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HOME ROW

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HOME ROW+UPPER ROW

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HOME ROW+UPPER ROW

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a jade salad flask jessie a jade lass seaside jessie a jade lass fled seaside
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a lad kissed a sad lass

HOME ROW+UPPER ROW

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HOME ROW + UPPER ROW+ Lower Row

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Shift+ HOME ROW + UPPER ROW+ Lower Row

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Shift+ HOME ROW + UPPER ROW+ Lower Row+Numeric

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PARAGRAPH-1

Let's look briefly at what the year 2020 has brought to the marketing industry: The huge shift in mobile, forcing brands and companies to meet the growing consumerism demand and also changes the way they look at the marketing platforms.

The short and long formatted videos are everything and everywhere. You don't need to be a big-budget company to shoot some videos because lately, content writing is not enough to stay at the game. Visuality is important more than ever.

On the other hand, many CMO's are trying to keep up the pace with the future of innovation in the marketing industry to fill the skill gap. Human creativity based apps and brilliant new technologies continue to rise.

If you want to know where you are going, first you need to understand where you came from. In case you missed some of the most remarkable digital marketing articles from the beginning of this year, we prepared a list of "Digital Marketing Articles You Should Read In 2020".

"Digital strategy is an ever-evolving process; something we're always striving to be better and more efficient with. Deeper insight leads to stronger strategy; and both push for higher campaign ROI."

Cavol Forbes from Flightpath shares his notes from 4A's Learning Academy's conference the team attended. In this useful article, he explains

How to improve the client & agency collaboration for the best outcome with four significant points. " Google has recently announced changes to the way nofollow links are measured. It's timely and ridden with a

mix of implications – especially given that 2019 is the year on-page ranking factors have edged ahead of off-page. Well, at least that seems to be the general consensus amongst SEO experts."

"We have all delivered a project over budget, or later than planned. All of those situations are never fun, but the far worse situation is delivering a product that the consumer finds no value in. If we do that, then it really doesn't matter if it's over budget or late because it's already a failure."

Every step of a CRO campaign has to be based on the data to have a positive impact on your bottom line. And this is really how the top eCommerce brands make decisions.

Words:- 372 Strokes:- 2170

PARAGRAPH-2

In China, the education is divided into three categories: basic education, higher education, and adult education. By law, each child must have nine years of compulsory education from primary school (six years) to junior secondary education (three years).

Basic education in China includes pre-school education (usually three years), primary education (six years, usually starting at the age of six) and secondary education (six years).

Secondary education has two routes: academic secondary education and specialized/vocational/technical secondary education. Academic secondary education consists of junior (three years) and senior middle schools (three years). Junior middle school graduates wishing to continue their education take a locally administered entrance exam, on the basis of which they will have the option of i) continuing in an academic senior middle school; or ii) entering a vocational middle school (or leave school at this point) to receive two to four years of training. Senior middle school graduates wishing to go to universities must take National Higher Education Entrance Exam (Gao Kao). According to the Chinese Ministry of Education, in June 2015, 9.42 million students took the exam.

Higher education is further divided into two categories: 1) universities that offer four-year or five-year undergraduate degrees to award academic degree qualifications; and 2) colleges that offer three-year diploma or certificate courses on both academic and vocational subjects. Postgraduate and doctoral programmes are only offered at universities.

The adult education ranges from primary education to higher education. For example, adult primary education includes Worker-Primary Schools, Peasants' Primary Schools in an effort to raise literacy level in remote areas; adult secondary education includes specialized secondary schools for adults; and adult higher education includes traditional radio/TV universities (now online), most of which offer certificates/diplomas but a few offer regular undergraduate degrees.

The academic year is divided into two terms for all the educational institutions: February to mid-July (six weeks summer vacation) and September to mid/late-January (four weeks winter vacation). There are no half-terms.

Words:- 320 Strokes:- 2253

PARAGRAPH-3

The Internet is full of a lot of learning material that the learner can access and use to supplement whatever is provided for in the classroom. There are e-books, revision guides and past examination papers that are available on the world wide web and students can take advantage of these to improve their knowledge base. Learning institutions provide computers and Internet that the students can use to this end.

In the modern world, you don't have to be in the classroom to learn. Using information technology in education has made it possible for students to keep on learning, irrespective of where they are. Teachers and professors can send assignments to students and they can complete and submit them even without physically stepping into the classrooms and so learning never has to stop. Students can keep on learning even when they are at home. This has greatly enhanced efficiency in the education sector.

Through online discussion forums, students can share knowledge, engage in intellectual debates and generally learn from one another. Using information technology in education has basically made it possible for students from all over the world to come together and share experiences, the geographical distances notwithstanding. Information technology in education has also made students develop an appreciation for cultural diversity and in turn, create a more tolerant and unified world.

The use of information technology in education has made it possible for tutors to teach students much more easily. By using audio and visual materials, students can develop a better understanding of the topics being taught. It is now much easier to perform demonstrations and put some practical aspect to the theory taught in class. Slow learners, therefore, have an opportunity to catch up with those who had grasped whatever was initially taught in class.

To adapt to a changing population with unique demands, learning institutions have employed the use of information technology in education to cater to this new demographic. Online courses have enabled most of the employed and young population to go back to class and get second degrees or additional certifications. It is possible to attend a college overseas without even getting out of your home country and at your own convenience.

Words:- 366 Strokes:- 2291

PARAGRAPH-4

Health is wealth, rightly said. Good health is an essential aspect of human life. Fitness is the cornerstone of good health. The best way of living a good life is by maintaining good health and fitness. One can live life to the fullest only by maintaining good health and fitness. Good health and fitness imply both mental and physical well-being. The basic way to good health and fitness is doing workouts. We should always remember that a healthy mind can only be gained by being healthy. In this article, we have provided one brief and one extended piece.

Good health is a boon to your body. It helps you physically and mentally. Good health can be maintained by doing regular exercise and maintaining a well-balanced diet. It is imperative to eat proper meals at the appropriate time. The key source of being happy is fit and healthy. It helps us to perform our daily chores properly without being lazy or dull. Regular exercise, a proper routine diet, and peace of mind can help one attain good health and fitness. The maintenance of being fit and healthy requires regular physical exercise with a balanced diet. It is very necessary for all to maintain order to be fit, healthy, fearless of diseases.

As said, "Respect your body, its the only one you get." One should always prioritize his or her health. The word health implies the state of being free from illness and gives the idea of being well. Health and Fitness both go hand in hand. Being healthy has a lot of advantages, and there are ways of being healthy and fit in simple terms being healthy and fit means taking good care of the body. A healthy mind endures only in a fit and healthy body. A happy mind and a fit body help you maintain the energy to achieve success in life. All of us must aim high to achieve wholesome health.

We live in a world where our life is stressful. We have to go to schools, prepare for exams, tuitions, etc. And for maintaining this daily routine, we need a healthy mind and focused mind. As time goes on, we have changed, our lifestyle has changed, and we are more prone to eating junk rather than eating healthy home food.

Words:- 384 Strokes:-2120

PARAGRAPH-5

A formal discussion on a particular technical or general topic during a public meeting or legislative gathering. In a debate, everyone puts their view and opinions in front of opposing ones and finally, one person wins the argument with a vote. But in debate writing, participating candidates need to express their views in a particular format and make opposing members impress by perfect debate writing skills.

In order to win any argument or discussion, one should gain more knowledge about the topic and then express their point of view in a perfect style of writing. So, here we have compiled a debate writing format to enhance your debate skills and make you win among all.

Formal Address: Formal addressing the chief guest, jury members and the audience is the great gesture of a debater. Hence, it is mandatory to address formally at the opening line of a debate.

Motion/Introduction: After addressing, the introduction about his/her is important to make their stand clear. The motion should be the first paragraph at the time of debate writing.

Argument/Discussion: Debater should put his/her views against other speakers and highlight the main lines by stressing or by giving real-time examples to make it more supportive. Your points must be strong and logical to revoke a few points stated by the opponent. The speaker should highlight all these main points of the debate or argument in the middle paragraph.

Conclusion: At the end of the debate lines also a speaker should express his/her own opinions regarding the issue. Basically, it needs to be an impactful statement that everyone satisfies and stands on the issue. Make an end with gratitude like 'Thank You!'

Mostly, debate topics depend on the present issues of public importance or regarding common ideas or philosophies or political or social platform topics, etc. Well, we have listed Good Topics on Debate Writing that makes you win every single argument. Take a look at the below list to get a good grip on the latest and general debate writing topics easily & effectively.

Words:- 340 Strokes:-2043

PARAGRAPH-6

A majority of the rural population did not have internet access. The Prime Minister of India, Narendra Modi also undertook an initiative to make rural households digitally literate. Digital literacy means letting rural people make use of the internet in order to improve the overall quality of life. The government also wants to make digital payment platforms popular which will be more convenient for businesses.

Digital India enables the government to generate thousands of IT jobs since Digital India will require individuals to help establish the platform as well as introduce a new wave of the young population to the digital revolution.

According to my research on the debate on digital India, Digital India is successful in connecting more than 250,000 villages throughout the country. Every village now has access to high-speed internet provided by a government-owned telecom called the BBNL. The Indian Government also encourages digital payments by encouraging several payment platforms such as PhonePe. The Prime Minister said that if people start using RuPay for digital payments, it will directly benefit the country. Because of inadequate infrastructure, IT companies started hiring more people in order to develop more such apps.

