. OBJECTIVITY

OBJECTIVITY

Meaning: It essentially means to act and take decisions impartially, fairly, and on merit, using the best evidence and without discrimination or bias.

It also involves **not ignoring inconvenient facts or relevant considerations** when providing advice or making decisions.

Objectivity in Civil Services

It allows Public Servants to **uphold rule of law, reason, merit, and accepted standards, practices, and norms.**

Absolute objectivity, however, **may not always be desirable in practical situation** from ethical perspective.

Objectivity is considered as a **mean-value** to achieve **end-values of equity, justice, and fairness.**

Objectivity in action

Evidence-based decision-making for implementation of POSHAN Abhiyan based on POSHAN Tracker dashboard showcases an example of **objectivity in public policy formulation and implementation.**
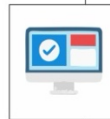
Digital portals – PROBITY, SPARROW, and SOLVE – to assess performance of Central Government officers showcases an example of **objectivity in Personnel management.**

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1.10. LEADERSHIP

LEADERSHIP

»» Meaning: A person who **successfully marshals his collaborators** to achieve particular ends **is a leader**. As John Maxwell put it, a leader is one who knows the way, goes the way, and shows the way.

Leadership **stems from social influence,** rather than authority or power and it **includes a goal** with an intended outcome.

In **Governance** frameworks, accountability refers to the oversight with regard to **fulfilment of responsibilities of public sector officials and the checks and balances** on the exercise of political power.

»» Leadership is a critical ingredient of good governance.

Effective leadership brings out the **participation of people** in **decision-making,** ensures the equal application of the rule of law, maintains **transparency** and **accountability** and is responsive to the people that they serve.

»» Transformational leadership is a type of leadership in which leaders inspire and encourage their team/ followers to induce a positive change.

It helps to raise team morale, encourage faster ideation, facilitate **conflict resolution, reduce disengagement** and instil a feeling of ownership within the team.

Intellectual Stimulation
- Innovation
- Creativity
- Goals
- Challenge

Individualized Consideration
- Mentorship
- Empathy
- Purpose
- Strength & Skills

Transformational Leadership

Idealized Influence
- Role Model
- Walk the Walk
- Enthusiasm
- Embody Value

Inspirational Motivation
- Clear Vision
- Optimism
- Inclusion
- Productivity

Effective Leadership in action

Dr. Verghese Kurien, regarded as the **father of India's White Revolution,** set up a successful cooperative **structure "Amul"**, where the organisation is not owned by an individual but by all producer members and they are stakeholders and decision-makers at every stage.

E. Sreedharan's, popularly known as the **"Metro Man of India"**, attention to detail, commitment to timelines, and focus on quality have made him a symbol of effective project management and engineering leadership.

1.11. DEDICATION TO PUBLIC SERVICE

DEDICATION TO PUBLIC SERVICE

≫ Meaning: Dedication essentially means the **willingness to give a lot of time and energy** to something because it is important. Dedication to Public Service means **putting public interests first** – ahead of personal interests.

≫ Public Servants work for government and citizens and thus **require a high spirit of service** (feeling of contributing to thesociety or country) and **sacrifice** to better fulfil people's aspirations.

For Kant, the moral value of **an action comes from doing it out of a sense of duty, not because of the outcomes** it produces. The **important thing is the intention to do what is right**, regardless of what that duty entails.

Dedication to Public Service in action

Dr. A P J Abdul Kalam dedicated his life in the service to the nation in many different forms. His most significant contribution is in heralding the **indigenous missile programme** of India and contributions to the **nuclear programme.**

Dr. M S Swaminathan dedicated his life to public service in many forms including collaboration with Dr. Norman Borlaug for **Green Revolution** in India, giving key recommendations such as **National Food Guarantee Act** as Chairperson of National Commission on Farmers, etc.

1.12. IMPARTIALITY AND NON-PARTISANSHIP

IMPARTIALITY AND NON-PARTISANSHIP

≫ Meaning: Impartiality refers to the act of **not supporting an individual or group over others** and not allowing personal biases to creep into actions. Non-partisanship, on the other hand, has a special meaning that conveys **'apolitical behaviour'** by a civil servant.

≫ Civil servants should be willing to **serve and provide technical advice to the political executives**, keeping themselves **away from the politics of the day**.

≫ Impartiality and Non-partisanship in Civil Services:

Civil servants are bound by the Constitution of India and provisions such as **Article 15 cast an obligation on them to remain impartial.**

- **In unequal circumstances,** however, impartiality may get replaced by concerns of fairness and justice. e.g., **Reservation for Socially and Educationally Backward Classes.**

Civil servants need to be **non-partisan to maintain public confidence in the apolitical character of the civil services** as an institution.

- Only when a civil servant is non-partisan can he/she show courage **to suggest alternative policies to the political executives.**

Non-partisanship in action

T. N. Seshan, former Chief Election Commissioner of India (1990-1996), implemented several electoral reforms and ensured free and fair elections in a non-partisan manner without succumbing to any political pressure.

Nandan Nilekani, former Chairman of the Unique Identification Authority of India (UIDAI), worked with different governments at the Centre regardless of the ruling party to focus on the technological and administrative aspects of Aadhaar. This showcases Nilekani's non-partisan approach to governance in India.

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1.13. ATTITUDE

ATTITUDE

» **Meaning:** Attitude can be defined as the way in which a **person views** and **evaluates** something or someone, a **predisposition** or a **tendency** to respond positively or negatively toward a certain idea, object, person, or situation.

Components of Attitude

Cognitive:	**Behavioral:**	**Affective:**
Represents an individual's knowledge held with varying degrees of certainty about what is true or false, good or bad, desirable or undesirable.	Actions or expressed intentions toward the object based upon the "cognitive" and "affective" responses	Emotional component that makes up feelings towards attitudinal objects such as likes and dislikes, or evoked emotions.

» Factors determining Attitude

Classical conditioning: A neutral stimulus comes to elicit an **unconditioned response** when repeatedly paired with an unconditioned stimulus.
- o **E.g.,** Soft drinks advertisements frequently feature images of happiness, friendship, and celebration. Over time, people may develop a positive attitude towards soft drinks, associating them with pleasant emotions

Instrumental conditioning: Individuals learn those responses that are **rewarded** and show an increased probabilityof repeating such responses and vice-versa.
- o **E.g.,** Children learn that holding similar attitudes to parents is instrumental for desired results.

Cognitive appraisals: Involves evaluating information and experiences to form attitudes.
- o **E.g.,** Voters form opinions on political candidates by analyzing their policies and debate performances.

Observational learning: Learning attitudes through **peer behaviours** and their **consequences.**
- o **E.g.,** Students form attitudes about professions based on family members' lifestyles and job satisfaction.

Persuasions: Deliberate attempts to **change attitudes** through **communication.**
- o **E.g.,** Change in consumer's attitude towards a product after watching compelling advertisement(s).

≫ Functions of Attitude

Knowledge: Serves as a framework for organizing and interpreting **new information** allowing us to quickly process and respond to our environment.
- **E.g.,** In absence of knowledge towards a person people use stereotyped attitude for judging them.

Utilitarian: Guides behaviour in ways that maximize benefits and minimize costs in our social and physical environments.
- **E.g.,** Positive attitude towards ISRO's successful space missions serves a utilitarian function by encouraging support for science education and careers in STEM fields.

Ego-defense: Helps protect **self-esteem,** maintain a positive **self-concept** and cope with emotional conflicts.
- **E.g.,** Body Positivity Movement encouraged positive attitudes towards diverse body types protecting against feelings of inadequacy fostered by unrealistic beauty standards.

Value-expression: Allows validating our personal sense of self and **communicating our values to others.**
- **E.g.,** Value of peaceful coexistence with nature by Bishnoi community is reflected in their positive attitude towards environment conservation.

1.14. SOCIAL INFLUENCE AND PERSUASION

SOCIAL INFLUENCE AND PERSUASION

➤ **Meaning:** Social influence is the process by which individuals adapt their opinion, revise their beliefs, or change their behavior as a result of social interactions with other people.

Models of Social Influence			
	Behaviour	**Attitude**	**Values**
Compliance	✅	❌	❌
Identification	✅	✅	❌
Internalization	✅	✅	✅

➤ **Types of Social Influence**

Conformity: Adjusting one's behaviour or beliefs to match those of a group.
- **E.g.,** Implementation of biometric attendance systems in government offices, leading to widespread adoption of punctuality norms.

Self-fulfilling prophecy: A prediction that causes itself to become true due to **people's beliefs** and resulting behaviours.
- **E.g.,** Perception of certain cities (like Bangalore for IT **or Mumbai for finance**) as industry hubs, attracting more companies and skilled professionals, further cementing their status.

Obedience: Changing behaviour in response to a direct order from an authority.
- **E.g.,** Implementation of policy directives from higher authorities, such as the sudden shift to online education during the COVID-19 pandemic.

Persuasion: Deliberate attempt to change an individual's thought or motivate them to act in a certain way by presenting information, feelings, or reasoning.

Modes of Persuasion		
Ethos (Appeal to credibility)	**Pathos (Appeal to emotions)**	**Logos (Appeal to logic)**
E.g., Researchers citing their qualifications and previous work before presenting new findings.	**E.g.,** Use of national symbols or historical events to stir pride and unity.	**E.g.,** Showing lung cancer rates to discourage smoking in anti-tobacco campaigns.

≫ Factors affecting Persuasion

Source: Credibility, charisma, expertise, authority, etc., of the source.
- **E.g.,** Dr. Randeep Guleria, former AIIMS Director, communicating about COVID-19 measures.

Audience characteristics: Existing beliefs and information the audience, cultural background, etc.
- **E.g.,** Tailoring financial literacy programs to different demographics - simplified messages for rural areas, more sophisticated content for urban professionals.

Message content: Relevance of the message to the audience, clarity and unambiguity of the message, etc.
- **E.g.,** Swachh Bharat Abhiyan using clear and relevant messages about sanitation and its impact on health and dignity.

Reciprocity: Offering something of value before making a request.
- **E.g.,** 'Give It Up' campaign followed by PM Ujjwala Yojana.

Social proof: Demonstrating that others have already adopted the belief or behaviour.
- **E.g.,** 'Aadarsh Gram Yojana' developing some villages as model village to inspire and motivate neighboring villages to adopt similar development practices.

Timing and context: Environment in which message is delivered, current issues, etc.
- **E.g.,** Launch of "Vocal for Local" campaign during the pandemic when concerns about economic self-reliance were high.
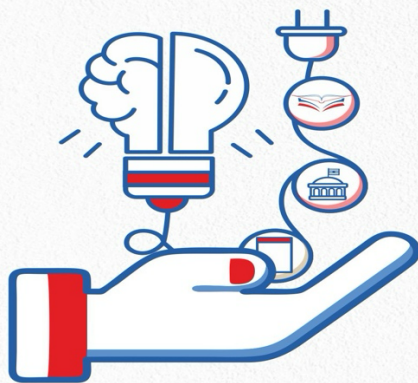
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1.15. EMOTIONAL INTELLIGENCE

Emotional Intelligence

≫ **Meaning:** Emotional Intelligence (EI) is the ability of an individual to identify, comprehend, and manage emotions of self and others.

Emotional Intelligence Domains and Competencies

Self-awareness	Self-management	Social awareness	Relationship management
Emotional self-awareness	Emotional self-control	Empathy	Influence
	Adaptability		Coach and mentor
	Achievement orientation		Conflict management
		Organizational awareness	Teamwork
	Positive outlook		Inspirational leadership

≫ Significance of EI in Governance

Leadership effectiveness: Leaders with high EI can better motivate and inspire their teams.
> **E.g.,** Former New Zealand Prime Minister Jacinda Ardern demonstrated high EI in her response to the Christchurch mosque shootings (2019) to help unite the country during the crisis.

Decision-making: EI helps administrators consider the emotional impact of policies and decisions and aids in balancing rational analysis with empathy for stakeholders.
> **E.g.,** Implementation of GST required high EI on part of Union Government to navigate complex emotions and concerns from various states, businesses, etc.

Communication: Enhances ability to convey messages clearly and persuasively and also improves active listening skills.
> **E.g.,** Clear and empathetic communication about health guidelines during COVID-19 pandemic helped in effective management of fear and public anxiety.

Conflict resolution: Helps in managing disputes between departments, employees, or with the public facilitating finding win-win solutions.
> **E.g.,** Naga Peace Accord negotiations required high levels of EI to navigate complex historical and emotional issues between the government and Naga groups.

Public engagement and change management: Enhances public trust through empathetic interactions and identify and manage underlying emotions driving resistance against change.

> **E.g.,** T.N. Seshan (former Chief Election Commissioner) used EI to balance strict enforcement of rules with understanding of ground realities, to improve the integrity of elections.

⋙ Social Intelligence (SI)

> **Meaning:** It refers to an individual's ability to understand and manage interpersonal relationships.

⋙ Facets of SI

Social awareness

> **Primal empathy:** Being able to sense others' feelings through nonverbal signals
> **Attunement:** Listening with full receptivity; 'tuning in' with a person
> **Empathic accuracy:** Understanding another person's thoughts, feelings, and intentions
> **Social cognition:** Understanding how the social world works

Social facility

> **Synchrony:** Easily interacting with others at the nonverbal level
> **Self-presentation:** Presenting ourselves well
> **Influence:** Shaping the outcome of social interactions
> **Concern:** Caring about others' needs and acting accordingly

2. ETHICAL CONCERNS AND DILEMMAS IN GOVERNMENT AND PRIVATE INSTITUTIONS

2.1. ETHICS OF LAWMAKERS

Introduction

In various instances, concerns have been raised over the **conduct of lawmakers** in the Indian political system. Such instances include the '**Cash for Query**' probe by the Ethics Committee of Parliament and the suspension of some lawmakers for unruly conduct in the House.

Stakeholders and their Role/Responsibilities		
Stakeholders	**Role**	**Responsibility**
Citizen/Voters	Electing lawmakers and holding them accountable.	Being informed voters, participating in the democratic process, and **advocating for ethical behaviour** from their elected representatives.
Political Parties	Selecting and endorsing candidates.	Ensuring candidates **adhere to ethical standards and promote a culture of integrity.**
Media	Informing the public and shaping public opinion about lawmakers and their actions.	Reporting accurately and objectively, **holding lawmakers accountable** through investigative journalism, and avoiding sensationalism or biased reporting.
Judiciary	Interpreting and upholding the law, providing a check on actions of lawmakers.	Ensuring that legal processes are followed and **adjudicating cases of corruption or ethical violations.**
Election Commission	Conducting free and fair elections	**Monitoring election campaigns**, enforcing electoral rules, and ensuring that candidates adhere to ethical standards.

Factors causing the decline in ethical values in Law makers

- **Compromised Institutional Integrity:** Instances of bribery, embezzlement, and other forms of corruption erode public trust. E.g., Commonwealth Games scam, etc.
- **Criminalisation of politics: Vohra Committee** (1995) pointed out the **nexus between criminal gangs, police, bureaucracy and politicians**.
- **Limitations of the Criminal Justice System:** Existing criminal justice system faces challenges in addressing the activities of **organized crime**, economic offences, etc.
- **Conflict of Interest**. For instance**,** a lawmaker with business interests that stands to gain significantly from proposed changes in environmental regulations will showcase a clear conflict of interest.
- **Other factors:** Nepotism and Dynastic Politics, Influence of interest groups (Powerful interest groups, whether business or social, exert undue influence on lawmakers) etc.

Way Forward

- **Strengthening legal measures:** Enhancing the legal provisions with **protection of whistleblowers** and implementing stringent anti-corruption laws with severe penalties.
- **Code of conduct:** The Code could help evolve certain standard norms of behaviour which will everyone encourage self-discipline among lawmakers.
- **Political party reforms:** Election commission has directed parties to have formal and periodic election of office-bearers as part of the way it functions as an association.
- **Electoral reforms:** Measures minimising **the role of money power in elections** through measures like revision of ceiling on election expenses, etc.
- **Effective Enforcement of Penalties:** The House can impose penalties such as censure; suspension from the House for a specific period or termination of its membership.

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> **In any moment of decision, the best thing you can do is the right thing. The worst thing you can do is nothing.**
>
> — Theodore Roosevelt

2.2. POLITICAL ETHICS AND CONFLICT OF INTEREST

Introduction

Recently, a Calcutta High Court judge and a senior IPS officer in West Bengal resigned from their posts and joined respective political parties. This has once again raised questions about issue of Conflict of Interest and independent functioning of constitutional authorities and bureaucracy.

Stakeholders' and Roles/Interests	
Stakeholders	**Role/ Interest**
Judges/ Bureaucrats	Exercise of their individual rights, pursuit of political aspirations, desire for public service, etc.
Political Parties	Gaining experienced individuals with governance knowledge, enhancing credibility by leveraging public image of judges/ bureaucrats, etc.
Citizen/Civil Society	Fair and impartial justice system, politically neutral bureaucracy, safeguarding their rights, etc.
Institutions (Judiciary/ Public Administration)	Loss of public trust, protecting institutional integrity, etc.
Government	Effective implementation of its policies, ensuring credibility of institutions, having independent policy making capability, etc.

Ethical implications of judges and bureaucrats joining politics

- **Violation of constitutional principles:** Violation of the **principle of Separation of Power** (between executive and judiciary) which checks the concentration of power.
- **Conflict of interest:** Judges or bureaucrats with political aspirations might be swayed by political considerations while performing their official duties, compromising their autonomy.
- **Judicial Impartiality:** Credibility of the judiciary hinges on public perception of fairness and impartiality. Post-retirement affiliation with a political party **creates a strong perception of bias regardless of the judge's actual intentions**.
- **Bureaucratic neutrality:** Political affiliations of public servants can lead to **politicization of public services and distortions in implementation of policies**.

Ethical Principles guiding judiciary

- Judiciary is guided by **constitutional provisions** (Third Schedule, performing duties without fear or favour, affection or ill-will.

Core values of Bangalore Principles of Judicial Conduct (2002)

Independence | Impartiality | Integrity | Propriety | Equality | Competence and diligence
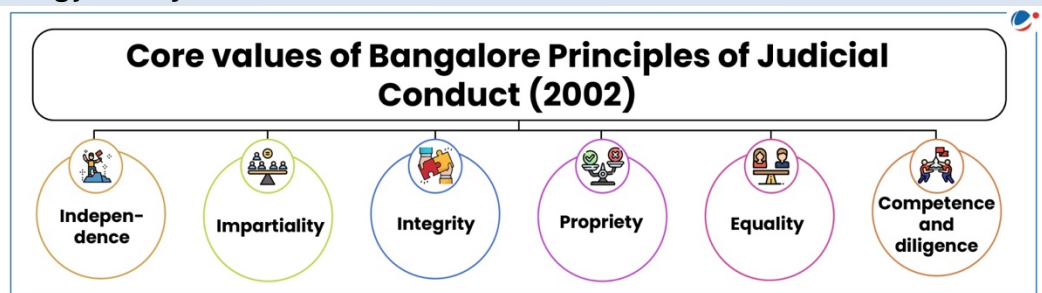
- **Bangalore Principles of Judicial Conduct (2002)** intends to establish standards for ethical conduct.