Through my debate on digital India in favour i realised that since all the government transactions will be done digitally, many people came under the tax radar and as a result, a significant portion of the black money in the market was traceable. This led to a sudden increase in the revenue collected by the government and an enormous decrease in the amount of black money people had.

In my debate on digital India, you will find how helpful this is for people living in rural areas. People from all over India can now directly get access to a large number of government agencies from the comfort of their homes. They don't have to travel hours to visit the government offices.

The rural part of India with the majority of the population, suddenly found themselves interconnected, directly benefiting millions of lives. Farmers can now communicate easily with the experts on a range of farming subjects and get better production.

Words:- 351 Strokes:-2169

PARAGRAPH-7

In a physical setting classroom, it may very well be hard for students to focus on instructions and content because of their friends being around consistently. In any case, as the necessities and learning strategies for each student are extraordinary, some may require more consideration than others. Online learning gives an astounding stage to students who are inclined towards learning without any interruptions around them. Numerous instructors across the globe have affirmed that students who were extremely occupied or distracted in class have considerably gotten more comfortable on online learning platforms. The grades of youngsters have enhanced due to being in a setting with no interruptions like consistent inflow and surge of individuals, teacher observations, etc.

Online learning makes it workable for students to collaborate with their friends in devoted gatherings and through devices. Students get an opportunity to acquire a superior viewpoint after reflecting and imparting information to one another. Gathering conversations are a lot simpler all thanks to the break-out room options provided by most digital video conferencing platforms. These rooms go about as shut spaces for students' gatherings to meet and impart their contemplations and thoughts to one another. This outcome in dynamic learning fosters a feeling of proprietorship among the students. They are currently assuming responsibility for their learning and introspecting together. Online learning helps students in additionally getting criticism from peers, rather than from just their teachers. So let's agree in this online education versus offline education debate that students can learn in a quality manner by coming together without any distractions. You can Also Learn English and Hindi typing Online via India's No.1 Online Typing Course By Sumit sir, for more details about this typing course visit www.typingcourse.in, If you are a beginner or your typing speed is stuck and after lots of practice it is not increasing then you can boost your typing speed above 65 wpm via Sumit Sir Typing course. Already thousands of students Enroll in this course and they qualified their typing test easily and Now on Governments jobs. When you Too frustrated due to Accuracy or typing speed then Feel free to contact sumit@typingcourse.in or typingmastersumit@gmail.com

Words:- 357 Strokes:- 2354

PARAGRAPH-8

International volleyball competition began in 1913 with the first Far East Games, in Manila. During the early 1900s and continuing until after World War II, volleyball in Asia was played on a larger court, with a lower net, and nine players on a team.

The FIVB-sponsored world volleyball championships (for men only in 1949; for both men and women in 1952 and succeeding years) led to acceptance of standardized playing rules and officiating. Volleyball became an Olympic sport for both men and women at the 1964 Olympic Games in Tokyo.

European championships were long dominated by Czechoslovakian, Hungarian, Polish, Bulgarian, Romanian, and Soviet (later, Russian) teams. At the world and Olympic level, Soviet teams have won more titles, both men's and women's, than those of any other nation. Their success was attributed to widespread grassroots interest and well-organized play and instruction at all levels of skill. A highly publicized Japanese women's team, Olympic champions in 1964, reflected the interest of private industry in sport. Young women working for the sponsoring company devoted their free time to conditioning, team practice, and competition under expert and demanding coaching. Encouraged by the Japanese Volleyball Association, this women's team made its mark in international competition, winning the World Championship in 1962, 1966, and 1967, in addition to the 1964 Olympics. At the end of the 20th century, however, the Cuban women's team dominated both the World Championships and the Olympics.

The Pan American Games (involving South, Central, and North America) added volleyball in 1955, and Brazil, Mexico, Canada, Cuba, and the United States are frequent contenders for top honours. In Asia, China, Japan, and Korea dominate competition. Volleyball, especially beach volleyball, is played in Australia, New Zealand, and throughout the South Pacific.

A four-year cycle of international volleyball events, recommended by the FIVB, began in 1969 with World Cup championships, to be held in the year following the Olympic Games; the second year is the World Championships; in the third the regional events are held (e.g., European championships, Asian Games, African Games, Pan American Games); and in the fourth year the Olympic Games.

Words:-349 Strokes:- 2265

PARAGRAPH-9

College Life is one of the most remarkable and lovable times of an individual's life. Unlike School Life, College Life has a different experience, and a person needs to have this experience in his/her life. College Life exposes us to whole new experiences which we always dream of experiencing after our school life. Lucky are those who get the chance to enjoy their college life, as many people don't get this chance due to their circumstances or financial issues. For every person, College Life has a different meaning. While some people spend their college life by partying with friends, others become more cautious about their career and study hard. Whatever the way, every individual enjoy their college life and always wish to relive that time once it is over.

Both school life and college life is the most memorable time of a person's life, but both of them are quite different from each other. While in School life, we learn everything in a protected environment, College Life exposes us to a new environment where we have to learn new things and face new challenges by ourselves. We spend half of our young lives in school, and thus we get comfortable living in that environment. But College Life is for three years only, where every year introduces new challenges and lessons to us. While in school, our teachers and friends always protect and guard us, in college life we form a bit informal relationship with our mentors, and they don't protect us all the time as our school teachers did.

Unlike school life, we don't have many limitations in college life, and it is on up to us how we want to spend our college life. In college life, we see new faces and experience a unique environment in which we have to mingle ourself. We make new friends there who stay with us for the rest of our lives. Also, we get a chance to shape our career by taking the right decisions and studying hard. College life is not only about the study but also about the overall development of an individual through various activities and challenges.

In College Life, one gets a chance to make their own decisions. In school life, students get an opportunity to be class monitor, while in College Life, an individual gets a chance to nominate himself/herself for more prominent positions like College President, Vice President, Secretary and Vice Secretary. Apart from deciding the course and stream, an individual get a chance to build his/her confidence by being a part of various societies and events that take place all the year.

Different from School Life, College Life has its importance in a person's life, and one should always enjoy his/her college life.

Words:-458 Strokes:- 2646

PARAGRAPH-10

Most people in Himachal Pradesh depend for their livelihood on agriculture, pastoralism, transhumance (seasonal herding), horticulture, and forestry. However, the government of Himachal Pradesh has encouraged the development and dispersal of manufacturing, with different towns—mostly in the southern part of the state—often specializing in the manufacture of particular goods. The town of Nahan, for instance, is known for its production of agricultural implements, turpentine, and resin, while television sets, fertilizer, beer, and liquor have been among the major manufactures of Solan. Meanwhile, Rajban is identified with cement production, and Parwanoo is recognized for its processed fruits, tractor parts, and electronics. Shimla is also known for its manufacture of electrical goods, while paper and hardboard products generally have come from Baddi and Barotiwala. Alongside the growth of heavier industry, thousands of artisan-based small-scale manufacturing units have remained in operation across the state.

The state has implemented a series of development plans based on the utilization of its abundant hydropower potential and mineral and forest resources. Himachal Pradesh produces a significant portion of India's hydroelectric power. Existing hydropower plants include a station on the Uih River at Jogindarnagar, the massive Bhakra Dam on the Sutlej River, the Pong Dam on the Beas River, and the Giri Dam on the Giri River. Himachal Pradesh also has embarked on joint-venture hydropower projects with the central government, such as the large Nathpa Jhakri project in Shimla district. To combat a serious soil-erosion problem in the Siwaliks and to protect the fragile Himalayan ecosystem, the state has launched a reforestation program. It also has instituted stricter enforcement of environmental laws.

The basic governmental structure of Himachal Pradesh, like that of most other Indian states, is determined by the national constitution of 1950. The state government is led by a governor, appointed by the president of India. The Council of Ministers, headed by a chief minister and responsible to the directly elected Legislative Assembly (Vidhan Sabha), assists and advises the governor.

The state is divided into a number of districts, each of which is headed by a deputy commissioner. The districts, in turn, comprise several subdivisions, which embrace several more levels of local administration. The smallest (and most numerous) administrative unit is the village. Since the late 20th century, Himachal Pradesh has made great efforts to expand education. Consequently, there has been a remarkable rise in the number of primary, secondary, and postsecondary institutions and a corresponding increase in enrollment at all levels.

Words:- 408 Strokes:- 2756

PARAGRAPH-11

In little more than a decade, the impact of social media has gone from being an entertaining extra to a fully integrated part of nearly every aspect of daily life for many.

Recently in the realm of commerce, Facebook faced skepticism in its testimony to the Senate Banking Committee on Libra, its proposed cryptocurrency and alternative financial system. In politics, heartthrob Justin Bieber tweeted the President of the United States, imploring him to “let those kids out of cages.” In law enforcement, the Philadelphia police department moved to terminate more than a dozen police officers after their racist comments on social media were revealed.

And in the ultimate meshing of the digital and physical worlds, Elon Musk raised the specter of essentially removing the space between social and media through the invention — at some future time — of a brain implant that connects human tissue to computer chips.

As quickly as social media has insinuated itself into politics, the workplace, home life and elsewhere, it continues to evolve at lightning speed, making it tricky to predict which way it will morph next. It’s hard to recall now, but SixDegrees.com, Friendster and Makeoutclub.com were each once the next big thing, while one survivor has continued to grow in astonishing ways. In 2006, Facebook had 7.3 million registered users and reportedly turned down a \$750 million buyout offer. In the first quarter of 2019, the company could claim 2.38 billion active users, with a market capitalization hovering around half a trillion dollars.