MAINS 365 – ETHICS

Way Forward

- **Cooling-off Period:** There should be **at least two years cooling period** between retirement and joining politics/other appointments.
  - The **Election Commission had in 2012 recommended** to the Union government to provide for a **cooling-off period for top bureaucrats**. However, the Government had rejected this recommendation.
    - ✓ Presently, bureaucrats serving in All India Services and Central Service Group 'A' can join any commercial establishment after a **cooling-off period of one year. (Central Civil Services (Pension) Rules, 2021).**
  - The Supreme Court had left it for the legislature to determine whether **a cooling-off period is required for bureaucrats**.
- **Code of Ethics for bureaucrats:** Prescribe a Code of Ethics, as recommended by the **Second Administrative Reforms Commission** (ARC - II).
- **Resolving conflict of Interest:** It can be ensured through **recusal, divestiture, and disclosure**.
  - **Netherlands** regulates conflict of interest through **codes of conduct or codes of standards** while **France** regulates it through **mix of laws and codes.**

2.3. BHAGAVAD GITA AND LEARNINGS FOR ADMINISTRATIVE ETHICS

Introduction

Recently, the Gujarat government announced that the Bhagavad Gita will be a part of the school syllabus for Classes 6 to 12 across the state from the academic year 2022-23.

The principles and ideas of ethical conduct propagated by the scripture are useful not only for school education but in other areas such as business ethics, and medical ethics among others. The domain of its applicability also includes Administrative Ethics providing guidance to systems and administrators alike.

Ethical issues in administration and governance

- **Corruption**, i.e., abuse of authority and squandering of public money. E.g., India still ranks at 85th in Corruption Perception Index (CPI).

Principles of Effective Governance

EFFECTIVENESS	ACCOUNTABILITY	INCLUSIVENESS
Competence	Integrity	Leaving no one Behind
Sound Policymaking	Transparency	Non-Discrimination
Collaboration	Independent Oversight	Participation
		Subsidiarity Intergenerational Equity

- **Lack of Objectivity in Decision Making** due to political interference and continuity of **Hegelian perspective**, i.e., they represent the universal interest of the society.
  - It leads to issues like **slowness, complicatifon of procedures, public distrust, ponderousness,** etc.
- **Ineffective Leadership** or poor supervision from higher authorities in ensuring follow up of Constitutional values or a minimal Code of Conduct by all subordinates.
- **Lack of accessibility and responsiveness** as the authority is seen as a ruler rather than one in public service.
- **Lack of Transparency and Accountability** despite laws like the Right to Information (RTI).

Applications of Bhagavad Gita to the system of administration and governance

The teachings of the Bhagavad Gita can play an important role towards **effective, accountable, and inclusive governance** by guiding public servants on ethical behaviour or conduct. It can help in overcoming decision-making issues and creating an ethical workplace through:

- **Integrity in actions:** Bhagavad Gita promotes **Nishkama Karma** (detached involvement) over **Sakama Karma** (attached involvement).

- Nishkama Karma or **selfless actions** lead to integrity by removing attachments, egoism, or actions with personal gain in mind. It also helps in **resolving Ethical Dilemmas between Self-interest** and **Public Benefit.**
- **Objectivity in Decision Making:** Bhagavad Gita promotes **Lok Samgraha**, i.e., **holding all together**.
  - It inspires **universal welfare (inclusive and sustainable development)** through firmness of mind and preference for **Shreya over Preya**, i.e., Goodness or Objectivity over pleasure or happiness.
- **Leadership Development:** Bhagavad Gita stresses on the performance of **Svadharma**, i.e., **own duty or dharma**.
  - When leadership performs its duties in a righteous way, subordinates also recognize and revere the leadership and follow the path of action.
- **Motivation:** Bhagavad Gita focuses on the mind and distinguishes between **subconscious and conscious actions** to promote **Sattva** and **divinity in all,** removing jealousy and creating motivation for work.
- Bhagavad Gita can help administrators develop various qualities like-
  - **Emotional Intelligence:** Bhagavad Gita calls for **Sthitaprajna**, i.e., to acquire equanimity or calmness with firm resolve.
  - **Compassion (Karuna): Sattva** and **purification of mind** helps administrators in overcoming prejudices through **clarity of mind.**

> **When I started reading our old scriptures, like the Bhagavad Gita, I found it was useful for day-to-day life. I consider it an administrative gospel, one that will help you in doing things like running an organization.**
>
> — E. Sreedharan

2.4. KNOWLEDGE WITHOUT CHARACTER

Introduction

'Dark web used for activities like illegal drug trafficking', 'Deadly weapons are being used in Ukraine-Russia, these instances alongside countless others

Meaning of Quote From Mahatma Gandhi's Perspective

> Quote is part of Gandhi Ji's explanation on Seven Social Sins. He knew that knowledge is more powerful than lethal weapons. Due to this, he emphasised that to use **knowledge in the right direction** there is a requirement of **good character.** But, **knowledge coupled with a weak character can be disastrous** as we have seen in the past such as World War II etc.

SEVEN SOCIAL SINS

- Politics without Principles
- Wealth without Work
- Pleasure without Conscience
- Knowledge without Character
- Commerce without Morality
- Science without Humanity
- Worship without Sacrifice

highlight how Knowledge without Character (moral values) can be detrimental. Only intellectual development without simultaneous internal character development rarely contributes to the welfare of society.

Stakeholders and their Interest	
Stakeholders	**Interest**
Citizen/Individuals/ Society	• They always want that knowledge should be used for the welfare of all. Every action should be toward '**Sarve jana sukhino bhavantu** (Let everyone be happy)'.
State/Governments	• If knowledge will be used with character then everyone will prosper and it will promote **peace** and **stability** in the society.

Institutions (Schools Research Institutes, etc.)	• Institutions aim to promote **intellectual development along with imparting good characteristics** in students/participants so that they could be good citizens.

Ethical Issues /Concerns arising when Knowledge is used without Character

- **Unjust Decision-Making**: Lack of a sense of equality and empathy in character can lead to **biased decision-making**, where **personal prejudices** or **self-interest influence** choices rather than **fair assessments**.
  - For instance, rising radicalism and discrimination in the society.
- **Promotes Unethical Activities**: If knowledge is used with ulterior motives, then it may give rise to tendencies of **intolerance**, **racism**, **xenophobia**, **stereotyping**, etc.
- **Blurredness between right Means and End:** If knowledge is only used for self-interest, then a person focuses only on achieving the **end (objective)** and does not pay much attention towards the **means (way)**.
  - E.g., Use of scientific advancements in nuclear field for development of nuclear weapons to gain geostrategic edge.
- **Lack of Accountability**: An authorised/leading person in an organisation or government will not be **accountable** to the people for **their actions** if they lack key building blocks of a character such as respect for coworkers etc**.**

Way Forward

- **Intertwining knowledge with character**: Focus of the national curriculum, and pedagogical processes should be on the overall personality development of individuals (including both intellectual and Knowledge).
- **Developing critical thinking and wisdom**: Family members and peer groups have to play a constructive role in it. It can be done by **critically evaluating information** and **encouraging questioning**.
- **Promote Emotional Intelligence**: E.g., schools and parents can plan social awareness drives such as visiting slums, orphanages, old-age homes etc.
- **Transforming self-interest-oriented and narrow mindset**: E.g. how India is promoting the idea of **Vasudhaiva Kutumbakam** implying '**the world is one family**'.

MAINS 365 – ETHICS

3. ETHICS AND TECHNOLOGY

3.1. ETHICS OF ARTIFICIAL INTELLIGENCE

Introduction

The assimilation of Artificial Intelligence (AI) in various parts of our life has been creating innumerable dilemmas. In this context, UNESCO has been deliberating on how AI should be used by governments and tech companies.

Key stakeholders and their interests	
Stakeholders	**Interests**
Users	Use the AI system directly or indirectly. Concerned about the **privacy** of their data, the **accuracy** of the system's predictions and the **potential for the system's biasedness**.
Developers	Create and maintain the AI system. Concerned about the **cost of developing and deploying AI systems** and the **security of the systems**.
Investors	Provide **financial support** for the development of the AI system.
State and Regulators	Set **laws and regulations** governing the development and use of AI systems.
Civil Society Organizations (CSOs)	Advocate for the **responsible development and use of AI** systems.

Ethical issues associated with AI

- **Privacy intrusion & Surveillance:** There is a risk of Data Surveillance, theft, privacy breaches and misuse of personal data if proper safeguards are not in place.
  o For example, face recognition in photos and videos using AI-based image processing will aid in the profiling of individuals.
- **Unemployment:** AI automation has the potential to disrupt industries and lead to job losses.
- **Manipulation and Deepfakes:** AI can be used to create realistic synthetic media, such as Deepfake videos or audio impersonations, which can be used for malicious purposes like spreading misinformation.
- **Opacity:** The decisions taken by the AI system are not transparent. This opacity raises concerns about accountability, probity and most importantly fuels distrust among people.
- **Biasedness:** If the training data contains biases related to race, gender, etc., the AI system may perpetuate and amplify these biases, resulting in unfair treatment and discrimination.
  o For example, the trial applications developed by predictive policing tend to profile people from certain communities as potential threats (i.e., racist or casteist robots).

Potential Solutions

193 countries at UNESCO have collectively finalized the following design principles for the ethical use of AI-

- **Proportionality and Do No Harm:** The use of AI should not infringe upon human rights.
- **Fairness and non-discrimination:** AI actors should promote social justice and safeguard fairness and non-discrimination of any kind in compliance with international law.
- **Continuous assessment of the human, social, cultural, economic and environmental impact** of AI technologies.
- **Right to Privacy, and Data Protection** including societal and ethical considerations of their use.
- **Human oversight and determination** for attributing the ethical and legal responsibility.
- **Multi-stakeholder, adaptive governance and collaboration** for enabling the benefits to be shared by all.

MAINS 365 – ETHICS

> **"**
>
> The ethical integration of artificial intelligence with human values and emotions will form the foundation of future artificial intelligence.
>
> — Amit Ray
> **"**

3.2. AI AND HUMAN RIGHTS

Introduction

Freedom on the Net, an annual study of human rights online, states that conditions for human rights online are deteriorating. The study highlights that AI technologies have the potential to not only promote but also infringe upon human rights. An understanding of a delicate balance between them is the need of the hour.

Stakeholders and their Interests	
Stakeholders	**Interests**
Governments	• Interests in **national security, law enforcement, and public administration**. They also want to **foster innovation and economic growth in the AI sector.**
Users of AI (citizens)	• Concerned with ensuring that AI technologies are used in ways that respect fundamental rights, such as **privacy, freedom of expression, and protection from discrimination.**
Civil Society and Activists	• To raise **awareness of human rights issues** and to hold **governments and corporations accountable** for any violations.
AI Developers and Engineers	• Aim to **advance their field, solve complex problems,** and may be **concerned with issues like algorithmic bias and fairness.**
International Organizations	• International bodies, such as the **United Nations**, have interests in **global peace, security, and development.**

Does AI harm human rights?

- **Misinformation/ disinformation:** Platform algorithms have promoted **incendiary content** over reliable information.
  - **e.**g., Investigations showed YouTube's AI-driven Recommendation Algorithm promoted controversial, extreme, or misleading content over more reliable information.
- **Discrimination**: Algorithmic systems can **perpetuate bias** built into their training data and **exacerbate long-standing discrimination** done on the basis of race, gender, caste etc**.**
  - **e.g.,** Controversy surrounding Amazon's AI-based hiring tool (2014-15) which demonstrated significant gender-biases.
- **Violation of Right to privacy**: Big-data surveillance systems **aggregate and analyze** massive amounts of **personal data**. It has potential to compromise the free speech.
  - **e.**g., Meta's AI-powered facial recognition system which automatically identified and tagged people in photos uploaded to the platform.
- **Association and assembly:** AI systems with abilities like **facial recognition** can identify and track **potential protesters**, allowing **state forces to arrest** and retaliate against them.
- **Election interference:** Harnessing AI to augment **disinformation campaigns**, creating deep fakes to create doubt**,** etc.
  - **e.g.,** Use of automated Twitter bot accounts to spread disinformation during various elections globally, including the 2016 U.S. election and the 2017 French election.

Does AI strengthen Human rights?

- **Right to equality**: AI algorithms can be designed to **reduce biases in decision-making** processes.
  - **e.g.,** LinkedIn's AI-driven Job Matching Algorithm which analyzes job postings for gender-coded language and suggests more neutral alternatives to recruiters.
- **Privacy Protection**: AI technologies can be used to develop **advanced privacy protection mechanisms**, including secure data encryption, secure communication etc**.**
- **Ensuring Accountability**: For example, facial recognition technology can be used to document and expose **police brutality, ensuring transparency and accountability.**
- **Protecting collective rights by enabling Governance:** For example-
  - **Predictive Policing**: AI can help law enforcement agencies allocate **resources more effectively, proactive crime prevention, and objective decision-making.**
    - ✓ Although, there are concerns about **the misuse of predictive policing** such as socio-economic profiling, etc.

Conclusion

Regulations covering **AI should embed human rights principles** of legality, necessity, and proportionality. Further, **Public and Stakeholder Involvement** should engage in open and inclusive dialogue with the public, stakeholders, and experts to ensure that AI technologies respect and incorporate human rights.

> **Success in creating effective AI could be the biggest event in the history of our civilization. Or the worst. We just don't know.**
>
> — Stephen Hawking

MAINS 365 – ETHICS

3.3. AI AND CREATIVITY

Introduction

Recently, a music composer utilized Artificial Intelligence (AI) software to recreate the voices of deceased singers. As AI becomes integrated into various artistic processes, questions arise regarding the ethical and legal boundaries governing its use.

Positives of AI in Creative Endeavours

Enhanced Productivity	Innovative Exploration	Collaborative Potential	Quality Improvement
Streamline **creative workflows, automate repetitive tasks**, etc.	Enables artists to explore **new creative avenues.**	Facilitates collaboration between **human creators and intelligent systems.**	Improves the **quality** and **consistency of artistic output.**

Ethical Issues

- **Artistic Integrity:** AI-generated content may raise concerns about preserving the authenticity and integrity of artistic expression, particularly when it is difficult to discern between human-created and AI-generated works.
- **Consent and Ownership:** Questions arise regarding the rights of artists, creators, and participants involved in AI-driven projects, including issues related to intellectual property, ownership, and consent for using personal data or creative contributions.
- **Preservation vs. Exploitation:** While AI can revive historical voices or artistic styles, ethical considerations arise concerning whether such efforts aim to preserve cultural heritage or exploit the identities and legacies of individuals for commercial gain.
- **Technological determinism and cognitive justice:** Widespread adoption of AI in creative industries may have implications for human creativity and innovation, potentially leading to homogenization, loss of diversity, or reliance on formulaic approaches.
- **Regulatory Oversight:** The lack of regulatory measures presents challenges in safeguarding privacy and preventing discrimination, necessitating compliance, enforcement, and adaptation to evolving technologies.

Way Forward

- **Ensure transparency and disclosure in AI-driven creative processes**, including clear attribution of AI-generated content and obtaining informed consent from all involved parties.
- **Uphold the authenticity and integrity of artistic expression,** acknowledging the contributions of human creators and respecting their rights to control and be properly credited for their work**.**
- **Develop ethical guidelines and best practices** for the ethical use of AI in creative endeavours, addressing issues such as consent, ownership, fairness, and accountability.
- **Advocate for regulatory oversight and governance mechanisms** to ensure compliance with ethical standards and protect the rights and interests of individuals involved in AI-driven creative projects.
- **Empower education and awareness** to enhance understanding of AI ethics among all stakeholders, enabling informed decision-making and advocacy for ethical practices in the creative industries.

> ❝
> **One machine can do the work of fifty ordinary men. No machine can do the work of one extraordinary man.**
> — Elbert Hubbard
> ❞
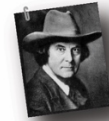
3.4. ETHICS OF ONLINE GAMING

Introduction

Recently, the online gaming industry signed a **voluntary 'Code of Ethics for Online Gaming Intermediaries'** at the Indian Gaming Convention (IGC), organized by the Internet and Mobile Association of India (IAMAI).

About Code of Ethics for Online Gaming Intermediaries (OGI)

- Signed by the **Federation of Indian Fantasy Sports (FIFS), the E-Gaming Federation (EGF), and the All-India Gaming Federation (AIGF)**, which together account for a majority of the gaming industry in India.
  - Adherence to this Code is **voluntary**.
- **Objectives**
  - **Protect the interests of consumers** and enable them to make informed choices.
  - **Create a healthy environment** and ingrains a culture of responsible gaming.
  - **Elevate the industry standard** and bring uniformity in the business practices of signatories.

Stakeholders and their Interests	
Stakeholders	**Interests**
Game developers	• Profitability, Increasing user base, Gaining popularity, etc.
Gamers	• Entertainment, Fair play, Data privacy and security, Positive gaming environment etc.
Regulatory bodies	• Consumer protection, Promoting ethical gaming environment, Promote fair competition etc.
Advertisers/Sponsors	• Maximising revenue, Brand visibility, Promoting fair advertising standards, etc.
Content creators/Streamers	• Monetization, Sponsorships, Gaining influence etc.