“In 2007 I argued that Facebook might not be around in 15 years. I’m clearly wrong, but it is interesting to see how things have changed,” says Jonah Berger, Wharton marketing professor and author of Contagious: Why Things Catch On. The challenge going forward is not just having the best features, but staying relevant, he says. “Social media isn’t a utility. It’s not like power or water where all people care about is whether it works. Young people care about what using one platform or another says about them. It’s not cool to use the same site as your parents and grandparents, so they’re always looking for the hot new thing.”

Words:- 360 Strokes:- 2180

PARAGRAPH-12

Agriculture is dying, OK, not as in the production of food but as a desirable profession. For all the bucolic if not romanticised portrayals of farming and a rural lifestyle, it is really a thankless, risky, and even back-breaking job, especially as undertaken by the masses, which is subsistence agriculture. One bad yield, whether due to errant rains, pests, etc., and most farmers have no buffer available. This also makes farmers risk averse, with an implicit cost of capital some 50-100% (!), which is essentially one season or one year of horizon. Most are not able to undertake long term investments, innovation, or major change.

The clearest indicator of the problems of agriculture as a profession is how there are actually shortfalls of labour in some areas, with larger farms relying on imported farm labourers, drawn not just from the neighbouring states but from the far ends of the country (especially the north-east) and even Nepal. Younger generations do not want to follow their parents' footsteps, which pushes urbanisation. Unfortunately, urban areas, while offering more opportunities, also relegate many to low-end jobs.

Farmers tell me the Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA or MGNREGA, formerly NREGA) has heightened the problem. In fact, Schedule I Clause 12 of NREGA (2005) states, "As far as practicable, a task funded under the Scheme shall be performed by using manual labour and not machines." This highlights how MNREGA has really been about jobs, instead of output or productivity.

But instead of slicing the pie, agriculture needs to focus on growing the pie. Adding employment into farms is unlikely to change yields much, and certainly will not increase revenues sufficiently to compensate for increased labour costs. One possibility is for MNREGA to coordinate with cropping cycles, to enable a more steady balance of opportunities (and labour supply). Not only are farm sizes in India very small, they are declining due to population growth and competition for land.

Per National Sample Survey Organisation (NSSO) estimates the average size is some 1.2 hectares only, and the median is lower. Other estimates places indicate 70% of farmers operating below one hectare in size. In farming, size matters. On average, smaller holdings lose money, i.e., their household costs are higher than revenues, a chunk of which come from non-farming activities. The smallest farms are afloat since they do not pay for labour, relying entirely on the family, and they consume much of what they produce, influencing the choice of crops.

Words:-413 Strokes:-2583

PARAGRAPH-13

Organic is important for India for several reasons. First, we spend lots of taxpayer money on the inputs, especially fertiliser. Second, organic production relies more on labour as a substitute for other inputs, something relevant for employment. Its intensive nature does not favour economies of scale, but that expressly fits well with India's smaller farm sizes. There are also studies showing that over time, especially combined with crop rotation, organic farming requires less water than conventional farming. Third, while the health impact for consumers is debated, the system-level impacts are clearer. Farmers who have overused conventional pesticides have high cancer risks, and unabated use of antibiotics in livestock rearing is a major cause for drug-resistant infections. While this is a global challenge, India ranks worst in the world in terms of antibiotics in chicken. This is one of the unintended consequences of cheap drugs combined with lax oversight.

Soil scientist Rattan Lal's Law of Marginality states, "Marginal soils cultivated with marginal inputs produce marginal yields and support marginal living". What this means is that poor soil needs some inputs, especially as we lose old practices of annual soil flooding and replenishing. Maybe India can start with semi-organic farming, i.e., immediately losing pesticides, but gradually phasing out chemical fertilisers. A variant mentioned in the 2019 Budget by the Finance Minister is Zero Budget Natural Farming, which also focuses on breaking input cost burdens. While it has potential, current studies are too small to examine scalability and variation.

Organic farming might cost a little more, but there are several more serious challenges that deserve policy attention. First, there is a fallow period where traditionally farmed soil is left to recover, and even the initial yields are low. How will a farmer survive? Second, farmers need a lot of education and hand-holding in this process. Lastly, there are issues of trust – Indians are famous for bending the rules. I have family that isn't against organic, or even willingness to pay, they just believe they are being taken for a ride – paying more for regular produce. Establishing organic as a true offering needs innovative thinking, beyond just labelling and certifications. The state of Sikkim is reportedly 100% organic, proving this can work at scale. This represents a great case study to examine how they did it. If they're producing organics to "export" especially to Bengali elite, that is not a sufficient model across the country, especially not in the short run.

Words:-408 Strokes:-2614

PARAGRAPH-14

Intel was founded in July 1968 by American engineers Robert Noyce and Gordon Moore. Unlike the archetypal Silicon Valley start-up business with its fabled origins in a youthful founder's garage, Intel opened its doors with \$2.5 million in funding arranged by Arthur Rock, the American financier who coined the term venture capitalist. Intel's founders were experienced, middle-aged technologists who had established reputations. Noyce was the coinventor in 1959 of the silicon integrated circuit when he was general manager of Fairchild Semiconductor, a division of Fairchild Camera and Instrument. Moore was the head of research and development at Fairchild Semiconductor. Immediately after founding Intel, Noyce and Moore recruited other Fairchild employees, including Hungarian-born American businessman Andrew Grove. Noyce, Moore, and Grove served as chairman and chief executive officer (CEO) in succession during the first three decades of the

intel's initial products were memory chips, including the world's first metal oxide semiconductor, the 1101, which did not sell well. However, its sibling, the 1103, a one-kilobit dynamic random-access memory (DRAM) chip, was successful and the first chip to store a significant amount of information. It was purchased first by the American technology company Honeywell Incorporated in 1970 to replace the core memory technology in its computers. Because DRAMs were cheaper and used less power than core memory, they quickly became the standard memory devices in computers worldwide.

Following its DRAM success, Intel became a public company in 1971. That same year Intel introduced the erasable programmable read-only memory (EPROM) chip, which was the company's most successful product line until 1985. Also in 1971 Intel engineers Ted Hoff, Federico Faggin, and Stan Mazor invented a general-purpose four-bit microprocessor and one of the first single-chip microprocessors, the 4004, under contract to the Japanese calculator manufacturer Nippon Calculating Machine Corporation, which let Intel retain all rights to the technology.

Words:-304 Strokes:-2083

PARAGRAPH-15

Holi is known as the festival of colours. It is one of the most important festivals in India. Holi is celebrated each year with zeal and enthusiasm in the month of March by followers of the Hindu religion. Those who celebrate this festival, wait for it every year eagerly to play with colours and have delectable dishes.

Holi is known as the festival of colours. It is one of the most important festivals in India. Holi is celebrated each year with zeal and enthusiasm in the month of March by followers of the Hindu religion. Those who celebrate this festival, wait for it every year eagerly to play with colours and have delectable dishes.

History of Holi- The Hindu religion believes there was a devil king named Hiranyakashyap long ago. He had a son named Prahlad and a sister called Holika. It is believed that the devil king had blessings of Lord Brahma. This blessing meant no man, animal or weapon could kill him. This blessing turned into a curse for him as he became very arrogant. He ordered his kingdom to worship him instead of God, not sparing his own son.

Following this, all the people began worshipping him except for his son, Prahlad. Prahlad refused to worship his father instead of God as he was a true believer of Lord Vishnu. Upon seeing his disobedience, the devil king planned with his sister to kill Prahlad. He made her sit in the fire with his son on the lap, where Holika got burned and Prahlad came out safe. This indicated he was protected by his Lord because of his devotion. Thus, people started celebrating Holi as the victory of good over evil.

People celebrate Holi with utmost fervour and enthusiasm, especially in North India. One day before Holi, people conduct a ritual called 'Holika Dahan'. In this ritual, people pile heaps of wood in public areas to burn. It symbolizes the burning of evil powers revising the story of Holika and King Hiranyakashyap. Furthermore, they gather around the Holika to seek blessings and offer their devotion to God.

The next day is probably the most colourful day in India. People get up in the morning and offer pooja to God. Then, they dress up in white clothes and play with colours. They splash water on one another. Children run around splashing water colours using water guns. Similarly, even the adults become children on this day. They rub colour on each other's faces and immerse themselves in water.

In the evening, they bathe and dress up nicely to visit their friends and family. They dance throughout the day and drink a special drink called the 'bhaang'. People of all ages relish holi's special delicacy 'gujiya' ardently.

In short, Holi spreads love and brotherhood. It brings harmony and happiness in the country. Holi symbolizes the triumph of good over evil. This colourful festival unites people and removes all sorts of negativity from life.

Words:-492 Strokes:-2827

PARAGRAPH-16

Kindness towards nature, animals and other people has the ability to transform the world and make it a beautiful place for living. But, it is also important to remember that kindness towards you is also essential for personal growth.

Kindness is basically being polite, compassionate and thoughtful. Every religion and faith teaches its followers to be kind. Most importantly, kindness must not limit to humans but also to every living creature.

Even nature has its own way of showing kindness. For instance, the trees grow fruits for us and provide us with shade. One must not see kindness as a core value but as a fundamental behavioural element. When you are kind to your loved ones, you create a stable base.

As people are becoming more self-centred today, we must learn kindness. We must try to integrate it into ourselves. You might not know how a small act of kindness can bring about a change in someone's life. So, be kind always.

Kindness Always Wins There is no doubt that kindness always wins and it has been proven time and again by people. Sid is a greedy man who does not share his wealth with anyone, not even his family members.

He also does not pay his workers well. One day, he loses his bag of gold coins and loses his temper. Everyone helps him out to search for it but no one finds it. Finally, his worker's little son finds the bag.

Upon checking the bag, he sees all the coins are there. But, his greed makes him play a trick on the poor worker. He claims that there were more coins in the bag and the worker stole them.

The issue goes to the court and the judge confirms from Sid whether his bag had more coins to which he agrees. So, the judge rules out that as Sid's bag had more coins, the bag which the worker's son found is not his.

Therefore, the bag gets handed to the worker as no one else claims it. Consequently, you see how the worker's son act of kindness won and paid him well. On the other hand, how Sid's greediness resulted in his loss only.

Words:-366 Strokes:-1974

PARAGRAPH-17

The ill-effects of overpopulation are quite severe. The first one is that natural resources deplete at a faster level. Our planet can produce only a limited amount of water and food. Thus, overpopulation causes environmental damage including deforestation, pollution, etc.

Similarly, there is the degradation of the environment which happens because of the overuse of resources like coal, oil, natural gases and more. As a result, the quality of air also gets affected in this manner. In developing countries, overpopulation puts a strain on resources. Thus, it gives rise to conflicts and tension. It also causes more diseases that become harder to control. Next up, we have the issue of unemployment.

Moreover, it rises due to overpopulation. There is more number of people than job opportunities. As a result, unemployment gives rise to crimes like theft and more. We also have pandemics and epidemics which happen due to overpopulation. It is because overcrowded and unhygienic living gives rise to infectious diseases. Another ill-effect is malnutrition and starvation. When there are scarce resources, these diseases will likely to be on the rise. Most importantly, we have a shortage of water which makes it tougher for people to get access to clean water. Similarly, lower life expectancy also happens because of the boom in population, especially in less-developed nations.

We also witness faster climate change as nations continue to develop their industrial capacities. Thus, they emit industrial waste which gives rise to global temperatures. It will keep getting worse if things are not checked immediately.

Solutions of Overpopulation- There are many solutions which we may take up to prevent overpopulation. The best measure is family planning to keep the overpopulation check. In order to do that, one can ensure proper spacing between the births of the children. Further, limiting the number of children as per income and resources must also be important. Similarly, it is essential to increase resources. The government must make the horrors of overpopulation reach the public through the use of media.

Moreover, better education can help implement social change which can curb overpopulation. Next up, knowledge of sex education must be made mandatory in schools so students learn young about everything they need to know. Most importantly, it is essential to empower women so they can break out of poverty. This way, they can learn about reproductive health and make better decisions. Another solution can be government incentives.

Many governments of countries already have various policies which relate to tax exemptions for curbing overpopulation. For instance, some waive a certain part of income tax for married couples with one or two children.

Words:-432 Strokes:-2761

PARAGRAPH-18

Robotics is the intersection of science, engineering and technology that produces machines, called robots, that substitute for (or replicate) human actions. Pop culture has always been fascinated with robots. R2-D2. Optimus Prime. WALL-E. These over-exaggerated, humanoid concepts of robots usually seem like a caricature of the real thing...or are they more forward thinking than we realize? Robots are gaining intellectual and mechanical capabilities that don't put the possibility of a R2-D2-like machine out of reach in the future.

As technology progresses, so too does the scope of what is considered robotics. In 2005, 90% of all robots could be found assembling cars in automotive factories. These robots consist mainly of mechanical arms tasked with welding or screwing on certain parts of a car. Today, we're seeing an evolved and expanded definition of robotics that includes the development, creation and use of bots that explore Earth's harshest conditions, robots that assist law-enforcement and even robots that assist in almost every facet of healthcare.

While the overall world of robotics is expanding, a robot has some consistent characteristics:

Robots all consist of some sort of mechanical construction. The mechanical aspect of a robot helps it complete tasks in the environment for which it's designed. For example, the Mars 2020 Rover's wheels are individually motorized and made of titanium tubing that help it firmly grip the harsh terrain of the red planet.

Robots need electrical components that control and power the machinery. Essentially, an electric current (a battery, for example) is needed to power a large majority of robots. Robots contain at least some level of computer programming. Without a set of code telling it what to do, a robot would just be another piece of simple machinery. Inserting a program into a robot gives it the ability to know when and how to carry out a task.

We're really bound to see the promise of the robotics industry sooner, rather than later, as artificial intelligence and software also continue to progress. In the near future, thanks to advances in these technologies, robots will continue getting smarter, more flexible and more energy efficient. They'll also continue to be a main focal point in smart factories, where they'll take on more difficult challenges and help to secure global supply chains.

Words:- 376 Strokes:- 2370

PARAGRAPH-19

Many researchers have been analyzing data across the country and in some large cities, looking at number of confirmed cases and deaths based on race and ethnicity and related factors. What they found is that African Americans and the Latino-Hispanic populations have disproportionate higher rates of hospitalizations and deaths due to COVID-19.

There are several reasons why researchers suspect these populations are more affected. They believe these ethnic groups tend to: Live in more crowded housing situations -- living in densely populated areas and in multi-generational households -- making social distancing practices difficult.

Work in consumer-facing service industries and are more likely to use public transportation to get to work, putting them at risk for increased exposure to COVID-19.

Be at increased risk of severe illness if they get COVID-19 because of higher rates of existing medical conditions, such as high blood pressure, diabetes, obesity, asthma, and heart, liver and kidney diseases.

Be more likely to be uninsured or lack a consistent care source, which limits access to COVID-19 testing and treatment services. Researchers are still studying other factors that may make ethnic groups more susceptible to negative COVID-19 outcomes, including genetics and possible differences in lung tissue as well as socioeconomic status and the social environment and systems.

The U.S. Centers for Disease Control says that "the immune response to COVID-19 is not yet understood." Because this is a new strain of coronavirus, scientists are still collecting information and research on the virus so it's still too early to know if you can get it a second time if you've had it once.

In a related theme, scientists are seeing a subset of patients who have COVID-19 and have symptoms that continue off and on for weeks and even months. Coronaviruses are often found in bats, cats and camels. The viruses live in but do not infect the animals. Sometimes these viruses then spread to different animal species. The viruses may change (mutate) as they transfer to other species. Eventually, the virus can jump from animal species and begins to infect humans. In the case of COVID-19, the first people infected in Wuhan, China are thought to have contracted the virus at a food market that sold meat, fish and live animals – but they are still investigating. Although researchers don't know exactly how people were infected, they already have evidence that the virus can be spread directly from person to person through close contact.

Words:-404 Strokes:- 2536

PARAGRAPH-20

Women empowerment is one of the most critical and essential things that everyone should support. It is when women are given the most power and right to make decisions for themselves. Women have been subjected to injustice through decades. They have been treated as non-existent for decades.

Women were else was always making decisions for them. This is one of the biggest reasons for women's empowerment. It was one of the essential things which were the need of the hour. Women were made aware of their rights. Along with their rights, women were taught how to be self-independent in all aspects of their lives. They were taught how to create a space for them where they can grow and become the people they want to be.

The men always had all the rights. However, the women didn't have any of these rights, even a small right like voting. Things changed when women realized that they, too, need equal rights. This brought along the revolution by the women demanding their rights. It spread the awareness that gender shouldn't be the reason for that things go in their favor.

Countries all over the world called themselves, "progressive countries" but every one of them has a history of ill-treating the women. Women in these countries had to fight against the systems to get the freedom and status that they have achieved today. However, in India, women's empowerment is still lagging. There is more awareness that needs to be created for the awareness to spread.

India is one of the countries which is not safe for women, and there are several reasons for the same. One of the reasons for their lack of safety is the danger of honor killing. Families think that it's the right to kill the female if they have brought shame to the family and reputation of the family.

Another big problem that women face is that there's a lack of education. Women are discouraged from pursuing higher education in the country. Along with that, they are married early. The men dominating the women think that the role of women is limited to work for them. They don't let these women go, and these women have no freedom.

The need for women empowerment is one of the most significant needs of the hour. There are many ways in which women can be empowered. People should be united together to make the reality of the women empowerment. One of the significant steps towards women empowerment would be towards educating women. Education should be provided and encouraged so that more women can be literate. The education that they receive is going to help them pursue what they want to pursue. Women can have the life that they want to have and be happy in it.

Words:- 464 Strokes:- 2631

PARAGRAPH-21

Our earth is the only beautiful planet in our solar system. It's the only planet that has the life. Since 200 ads.., everything was fine but since the development of human culture, cities and modern lifestyle everything has been changed. Now, man and other animals have started to behave differently. Man has started to use and abuse natural resources to the limit. We have no more crude oil, coal, fewer forests , of animals wild . Our environment is totally polluted, so we suffer from diseases, we drink polluted water. Inhaling the dusty air and so on ... As a consequence of all human activity there is an ozone hole, the sea rises, the Antarctic icecaps melt. Now, global warming is a warning is so fast that there is a climate change the mother earth is not in danger, life is in danger. Let's unite to save our life by giving life to our mother earth.

The evolution of each of us has been possible because of the plant or the forests. The forest we give some oxygen, food, shelter, medicine, furniture. The forest protects us from the heat of the sun, cold waves and strong rains. The forests keep the balance of nature, environment, climate, weather and atmosphere. In fact, the forest is our life, but what do we do ? We destroy the forest means that we destroy our life and our future. Today, whatever the problems we see, they are all due to deforestation. If we are beings intellectuals , we must save the plants and forests, they will save us.