Ethical Concern Related with Online Gaming: Exploitative Monetization Practices; Gambling Related Issues; Misleading Advertisements; Bullying and Harassment
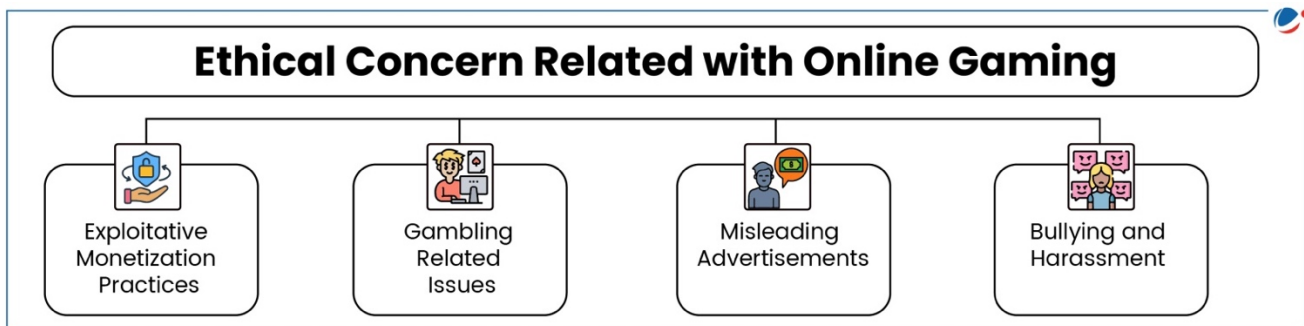
Key Principles Outlined in Code to overcome these concerns

- **Responsible Gaming:** OGI will advise their users to follow responsible gaming practices and take necessary precautions while playing.
  - OGI will allow users an **option to set time or spend limits for themselves.**
- **Safeguards for Minors (Age Gating):** All necessary safeguards to protect minors such as **displaying** the **'18/18+ only' signage**.
- **Fair Gaming:** OGI shall publish on their website/platforms terms and conditions, privacy policy, etc.

- o **Anti-deception measures** will ensure that games or contests are played only between real persons and against automated systems such as bots.
- **Financial Safeguards: Detect and prevent the use of its platform for money laundering** and other illegal activities.

Way Forward

- **Consumer protection:** Applying **standard consumer protection** measures to evaluate the fairness of online gaming platforms such as in-game purchases.
  - o One method that can be employed is the **test of acceptable quality** (i.e., meeting the reasonable expectation of utility and value).
- **Inclusiveness:** Game developers should strive to create inclusive narratives and characters that resonate with a wide range of players, regardless of their gender, ethnicity, or background.
- **Policy measures:** Implementing policies which focus on age verification, **cyber-security measures,** and responsible gaming tools.
- **Fostering Responsible Advertising and Marketing:** Regulations should address predatory marketing practices and ensure transparency in loot box mechanics and in-app purchases.

> **Education should learn from the positive side of gaming – reward, accomplishment, and fun.**
>
> — Sebastian Thrun

3.5. RELIGIOUS BELIEFS AND EVOLVING SCIENTIFIC ADVANCEMENTS

Introduction

The relationship between religion and science is quite dynamic. Interaction between them has long been a source of tension, debate, and often, conflict. Both provide different approaches to understanding the world and reality. Religious ideas are often challenged by new realms of knowledge and scientific advancements. This dichotomy begs a question; can religious beliefs coexist harmoniously with scientific progress?

Scientific Advancements Challenging Religious Belief

- **Life and death:** The very notion of bringing life into this world is being challenged by the advancement in the sphere of biotechnology.
  - o E.g., **Genome editing** can be used to change a baby's genetic characteristics.
- **Evolution:** The theory of evolution by Charles Darwin (promoted the idea of Natural Selection) discredits several **religious beliefs** about the **origins** and development of human life on Earth.
- **Space:** Big Bang theory suggests that the universe originated from a singular event approximately 13.7 billion years ago.
  - o It is contrary to religious belief which propagates different theories regarding the formation of the Universe, particularly Earth.

Scientific Enquiry: Limitation and Boundaries

- **Limitations of Empirical Evidence**: Empirical evidence have led to several new discoveries and inventions. However, there are certain limitations in it.
  - o For instance, various human-specific elements such as **consciousness**, **spirituality** etc. cannot be empirically measured or compared by scientific enquiry.
- **Ethics and conduct are not the primary focus:** Scientific developments may provide information about the **cause or consequences of certain actions or behaviours**, but they cannot explain **moral values** or **ethical principles** associated with them.

o Advancements in the sphere of biotechnology have also raised complex ethical questions about the boundaries of genetic engineering and its potential implications for human evolution and the natural order.
o Also, scientific developments are not able to answer questions or mysteries such as the **nature of the soul**, **the existence of an afterlife**, etc.

Way Forward: Reconciling Faith and Reason

- **Adopting Intellectual Humility**: It involves recognizing that there are gaps in one's knowledge and that one's current beliefs might be incorrect.
  o Rigidity or intolerance on either side can stifle intellectual growth and impede the pursuit of truth.
- **Dialogue and Cooperation:** It can be guided by the **humanistic principles** of **inclusivity**, **respect for diversity**, and the preservation of cultural heritage.
  o Scientific community must approach religious beliefs with cultural sensitivity and an appreciation for their profound impact on individuals and societies.
    ✓ For instance, the ancient Greek philosopher Aristotle, while revered for his contributions to scientific thought, also believed in the existence of an "Unmoved Mover" – a concept that aligned with the notion of a divine creator.
  o Religious institutions should not dismiss scientific findings outrightly, they should explore opportunities for reinterpreting religious texts and traditions in light of new evidence.
- **Developing Critical Minds**: A balanced and nuanced exploration of religious beliefs and scientific advancements in curricula, educators can equip students with the critical thinking skills.

"
Science without religion is lame, religion without science is blind.
— Albert Einstein
"

MAINS 365 – ETHICS

4. ETHICS AND SOCIETY

4.1. ETHICS OF NUDGE

Introduction

Recently, Haryana government launched the **Pran Vayu Devta Pension Scheme**, offering **pension to trees aged 75 years or older** located on the property of the state's residents. The scheme aims at **nudging** the residents towards conserving and protecting aging trees and the environment.

What is a Nudge?

- An intervention that **gently steers individuals towards a desired action**. It is an aspect of the choice architecture **that alters people's behaviour without forbidding any options** or significantly changing their economic incentives.
- **Nudge policies** gently **steer people towards desirable behaviour** even while **preserving their liberty to choose**.

Types and Examples of Nudge

Constructive comparison – Household energy consumption report that tell you how much energy you use compared to your neighbours.

Reminder – Asking citizens to make a plan to vote, asking when, where, and how they will get to their polling station.

Default option – Auto enrolment in company retirement plan using payroll deduction.

Warning – Warning for high tides on the beach.

Visual Cues – Placing healthier food options at eye level in cafeterias.

*Note – Tax, ban, etc. are not generally considered as nudge, rather mandate-based policy

Significance of Nudges

- **Promote law and order:** "Nudge Units" within government agencies have proven that simple nudges can reduce law violations.
- **More effective:** When applied thoughtfully, nudges can be more effective than mandates, financial incentives, etc.
- **Evidence-based:** Nudges are based on empirical research and evidence (ensuring credibility and legitimacy).
- **Diversity:** Nudges can be tailored to accommodate diverse preferences, values, and cultural contexts, allowing for the customization of interventions.

Motivation for Nudges

Motive	Who Benefits	Examples
Selfish	Nudger	Boosting product sales or political power
Paternalistic	Nudged	Increasing retirement savings or health
Pro-social	Collective (Society as a whole, including the nudged)	Reducing spread of diseases or CO_2 emissions
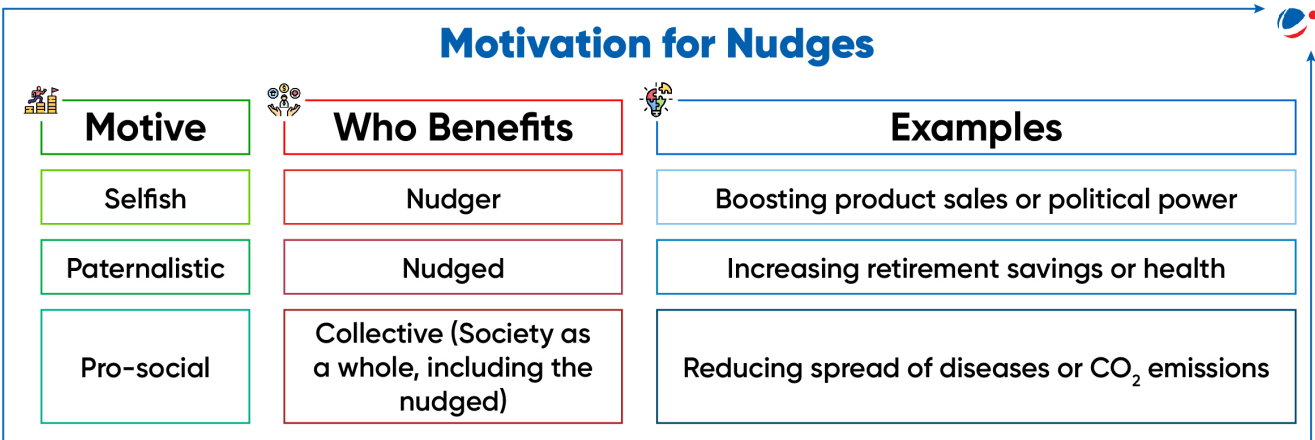
Key ethical concerns with nudge

- **Goals of the nudger:** The potential impact of nudges depends upon the nudgers' motives and who benefits from the nudge.
- **Behavioural exploitation:** Nudging may **exploit people's irrationality**. For instance, auto-enrolment in savings schemes takes advantage of an individual's inaction.
  - Also, concerns of **manipulation** and **lack of transparency** are raised with nudges operating on a subconscious level.
- **Effects of nudges:** Effects of nudges may relate to two aspects:
  - **Effectiveness:** A nudge does not stimulate reflection and so is **less unlikely** to create the knowledge, dissonance, or evaluation required to **change people's beliefs, attitudes and behaviour in the long term.**
  - **Unintended effects:** In some cases, a nudge may produce **reactance** (negative reaction due to perception of choice restriction) or **boomerang effect** (reversal from follow-up of intended outcome).

Conclusion

Nudges should be transparent, not covert or hidden and should be consistent with values of people to be nudged. Also, they should be culturally sensitive and consider the diversity of values, norms, and beliefs within a population.

> **Most people can do absolutely awe-inspiring things. Sometimes they just need a little nudge.**
>
> — Tim Ferriss

4.2. BARE NECESSITIES AND SCARCE RESOURCES

Introduction

Recently, the Supreme Court ordered all states and union territories to issue ration cards to 80 million migrants and unorganized workers under the National Food Security Act (NFSA) 2013. They need ration cards to claim government food grain, it is considered as a part of their basic need. However, Governments are not able to fulfill basic needs of everyone due to scarce resources.

Stakeholders and their Role/Interest	
Stakeholder	**Role/Interests**
Individuals and Communities	• Recipients of **essential resources and services.** • Survival with **good health and well-being**.

Government	• Policymaking for fulfilment of necessities. • Regulating **resource allocation.** • Ensuring economic growth and pursuing national goals.
Civil Society	• Providers of **aid and direct relief**. • **Watchdog on government** and corporate actions. • **Filling the gap** in fulfilment of bare necessities.
Corporations	• Influence **over resource uses and employment opportunities**. • Fulfilling **corporate social responsibility.**
International Organizations	• Promoting **Universal human rights.** • **Reducing inequalities** and ensuring fulfillment of bare necessities across the globe.

Why government is responsible for providing bare necessities?

- **Social Contract Theory**: Defines the relationship between government and citizens, for instance, **citizens restrict certain freedoms** in exchange for public services and security. E.g. Public Goods such as clean water.
- **Constitutional mandate:**
  - For instance, **Article 39(a)** requires the State to secure for its citizens the right to an adequate means of livelihood while **Article 47** envisions raising level of nutrition and standard of living.
  - **Supreme Court has increased the scope of fundamental right**. E.g., Right to life has been expanded to include Right to Food.
- **Expanding Nature of rights:** Laws have evolved with the needs of the populace to increase the threshold of bare necessities. For instance, **Right to Education, Right to Information, etc.**
- **International commitments:** Aimed at fulfilling the basic needs of its citizens such as the **Sustainable Development Goals (SDGs).**

What are the Ethical Approaches for fulfillment of bare necessities by the government?
- **Justice-based approaches: Ensuring fair distribution** of scarce resources.
- **Utilitarianism**: **Prioritize resource allocation** based on **need** and **potential impact**.
- **Capability Approach**: Prioritize **enhancing individuals' capabilities** to access education, healthcare, and other essential services.
- **Deontology**: Focus on respecting and protecting human rights.
- **Rights-Based Approach**: Recognizes basic necessities as **fundamental human rights.**

Way Forward

- **Global public goods:** The COVID-19 pandemic, climate change—these global problems have shown **the need for public goods at the global level.**
- **Prioritization and efficient allocation:** Encourage sustainable utilization along with equitable resource allocation to the marginalized and vulnerable population as envisaged by **Gandhiji's Sarvodaya**.
- **Principles to define bare necessities:** The principle of provisioning of public goods can be utilized to identify the core set of basic necessities.
  - For example, in **Netherlands,** bare necessities are defined on the basis of social justice, economic efficiency, and consistency with democratic principles.
- **Technological Innovation:** Advancement and integration of technology in resource management will ensure effective utilization.
- **Convergence of Resources:** Effective resource management requires collaboration between different levels of government, Civil societies, etc.

MAINS 365 – ETHICS

> *The good or healthy society would then be defined as one that permitted people's highest purposes to emerge by satisfying all their basic needs.*
>
> — Abraham Maslow

4.3. HAPPINESS

Introduction

UN Sustainable Development Solutions Network (SDSN) in partnership with Gallup, and Oxford Wellbeing Research Centre **released the World Happiness Report (WHR) 2024.** Finland topped in the rank for the seventh successive year whereas India was ranked 126th out of 143 nations.

What is the Happiness?

There is **no universally accepted definition of happiness**, however, Ananda, or pure bliss, is an idea deeply rooted in Indian culture. It represents a profound and transcendent state of happiness and well-being that goes beyond fleeting pleasures and is considered the ultimate goal of human existence.

FACTORS THAT AFFECT HAPPINESS

Biological Factors	Psychological Factors	Social and Relational Factors	Environmental Factors	Behavioural Factors	Cognitive Factors	Cultural and Societal Factors
Neurotransmitters (e.g., dopamine, serotonin), Genetics (genetic predisposition)	Mindset and Attitude, **Self-esteem and Self-worth**	Social Support, Quality of Relationships, **Social Connection**	Living Conditions, **Job Satisfaction,** Financial Stability, Life Events	Physical Health, **Mindfulness** and **Meditation**	**Gratitude** and **Appreciation,** Goal Setting and Achievement	Cultural Values and Beliefs

Different philosophical theories explaining happiness
- **Upanishadic tradition:** Ananda is **one of the three essential attributes of Brahman,** the ultimate reality, along with **Sat (existence) and Chith (consciousness**). These three aspects **form the core of Brahman's nature** and are **often expressed as "Sat-Chit-Ananda." (Taittiriya Upanishad)**
- **Epicureanism (Epicurus):** Happiness is the complete absence of bodily and especially mental pains (Ataraxia), including fear of the Gods and desires for anything other than the bare necessities of life.
- **Buddhism:** Happiness is achieved through the cessation of desires and the practice of mindfulness and compassion (Karuna).

Happiness: A Multifaceted Pursuit with Far-Reaching Impacts

- **Individual-Level Benefits of Happiness:** Studies show that happiness can lead to a 12% **boost in productivity** and is positively correlated with marital satisfaction.

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- **Social-Level Impacts**: Happier communities also tend to exhibit **higher levels of civic engagement** and trust in political institutions.
- **National-Level Implications**: Happiness is associated with political stability, the adoption of sustainable practices, and economic growth.
  - Countries that have integrated "**Gross National Happiness**" schemes into their development plans have seen a boost in their economic performance.
- **Global Ramifications**: **Global Peace Index** suggests that countries with higher levels of happiness tend to score higher on measures of peacefulness and international collaboration.

How do Ethical Values Cultivate Happiness?

- **Altruism and Compassion:** Ethical values such as altruism and compassion have been shown to increase feelings of overall well-being.
- **Integrity and Authenticity:** By aligning our actions with our values, can foster a sense of happiness.
- **Fairness and Justice:** Fairness, justice, and equality help in creating a more harmonious and stable society.
- **Self-Regulation and Discipline**: Ethical values that encourage self-discipline, impulse control, and emotional regulation can help people make healthier choices and manage stress more effectively.
- **Positive Relationships:** Ethical values that prioritize honesty, trust, and respect in our relationships tend to foster more meaningful, supportive, and mutually fulfilling connections.

> "
> **There is no path to Happiness; Happiness is the Path**
>
> — Buddha

4.4. CONSUMERISM

Introduction

In the last few decades, it has been noticed that the tendency of consumerism has been rising among people. This tendency was more prevalent in the West, but now developing countries like India have come under its grip. This has manifested in people running behind multiple gadgets, luxury accessories etc., which they might not need, but desire.

Stakeholders and Their Interest	
Stakeholders	**Interests**
Consumer	• Consumer always hopes for best and latest products and services. • They expect that product owner will always share **true information** about the product. • The **advertisement which manipulates** them should be avoided.
Brands	• Their main objective is to **enhance their profit** and **increase** the **market share of their products.**
Advertising Companies	• They work according to the **demands of the brands.** • Adhering to the regulatory guidelines.
Government/Authorities	• Their motive is to **ensure welfare of all**, both consumer and companies. • They regulate market activities, but they can't control consumerism when it is done through legal means.
Environment	• Resources should be utilized in the **sustainable** manner so that it **does not cause negative externalities** on environment such as pollution.

Ethical values undermined by Consumerism

- **Promotes undesirable means:** For instance, **advertisements** (Beauty and cosmetic services/products) claim that products will change user's life.
- **Mindless Consumption:** In consumerism, person just thinks about buying products and creating collections. This nudges they away from their actual needs. E.g**.** Doing shopping for their **social media** uploads etc.
- **Undermines Social Justice:** It is noticed that **societies which are driven** by **consumerism** have huge **disparities**; some people live lavish life while other's basic needs are not fulfilled.
- **Violates Environmental ethics:** An increase in demand naturally increases production, in turn, leading to change in **land use**, threaten biodiversity, **generation of more waste** and **emission of pollutants.**

Striking a balance between Needs and Desires

- **Adopting Ethical Consumerism:** It promotes **practice** of purchasing products and services in a way that **minimizes negative impact social and/or environmental consequences.**
- **Promoting corporate responsibility:** Corporates should adopt 'Stakeholder Capitalism' instead of 'Shareholder Capitalism'.
  - **Stakeholder capitalism** proposes that corporations should **serve the interests of all their stakeholders**, and **not just shareholders**.
- **Regulating Advertisements/Influencers:** Regulating authorities like **Advertising Standards Council of India (ASCI)** should keep eye on the advertisements which try to manipulate consumer**.**
- **Government/Authorities as Nudger:** Government policies can nudge all stakeholders to follow sustainable practices. E.g. **Lifestyle for environment (LiFE)**.