The Earth and its resources make life possible on the planet. If there were no sunshine, air, water and vegetation on the planet, there would be no life on it. The Earth and its resources are Nature's bounties. We must protect these bounties otherwise life will be threatened. Man and all life forms depend on the Earth and its resources for survival.

Man's activities, driven by greed and selfishness, have caused degradation of the Earth, and its resources like air and water. Air pollution, water pollution, land degradation and deforestation have been caused due to man's actions. When land, air, water and vegetation come under threat by man's activities, the lives of all life forms including man is under peril.

The Earth and its resources can be protected by man. Every little effort on our part to save the Earth and its environment can make a difference. Plastics, for instance, are a source of major environmental degradation. We can take little steps like avoiding the use of plastics. For example, we can avoid using plastic water bottles. We can instead use steel, glass or clay bottles to carry or store water.

Similarly, we can plant trees in our neighbourhood. Trees play a major role in ecological balance. By planting trees we can improve our environment. We must also save water which is a precious natural resource. We must also avoid polluting water bodies. We must be judicious in the use of all natural resources. We can thus save the Earth.

Words:- 514 Strokes:- 2919

PARAGRAPH-22

Discipline is something that keeps each person in control. It motivates a person to progress in life and achieve success. Everyone follow discipline in his/her life in a different form. Besides, everyone has his own prospect of discipline. Some people consider it a part of their life and some don't. It is the guide that availability directs a person on the right path.

Without discipline, the life of a person will become dull and inactive. Also, a disciplined person can control and handle the situation of living in a sophisticated way than those who do not. Moreover, if you have a plan and you want to implement it in your life then you need discipline. It makes things easy for you to handle and ultimately bring success to your life.

If talk about the types of discipline, then they are generally of two types. First one is induced discipline and the second one is self-discipline. Induced discipline is something that others taught us or we learn by seeing others. While self- discipline comes from within and we learn it on our own self. Self-discipline requires a lot of motivation and support from others.

Above all, following your daily schedule without any mistake is also part of being disciplined. We need discipline in almost everywhere in life. So, it is best to practice discipline from the early stages of our life. Self-discipline means different things to different people. For students, its meaning is different for an employee its meaning is different, and for children its meaning is different.

Moreover, the meaning of discipline changes with the stages of life and priority. Not everyone can be disciplined because it requires a lot of hard work and dedication. Also, it needs a positive mind and a healthy body. One has to be strict to discipline so that she/he can successfully complete the road of success.

The disciple is a staircase by which the person achieve success. It helps a person to focus on his/her goals in life. Also, it does not let him/her derivate from the goal. Besides, it brings perfection in a person life by training and educating the mind and body of the person to respond to the rules and regulation, which will help him to be an ideal citizen of the society.

Words:- 382 Strokes:- 2206

PARAGRAPH-23

Fashion is a term which means 'an ongoing trend'. It refers to how people dress and what kind of external getup most people think is making them look stylish, up-to-date and sophisticated. While etiquettes and manner also somehow comes into the count but it comparatively more superficial and dynamic. It changes with winds of time very fast. This can be seen from the vast difference between how people used to dress before and now. Films are the mirror to the society. And therefore is comparison is seen live by comparing how the actors used to dress before and now.

Tinsel town celebrities have always been the trend setters to the common people. People, especially the girls always are inclined towards one or more actresses because of how they look and they also want to look the same. More or less everyone have a fashion idol.

Fashion used to be very different in metros and small towns in earlier days. But now the difference have gone down to a great extent due to many reasons. First if all the demand of online shopping malls have increased. Shopping sites such as jabong, snapdeal ,myntra, etc. does the work of delivering fashion at the doorstep. These websites run all over the country and they are available at most of the pin codes. And since the girls wear all kinds of clothes, now those fashions have come into the real market too. The growth of social media and overall the demand of time which lures everyone to look confident and updated, have made people quite inclined towards making himself look fashionable.

Especially when in college, girls think a lot about it. Not only women, men's fashion market have also gone up. Shopping sites make available most of the branded clothes at lower prices than the real market and this is the reason man and women both are going after new trends.

While it is a good thing to be trendy and follow the latest innovations in designs, fabrics and others, one thing to be careful is to decide carefully whether it fits us and the place we live in. We should maintain the decorum of the place where we are living and not go against it. Blending in and deciding what to wear will be more acceptable without gaining negative attention. Also it must suit us. That's a very important thing. If it is not suiting us but we are following it because it is the latest trend that is the worst thing we can do to how we look. We must be comfortable and when all these are kept in mind, we look our best. Westernized dressing style is not a bad thing but it must be decent. Our societies are still conservative and that is why we must be sensitive towards it. Moreover we have our own cultural heritage. We must therefore be proud of our ethnicity. Good thing is that our ethnic fashion have also evolved a lot and popularization of innovated designs have also attracted lot of attention and acceptance.

Words:-511 Strokes:- 2848

PARAGRAPH-24

Rani of Jhansi or Rani Lakshmi Bai's maiden was Manu Bai. Manu Bai or Manikarnika was born to Moropant Tambe and Bhagirathi Tambe on 19th November 1828 at Kashi (Varanasi). At the small age of about 3-4 years, she lost her mother and was thus, brought up by her father alone. After the death of her mother, Manu Bai and her father shifted to Bithoor and started living with Peshwa Baji Rao.

Since childhood, Manu was inclined towards the use of weapons. She thus learned horse-riding, sword fighting, and martial arts and mastered these. She was a beautiful, intelligent and brave girl. Manu spent her childhood in the company of Nana Sahib, the son of Peshwa Baji Rao II. She had great courage and presence of mind which she proved once while saving Nana Sahib from getting crushed by the horse's feet.

In May 1842, Manu got married to Raja Gangadhar Rao Newalkar, Maharaja of Jhansi, and was now known as Rani Lakshmi Bai. In 1851, she gave birth to Damodar Rao who died when he was just 4 months old. Thus, in 1853, Gangadhar Rao adopted a child and named him after his son, Damodar Rao. But, unfortunately, Gangadhar Rao died soon due to illness and Lord Dalhousie, the then Governor-General of India denied this adoption.

According to the Policy of Doctrine of Lapse, the British annexed all those states that did not have a legal heir to the throne. Thus, Lord Dalhousie did not approve of the adoption and wanted to annex Jhansi. Lakshmi Bai was enraged by this but eventually British annexed Jhansi. She made a couple of petitions against Lord Dalhousie but all her attempts proved futile.

However, in 1857 there broke out the first war of Indian Independence. The revolt soon spread to Delhi, Lucknow, Kanpur, Allahabad, Punjab, and other parts of the country. The revolutionaries declared Bahadur Shah Zafar as their King. Rani Lakshmi Bai also joined the revolt quickly and took command of the revolutionary forces. She captured the Jhansi fort on June 7, 1857, and began to rule as a Regent on behalf of her minor son, Damodar Rao.

On 20th March 1858, the British sent a massive force under Sir Hugh Rose in order to recapture Jhansi. She was supported by Tantya Tope. It was a severe battle in which both parties suffered heavy losses. Eventually the British recaptured the fort by betrayal. However, Rani Lakshmi Bai escaped with some of her loyal followers and reached Kalpi. Soon, with the help of Tantya Tope and Rao Sahib, she captured the Gwalior fort from Jivaji Rao Scindia.

Words:-435 Strokes:- 2490

PARAGRAPH-25

One of the first things you probably do every morning is look out the window to see what the weather is like. Looking outside and listening to the day's forecast helps you decide what clothes you will wear and maybe even what you will do throughout the day. If you don't have school and the weather looks sunny, you might visit the zoo or go on a picnic. A rainy day might make you think about visiting a museum or staying home to read.

The weather affects us in many ways. Day-to-day changes in weather can influence how we feel and the way we look at the world. Severe weather, such as tornadoes, hurricanes, and blizzards, can disrupt many people's lives because of the destruction they cause.

The term "weather" refers to the temporary conditions of the atmosphere, the layer of air that surrounds the Earth. We usually think of weather in terms of the state of the atmosphere in our own part of the world. But weather works like dropping a pebble in water—the ripples eventually affect water far away from where the pebble was dropped. The same happens with weather around the globe. Weather in your region will eventually affect the weather hundreds or thousands of kilometers away. For example, a snowstorm around Winnipeg, Manitoba, Canada, might eventually reach Chicago, Illinois, as it moves southeast through the U.S.

Weather doesn't just stay in one place. It moves, and changes from hour to hour or day to day. Over many years, certain conditions become familiar weather in an area. The average weather in a specific region, as well as its variations and extremes over many years, is called climate. For example, the city of Las Vegas in the U.S. state of Nevada is generally dry and hot. Honolulu, the capital of the U.S. state of Hawaii, is also hot, but much more humid and rainy.

Climate changes, just like weather. However, climate change can take hundreds or even thousands of years. Today, the Sahara Desert in northern Africa is the largest desert in the world. However, several thousand years ago, the climate in the Sahara was quite different. This "Green Sahara" experienced frequent rainy weather.

There are six main components, or parts, of weather. They are temperature, atmospheric pressure, wind, humidity, precipitation, and cloudiness. Together, these components describe the weather at any given time. These changing components, along with the knowledge of atmospheric processes, help meteorologists—scientists who study weather—forecast what the weather will be in the near future.

Words:-422 Strokes:- 2512

PARAGRAPH-26

Entertainment and the Internet go hand in hand now. Everything is at your fingertips to enjoy. You can book movie tickets easily on the internet. Gone are the days of waiting in long queues to get the ticket for the latest movie. It can all be done through the comfort of your home. Similarly, you can also book match tickets and concert tickets without going through the hassle of standing in long lines.

In addition, we can now do all our shopping Online. You won't have to go out in the harsh weather to shop for stuff. The Internet allows you to browse through a large assortment of products with all the details given. It ranges from something as small as a mug to a laptop, you can have it all. Furthermore, you may also filter the categories to find exactly what you are looking for within seconds.

Now days, web series are quite a hit amongst the youth. They do not watch TV anymore; rather they enjoy the web series. Various platforms have created shows which they release on the internet that has a major fan following. You can get your daily dose of entertainment from the internet now. Whether you want to hear the latest music, you don't have to spend a hefty amount to buy the CD. You can simply listen to it on the internet.

Thus, we see how the internet has changed and made our lives easy in various ways. We can connect with our loved ones easily and get access to unlimited entertainment instantly.

Words:-260 Strokes:- 1421

PARAGRAPH-27

When the going gets tough, public investment must be stepped up to pump prime a slow moving economy facing uncertain headwinds of low commodity prices and faltering international trade. When the going is good, the private sector would also have a role to play . Ten months ago, in his first Budget for a full financial year, Mr. Jaitley had scaled up such investment to Rs 1 .25 lakh crore, two thirds of which was earmarked for road and railway projects. In the coming year, he has indicated that the priority will be rural infrastructure as the stress in India's villages after two bad monsoons has hit demand.

This is deterring fresh private investment, with many firms still struggling with past investment plans that are stuck or have become inviable. While economists debate whether the or scale up public expenditure to spur the economy, nobody will mind if a slightly higher fiscal deficit leads to more jobs while creating useful public assets. Low oil and commodity prices offer the chance to build more infrastructure at a far lower cost, but as Mr. Jaitley said, "We must have the intellectual honesty to analyse our shortcomings and improve them." So have higher allocations to infrastructure spending this year helped? Anecdotally, a few signs are positive. Paying private contractors to build highways has boosted cash flows and enabled a few to re-enter the fray for new projects. But all is not well yet. Core sector performance hit a decade's low in November 2015. "Though public investments have started to gain traction, this is yet to reflect in the performance of investment linked sectors," rating agency Crisil said, as demand remains weak in end user.

Words:- 281 Strokes:- 1689

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Paragraph-28

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Paragraph-29

First of all, Bribery is the most common method of Corruption. Bribery involves the improper use of favours and gifts in exchange for personal gain. Furthermore, the types of favours are diverse. Above all, the favours include money, gifts, company shares, sexual favours, employment, entertainment, and political benefits. Also, personal gain can be – giving preferential treatment and overlooking crime.

Embezzlement refers to the act of withholding assets for the purpose of theft. Furthermore, it takes place by one or more individuals who were entrusted with these assets. Above all, embezzlement is a type of financial fraud.

The graft is a global form of Corruption. Most noteworthy, it refers to the illegal use of a politician's authority for personal gain. Furthermore, a popular way for the graft is misdirecting public funds for the benefit of politicians.

Extortion is another major method of Corruption. It means to obtain property, money or services illegally. Above all, this obtainment takes place by coercing individuals or organizations. Hence, Extortion is quite similar to blackmail.

Favouritism and nepotism is quite an old form of Corruption still in usage. This refers to a person favouring one's own relatives and friends to jobs. This is certainly a very unfair practice. This is because many deserving candidates fail to get jobs.

First of all, planting trees should be given massive attention. Above all, a tree is the source of oxygen. Unfortunately, due to construction, many trees have been cut down. This certainly reduces the amount of oxygen in the environment. Growing more trees means more oxygen. Hence, growing more trees would mean better life quality.

Similarly, people must give attention to forest conservation. Forests are vital for the Environment. However, deforestation certainly reduces the area of forests around the World. The government must launch programs to conserve the forests. The government must make harming forests a criminal offense.

Soil conservation is yet another important way to save the Environment. For this, there must be control of landslides, floods, and soil erosion. Furthermore, there should also be afforestation and tree plantation to conserve the soil. Also, terrace farming and using natural fertilizers are some more ways.

Waste management is a powerful way of protecting the environment. There must be proper disposal of wastes. Most noteworthy, this would help to keep the surroundings healthy. The government must ensure to clean the streets and other polluted land areas. Furthermore, there should be toilets in every house. Also, the government must provide enough public toilets.

In the last few years, science has helped a lot in the development of India. Science has contributed to all the sectors. Science has improved the global economy, increased employment opportunities, saved millions of lives and has played a major role in a lot of industries. Science is very important for the growth and development of India. It even plays a key role in our daily lives. Every country should invest as much as possible in research and development for scientific technologies. In this essay on the role of science in making India we will see how science has helped India to grow in different sectors.

When it comes to Indian Scientists, the first name comes to my mind is CV Raman. CV Raman was the first Asian who won the Nobel Prize. His work was related to light and sound. He investigated that when light passes through a transparent material, some of the deflected light waves see the change in its amplitude and wavelength.

APJ Abdul Kalam is the second name that comes in my mind in Indian Scientists. APJ Abdul Kalam worked as an Aerospace engineer with ISRO and DRDO. He was also president of India from 2002 to 2007. Abdul Kalam contributed a lot to Aerospace. One of the contributions is deploying Rohini Satellite near Earth's orbit. A few more names are Homi Bhabha, Visvesvaraya, V Radhakrishnan, Satyendra Nath Bose and many more...

Paragraph-32

Power tends to corrupt, and absolute power corrupts absolutely. It is not easy to define corruption. But in a narrow sense, corruption is mostly concerned with "bribery" and it takes several forms. Corruption is a global phenomenon and it is omnipresent. Corruption has progressively increased and is now rampant in our society. National scenario. Corruption in India is a consequence of the nexus between Bureaucracy, politics and criminals. India is now no longer considered a soft state. It has now become a consideration state where everything can be had for a consideration. Today, the number of ministers with an honest image can be counted on fingers. At one time, bribe was paid for getting wrong things done but now bribe is paid for getting right things done at right time. Indian administration is tainted with scandals. India is among 55 of the 106 countries where corruption is rampant, according to the Corruption Perception Index 2004 Report released by Transparency International India. Corruption in India leads to promotion not prison. It is very difficult to catch corruption and corruption in India has wings not wheels. As nation grows, the corrupt also grow to invent new methods of cheating the government and public. The causes of corruption are many and complex. Following are some of the causes of corruption. Emergence of political elite who believe in interest oriented rather than nation oriented programmes and policies. Artificial scarcity created by the people with malevolent intentions wrecks the fabric of the

economy. Corruption is caused as well as increased because of the change in the value system and ethical qualities of men who administer. The old ideals of morality, service and honesty are regarded as an achronistic. Tolerance of people towards corruption, complete lack of intense public outcry against corruption and the absence of strong public forum to oppose corruption allow corruption to reign over people. Vast size of population coupled with widespread illiteracy and the poor economic infrastructure lead to endemic corruption in public life . In a highly inflationary economy, low salaries of government officials compel them to resort to the road of corruption. Graduates from IIMs with no experience draw a far handsome salary than what government secretaries draw. Complex laws and procedures alienate common people to ask for any help from government. Election time is a time when corruption is at its peak level. Big industrialist fund politicians to meet high cost of election and ultimately to seek personal favour. Bribery to politicians buys influence, and bribery by politicians buys votes. In order to get elected, politicians bribe poor illiterate people, who are slogging for two times meal. Is it possible to contain corruption in our society ? Corruption is a cancer, which every Indian must strive to cure .

Paragraph-33

Here's something for critics of globalization to chew on. Enrolment in English medium schools in India has gone up sharply in just two years, from 4.3 percent of total enrollment in 2003-04 to 6.3 percent in 2005-06. The surge in English enrollment propels it to third place after Hindi and Marathi, in terms of total number of Indian children being instructed in that language. This shows that despite what parochially minded politicians would have us believe about the allegedly elitist trappings of English language teaching, there's actually a grass roots movement favouring it. Increasing enrollment in English language schools in India is in line with international trends, where English is establishing itself as the language of global commerce. The world's top business schools and universities, for example, are increasingly moving towards adopting English as the language of instruction. According to premier linguistic expert David Crystal there is no historical precedent for today's situation, where there's a language that's spoken in every country of the world: English. Within India states like Tamil Nadu, Andhra Pradesh and Maharashtra are leading the surge towards English, with the number of students enrolled in English medium schools actually doubling within two years in AP. There has been no comparable increase in Hindi speaking states like UP, Bihar and MP. That's not because people living in the southern states are less proud of their culture than those in the Hindi heartland. That's caused, rather, by the wide

availability of globalisation driven jobs, such as in the IT or BPO sectors, in the southern states. Since candidates knowing English are at an advantage when applying for those jobs, it's natural that there should be a demand for English in schools. The economic figures for states such as UP or Bihar suggest, on the other hand, that they are missing out on a lot of job opportunities. Rapidly rising enrollment in English medium schools, despite official discouragement, suggests that more room ought to be made for English in school curricula. c Apart from being a link language to the world, English is also an indispensable link language between Indian states. Studies have shown that knowledge of English can break down caste and gender inequalities while allowing the hitherto underprivileged to break into white collar professions. It's the highway not just to jobs but political modernity as well. In Maharashtra, NCP ministers have been urging the reservation of 80 percent jobs for locals . That's not only unconstitutional, it shows the harm that can be done by the forces of cultural chauvinism. English, which breaks down barriers between states, can act as an effective antidote. Preference to English in education is the result of getting good job in outside world