> " The earth provides enough to satisfy every man's needs but not every man's greed
> — Mahatma Gandhi

4.5. USE OF UNFAIR MEANS (CHEATING) IN PUBLIC EXAMINATION

Introduction

Parliament notified the **Public Examinations (Prevention of Unfair Means) Act (PEA), 2024**. The Act deals with unfair means adopted or offences committed by various entities involved in conducting public **examinations by the Central Government and its agencies.**

Stakeholders and their interest /impact of cheating	
Stakeholder	**Interest**
Students	- Increased knowledge. - Secure employment prospects. - Develop confidence and skills like time management through healthy competition. - Assess their learning.
Government and public authorities	- Select qualified officials. - Provide employment to youth. - Transparency, fairness and credibility in the hiring process.
Society	- Develop qualified human resources to serve society. - Promote virtues like honesty, hard work etc.
Examination centres, service providers	- Monetary gains from conducting exams - Responsibility to conduct fair and transparent examinations

Ethical reasoning against cheating in examinations

- **Violates Deontological Ethics:** Students have adopted unfair means (cheating) for favorable ends (results).
- **Against Utilitarianism:** Cheating does not serve the Society and does not satisfy its interests as people who are not capable of providing the needed knowledge and services are given positions.
- **Violates Categorical Imperative:** As per Immanuel Kant's categorical imperative one should only act in accordance with rules that could hold for everyone.
- **Justice as Fairness Principle:** Cheating violates human liberties and equality of opportunities and supports unjust differences.
- **Virtue Ethics:** Virtues of truth, trust, and excellence of character do not support deception or dishonesty.

Reasons for cheating in examinations

- **Ambiguous attitudes**: Parents and teachers sometimes support a culture that is accepting of cheating, such as allowing students to plagiarise.
- **Competitive and societal pressures**: In today's increasingly competitive atmosphere, doing well in exams is becoming more and more important for survival.
- **High-end technology:** Cheaters have access to many devices helping in cheating like spy mics, Bluetooth devices, and so on.
- **Institutional apathy**: Lack of proper monitoring systems to curb the use of unfair means and absence of appropriate punishments further encourage cheating.
- **Altruistic cheating**: A person may use unfair means to benefit someone else, such as parents using monetary means to help out their children in an examination, friends helping out each other etc.

> **How does PEA 2024 seek to prevent the use of unfair means in public examinations?**
> - The Act lists 15 actions that amount to using unfair means in public examinations "for monetary or wrongful gain," like leakage of question paper/ answer key, directly or indirectly assisting the candidate, etc.
> - All offenses under the Act will be **cognizable, non-bailable, and non-compoundable**.
> - An officer **not below the rank of Deputy Superintendent** of Police or Assistant Commissioner of Police.

Way forward

- **Technologically based solutions:** New strategies need to be considered and employed to better manage the advancement of technology use for illegitimate purposes.
  - For instance, the government decided to set up a **High-level National Technical Committee on Public Examinations** to develop protocols for insulating digital platforms.
- **Social Influence and Persuasion**: Value-based education and making use of role models should be used to build negative attitudes towards cheating in society.
- **Parental Involvement:** Parents should support their children's learning without resorting to unethical practices making the environment at home more ethical.

> **I would prefer even to fail with honor than win by cheating.**
> — Sophocles

4.6. INDIVIDUAL SOCIAL RESPONSIBILITY (ISR)

Introduction

According to the EdelGive Hurun India Philanthropy List 2023, 119 Indian business tycoons donated Rs 5 crore or more in FY23, together contributing Rs 8,445 crore for philanthropic activities. This highlights the role Social Responsibility can play in society.

What is Individual Social Responsibility (ISR)?

- In **Social responsibility,** organizations and individuals strive to act for the **greater good** and **avoid causing harm** to society and the environment.
- **ISR** refers to the ethical obligations and actions that individuals have towards their community and society as a whole.
  - ISR involves an individual being aware of how personal actions influence the community.

How ISR is different from Corporate Social Responsibility (CSR)?

Examples of ISR: Philanthropy; Working in a homeless shelter; Recycling; Being honest in all dealings with others; Being fair to others; Making an effort to have less environmental impact, for example, driving less; Donation of money; Donation of time; Giving blood

	Individual Social Responsibility (ISR)	Corporate Social Responsibility (CSR)
Scale and Scope	• Individual decisions and voluntary contributions. E.g., Philanthropic contributions.	• Corporate entities, Businesses and Large firms. E.g., Bottles for change campaign of Bisleri.
Nature of Contributions	• Often **small and more personal** such as volunteering, etc.	• Typically, **larger in scale** and include environmental sustainability programs, etc.
Drivers	• Typically, voluntary and **driven by personal values.**	• Often due to **legal requirements**, but also driven by **ethical considerations.**

Need for ISR in India

- **Predominance of Public Sector:** Public sector has been carrying the weight of social sector spending, accounting for 95% of total spending.
- **Funding gap in Sustainable Development:** India remains well short of NITI Aayog's estimate (13% of GDP) of total annual funding required to achieve SDGs.
- **Resource redistribution:** Multi-dimensional inequalities persist which require a considerable amount of investment and efforts for resource redistribution.
- **Environmental sustainability:** ISR practices, such as sustainable living, waste reduction, etc., can contribute in mitigating the impact of climate change.
- **Technology development:** ISR can enhance the role of technology, bridging the digital divide and promoting financial inclusion.

Ethical Considerations when engaging in ISR

- **Need of beneficiaries:** ISR activities should be designed with the choice autonomy of beneficiaries in mind.
- **Cultural Sensitivity:** ISR activities should understand the cultural context and collaborate with local communities for respectful engagement.

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- **Social interest vs. personal interest:** Individuals are guided by their personal choices and values which may not always be aligned with every group of people.
  - o Individuals in their ISR activities should understand the group composition and interests for whom the activity is designed.
- **Outcome-oriented:** Individuals should strive to assess the impact of their contributions, adapting and refining their approaches to maximize positive outcomes.
- **Empowerment:** Ethical ISR involves empowering communities to be self-reliant and fostering sustainable solutions rather than perpetuating a cycle of dependency.

> **If I have the means, I have the responsibility to employ them for good.**
>
> — Terry Brooks

4.7. GOOD SAMARITANS

Introduction

In a case related to Good Samaritan, the Delhi High Court observed that a person who chooses to help a person in distress should not be harassed for showing kindness. Further, HC said that helping an injured on a public road/highway is the prime duty of everyone.

Good Samaritan and Legal Provision in India

- **Good Samaritan** is a person who **provides immediate assistance** or **emergency** care to an injured person without expectation of payment or reward, without any duty of care or special relationship.
- **Guidelines for Protecting Good Samaritan**: Issued by the **Ministry of Road Transport and Highways**:-
  - o Good Samaritan may take an injured person to the nearest hospital and should be **allowed to leave immediately**.
  - o He/she shall not be liable for any **civil** and **criminal liability**.
  - o In 2016, Supreme Court made these guidelines legally binding for all States and Union Territories.
- Additionally**, Section 134A** was inserted in Motor Vehicles Act, 1988 through **Motor Vehicles (Amendment) Act, 2019** providing protection to Good Samaritans.

Stakeholders and their Interests	
Stakeholder	**Interests**
Good Samaritan	• **Responsibility and duty to help** living beings in distress. • Expect that in lieu of helping others they will be **not harassed by authorities or bear prolonged legal formalities.**
Person in need	• Expect that **every person shall show the qualities of Good Samaritan** showering compassion and empathy.

Government	• Government **benefits from the act of Good Samaritans** as it leads to saving of life of citizens.
	    o According to the Law Commission, 50% of the road accident victims could have been saved if they had received care on time especially during the
	      ✓ Golden hour. Golden Hour refers to time period of one hour following an accident.
	 • It will help government **in reducing the road accidents by 50% by 2030**.

Police/Other authorities	• Collect all the **relevant information from the Good Samaritan**. • Make effort that **Good Samaritan are not harassed** by involving them in investigation, seeing them as suspect, forcing them to become eyewitness etc.

Issues which hinder acts of Good Samaritan

- **Selfishness/unsympathetic attitude:** In modern times, self-centric tendencies have increased. E.g. In a recent accident, people were taking selfies and making videos instead of helping.
- **Bystander apathy: Diffusion of responsibility** that occurs when multiple people are present believing that someone else will take the action.
- **Unfavorable public judgment: Fear of unfavorable public judgement wherein people feel they would be considered the culprit.**
- **Legal Issues:** Fear of being trapped in legal matters creates resistance among people to come forward and help others.

Way forward

The culture of Good Samaritan can be promoted in India through means such as rewards/recognition. Also, best global practices can be adopted, for instance, Canadian states have provisions of no liability for emergency aid by Samaritans unless gross negligence is observed.

> **Remember there's no such thing as a small act of kindness. Every act creates a ripple with no logical end.**
> — Scott Adams

4.8. ETHICS OF INFLUENCER ENDORSEMENTS
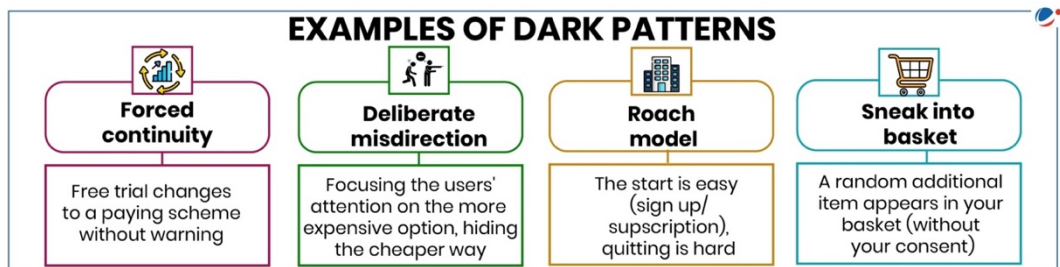
Introduction

Celebrity Endorsements are a **form of advertising that uses famous personality or celebrities or social media influencers to persuade buyers** as they are viewed as role models in a society. Centre has released the **endorsement guidelines for celebrities and social media influencers titled as the "Endorsements Know-hows!"**.

Key stakeholders and their interests	
Stakeholders	**Interests**
Brands/Companies	Collaborate with **celebrities** to **leverage their reach and credibility** to enhance brand recognition, increase sales, or improve brand perception.
Celebrities	Duty to verify **authenticity and quality of products/ brands**, avoiding **conflict of interest**, protecting **reputation**, etc.
Consumers	**Consumers' opinions, attitudes, and purchasing decisions** can be influenced by the celebrity's association with the brand or product.
Advertising Agencies	Ensure that the endorsement aligns with the brand's **marketing objectives** and **resonates with the target audience.**
Media	Media exposure **amplifies the impact of celebrity endorsements** and contributes to brand visibility.
Regulatory Bodies	Establish guidelines and regulations to ensure **transparency, truthfulness, and ethical practices in advertising.**

Ethical issues in influencer endorsements

- **Instances of misuse of trust:** Followers trust that influencers would not recommend something that is harmful or low quality. However, a misleading advertisement can affect consumer health/interests.
  - **e.g.,** Surrogate endorsement of Pan-Masala brands by famous Bollywood Actors and Cricketers.
- **Lack of responsibility:** There is no responsibility mechanism for influencers for checking the endorsed products. Also, brands do not provide appropriate data regarding the product in the public domain.
- **Lack of understanding by influencers:** Sometimes, influencers themselves have a **limited idea of the quality of the product** they are promoting. This was evident in **Fyre Festival fraud**.
- **Conflict of interest and deceptive marketing:** Often the products are advertised showing that they have been made keeping the benefits of consumers in mind but are actually promoted based **solely on the profit motive**.
- **Targeting vulnerable groups** such as children or teenagers, that may **not be able to critically evaluate** the products that influencers are promoting.
- **Reinforcing Dark Patterns** created by some technology companies, advertising agencies or marketing ecosystems.

EXAMPLES OF DARK PATTERNS

Forced continuity	**Deliberate misdirection**	**Roach model**	**Sneak into basket**
Free trial changes to a paying scheme without warning	Focusing the users' attention on the more expensive option, hiding the cheaper way	The start is easy (sign up/ supscription), quitting is hard	A random additional item appears in your basket (without your consent)

  - **Dark patterns** describe the ways in which **software can subtly trick users** into doing things they didn't mean to do, or discouraging behaviour that's bad for the company.

Endorsement Know-hows: Guidelines for Celebrity and Social Media Influencers
- **Compulsory disclosure of monetary or material benefits of a product or a brand** they are promoting through their social media platforms.
- **Penalty:** Failure of compulsory disclosure will attract a **penalty of up to ₹ 50 lakh**.

- **Clear communication**: The disclosures must be prominently and clearly displayed in the endorsement and **terms such as 'advertisement', 'sponsored' or 'paid promotion'** should be used for all sorts of endorsements.
- **Advertise responsibly:** They should **not endorse any product or service** in which due diligence has not been done by them or that they have **not personally used or experienced**.

Potential Solutions going forward

- **Implementation of Guidelines:** "Endorsements Know-hows!" must be followed by celebrities, influencers, and virtual influencers on social media platforms.
- **Code of ethics for social media influencers:** It should include the **establishment of authenticity** of the products by them and promoting safe and beneficial products to their audience.
- **Self-regulation by celebrity or influencer groups:** The influencer marketing industry should come up with a **set of guidelines and best practices** that influencers can follow.
  o For instance, P. Gopichand decided not to endorse carbonated soft drinks owing to their deleterious health effects.
- **Effective age restrictions and parental controls:** To prevent targeting of children or teenagers to such misleading advertisements.
- **Creation of a governmental due diligence structure:** Government can form a committee or a forum to consistently check products or services for their claims. This will limit the onus of due diligence on celebrities and will **create a sense of brand responsibility**.

> **Ethics is knowing the difference between what you have a right to do and what is right to do.**
>
> — Potter Stewart

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5. ETHICS AND BUSINESS

5.1. COMPASSIONATE CAPITALISM

Introduction

Recently, Narayana Murthy raised concerns about the large gap in income between top executives and lower-level employees in Indian companies and called for practicing compassionate capitalism to solve this issue.

About Compassionate Capitalism

- **In Capitalism**, **private actors own** and **control property in accordance with their interests,** and demand and supply freely determine the prices in markets in a way that can serve the best interests of society**.**
    - **Adam Smith's** "The Wealth of Nations" laid the **foundations of capitalist thinking.**
- **Compassionate capitalism** aims to **blend capitalist opportunity with principles of equitable wealth distribution** from socialist thought.
    - Compassionate capitalism **merges Adam Smith's economic individualism** with the **socialist paradigms of Karl Marx.**
    - It **combines** the concepts of communism's **equitable wealth distribution** with **the principles of work, opportunity, and fair economic compensation.**

> **From each according to his ability, to each according to his needs.**
> — Karl Marx

Ethical dilemma associated with compassionate capitalism

- **Employee Welfare vs. Profit Maximization:** Ensuring fair wages, reasonable working hours, and good working conditions may increase operational costs.
- **Consumer Interests vs. Profit-Driven Products:** Producing higher-quality, safer products may result in higher costs.
- **Environmental Responsibility vs. Cost Efficiency:** Businesses might struggle to balance eco-friendly initiatives with maintaining competitive pricing and profitability.
- **Attracting talent in higher echelons vs. Income Equality:** Competitive compensation packages are argued to attract top talent even though they can create a significant income gap between the highest and lowest earners.
- **Community Engagement vs. Shareholder Returns:** Investing in community projects and social causes can enhance a company's social responsibility image but might not provide immediate financial returns.

Contribution of Moral Thinkers to the idea of Compassionate Capitalism

- **Buddhism's Pratityasamutpada:** Based on the concept of **dependent origination (Pratityasamutpada),** this view holds that **people are interdependent** with each other and the Earth.
- **Immanuel Kant's Categorical Imperative:** Kant emphasized treating every person as an end in themselves, not merely as means. His moral law dictates acting out of duty to ethical rules, not mere self-interest.
- **Gandhian Thought:** Gandhiji's values of truth, **non-violence, and socio-economic ideals** included simple living, uplifting all (sarvodaya), and trusteeship.
- **Amartya Sen's Capability Approach:** His framework evaluates individual well-being and social policies based on **people's capabilities** and freedoms, not just monetary metrics.

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Practices that can materialize Capitalism Compassionate

Stakeholders	Practices
Workplace	• **Open and Flexible work cultures**: Work culture that values collaboration, innovation, and creativity and also investing in skill development of workers. • **Equal opportunity to growth:** E.g. Infosys' Employee Stock Ownership Plan (ESOP) democratizes wealth by granting company stock to employees. • **Financial security and fair redistribution of wealth**: E.g., Tata Steel has committed to pay the families of employees who died from Covid their last drawn salary until the deceased would have turned 60. • **Fostering compassionate leadership**: By imbibing values like empathy; openness and communication; physical and mental well-being; etc.
Environment	• **Environmental accounting:** E.g. **SEBI issued guidance note** on **Environment, Social and Governance (ESG) disclosures for companies** listed on Indian Stock Exchanges. • **Adopting circular economic model:** ITC has adopted this model to reduce its environmental footprint. • **Minimising consumerism:** According to the **'Limits to Growth principle** (proposed by Club of Rome)', humans can live indefinitely on earth if they impose limits on themselves and their production of material goods.
Society	• **Corporate Social Responsibility (CSR):** CSR is a commitment by businesses to integrate social and environmental concerns in their business. • **Redistribution of wealth generated from Development:** For example, **Pradhan Mantri Khanij Kshetra Kalyan Yojana (PMKKKY)** that ensures development benefits also reaches to the people and areas affected due to mining. • **Fulfilling societal needs:** For example, **'Goodfellows'** initiative started to help the elderly in India.

5.2. ETHICS OF FOOD SERVICE AND SAFETY

Introduction

The presence of **carcinogenic pesticide ethylene oxide** in several spice mixes of MDH and Everest was detected in Hong Kong, Singapore, and Maldives. Nestlé India was also found to have **included sugar in infant milk in India but not in Europe**. These instances highlight poor standardization and weakening of Ethics in the Food Industry.

Stakeholders and their Role/Interest	
Stakeholders	**Role/Interests**
Consumers	• Health and Wellness • Food safety, Food prices & Food security • Equality, Social justice & fairness in food services
Companies/ Businesses/ Small-scale producers/ Processors	• Food quality and safety, • Cost Efficiency, Profit and sustainability • Customer satisfaction, trust and Loyalty • Social Responsibility and Community Engagement • Reputation Management
Government/ Regulators	• Public policy & Regulation • Ensuring that food served is of high quality, nutritious, and contributes to public health and safety.
Society/ NGOs/ International Organisation	• Sustainable food production and consumption • Ensuring that food supply chain follows ethical practices

	• Ensuring Affordability and Accessibility of food • Regulatory Compliance and Advocacy

What is Food Ethics?