Paragraph-34

When the going gets tough, public investment must be stepped up to pump prime a slow moving economy facing uncertain headwinds of low commodity prices and faltering international trade. When the going is good, the private sector would also have a role to play. Ten months ago, in his first Budget for a full financial year, Mr. Jaitley had scaled up such investment to Rs 1.25 lakh crore, two thirds of which was earmarked for road and railway projects . In the coming year, he has indicated that the priority will be rural infrastructure as the stress in India's villages after two bad monsoons has hit demand. This is deterring fresh private investment, with many firms still struggling with past investment plans that are stuck or have become inviable. While economists debate whether to or scale up public expenditure to spur the economy, nobody will mind if a slightly higher fiscal deficit leads to more jobs while creating useful public assets. Low oil and commodity prices offer the chance to build more infrastructure at a far lower cost, but as Mr. Jaitley said, "We must have the intellectual honesty to analysis our shortcomings and improve them." So have higher allocations to infrastructure spending this year helped ? Anecdotally, a few signs are positive. Paying private contractors to build highways has boosted cash flows and enabled a few to re-enter the fray for new projects. But all is not well yet. Core sector performance hit a decade's low in November 2015. "Though public investments have started to gain traction, this is yet to reflect in the performance of investment linked sectors," rating agency Crisil said, as demand remains weak in

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end user

sectors such as real estate, with overcapacity in others . Of course, this is partly the lag effect infrastructure projects take time to show results. Yet, an honest introspection should reveal the need to utilize public infrastructure budgets more effectively without the cost and time overruns associated with the government's 'business as usual' approach. Take India's largest industrial infrastructure project, of departmental decision making. It's crawling, though all the States along the corridor except Delhi are run by the BJP. Or the Project Monitoring Group under the Cabinet Secretariat tasked with resolving stalled projects, on which not much has been heard in months. Could the fact that these bodies were left without a head through most of 2015 have affected performance ? Tapping the Consolidated Fund of India as well as innovative vehicles such as the National Investment and Infrastructure Fund is laudable . Perhaps, it is also time to find a few good men who can get the job done on the ground, grant them autonomy and fix accountability for outcomes. The bad monsoon seasons which gave us crest and trough both, however, affected the economy negatively. The FMs concern for the development of rural infrastructure is the laudable one as due to this monsoon the worst affected are the rural masses. Although, the government has to maintain the fiscal deficit to a certain level which can be manageable .

Paragraph-35

Effective decentralized infrastructure development is a key point . I am very sorry that the media and top Indian experts all over the world are not enlightening and educating the people and the leaders about the right things to be done, thru articles. The Hindu brought out an article on Porto Alegre Innovation in February 2002, but no follow up on it. The Brazilian city of Porto Alegre developed thru a very innovative Participatory Budgeting (PB) process and it became Brazil's city with the best quality of life in 12 years (1989-2001). Thereby, it also proved the 'Unbalanced Development Strategy' of Prof. Albert Hirsch-man of Germany. As Modi mentioned, even a small enterprise that employs five persons will reduce unemployment by at least five . Generally speaking, India has been one of the worst countries insofar as the ease of doing business is concerned. Maybe because of socialist thoughts, businessmen were viewed with suspicion, as if they were blood suckers. Many of the laws seemed to have been created to prevent setting up of industries. There are states which are notorious for trade unions which become active even before a company starts production. In fact, in many states like Bihar, Kerala and West Bengal industrial estates had turned into industrial graveyards. It is very difficult to catch corruption and corruption in India has wings not wheels. As nation grows, the corrupt also grow to invent new methods of cheating the government and public. The causes of corruption are many and complex. Following are some of the causes of

corruption. Emergence of political elite who believe in interest oriented rather than nation oriented programmes and policies. Artificial scarcity created by the people with malevolent intentions wrecks the fabric of the economy. Corruption is caused as well as increased because of the change in the value system and ethical qualities of men who administer. The old ideals of morality, service and honesty are regarded as an achronistic. Tolerance of people towards corruption, complete lack of intense public outcry against corruption and the absence of strong public forum to oppose corruption allow corruption to reign over people. Vast size of population coupled with widespread illiteracy and the poor economic infrastructure lead to endemic corruption in public life. In a highly inflationary economy, low salaries of government officials compel them to resort to the road of corruption. Graduates from IIMs with no experience draw a far handsome salary than what government secretaries draw. Complex laws and procedures alienate common people to ask for any help from government. Election time is a time when corruption is at its peak level. Big industrialist fund politicians to meet high cost of election and ultimately to seek personal favour.

Paragraph-36

Population explosion is the most serious problem facing our country today. With 16 per cent of the world's population, India is today the second largest population's country in the world. As on March 1, 1991, when the last census was conducted, the country's population stood at 846.30 million, with 439.23 males and 407.07 females. The country's population is currently estimated at about 950 millions. The population growth has been extremely rapid in the last 50 years. The phenomenal growth is now more appropriately termed as "population explosion". The phenomenal growth rate in population is largely because of the industrial and technological revolutions that had taken place in the recent times. The new technologies have not only brought down the death rate because of the vastly improved Medicare resulting in increased life expectancies, but had also facilitated increased food production to take care of food needs of the increasing population. Though population explosion is a major problem being faced by several other countries too, with the world population estimated to reach 7 billion by the beginning of the 21st century, the problem is much more severe in India because of the increasing pressure on the limited resources of the country. With the growth of food grains not keeping pace with the increase in population during some years because of the unfavourable weather conditions, the specter of hunger hunts millions of households in the country. Even when the country is fortunate enough to have a bumper crop, these hungry households do not have the

phenomenal population growth exerts immense pressure on other basic necessities like education, health, housing, clothing, employment opportunities etc. With employment opportunities in the rural areas becoming scarce, population explosion is resulting in increasing migration of rural poor to the urban areas in search of jobs. The increasing pressure on the urban areas is giving rise to more number of slums and this is multiplying the problems in the urban areas as health is the first casualty in slums. To check ill-effects of population growth on the socio-economic front, the Indian government had launched the Family Planning Programme in 1951. This was later rechristened as the Family Welfare Programme. This programme promotes on a voluntary basis, responsible Planned Parenthood, through independent choice of family planning methods best suited to the people. Though the Family Welfare Programme has resulted in significant declines in death rates and infant mortality besides almost doubling life expectancy, a lot more needs to be done if the population explosion is to be effectively checked. For this, we have to improve the literacy rate, female education and the socio-economic status of the families as population growth is directly linked to these factors. The fact that Kerala could make a lot of progress in checking population growth testifies to the impact of literacy on population explosion .

Paragraph-37

Terrorism is usually of two kinds: political terrorism which creates panic on a large scale and criminal terrorism which deals in kidnapping to take ransom. Political terrorism is much more dangerous than criminal terrorism as they are well-trained and it's become difficult for law enforcing agencies to arrest them in time. For example- hundreds of terrorist are being trained at the Pakistan occupied Kashmir (POK). And in Punjab, there is no doubt that the terrorist are receiving training and weapons from Pakistan. Assam has been the most unstable state in the last few decades. Assam remains the only state in the northeast where terrorism is a major issue. Terrorism is also spread at national level . But the Regional terrorism is the most violent of all. This is because the terrorist think that dying in a terrorist act is sacred and holy, so they are willing to do anything. All the terrorist groups are made with different purposes. Terrorism is a world-wide problem. By now, the governments throughout the world are realizing that terrorism is a serious threat to deal with. They believe in the power of bombs and guns over dialogue. Terrorist acts are well-planned. Every terrorist acts usually takes days and even months of preparation. Terrorist are usually young, but the brain behind them are old, seasoned politicians. Terrorists mostly recruit younger people in their group as it is easy to brainwash them. Freedom is the right to every individual. Our freedom is taken from us when terrorism strikes In the recent years, the most powerful country, the USA was shocked

September 21, 2011 a disaster took place in the New York City when two hijacked planes were flown straight into the World Trade Centre. 6000 people were killed. The bombing of the World Trade Centre is one of the most deadly terrorist episodes in the world. This violent act of terrorism was mastermind by Al-Qaida leader Osama Bin Laden. After this attack, many challenges took place in front of us. Like- the old security systems were replaced by new and more complicated (also costly) security systems in airports. And in India, government developed many security measures like making more strict laws (like POTA-Prevention of Terrorist activity Act), cracking down on their centres and keeping an eye from where terrorist receive money. POTA is an anti-terrorism legislation enacted by the Parliament of India in 2002. This act replaced the Prevention of Terrorism Ordinance (POTO) of 2001. These measures hardly had any effect. These security measures had no effect on political terrorism but they had decreased criminal terrorism by ten percent. Due to these risks from terrorism, the security at various places like airports, railway stations and government offices are kept tight. One of the deadliest terrorist attacks in India was the 1993 Bombay Bombings. It was a series of thirteen bombs that took place in Mumbai. The attacks were the most destructive bomb explosions in the history of India .