Food ethics **concerns the morality of food production and consumption**. Food service ethics encompasses moral principles and standards that guide behaviour in the food service industry and across the food value chain.

Key principles of food service ethics

- **Justice:**
  - **For Food Providers:** Food service workers often face issues like low wages, food insecurity, etc.
  - **For Consumers:** Access, Security and Affordability of safe and nutritious food are important issues that are often ignored.
- **Autonomy:** Involves freedom to choose how food is **produced** and **distributed (autonomy in Supply Chains),** while also respecting **consumers' ability to make their own decisions (transparency via Labels).**
- **Non-maleficence**: Encompasses-
  - Taking steps to prevent contamination and foodborne illnesses,
  - Addressing and rectifying safety concerns, etc.
- **Accountability and Transparency:** Involves Responsibility for Food Safety, Addressing Customer Feedback, etc.

Ethical concerns involved in Food Service and Safety

- **Assigning responsibility for safety:** Who should take responsibility to **prevent and control foodborne diseases and outbreaks**?
  - According to WHO, 600 million people fall ill and 420,000 die every year from eating unsafe food.
- **Financial Constraints vs. Food Safety:** How to balance **costs and benefits of food safety measures**, especially for **small-scale producers and processors** and at the same time comply with food safety standards.
- **Diverse Individual choices:** How to respect the **autonomy and preferences of consumers**, who may have different tastes or choices.
- **Protecting genuine stakeholders:** Protecting the **privacy and confidentiality of individuals or businesses** involved in foodborne incidents, without compromising the public interest or accountability.
- **Universal application of safety standards:** Ensuring **food services and safety measures are fair and equitable,** and not discriminate against certain groups based on socioeconomic status, culture, or geography.

Way Forward

- **Nudging consumers:** Nudges are small changes in the environment of decision or "choice architecture" **(e.g. display of choices in a cafeteria, restaurant menu, etc.)** to help individuals make choices that are deemed beneficial. **E.g. FSSAI's Eat Right India Campaign.**
- **Stakeholder Capitalism:** Stakeholders' perspectives, including those from environmentalists, consumers, and animal industries, are important in ethical decision-making.
- **Food safety training and education:** Food safety training and education are important for food handlers to prevent food contamination and foodborne disease outbreaks.

> **Let your food be your medicine, and your medicine be your food**
>
> — Hippocrates

5.3. ETHICS AND ENTREPRENEURSHIP

Introduction

Recently, a jury met to recognise the most brilliant young leaders of corporate India for the 10th edition of 40 Under Forty for a publication. A member of jury highlighted that certain young entrepreneurs not only demonstrated professional and business acumen but also believed in giving back to society.

Stakeholder and their Interests	
Stakeholder	**Interests**
Entrepreneurs	• Establish a successful **business model.** • Expects **cooperation** from employees, regulatory bodies etc.
Customer	• Product and services should be available at reasonable cost. These should be eco-friendly. • Expects **ethical practices** from entrepreneurs.
Government/Regulatory Authorities	• Creating positive environment for the entrepreneurs so that they can **transform into successful business model.** • Entrepreneurs should **comply** with law of the land.
Business Partners/Dealers	• The deals or agreement signed by the entrepreneurs, needs to be implemented by them in **letter** and **spirit**. • **Transparency** and accountability in day to day work of the company.
Investors	• Expects high **return from their investments**. • Promote entrepreneurs who are honest and accountable for their actions.

Ethical Issues faced by Entrepreneurs

- **Conflict of Interest**: Entrepreneurs often face conflict between maintaining profitability of company and social impact. **E.g.** Lijjat papad (a Women's Cooperative) had to decide between rapid mechanization to increase production or maintaining their labor-intensive model to provide employment to thousands of women.
- **Environment Responsibility**: In entrepreneurship, environment responsibility is still not a considered as a key priority. **E.g.** In 2019, **Reliance Industries** was fined for ecological loss.
- **Adopting Wrongful means**: Sometimes entrepreneurs take wrongful means to achieve their ends. For instance, manipulating financial statement of the business to attract investment. **E.g. Satyam Scam 2009** (accounting fraud).
  - Entrepreneurs sometimes violate regulations related with Intellectual Property Rights (IPR) such copyright, patent etc.
- **Work Culture/Fair treatment with Employees**: In order to complete task on time, many times, management pushes employees to work extra.

Key Guiding Principles for Ethical Entrepreneurship	
Utilitarianism Ethics	Advocates actions that foster happiness or pleasure and oppose actions that cause unhappiness or harm.
Deontology Ethics	Immanuel Kant's Deontology ethics says that rational humans must **scrupulously uphold** their **moral obligations**, regardless of the result.
Virtue Ethics	Emphasizes that practicing qualities like honesty, courage, justice, charity, etc., one grows into an **acceptable** and **righteous** life.
Stakeholder Theory	Theory argues that a firm should create value for all stakeholders, not just shareholders.

Ways to Integrate Ethical Principles into Entrepreneurship

- **Balancing Profit and purpose: Social entrepreneurship** is good example of this approach. It seeks to solve a social need while earning a reasonable financial return.

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- E.g. **eHealthPoint venture,** provides primary health consultations to rural or remote communities.
- **Stakeholder Engagement/Foster Open Communication**: Entrepreneurs should encourage employees, customers, etc. to speak up about any **ethical concerns** or **violations** they observe.
  - **E.g. TATA Steel** has developed a robust stakeholder engagement process.
- **Ethical sourcing of raw materials**: **E.g. Ben & Jerry's**, renowned ice-cream manufacturer, has a long-standing commitment to ethically source ingredients.
- **Lead by Example**: E.g., In 2020, Wipro Ltd, along with associate firms, committed Rs 1125 crore for the COVID-19 pandemic outbreak.

> **Business need to go beyond the interest of their companies to the communities they serve.**
> — Ratan Tata

5.4. LABOUR ETHICS AND LONG WORK HOURS

Introduction

Recently, Narayana Murthy suggested 70 hours work week for youngsters. This has raised debate surrounding labour ethics. Labour Ethics includes consideration of **right and wrong on a wide range of questions having to do with the treatment of labour**.

Stakeholders and their Interest	
Stakeholders	**Interests**
Employee	• **Gainful employment**, good working conditions and **work-life balance.**
Employers/ Industrialists	• **Promote Organizational efficiency**, profits and sustained human resource development.
Management	• Views long working hours as a matter of **professional responsibility**, especially in fields such as health care and law enforcement.
Investors	• Maximize returns on their investments in short period of time. • Undertake **investments in ethically and socially responsible businesses.**
Labour Unions	• Negotiate for **better workers' rights,** including safer working conditions and reasonable work hours.
Labour regulatory bodies	• **Enforcement of labour laws,** rules, regulations and standards and promote welfare of workers.
Government	• Promote **economic growth** along with all round human Capital development.

Ethical concerns against overtime and long work hours

- **Violation of Ethical principle of nonmaleficence**: The principle dictates **that care should be taken not to harm others**.
  - Long working hours causes exhaustion leading to **medical negligence, disasters e.g. Chernobyl, Space Shuttle Challenger accident.**
- **Wealth over health**: Choosing extra overtime income compromises **physical and mental health**. E.g. job burnout in professions like investment banking.
- **Profit over Principles:** Mandating long work hours is against **sustainable work culture** where **businesses are mindful of worker's health.**
- **Erosion of family and societal values**: By eroding time for personal relationships, and ties to the broader community.
- **Against socialistic and gender ethics:** Long work hours concentrate job opportunities for limited set of labour force resulting in **inequitable distribution of employment.**

- o It also **limits gainful employment opportunities for women** who prefer shorter-hour shifts due to dual burden.

Way forward

- **Governments:** Proper **enforcement of labour laws** regulating work hours, e.g. Factories Act, Motor Transport Workers Act, 1961.
- **Businesses: Invest in health and wellbeing of employees** to promote better job satisfaction. E.g. Healthcare insurance, paid leaves, maternity/paternity leaves etc.
- **Employees:** Better **time management** to foster a balance between professional and personal goals.
- **Upskilling:** To address shortage of skilled workforce and promote better division of labour.
- **Collaboration** between multiple stakeholders, like, Government, business, labour unions etc. to create an **ethical framework for Sustainable work culture**.

> **Leisure is only possible when we are at one with ourselves. We tend to overwork as a means of self-escape, as a way of trying to justify our existence.**
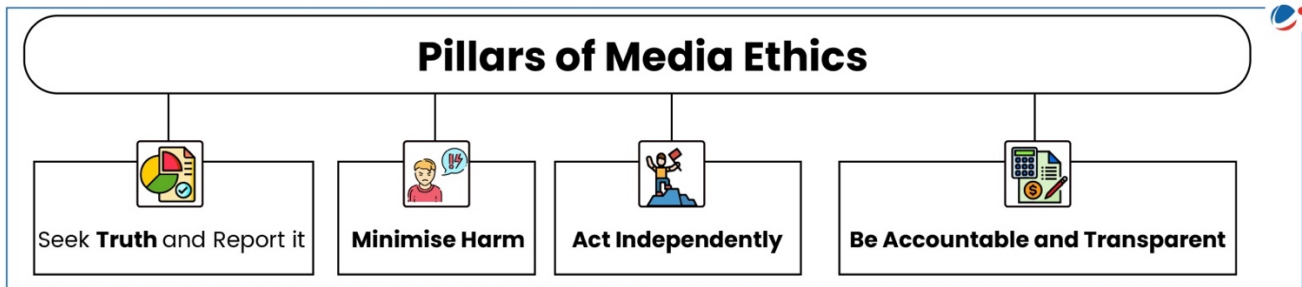>
> — Josep Pieper

6. ETHICS AND MEDIA

6.1. MEDIA ETHICS AND SELF-REGULATION

Introduction

Recently, the Supreme Court expressed concerns about the **ineffectiveness of the self-regulatory mechanism** set up by the **News Broadcasting and Digital Standards Authority (NBSA).** This also highlights the importance of adherence to Media ethics in the modern age, where breaches of media ethics are rising.

Stakeholders and their Interests	
Stakeholders	**Interests**
Media actors	• Media ethics must ensure that journalists observe principles of **integrity, professionalism, privacy and impartiality.** • **Ensuring autonomy** of media through the mechanism of Self-regulation.
Government	• Media ethics promotes and defends values such as a **universal respect for life and the rule of law and legality.**
General Public	• Serve the public by providing information which **is impartial** and which promotes **knowledge and reason.**
Police	• Media must **facilitate assistance to the police** and it must applaud when criminals are brought to justice as a result. o The press must also **hold the police to account, acting as the eyes and ears of the public.**

Pillars of Media Ethics

Seek **Truth** and Report it   Minimise Harm   Act Independently   Be Accountable and Transparent

Why the need for effective Media Ethics is becoming paramount in India?

- **Conflicts of Interests:** Impartiality is one of the pillars of media ethics. But a dilemma occurs when one is assigned to cover a story about someone s/he has an existing personal relationship with.
- **Confidentiality and Integrity**: Serious ethical concerns have been expressed where reporters covered special stories based on information concerning an **individual's personal conduct in private life.**
- **Bias and subjectivity:** News reports are often reported in a **particular style, and bias in a manner** that has led to the suspicion of the news media's intentions and objects.
- **Cross-media ownership by big corporate companies** has assumed alarming proportions.
- **Current self-regulatory mechanism has not been effective** due to reasons like-
  - **Media and market pressure: Business imperatives** of increasing revenue have taken (and continue to take) their toll on **journalistic excellence.**
  - **Inadequate penalty:** Currently, ₹ 1 Lakh fine is ineffective as this fine is not in proportion to profits earned.

Way Forward

- **Self-regulation system** of media needs strengthening.
  - **Hutchins Commission report** advocated for **freedom of the press, and self-regulation** was considered as the key feature, and **government intervention as the last resort.**

- o **Penalties should be in proportion** to the profits earned by an errant channel, as recently **advocated by the Supreme Court.**
- There should be **a universal code of ethics** which specifies the following guidelines for journalists**:**
  - o **Take responsibility** for the accuracy of their work.
  - o **Never deliberately distort facts or context,** including visual information.
  - o Recognise a special obligation to serve as **watchdogs over public affairs and government.**
  - o **Objectivity** is an essential technique for removing bias in seeking truth.

> **The media could not be policed from without and had to be policed from within.**
>
> — Tom Clancy

6.2. ETHICAL USE OF SOCIAL MEDIA PLATFORMS
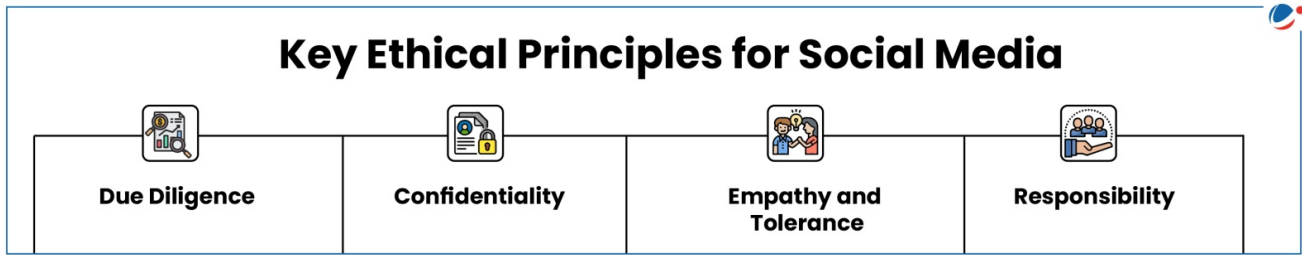
Introduction

Recently, the ECI has taken cognizance of the violations of the Model Code of Conduct and other legal provisions concerning the use of social media in election campaigning by political parties. This raises questions about the lack of well-defined ethics in the context of the fast-evolving nature of social media.

Stakeholders and their Interest	
Stakeholders	**Role/Interests**
Users/Customers/Citizens	• Virtual social connectivity and Access to quality digital services
Social Media Intermediaries/Platforms	• Quality Service Delivery • Increasing customer base- Reach • Profitability and financial growth
Political Parties	• Increasing the reach towards the target voter base • Social media as a tool for electioneering • Align with the demands of the voters
Government/Regulatory ecosystem	• Ensuring a level-playing field for fair competition and protecting the rights of its citizens
International Organizations	• Global consensus on ethical use of social media platforms • Ensuring the platforms are not misused

Ethical debates concerning Social Media

- **Individuals v/s Social media platforms:**
  - o **Privacy**: **Lack of informed consent** for usage, storage and sharing of personal data has led to the issue of **breach of confidentiality**. E.g., **Targeted advertising** based on search history.
  - o **Discrimination**: Access has increased over the period; however platforms still lacks the institutional structures to ensure **equitable** and **fair access** to the minoritized voices.
    - ✓ E.g. Social media campaigns based on **anti-immigration sentiment in Western countries**.
- **Society v/s social media platforms**
  - o **Polarization**: Fragmentation of the public sphere by encouraging the formation of **'echo chambers' and 'filter bubbles'** creates **informational silos** for like-minded individuals who deliberately **shield** themselves from exposure to **alternative views**.
    - ✓ E.g. the Use of **Facebook** to drive **violence against the Rohingya minority** in **Myanmar**.
- **Regulatory ecosystem v/s Social media platforms**:
  - o **National Interest v/s individual freedom**: The regulatory initiative of Government may compromise **freedom of speech** of the users.

- o **Transparency and accountability**: It is **difficult to fix or trace accountability** for the content on the platforms.
  - ✓ E.g., **Whatsapp's** end-to-end encryption makes tracing criminal activity on it difficult.

Key Ethical Principles for Social Media

| Due Diligence | Confidentiality | Empathy and Tolerance | Responsibility |

Way forward

- **Legal/ Regulatory ecosystem:** There is a need for a **facilitative methodology** for upholding social media ethics **without overt regulation** of the platforms.
  - o The **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021-**
    - ✓ **Features**: Office of a Grievance Officer, **Grievance Redressal Mechanism**, Chief Compliance Officer, **Code of Ethics, Self-regulation mechanism** and **Oversight Mechanism** by the government.
- **Social media platforms:**
  - o Following **government guidelines for data storage and sharing** in aspects like sovereignty and integrity of India, security of the State, public order, decency or morality etc.
  - o The Internet and Mobile Association of India along with social media platforms agreed on a **Voluntary Code of Ethics for elections in India**.
- **Political Parties:** Every political party should have an **internal Code of Ethics** and a **self-regulating mechanism**.
- **Society:** It is the **collective responsibility** to hold social media platforms **accountable**.

> **Social Media is not the Exploitation of technology but service to Community**
>
> — Simon Mainwaring

6.3. ETHICS OF MEDIA TRIAL

Introduction

In the present times, the media has clothed itself with the power of investigation and trial and ultimately branding accused as a criminal, even before our courts of law have delivered a judgement. In this context, the Supreme Court (SC) directed the Union government to prepare guidelines on how the police should brief the media about ongoing investigations in order to prevent media trials.

Stakeholders and their Interest	
Stakeholders	**Interest**
Judiciary/Judges	• **Free trial is the foundation of justice**. Anything which may make judges biased towards the accused should be avoided.
Accused/Family members	• The accused expects that the media will show things **without fabricating facts and figures.**
Victim/Family members	• Victims/Family members expect that their **identity/personal information** will not be **revealed** by the media. Also, they hope that the media will help them in getting **justice**.

Witnesses	• The **protection and safety of the witness is crucial in the entire justice ecosystem**. Their stake lies in Media not disclosing their identity.
Media	• Reporting the truth i.e., **acting as 4ᵗʰ pillar of democracy** and managing the commercial angle connected with **popularity and viewership**.
Individual/Citizen	• The general public expects that **socially significant issues are given priority and honestly reported by media** i.e., without bias, prejudice or any vested interests.

Key Ethical Issues with Media Trial

- **Credibility of the Justice System**: It undermines the principle of **innocent until proven guilty** which advocates that **every accused** is presumed innocent **until proven guilty by the law**. E.g. Aarushi–Hemraj murder case.
- **Undermines Right to fair trial**: When sub-judice cases (case is under trial) are being discussed by experts in media, their opinions can affect the perception of judges toward the accused/victim. E.g. Jasleen Kaur harassment case.
  - **Article 21** of the Constitution of India guarantees everyone the **right to a fair trial** (**part of the right to life and liberty**).
- **Threatens Right to Privacy**: The identity/personal information of the accused and victim is revealed which can negatively affect the Public image of an individual. E.g. in Sushant Singh Rajput case.
- **Undermines Media Ethics**: Violates key principles of Media Ethics such as **truth** and **accountability**.

Way Forward

- **Creating a balance between the rights of the accused and the media:** In sensitive cases, media can delay reporting on certain aspects until the trial is over.
  - **In Sahara India Real Estate Corporation v SEBI (2012)**, the SC highlighted the need for a delicate balance between the **rights of the accused** and the **media's right** to report.
- **Promoting Self-regulation Mechanism**: Organisations like the **Broadcasting and Digital Standards Authority (NBSA) should** create **comprehensive guidelines**.
- **Implementing Media Ethics**: **Press Council of India** should emphasize and encourage the implementation of the **Norms of Journalistic Conduct (2022)**.

> **Everything we hear is an opinion, not a fact. Everything we see is a perspective, not the truth.**
> — Marcus Aurelius

6.4 SOCIAL MEDIA AND CIVIL SERVANTS

Introduction

"Don't fall into the 'Singham' trap. The Police uniform is not associated with authority and awe but inspires pride." – Prime Minister. This was spoken in the context of Civil Servants turning into Instagram celebrities. At the same time, IAS officer and collector Prasanth Nair used his social media influence to gather volunteers for cleaning up a lake in Kerala.

Civil Servants have been using Social Media these days for various purposes such as:

- **Connecting with citizens** to increase public participation, build trust, and increase popularity.
- **Sharing information and improving awareness regarding government schemes, latest policy updates, regulations** etc. E.g., Delhi Traffic Police increasing traffic law awareness through memes.
- **Understanding public viewpoint** on policies and programmes and underlying issues like casteism, communalism, and sexism among others.

- **For expressing personal opinion** and sharing other content.

Key stakeholders and their interests	
Stakeholders	**Interests**
Civil Servants	De facto **representatives of the government** and at the same time **right to freedom of speech and expression** as a citizen.
Government	Set **policies, guidelines, and standards** for civil servants' social media usage.
Citizens/Public	**Audiences and recipients of the information** shared by civil servants and may actively participate by **commenting, asking questions, or seeking assistance** through social media channels.
Media	**Monitor and report** on civil servants' social media activities, amplifying their reach and impact.
Colleagues/Peers	Follow and **engage with their peers' social media activities** to exchange ideas, share best practices, or coordinate efforts.
Regulatory Bodies	Monitoring and ensuring **compliance with social media usage guidelines** or policies.

Ethical issues arising out of social media use by Civil servants

- **Principle of Neutrality and Anonymity:** Civil Service values suggest that officers be politically neutral and must keep themselves away from being recognized publicly or appreciated for that matter, contrary to what social media provides.
- **Inconsistent with the parliamentary form of government**: In a parliamentary form of government, bureaucrats are not directly accountable to the public but only accountable to their line of authority.
- **Violation of confidentiality and threat to national security**: Risk of information leakage, personal data shared online can be used for intelligence gathering, social media accounts of bureaucrats can be targeted by hackers for unauthorized access, etc.
- **It can blur the distinction between an individual's professional and private identity:** Actions online are easily visible to colleagues, employers, and the general public, thus making it difficult to separate professional and personal selves.
- **Undue self-promotion**: Fame is sometimes used by civil servants for self-promotion. Many Civil Servants post about their work. These posts are then promoted by their fans and followers, creating a public narrative of their performance.

> **All India Services (Conduct) Rules, 1968**
> It highlights that **no member of the services should make a statement on any public media**-
> - which has the effect of an **adverse criticism of any current or recent policy or action** of Central Government or a State Government.
> - which is **capable of embarrassing the relations between the Central Government and any State Government**.
> - which is **capable of embarrassing the relations between Central Government and Government of any Foreign State.**

Potential Solutions

The following **core values** have been suggested by the **Department of Electronics and Information Technology for social media** presence and interaction of civil servants:

- **Identity**: **Civil Servants must clearly mention their identity, their role in the department** and publish information in the first person. A disclaimer may be used when appropriate.
- **Authority**: **Do not comment and respond unless authorized to do so,** especially in matters that are sub-judice, draft legislations or relating to other individuals.
- **Relevance**: Comment on issues **associated with their area and make relevant and pertinent comments**.
- **Professionalism**: **Be Polite, Be Discrete and Be Respectful to all** and do not make personal comments for or against any individuals or agencies. Also, professional discussions should not be politicized.

- **Openness**: **Be open to comments** – whether positive or negative.
- **Compliance**: **Be compliant with relevant rules and regulations**. Do not infringe upon IPR, Copyright of others.
- **Privacy**: **Not to reveal personal information** about other individuals as well as self.

> **If you just set out to be liked, you would be prepared to compromise on anything at any time.**
>
> — Margaret Thatcher

7. MISCELLANEOUS

7.1. ETHICS OF WAR

Introduction

Ongoing military conflicts between Russia-Ukraine and Israel-Hamas and the continuous circulation of images and stories in social media about the atrocities of war raise various ethical questions.

What are the Ethical concerns that arise in a war?

- **Reduction to Right side vs. wrong side:** The attempt to make sense of war and violence is often reduced to a judgement that one side is right and the other wrong.
  - However, providing a justification to oneself and others does **not make it ethically correct**.
- **Punishment and Revenge:** In war, rationale based on **punishment and revenge** is often seen as a moral path to correct a wrong.
- **Degradation of Human beings:** Humans are often treated as tools to achieve the objectives of war.
- **Individual vs. Collective identity:** Recent conflicts such as the Israel-Palestine war show a trend where people don't see individuals as they are and see them only in terms of a collective identity.

Is there an ethical framework to resolve these concerns?

- The most accepted way of ethically assessing a war is to apply the **Just War Theory**. Just war theory establishes several conditions that determine whether a war can be regarded as just, ethical or legitimate.
- **Just War Criterion are as follow**:
  - **Jus ad bellum (Justice of the resort to war)**: It includes principles like **right authority** to wage war (for instance national governments and not non-state actors), **just cause, right intension** etc.
  - **Jus in Bello (Justice of Conduct of war)**: Includes principles like Proportionality (for instance, excessive or unnecessary harm should be avoided), etc.
  - **Jus post Bello (What is the responsibility of warring parties after the war?)**: Includes constraining the wrongdoing of victors, facilitating post-war reconstruction, and securing lasting peace.

Are these ethical ideals being followed?

Some states and military organizations explicitly try to adhere to just war principles and incorporate them into their military doctrines, rules of engagement, and training programs.

However, in most of the cases, adherence to these principles is found wanting. The following can be cited as key reasons:

- **Involvement of Non-State Actors:** Insurgent groups or terrorist organizations, are often not bound by the same legal and ethical constraints as state actors.
- **Ignorance of Distinction principle:** The principle of discrimination requires a clear distinction between combatants and non-combatants, but in practice, civilians often become unintended victims.
  - For instance, **use of weapons of mass destruction**
- **Technological Advancements and the principle of proportionality:** The use of advanced military technologies, such as drones and precision-guided munitions, raises questions about proportionality and discrimination.
  - While these technologies can be employed to minimize civilian harm, there are concerns about their potential misuse.
- **Limited Global Governance:** The effectiveness of international institutions, treaties, and agreements is often questionable.

What can be done to ensure that these ideas are followed?

- **Strengthening International Cooperation and Institutions** that govern the conduct of war, such as the **Geneva Conventions**.

o   There is also a need to enhance the role of institutions such as the **International Criminal Court (ICC)** or the **UN Security Council** in holding individuals or states accountable.

- **Advocacy for stricter Arms control and disarmament** to limit the use of weapons that can cause disproportionate harm to civilians.
- **Peacebuilding and Conflict Resolution** such as addressing the root causes of conflicts, promoting dialogue, and facilitating negotiations that can contribute to the prevention of violence.
- **Other: Code of Conduct** for state militaries based on consensus regarding war ethics, etc.

> **War is the greatest plague that can afflict humanity, it destroys religion, it destroys states, it destroys families. Any scourge is preferable to it.**
>
> — Martin Luther

7.2. ETHICS OF GLOBAL GOVERNANCE

Introduction

United Nations is not able to hold the US accountable for its obligations. **United Nations Security Council (UNSC)** has showcased several instances where different principles apply to developed and developing countries. **Cases of Human Rights violations** were recently observed in **Iran protests, Myanmar's Rohingya crisis, etc.** These instances highlight the rising cases of unethical/discriminatory practices in global governance.

Global governance functions through a **set of institutions, rules, and processes that aim to manage cross-border issues** like diplomatic relations, trade, financial transactions, migration, and climate change. It seeks to **address collective concerns and mediate common interests**, which are all necessary to manage our increasingly complex interdependence.

Key stakeholders and their interests	
Stakeholders	**Interests**
Sovereign states	• **Recognition from other States** as a legitimate participant in Global Governance. E.g., Palestine is not recognized as a State by some global bodies. • **States want to ensure their sovereign autonomy** and may prioritize issues such as **national security and economic growth** over international considerations.
Civil Society	• They expect the **fulfilment of certain obligations** in lieu of the rights and benefits that they provide. • These have a **responsibility to promote international cooperation and advance global public goods** such as human rights, peace and environmental stability.
Global Institutions	• To **hold governments and international organizations accountable** to their ethical obligations.
Multi-national Companies (MNCs)	• **Responsibility to promote shareholder value,** alongside the duty to respect human rights, protect the environment, and **contribute to the broader socio-economic development of society.**
Individuals	• They have the responsibility to be **informed and engaged citizens**, and to act in ways that promotes the greater good of society.

Ethical issues in Global Governance

- **Lack of Accountability: Due to the absence of common accountability mechanisms across the world**, international laws and rules have **failed to bestow obligations** on participants.
- **Discrimination:** Rules are **not the same for everyone.** There seems to be a large distinction based on the interests of those making the rules and to whom these are being applied.

- **Polarizing Narratives:** There is a growing **divergence of expectations for what global governance should deliver. For instance,** in **climate change negotiations**, there have been disagreements on principles such as **Common But Differentiated Responsibility (CBDR).**
- **Underrepresentation of some countries:** The domination of global institutions by powerful countries often **results in decisions that do not represent the interests or values of all countries or people.**
  - For instance, developing countries often argue that **global trade agreements**, such as WTO mechanisms **prioritize the interests of developed countries** over those of developing countries.
- **Violation of human rights: Abuse of human rights in various instances is overlooked** due to differences in opinions and conflicts of interest. Also**, enforcement mechanisms** for implementing a universal set of human rights **are lacking** in global governance bodies.

Potential solutions

- **Setting accountability mechanisms:** Global Governance bodies can be given **more powers to enforce accountability and create monitoring measures. Neutral parties can be engaged** for audits of accountability mechanisms.
- **Upholding the rule of law:** Governance in global bodies should be based on the **Rule of Law** and **policymaking by consensus** in accordance with a **wide participatory approach**.
- **Keeping a dialogue-based approach** which aims to allay **every party's concerns**.
- **Promote inclusivity and participation of all stakeholders:** The idea of **one country, one vote** can be explored rather than economic criteria such as funding.
- **Mandatory upholding of human rights** for UN member states with an effective enforcement mechanism. A **common minimum code of conduct** in relation to human rights can be framed.

> **Effective global governance is not a luxury but a necessity in today's interconnected world, where the actions of one nation can have far-reaching impacts on others.**
>
> — Kofi Annan

7.3. ETHICS OF PUNISHMENT

Introduction

Recently, a devastating accident took place in Pune where a luxury car driven by a teenager, who **belongs to an influential family,** claimed the lives of two individuals. The Juvenile Justice Board in this case **granted bail** to the teenager and imposed a relatively lenient penalty. This raises the **ethical concerns** associated with disparity in punishments.

Stakeholders and their Roles/Interests	
Stakeholders	**Role/Interests**
Victim	• Expects fairness in trial, seeks **justice**, reassurance of security, and wants appropriate punishment for the offender.
Offender	• Concerned with fair treatment, expect **proportionality of punishment**, reform his/her conduct, and rehabilitation in the mainstream society,
Society	• Reduction in crime, public safety, upholding **social moral values**, and dignified living.
Government	• Exemplify punishments for deterring crime, maintaining law and order, ensuring **fairness** in legal procedures and punishment.
Judiciary	• Delivering fair and **impartial punishment**, ensuring proportionality to the crime committed, restoring balance in the society and promote moral good.

Different Philosophies of Punishment and Associated Ethical Dilemmas

- **Deterrence:** Deterrence theory suggests that the threat of punishment discourages crime. General deterrence targets the public, while specific deterrence focuses on preventing reoffending by those already punished.
  - **Associated Dilemma:** Emphasis on deterrence can lead to **harsher punishments**.
- **Incapacitation:** It focuses on **removing and restricting the offender** from the society by putting them in prisons to prevent commission of future crimes.
  - **Associated Dilemma:** Raises concerns about **human rights, potential for abuse**, and the **efficacy** of long-term incarceration in **preventing reoffending**.
- **Retribution:** It says that aim of punishment is to right the wrong rather than to control or prevent crime. Accordingly, the **nature of punishment is based on the severity of the offence**.
  - **Associated Dilemma:** Criticized as being **overly rigid, disproportionate and limited in its capacity** to change societal behavior.
- **Restoration:** Restorative Justice holds that punishment should aim to **restore the harm caused to the victim and the community** by the offender.
  - **Associated Dilemma:** May not be suitable for all crimes or offenders, and it can often be seen in **conflict with victim's perception of justice**.
- **Rehabilitation:** Helping individuals who have committed crimes change their behavior through interventions, treatment, therapy, etc.
  - **Associated dilemma:** National fiscal restraints, public demand for harsher sentences, and a crime-control ideology focused on suppression over prevention.

Way Forward

- **Justified punishment:** It requires showing that a crime makes the offender eligible for coercive treatment and that the benefits of such punishment outweigh its costs.
  - For instance, there should be well-defined **Sentencing Policy.**
- **Elimination of bias:** There are no clear conventions for sentencing and sentencing becomes judge-centric in many cases.
  - Also, this bias negatively affects the marginalized communities. For instance, NCRB data on Prison Statistics India 2022 reveals that the total number of undertrial prisoners from SC and ST communities are disproportionally higher.
- **Impact assessments:** Legislative process should incorporate pre-legislative tests and impact assessments to ensure enforceability, proportionality, and reformation.
- **Rehabilitation:** A rehabilitation approach can be useful in restoring the balance between retribution and restoration of offenders.

> **Punishment is the last and least effective instrument in the hands of the legislature for the prevention of crime**
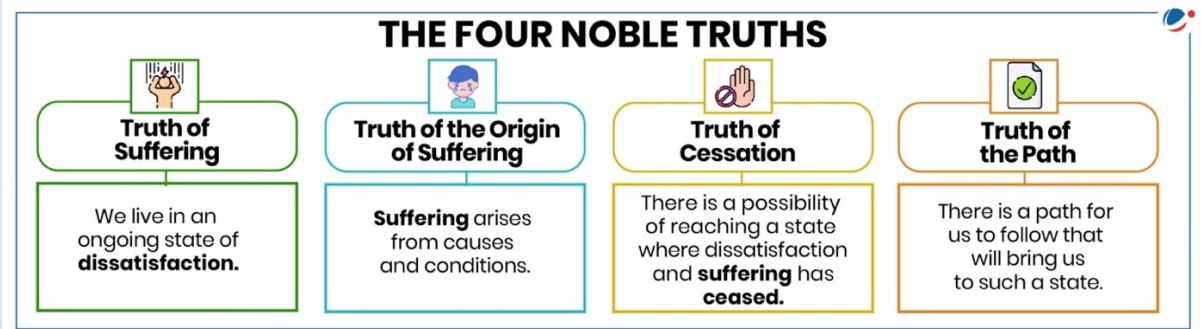>
> — John Ruskin

7.4. BUDDHA'S TEACHINGS

Why in the news?

Recently, the Vice President of India stressed the importance of Buddha's teachings while addressing the **12th General Assembly of the Asian Buddhist Conference for Peace (ABCP)**.

Important Teachings of Buddha
• In the 6th century BC, **Buddha preached** that life brings sorrow. To find freedom, one must **overcome desire.** • Teachings encompass **'Four Noble Truths'** and **'Eight-Fold Path' or Ashtangika Marg.**   o **'Eight-Fold Path'**: Right- Views, Aspiration, Speech, Action, Livelihood, Effort, Mindfulness and Concentration.

THE FOUR NOBLE TRUTHS

Truth of Suffering	Truth of the Origin of Suffering	Truth of Cessation	Truth of the Path
We live in an ongoing state of **dissatisfaction.**	**Suffering** arises from causes and conditions.	There is a possibility of reaching a state where dissatisfaction and **suffering** has **ceased.**	There is a path for us to follow that will bring us to such a state.

• Advocated a '**Middle Path**,' a **simple, virtuous life** between extreme austerity and luxury.
• **Three gems (Triratna)-Knowledge, conduct and meditation** as the means of liberation.
• The five conducts for a Buddhist monk**: Non-violence, Non-stealing, Celibacy, Truthfulness and not taking any intoxicating things like liquor.**

Contemporary Relevance of Buddha's Teachings

• **Addresses Consumerism and Materialistic Greed:** Buddha acknowledged the relationship between attachment and sorrow and inspired to follow the pursuit of inner contentment.
• **Promotes Scientific temper:** Encouraging mindfulness, concentration, and right understanding can facilitate a **spirit of inquiry.**
• **Citizen-centric governance: Right Speech, conduct, and livelihood** can help make administration more responsive and service-driven, prioritizing citizen welfare and inclusivity.
• **Peace, harmony, and coexistence: Spirit of love** towards all living and emphasis on the **law of karma** can curb wars, **terrorism**, **extremism and violence.**
• **Inter-faith harmony:** Buddha **neither accepted nor rejected the existence of God**. He was more concerned about the **individual and his actions.**
• **Ethical guide:** Buddha's teachings of **simplicity, middle path** etc., guide us to **deal with ethical ambiguity** associated with Artificial Intelligence, biotechnology etc.
• **Peaceful resolution of conflict:** Buddha **rejected violence and taught dialogue** as best way to resolve conflicts.

7.5. ETHICS IN SPORTS

Introduction

A controversy erupted during the Cricket World Cup match between Bangladesh and Sri Lanka regarding the call for a timed-out decision against Sri Lankan cricketer Angelo Mathews. Although, it was as per the rules, but his conduct was debated in the context of poor sportsmanship.

Stakeholders and their Interests/Responsibilities	
Stakeholders	**Interests/Responsibility**
Government	• Promoting and monitoring **implementation of code of sports ethics**. • Inclusion of **sports ethics in school curricula**. • **Encourage research** to improve understanding of complex issues in sports.
Sports institutions/ organizations	• **Publish clear guidelines** on ethical and unethical behaviour. • Establish **systems which reward sports ethics** and penalize unethical behaviour.

	• Encourage **modification of rules to meet special needs** of vulnerable sportspersons.
Sportspersons	• Setting a **good example through personal behaviour**. • **Refrain** from rewarding **unfair play.** • Awareness regarding physical and psychological changes throughout sporting performance.
Sport fans	• Express support for their team **without resorting to disrespectful or offensive language.** • **Rejecting** and condemning any form of **discrimination**. • **Responsible online behaviour** and respecting privacy of sportspersons.

What constitutes Sports Ethics?

- Signifies not just a certain form of behaviour but also a particular way of thinking. It involves the **elimination of all types of negative behaviour** on and off the field. It promotes **equity** and **sporting excellence**.
- Based on **four key virtues**: fairness, integrity, responsibility, and respect.

Ethical virtues	Elements
Fairness	• **Follow established rules** and guidelines. • **No discrimination** against participants based on their race, gender, or sexual orientation. • **Referees should not show bias** or personal interest.
Integrity	• **Not to engage in or tolerate dishonesty**, cheating or dishonourable conduct. • Any athlete who **seeks to gain an advantage over his/her opponent by means of a way that the game itself was not designed to test** demonstrates a lack of personal integrity. o For example, when a player fake being injured or fouled in soccer.
Responsibility	• **Take responsibility** for their performance, as well as their actions on the field. • Players and coaches **be up to date on the rules and regulations**. • Players and coaches **conduct themselves in an honourable way off the field**, as well as on it.
Respect	• **Treat the traditions** of the sports and other participants **with respect.** • **Not to engage in or tolerate disrespectful conduct**, including verbal abuse of opponents and officials. • **All fans should show respect for other fans**, as well as both teams and officials.

What are the ethical issues that arise in sports?

- **Means over Ends**: Athletes and coaches are often encouraged to bend the rules wherever possible to gain a competitive advantage.
    - It places greater **emphasis on the outcome** of the game than on the way it is played.
- **Performance pressure:** Modern sports are extremely competitive due to the professionalization of sports, involvement of global viewership, etc.
- **Law-Morality conundrum:** While there are established rules and regulations within the legal framework of sports, the interpretation and application of these rules sometimes lead to moral ambiguity.
- **Bracketed morality:** This approach holds that sport and competition are set apart from real life and occupy a realm where ethics and moral codes do not apply.
    - Instead, some argue, sports serve as an outlet for our primal aggression and a selfish need for recognition and respect gained through the conquering of an opponent. E.g., sledging during cricket matches between cricketers.

How can sports ethics be promoted?

- **Role modelling:** Promote positive role models in sports who exemplify the highest standards of ethical behaviour.
- **Anti-doping initiatives:** Implement robust anti-doping programs to ensure fair competition and protect the health of athletes.
- **Media responsibility:** Promote responsible and ethical sports journalism that focuses on fair reporting and avoids sensationalism.
- **Sponsor responsibility:** Encourage responsible sponsorship and corporate practices that align with ethical standards.

> **One man practising sportsmanship is far better than 50 preaching it.**
>
> — Knute Rockne

7.6 BEYOND BITES: ETHICAL CONSIDERATIONS IN STRAY DOGS CONTROL

Introduction

India has a nearly **1.5 crore stray dog population (2019 livestock census)** and carries the dubious distinction of being the **world's dog-bite-and-rabies-capital**. According to the National Crime Records Bureau, there were **4,146 reported cases of dog bites leading to human deaths** in India in 2019. Thus, there is a growing concern regarding stray dog management.

Stakeholders and their Interest /Role	
Stakeholder	**Interest/Role**
Animal welfare organizations/ activists	• **Providing shelter and food to stray dogs** and maintaining animal waste. • **Rescue, rehabilitation** and rehoming efforts. • **Advocating for humane treatment** and promoting responsible pet ownership. • Provide **healthcare facilities to dogs**.
Pet owners	• **Taking responsibility for their pets** and not contributing to stray dog population. • **Timely immunization** of their pets. • **Supporting community initiatives and intervening** in case of inappropriate pet behaviour.
Local authorities	• **Control the stray dog population** and ensure their well-being. • Carrying out **effective immunization and sterilization** of stray dogs. • Providing adequate healthcare facilities to treat dog bite and rabies cases.
Local population	• **Public health and safety** including reducing the risk of dog bites, preventing spread of zoonotic diseases like rabies, etc. • **Animal welfare** including humane treatment of stray dogs
Government	• Frame **appropriate policies** and legislations for animal control. • **Formulation of standard operating procedures** for addressing cases of dog bites and tackle rabid dogs.

Ethical aspects surrounding control of stray dogs

• **Abandonment:** Abandonment of pets is a moral challenge, which is often considered as **moral bankruptcy and irresponsibility**.

• **Responsibility:** Dogs have a unique relationship with man's evolutionary history. This poses a moral dilemma of being **responsible for their welfare** but also confronting the vagaries of their evolution from wolves and their **territorial instincts**.

• **Public Health:** The concern is raised for both human health and the health of dogs.

• **Animal control methods:** The use of capture, mass killing and euthanasia methods raises ethical concerns, as it involves taking the lives of animals. Ethical alternatives, such as trap-neuter-return (TNR) programs, should be considered.

Present Policy Framework

• **Prevention of Cruelty to Animals Act (PCA), 1960: Killing** of stray dogs is **punishable** under the PCA, 1960.

• **Animal Welfare Board of India (AWBI),** 1962**:** A statutory advisory body (under PCA 1960), promotes animal welfare.

• **Animal Birth Control (ABC) Program:** Aims to control population of stray dogs through sterilization and vaccination. The program is regulated as per the **Animal Birth Control Rules, 2023** under PCA 1960.

• **Judicial View:** Supreme Court in AWBI vs Nagaraja case (2014) declared that **every species has a right to life and security**, subject to the law of the land, which includes depriving its life out of human necessity.

Way Forward

- **Animal control measures:** Government and Civil Society should formulate policies for vaccination, sterilization, and waste management.
  - Enact laws to prevent pet abandonment and ensure their welfare.
- **Infrastructural support:** Create feeding spots, veterinary healthcare facilities, and support civil society organizations.
- **Training and Education:** Potential/present pet owners shall be educated and trained regarding pet behaviour, health and hygiene etc.
- **Developing new relationships:** Many studies demonstrate that the company of dogs can lead to reduced stress, anxiety, and symptoms of depression.

> **The Greatness of a nation and its moral progress can be judged by the way its animals are treated**
>
> — Mahatma Gandhi

7.7. ETHICS AND CLIMATE CHANGE

Introduction

After two long weeks of negotiations at COP26, the United Nations Climate Talks, the Glasgow Climate Pact was signed. But both leaders and experts were not satisfied with the promises made. The prevalent gaps in the climate negotiations and the gravity of the issues can be gauged by the opinion of world leaders:

Climate change is always perceived as an environmental or physical problem, but the solution to this problem lies in unknotting an array of ethical issues.

Key stakeholders and their interests	
Stakeholders	**Interests**
Governments	Protecting the environment, ensuring the **well-being of citizens**, maintaining **geopolitical stability**, fostering **sustainable economic growth**, and fulfilling international commitments such as the **Paris Agreement**.
Intergovernmental Organizations	Promoting **international cooperation, facilitating negotiations and agreements**, setting global goals and targets, and supporting capacity-building in developing countries.
Businesses and Corporations	Managing climate risks, embracing **sustainable practices, investing in clean technologies, exploring renewable energy opportunities**, and capitalizing on the emerging green economy.
Local Communities	Protecting **livelihoods**, preserving **cultural heritage**, ensuring access to **clean air and water**, adapting to changing conditions, and **participating in decision-making processes** that affect their well-being.
Indigenous People	Protecting their **rights**, preserving **traditional knowledge** and practices, and ensuring their **voices are heard in climate decision-making processes**.
Scientific Community	Conducting **research, sharing knowledge, improving climate models**, and advocating for evidence-based climate policies.

Ethical issues with regard to climate change

- **Disproportionate effect across different regions and populations:** Developing countries and marginalized communities often bear a greater burden of climate impacts due to their vulnerability and limited resources to adapt.
- **Climate Migration and Displacement:** Climate change-induced migration and displacement of people leads to increased insecurity and impacts their dignity.
- **Unequal distribution of responsibilities:** Industrialized countries have historically contributed the most to greenhouse gas emissions, which are the main drivers of climate change, the negative impacts of which are faced by everyone.
- **Climate Justice for Indigenous Peoples:** Climate change threatens these lands and disrupts their traditional ways of life.
- **Technological Inequity**: Access to climate-friendly technologies and clean energy solutions is not uniform across countries and communities.

Potential Solutions

In order to help Member States and other stakeholders to make appropriate decisions and implement effective policies, **UNESCO adopted a Declaration of Ethical Principles in relation to Climate Change-**

- **Prevention of harm**: To better anticipate the consequences of climate change and implement responsible and effective policies to mitigate and adapt to climate change.
- **Precautionary approach**: To not postpone the adoption of measures to prevent or mitigate the adverse effects of climate change on the grounds of a lack of definitive scientific evidence.
- **Equity and justice**: Respond to climate change in a way that benefits all, in the spirit of justice and equity.

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- **Sustainable development**: Adopt new paths for development that make it possible to sustainably preserve our ecosystems, while building a more just and responsible society that is more resilient to climate change.
- **Solidarity**: Support, individually and collectively, the people and groups most vulnerable to climate change and natural disasters, particularly in the Least Developed Countries (LDCs) and Small Island Developing States (SIDS).
- **Scientific knowledge and integrity in decision-making**: Strengthen the interface between science and policy to optimally aid decision-making and the implementation of relevant long-term strategies, including risk prediction.

> **Ethics and Equity are at the core of debate of climate change. Debate has to move from Climate Change to Climate Justice.**
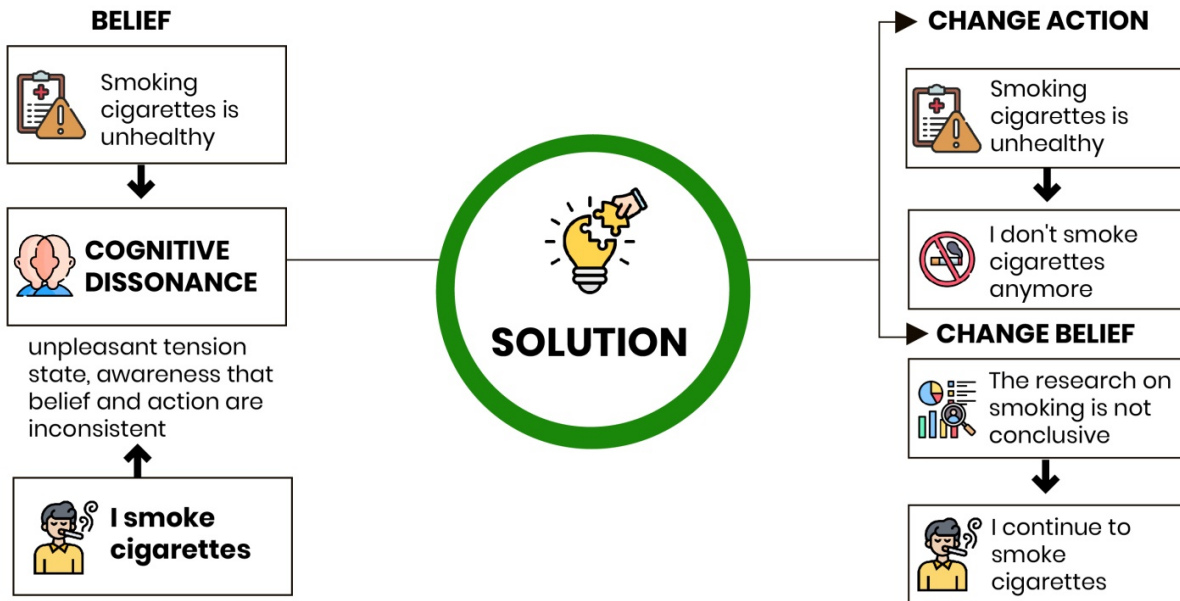>
> — Narendra Modi

7.8. COGNITIVE DISSONANCE

Introduction

48-year-old Dmitry Maltsev, who joined the rally in St. Petersburg was in two minds, whether to support his country in these testing times or lean towards humanism for understanding the plight of the Ukrainian people. Such cognitive dissonance is not rare. People from all walks of life from public servants to businesspersons, all face such dilemmas.
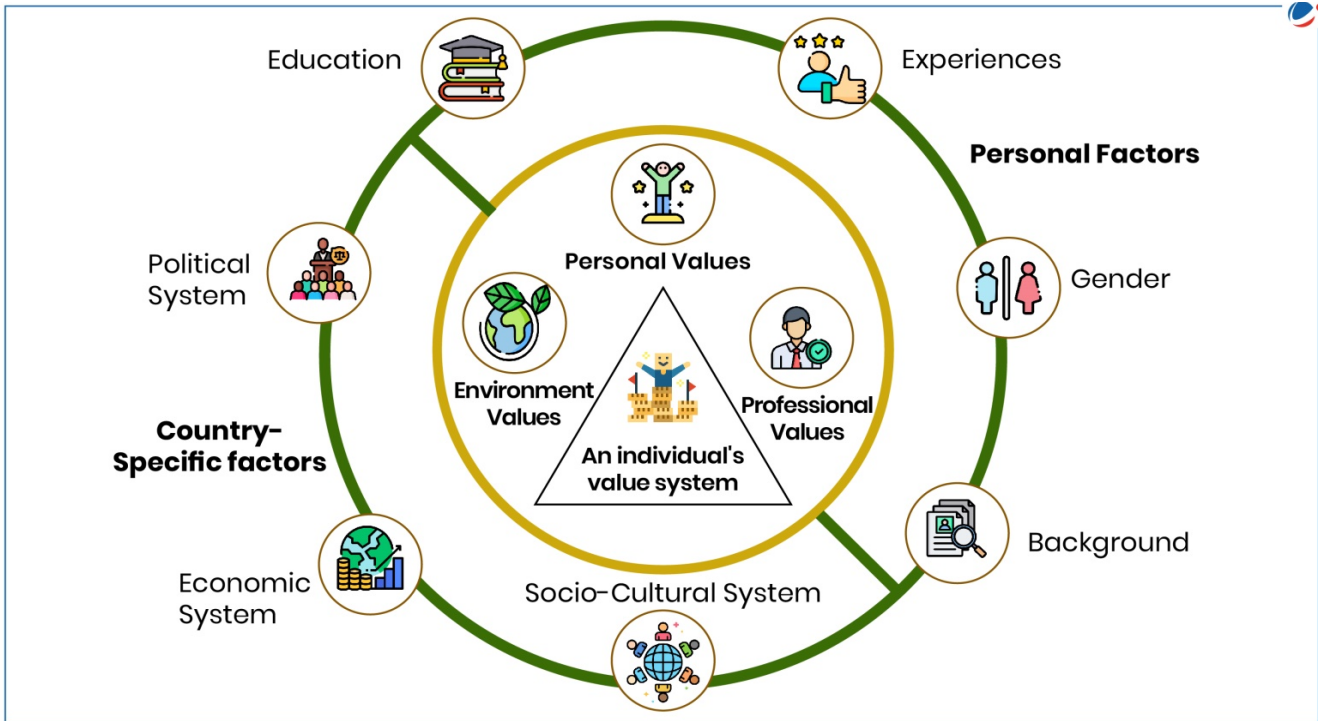

EXAMPLE OF COGNITIVE DISSONANCE

BELIEF — Smoking cigarettes is unhealthy

COGNITIVE DISSONANCE — unpleasant tension state, awareness that belief and action are inconsistent

I smoke cigarettes

SOLUTION

CHANGE ACTION — Smoking cigarettes is unhealthy → I don't smoke cigarettes anymore

CHANGE BELIEF — The research on smoking is not conclusive → I continue to smoke cigarettes

Concept of Cognitive Dissonance

- Cognitive Dissonance is generally defined as 'the mental conflict or discomfort which occurs when a person **holds conflicting beliefs** or when **actions contradict their beliefs'**.
- It can be of two types as-

- o **Anticipated Dissonance**, i.e., expected wrongdoing before actual moral violation.
  - o **Experienced Dissonance**, i.e., a realization of wrongdoing or guilt after action.
- Following signs act as a **marker to identify cognitive dissonance-**
  - o **Feeling uncomfortable** before doing something or making a decision.
  - o **Trying to justify or rationalize a decision** that you've made or an action you have taken.
  - o **Feeling embarrassed or ashamed** about something you've done and trying to hide your actions from other people.
  - o **Experiencing guilt or regret** about something you've done in the past.

Ethical issues associated with Cognitive Dissonance

- **Moral Dilemmas:** When personal values clash with professional responsibilities, leading to internal struggles.
- **Impact on decision-making integrity:** Individuals may rationalize or justify unethical actions to reduce the discomfort caused by the inconsistency between their beliefs and actions.
- **Erode trust and credibility**: Individuals may engage in deception to reconcile the inconsistency between their actions and values.
- **Ethical Erosion in the long run**: With prolonged exposure to cognitive dissonance, individuals may gradually compromise their moral values, becoming desensitized to unethical behaviour.
- **Social Impact:** When large groups of people experience cognitive dissonance about social issues, it can lead to polarized attitudes, intolerance, and hostility.

Potential Solutions

- **Principle of cognitive consistency**: At a personal level**,** such dissonance can be resolved through a change of behaviour or reduced importance of cognition, by re-evaluating the cost-reward ratio attached to various things, beliefs, and ideas.
- **Recognition of the issue:** At professional and higher levels, **external interference** is required in the form of recognition of the issue and taking institutional steps to resolve it.
- **Effective Leadership:** In the public context, leaders, civil servants and experts should have the **ability to connect with people emotionally** in order to find **common ground** in order to **resolve any collective cognitive dissonance** that may be prevalent.

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| AHMEDABAD: 12 JULY | BENGALURU: 12 & 18 JULY | BHOPAL: 18 JULY | CHANDIGARH: 18 JULY |
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8. TEST YOUR LEARNING

1. Imagine yourself as a newly elected lawmaker. Your election campaign was significantly funded by a large corporation, 'XYZ Industries', which is a major player in the your state's mining sector. Post-election, a bill is introduced in the state legislature proposing relaxed environmental regulations for mining operations, which would greatly benefit XYZ Industries but potentially harm the environment and local communities.

On the basis of the case study answer the following questions:
* What are the ethical dilemmas before you and who are the associated stakeholders?
* Evaluate the possible options before you.
* What would be your ideal course of action?

For reference- **Ethics of Lawmakers**

2. Recently, a judge of a Supreme Court has resigned from his post to contest election to the Lok Sabha. The concerned judge was associated with major decisions which justified the actions of the government in power. This raised the concerns from opposition parties regarding judicial propriety.

On the basis of the above case study, answer the following questions:
* Explain the ethical issues arising out of a Supreme Court judge joining a political party in power.
* Evaluate the arguments for and against judges joining politics, weighing the benefits and risks.
* Discuss the approaches that can be adopted to ensure balance between public trust in judicial institution and actions of individual judges.

For reference- **Political Ethics and Conflict of Interest**

3. Rahul works in Research and Development of a reputed pharma company. He is leading a project for which clinical trials need to be conducted. Director of the company asked Rahul to conduct trials on people living in a nearby slum without informing them about the risks associated with it. Rahul denied doing it as it is against the law and his morals. But, the director instructs him to go through with the same, stating that he need not worry about it.

On the basis of the case above, answer the following questions?
* Identify the ethical issues involved in the case?
* What options are available to Rahul?
* Which option should Rahul follow? Also discuss its merits and demerits.

For reference- **Knowledge without Character**

4. Self-driving cars have the potential to revolutionize transportation by reducing accidents, traffic congestion, and fuel consumption. These vehicles use artificial intelligence and sensors to navigate without human intervention, making real-time decisions based on their programming and data from their surroundings. Imagine a scenario where an autonomous vehicle is driving down a busy urban street. Suddenly, a child runs out onto the road, and the vehicle's sensors detect this. The AI in the car has to make a split-second decision:

Option 1: The car can swerve to avoid the child but risk colliding with a group of pedestrians on the sidewalk, potentially causing harm or death to multiple people.

Option 2: The car can continue on its path and hit the child, minimizing the risk to pedestrians on the sidewalk.

On the basis of the case study answer the following questions:
* What are the ethical considerations?
* What will be the possible option here and provide reasons for that?

For reference- **AI and Human Rights**

5. In 2017, Electronic Arts released a highly anticipated multiplayer game "Star Wars: Battlefront II". The game allowed players to purchase loot boxes with real money, which contained items that could significantly impact gameplay. The game's progression system was tied to loot boxes, impacting the

overall player experience. Also, these loot boxes were randomized, and players had no guarantee of receiving desired items. This affected the gaming experience.

On the basis of the case, answer the following questions:
- What ethical concerns are evident in the above case study?
- Identify the elements of ethical design of such a game which enhances the overall user experience.
- How can it be ensured that online games focus on consumer protection?

*For reference- **Ethics of Online Gaming***

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6. A space company in the US is providing unique services in which human remains (ashes) are stored in an Aluminium capsule and they are sent into orbit near the Moon. A native tribe in the US has raised concern regarding the same. They argue that this would turn the Moon into a graveyard, impacting their religious customs. On the other hand, the Company argues that, it is the individual's right and choice as space is a collective good.

Based on the given case study answer the given questions.
- Identify the ethical dilemmas associated with this case.
- If you are given the task to resolve the above issue as a government arbitrator, then whose argument should be given Priority in your opinion-Company or the Native tribe?

*For reference- **Religious Beliefs and Evolving Scientific Advancements***

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7. A school in New Delhi implements an incentive program for promoting the value of education in the students. Such incentive program awards the students achieving top ranks in specially designed tests of all the subjects, which are conducted on monthly basis. Some students who are very good in some subjects find it disincentivising as they cannot perform very good in overall subjects. This resulted in them losing interest in studies.

On the basis of case, answer the following questions:
- What are the ethical concerns associated with such incentive mechanisms?
- What factors determine that a program designed to bring behavioural changes produce intended outcomes?
- What can be a more effective intervention for promotion of education in schools?

*For reference- **Ethics of Nudge***

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8. The government is providing a new type of health insurance cards of up to 5 lakhs. The program has the potential to benefit a large section of society by providing them security via reducing the cost of health and also promoting the right to health. While the program has been successful in protecting the poor, critics argue that the increasing financial burden strains the government's budget, potentially limiting resources for other essential services.

On the basis of the above case study, answer the following questions:
- Discuss various stakeholders and their interests involved.
- Discuss how the government can balance between bare necessities and scarce resources in such situations.

*For reference- **Bare Necessities and Scarce Resources***

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9. In pursuing economic growth and development, many nations prioritize material prosperity over human well-being and sustainable practices. This approach often overlooks the broader determinants of happiness at individual, societal, and global levels.

In the context of above idea, answer the following questions:
- Analyze the potential conflicts between traditional measures of development (e.g., GDP) and the multidimensional factors contributing to genuine happiness and flourishing.
- Propose a comprehensive framework that integrates economic, social, environmental, and ethical considerations to guide global development efforts toward fostering sustainable happiness for all.

*For reference- **Happiness***

10. Vijay is a rising social media influencer. Company X has hired him to advertise their newly launched cosmetic product. Company is of view that by using influencer they will promote consumerism in the society. For this they have paid him good amount. Also, this will play key role in changing his career. Later, Vijay comes to know that product is not much effective as it was claimed in the advertisement. He thinks to take legal action against company but his well-wisher suggest him to drop the idea of legal action as it may harm its career.

On the basis of case study answer the following questions:
* Examine the ethical dilemma involved in the case.
* What are the options available with Vijay to cope with the situation?
* What ethical responsibility does celebrities/influencers have in preventing spread of consumerism?

*For reference- **Consumerism***

11. You have recently joined as a Supply Chain Manager in a leading multinational company that deals with paper production. Your company is making huge profits and receiving significant investments from government and private investors. However, after a scrutiny of the company's operations, you found out that much of your raw material is illegally sourced from the forests of poor African countries. Further investigation brought you to the conclusion that the sourcing of raw materials is done post severe deforestation along with the displacement of the traditional tribal communities that reside and depend on them. Upon discussing these findings with your colleagues, you realized that reporting or voicing against the companies' practices would be retaliated by way of providing harsh work conditions ultimately leading to lay-off and tarnishing your image in the corporate fraternity to restrict further employment opportunities. You are the sole bread winner of your family and personal circumstances do not allow you to your job.

On the basis of the case study answer the following questions:
* As a supply chain manager, what is your ethical responsibility towards different stakeholders involved? Should you prioritize your personal circumstances and job security over reporting unethical practices?
* How can the company be held accountable for its unethical practices? What role can regulatory bodies, investors, consumers, and civil society organizations play in ensuring corporate accountability and ethical business practices?
* What course of action you should follow to foster a culture of ethical decision-making and corporate social responsibility in your company? What steps can be taken to ensure that such unethical practices are not repeated in the organisation?

*For reference- **Compassionate Capitalism***

12. A reputed Indian Multinational food and drink processing conglomerate developed an international food product. The company announced that it will soon launch the same product in African market. Accordingly, the product got approved by competent authorities and was launched in African Market. However, international investigations later found out that products in African market contained a cancer-causing ingredient, violating the laid down Local food standards. This investigation adversely affected the reputation and profitability of the food company. Also, this isn't first such case, numerous Indian food products have previously been identified with cancer-causing agents in international markets.

On the basis of the case study answer the following questions:
* Examine the different stakeholders and ethical dilemmas involved in the case.
* What course of action is available with Food Company to resolve the crisis?
* What action should be taken by Indian authorities against the food company?

*For reference- **Ethics of Food Service and Safety***

13. Vivek has recently graduated from a reputed Engineering College. He completed his education with the help of an education loan. Along with his few friends, he started a start-up that used to manufacture medical equipment. To sustain the business, a start-up needs big orders. Tarun's (one of the partners of

<div style="writing-mode: vertical">**MAINS 365 – ETHICS**</div>

the start-up) relative is currently posted as a secretary in the Health Ministry of a State. The Secretary is ready to help the start-up in getting contracts by providing confidential information on the on-going bidding process of Contracts for procuring medical equipment. Tarun and a few other members are in favour of using the opportunity while Vivek thinks that it is against ethical entrepreneurship.

Based on the given case study, answer the questions given below.
*   Identify the ethical dilemma faced by Vivek and his partners.
*   What approach should be followed by Vivek to deal with the situation?

For reference- ***Ethics and Entrepreneurship***

14. You are CEO of a Fintech startup. Of late, there has been funding crunch in your industry which limits your organization's ability to hire more employees. However, organizational workload continues to expand and existing workforce is already stretched, working for 10-11 hours, 6 days a week.
You explain this to the higher management, however, they highlight company's inability to hire more and indicate you to further distribute the surplus work burden on existing employees.

On the basis of the case study answer the following questions:
*   What are the ethical dilemmas before you and who are the associated stakeholders?
*   Evaluate the possible options before you.
*   What would be your ideal course of action?

For reference- ***Labour Ethics and Long Work Hours***

15. You are a professor in a reputed institution in the United States. You have been on the panel for recruiting new Professors for your department. Accordingly, you have offered a tenured job to Mr. X based on merit. However, the higher authorities of the University have decided to withdraw the job offer based on Mr. X's tweets criticizing Israel. But considering a candidate's personal opinions is not one of the criteria for job allocation.

Based on the above case, answer the following questions:
1. What are the ethical issues associated with the above case?
2. As the member of the selection committee, what will be your response?

For reference- ***Ethical use of Social Media Platforms***

16. In 2020, renowned Bollywood actor passed away. The cause of his death as per preliminary report was asphyxia caused due to hanging. This incident was sensationalized by media. Experts on news channels discussed what could be probable reason behind his death and who may be responsible for his death. They even named certain personalities who may be responsible for actor's death. This manipulated the opinion of certain section of society.

On the basis of case answer the following questions:
*   Identify the stakeholders and their interest.
*   What are the ethical issues involved?
*   How should media maintain delicate balance between freedom of press and individual rights of a person?

For reference- ***Ethics of Media Trial***

17. Recently, a conflict broke out between Israel and Hamas in the Middle East. Continuous bombardments, airstrikes and ground offensives have resulted in significant civilian casualties on both sides. The war has divided the world with no end to hostilities in sight but with the increased challenges of food insecurity, homelessness and poverty.

On the basis of the case, answer the following questions:
*   Should morality be a concern in war?
*   Who are the stakeholders and what are the ethical considerations associated with war?
*   What principles should the parties involved follow to respect human life?

For reference- ***Ethics of War***

18. A car accident occurred in the city of Delhi in India in which two employees of a local grocery store died. In this case, the luxury car involved in the accident was being driven by teenager son of an influential real estate businessman. Also, the person driving the car was under the influence of alcohol.

On hearing the case, the court immediately granted bail to the accused person with a warning while the family of the teenage driver tried to pin the blame on family driver, offering him money. Later, during investigation, it was found that doctors who conducted DNA testing replaced the teenage driver's sample with another person's DNA samples. This demonstrated the influence of the family and tampering of the evidence.

On the basis of the case study answer the following questions:
* Who are the different stakeholders associated with this case and what are the ethical dilemmas they face?
* What can be possible ethical dilemmas the family of the accused must be facing and what would you do if you were the brother of the accused?

For reference- **Ethics of Punishment**

19. You have been studying for a public examination for a considerable amount of time, but you have not been successful in passing it by a very small margin. You were approached by a person who informed you that he works at the examination centre for your upcoming exam. He said that he could provide you with the key to a few questions in exchange for money. He stated that he has been engaging in this activity for a considerable amount of time, and because he is doing it on a very small scale, he is never caught. Hence, the likelihood of you being caught is likewise low.

On the basis of the case study answer the following questions:
* Identify the stakeholders and ethical concerns in the given situation.
* Evaluate the possible options available to you.
* What will be your ideal course of action?

For reference- **Use Of Unfair Means (Cheating) In Public Examination)**

20. A match between Bangladesh and Sri Lanka was ongoing during the cricket world cup match. During Sri Lanka's innings, Angelo Mathews walked up to the crease but realized something wrong with his helmet. He asked for a replacement and as a man ran towards him with his helmet, Bangladesh bowler Shakib appealed for a timed-out decision against Mathews. Shakib's appeal was accepted and Mathews was asked to go back to the pavilion.

On the basis of the case, answer the following questions:
* What are the ethical issues involved in the case?
* In reference to this case, is law and morality on the same ground?
* What factors determine the sportsmanship and sports ethics?

For reference- **Ethics in Sports**

21. Prerna, an entrepreneur, supports a local NGO that provides education and healthcare services to underprivileged children. The support by the NGO is vital for survival and development of the underprivileged community. However, the NGO is facing allegations of mismanagement and misuse of funds. News articles and reports suggest that only a small portion of the donations is reaching the intended beneficiaries, while a significant amount is being spent on administrative expenses and lavish events.

On the basis of case, answer the following questions:
* What are the ethical dilemmas that Prerna faces?
* What can be the course of action for Prerna in this situation?

For reference- **Individual Social Responsibility (ISR)**

22. You are aspiring to become an IAS officer and you have cleared various stages of the examination and now you have been called for the personality test. On the day of the interview, on the way to the venue you saw an accident where a mother and child were badly injured.

On the basis of the case, answer the following questions:

• What would you have done in such a situation? Justify your action.

For reference- **Good Samaritans**

23. Bengaluru, a metropolitan hub, is grappling with the escalating number of stray dogs. Incidents of dog bites, conflicts with residents, and concerns about safety have become commonplace. The rage amongst the dogs is increasing among some groups of the citizens and caregivers who feed stray dogs are becoming common target of violence. The administration is under pressure of clearing the streets of stray dogs.

On the basis of case, answer the following questions:

• How can the administration strike a balance between ensuring public safety, especially in cases of dog bites and conflicts, and upholding the compassionate treatment of stray dogs?

• What ethical considerations should guide the administration in engaging with the community to address their concerns and seeking collaborative solutions to the stray dog issue?

For reference- **Beyond Bites: Ethical Considerations in Stray Dogs Control**

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9. APPENDIX: PERSONALITIES- THEIR ETHICAL IDEAS AND QUOTES

APPENDIX: INDIAN MORAL THINKERS AND PHILOSOPHER- ETHICAL IDEAS/VALUES & QUOTES

Personality	Ethical Ideas/Vision/Values	Quotes
Kautilya (Chanakya)	▶ **Duty and Righteousness:** A leader should show self-control by abandoning kama (lust), krodha (anger), lobha (greed), mana (vanity), mada (haughtiness), and harsha (overjoy). ▶ **Happiness**: Leader's happiness lies in the welfare of his/her subjects. ▶ **Individual Excellence**: A man is great by deeds, not by birth.	▶ There is no enemy like infatuation and fire like wrath. ▶ There is no austerity equal to a balanced mind, and there is no happiness equal to contentment; there is no disease like covetousness, and no virtue like mercy.
Thiruvalluvar	▶ **Conduct**: Propriety of conduct is the seed of **virtue**; **impropriety** will ever cause sorrow. ○ That conduct is virtue which is free from these four things: **malice**, **desire**, **anger** and **bitter speech.** ▶ **Pure Soul:** Purity of the external body is caused by water and inner purity iscaused by **veracity.**	▶ To reprove a harm-doer, put him to shame by doing a good deed in return. ▶ It is compassion, the most gracious of virtues, which moves the world.
Guru Nanak	▶ **Vaand Chhako:** Sharing whatever God has given you with others and helping those who are in need. ○ He encouraged followers to donate at least **one-tenth of their earnings** for the **welfare** of other. ▶ **Speak the truth without any fear:** Getting victory by suppressing falsehood is temporary and **standing firmly by truth is permanent.**	▶ The greatest comforts and lasting peaceare obtained when one eradicates selfishness from within. ▶ If the people use the wealth bestowed on them by God for themselves alone or for treasuring it, it is like a corpse. But if they decide to share it with others, it becomes sacred food.
Swami Vivekananda	▶ **Humanism**: The masses should be our Gods. **Service to man** is service to God. ▶ **Selflessness:** He propagated that selfish is **immoral**, and that which is unselfish is moral.	▶ Whatever you think that you will be. If you think yourself weak, weak you will be; if you think yourself strong, you will be.

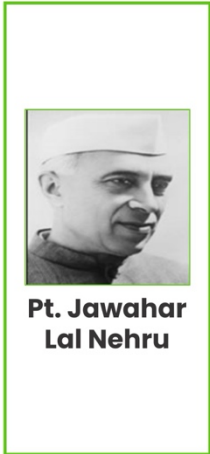|		
	Oneness: Implies that you are a part of me, and I of you; the recognition, that in hurting you I hurt myself, and in helping you, I help myself.	In a day when you don't come across any problems, you can be sure that you are travelling in a wrong path.
Mahatma Gandhi	**Means and End**: He explicitly rejected the **doctrine that the end justifies the means**, and asserted that a **moral means** is almost an **end** in itself because virtue is its own reward. **Sarvodaya:** It stands for the **progress of the all**. ○ All individual should do individual labour and follow the ideal of non-possession.	A man is but a product of his thoughts. What he thinks he becomes. The weak can never forgive. Forgiveness is the attribute of the strong. The best way to find yourself is to lose yourself in the service of others.
Pt. Jawahar Lal Nehru	**Welfare State:** A welfare state ideally provides basic economic security for its citizens by **protecting them from market** risks associated, with unemployment, etc. **Administration**: Administration should be that it should be **oriented to people**, should show courtesy to the common man, should give people a sense of participation and should inspire the co-operation in the people.	Loyal and efficient work in a great cause, even though it may not be immediately recognised, ultimately bears fruit. Evil unchecked grows, evil tolerated poisons the whole system.
Dr. B. R. Ambedkar	**Liberty:** He believed that **liberty and equality had a place but he added** that unlimited **liberty destroyed equality**, and absolute equality leaves no room for liberty. **Actions**: Harmonious actions can be expressed in different ways, but they must always be imbued with **goodwill**, a desire for **others' benefit**	I measure the progress of a community by the degree of progress which women have achieved. A great man is different from an eminent one in that he is ready to be the servant of the society. Men are mortal. So are ideas. An idea needs propagation as much as a plant needs watering. Otherwise, both will wither and die.

MAINS 365 – ETHICS

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9 AIR — Nausheen
10 AIR — Aishwaryam Prajapati

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1 AIR — Ishita Kishore
2 AIR — Garima Lohia
3 AIR — Uma Harathi N

1 AIR
SHUBHAM KUMAR
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