Paragraph-38

“War is a necessary evil” and the only way to meet this is to fight to out. Compulsory Military Training is therefore, of great importance to us. The idea of military training is not a modern growth. As old as the hills, the system was prevalent in ancient times in Europe and in our country also. Under this system every able-bodied young man is trained in the use of arms. Such young men are liable to be called out when emergency arises. This idea behind this system is that the defense of the country should not be left to the army alone. In case of war the perils and the risks must be shared by all the adults. Much can be said in favor of compulsory military training and against it. In these days of total war, it is argued that some sort of military training is very essential. Firstly, in the olden days the army alone fought and the civil population remained unaffected. In modern times the civilians also take part in war. Secondly, in these days of militarism it is very essential for a country to keep a large reserve force which can be used in the event of a conflict. Lastly, military training is an education in itself. It improves national health, builds up national character and morale and also the capacity to face hardships and perils. It teaches discipline, love of orderliness, team spirit and the spirit of adventures, and brings out some of the best qualities in human nature. Compulsory military training must be introduced in Pakistan in view of some additional reasons. Our neighbor India has expansionist designs. She has not reconciled to the creation of Pakistan. She attacked Pakistan in 1965 and 1971 and may attack any other time. The grave situation calls for immediate action. Then

we have extensive frontiers which are vulnerable. Unless we are vigilant, we may go under. Again the recent developments in Asia and the massive military aids have worsened the prospects of peace. To defend our freedom we must have military training in schools and colleges. The task of training millions of people is difficult and expensive, but that is no argument for not doing it. Freedom is much more precious than anything else. Some people do not favor this scheme of compulsory military training. They say that compulsory military training results in the creation of the spirit of militarism. The people develop a tendency to enslave others. This is what happened in Germany during the world war. This spirit is inimical to peace. This view is not without some truth but the advantages of military training are more than its drawbacks. A realistic view of the situation recommends its introduction. Patriotism is a very noble virtue. Patriotism means love for one's country. A person who loves his/her country more than anything else is called a patriot. Patriotism inspires a man to do everything just and fair for the well being and betterment of the country. It is the quality that impels a man to sacrifice his own interest, comfort, pleasure and even his life for the sake of his own country. The word patriotism invokes a host of qualities or virtues. It includes honesty, responsibility, commitment and dedication for the country and countrymen.

Paragraph- 39

The population of our country is ever-rising. The abnormal rise in population has intensified the problem of unemployment in India. That is why the problem of employment has been getting more and more acute every year. It is the responsibility of the State to provide work to the people. But the number of the unemployed persons in India is increasing at an alarming rate . More than one-third of the total population still lives below the poverty line. The number of registered unemployed, not to speak of those whose names are not in the register is quite shocking. The number of job seekers also on the register of employment exchanges is increasing by leaps and bounds. There are three classes of employment here. In the villages those people who live on agriculture work for four or five months in a year, idle away the rest of the time. During that period they practically remain unemployed. In 1950-51 the towns and cities there was another class of unemployed people who find no employment in the factories due to the setting up of big machines there. Lastly, there are a large number of educated people who are unemployed. The masses, the uneducated and even the illiterate adopt some way or the other by means of which they can earn their living. in the good, old, golden days when the population of the world was smaller, there was hardly a person who was not employed in some way or other to earn a living. But this situation no longer exists. In those days most people lived in the rural areas and depended on agriculture and cottage industries. But industrial civilization brought about a change in the situation.

the work of many men, it naturally threw many persons out of employment. No doubt, this industrial civilization has greatly increased the wants of and opened up many new opportunities for employment. But this increase in scope for employment has not been able to absorb the men discharged. However, the automation of works has complicated the unemployment problem in India. The highly sophisticated machineries are run by skilled and trained people. On one hand, the skilled people get employed in these large industries. But, the large masses of unskilled Indians finds it hard get a job that suits their skills. The population of our country is ever-rising. The abnormal rise in population has intensified the problem of unemployment in India. That is why the problem of employment has been getting more and more acute every year. It is the responsibility of the State to provide work to the people. But the number of the unemployed persons in India is increasing at an alarming rate. More than one-third of the total population still lives below the poverty line. The number of registered unemployed, not to speak of those whose names are not in the register is quite shocking. The number of job seekers also on the register of employment exchanges is increasing by leaps and bounds. There are three classes of employment here.

Paragraph- 40

In the competitive and capital-intensive world of television shows, advertising plays an important role by financing many programmes. Unfortunately, sponsorships come more easily for entertainment programmes perceived as 'popular' with wide reach . So we have a glut of the same kind of programmes on most channels even as 'serious' kind of entertainment-classical music, dance, drama, documentaries - or programmes of socio-economic concerns are minimal because advertisers do not consider these to be widely watched. This approach seriously limits the scope of media in disseminating cultural awareness and values. Advertising is a way to showcase one's products or services and offer consumers a vast choice in terms of what they are offered and what they can choose to buy. For the consumers, advertising offers them a choice to get at the best in the market at the best price. Today, it is unimaginable to expect people, especially in urban areas, to spend their money buying products of which they haven't heard a thing. People know what is in the market and then choose what they want. Nothing can be more satisfying than this, for then one gets his or her money's worth. But advertising has been not only a boon, but also a bane in many ways. Advertising relies on consumerism to succeed and consumer's judge by materialistic standards. Moreover, successful advertising means emerging triumphant in the face of tough competition, often without consideration of high standards or aesthetic tastes. Advertising being crass and opportunistic in its

very basis, the overemphasis on advertising today is a bane. Advertisers tend to appeal to popular (even 'low') tastes to appeal to a larger section of the population. Images of sex and violence are used to attract viewers' attention-a kind of 'negative' appeal is produced to sustain interest. Products become 'known' then because of the 'hype' or 'advertising' appeal that they have, even though the products themselves may not be of the required standard. Lies are resorted to when advertising, and with time no one objects to the trend. We come across the different types of advertisements in our day-to-day life. They have invaded every aspect of our day to day dealings, our conversations, our thoughts and to a certain extent control our behavior as customers and consumers of goods and services. Advertisements stare and scream at us from every street corner, every newspaper, every magazine, every hoarding, every stall or shop or showroom to walls of every public building, vehicle, radio and television. They don't even spare our computer screens when all we are interested in is checking our mail or even simply browsing through. The world has suddenly become advertisement conscious so much so that at night the city lights up with thousands of neon glow signs proclaiming, capturing and demanding our attention. It seems that the corporate world was not enough for them and that advertisements have crept even into smaller and insignificant things of our life

Paragraph- 41

One of the worst evils of Indian Society is the dowry system. The word 'dowry' means the property and money that a bride brings to her husband's house at the time of her marriage. It is a custom that is prevalent in all the sections of our society in one form or the other. At the beginning it was voluntary, but later on the social pressure was such that very few could escape from it. The dowry at present is a source of both joy and curse in the society. It is also a joy to the husband and his relatives who get cash, costly dress and utensils, furniture, bedding materials, etc. But, it is a curse to the bride's parents who have to bear enormous cost to satisfy the unreasonable demands of the bridegroom's party. A demand of dowry does not diminish even after marriage. The in-laws of the bride are very much ready in Indian homes to inflict harassment, insults and tortures-both mental and physical. When more pressure is put on the bride's parents, their dear daughter has no other option but to commit suicide to avoid more insult and torture at the hands of the members of her husband's family. This curse of Dowry System must be eradicated forth with at any cost. Women from every walk of life, literate or illiterate, poor or rich, young or old must unite together and come forward to protect their own honour and interest. Though the Government has promulgated certain anti-dowry laws, these have not produced the desired results. People's efforts are also necessary if this evil is to be removed once for all. The high expenditure of the marriage ceremony must be cut down. Women must be empowered. Gender-based inequality should be completely abolished and the position of women in the society should be raised. Women must be taught since girlhood that their life is not useless without marriage. Girls should get the opportunity to get education at schools. After completion of school education, they should be encouraged to have higher education. Proper education of girls would be helpful in educating girls and women of their rights. Their age of marriage should be raised. They should be encouraged to enter into various fields of paid jobs, as their higher economic status also discourages demands for dowry. The practice of mass marriage should be encouraged for the sake of economy. The dowry system has rooted deeply in the Indian society.

We daily see many cases of dowry victims in the columns of the newspapers. The meaning of the 'dowry' is the property either in cash or in any other form which a woman brings to her husband at the time of the marriage. It is a kind of assistance given to the newly wedded-couple from the bride's parents to start a fresh life in the new set up. But it has now become a great social evil. This most cursed system has ruined many families. Many parents have lost their daughters. Giving a dowry is a very old custom . Even in the past the parents of the girl have been giving dowry in the form of gifts. But in the present scenario it has become one of the biggest evils of the society. Perhaps this is the reason that marriages for millions of families have become a financial burden. The daughters are not welcomed by most of the Indian parents. If a family has more than one daughter, it means it will hardly come out of the debt. This happens because the bride's family has to provide the most lavish wedding for their daughter. Nowadays the size of a dowry depends on how much education the groom has and what is his income and social status. This matters because the more education and income the man has the bigger the dowry he can ask for. In such situation if a girl's father has much money then there is no problem. The girl will get a suitable match . In case the father is not earning much he finds it difficult to give a suitable match to his daughter. It results in a compromise marriage. Sometimes it is the greed of the grooms and their parents which makes dowry system a serious. The more dowry the bride brings with her the more demand is being made by her in-laws. As such if she fails to fulfil her in-laws' greed she is ill-treated, misbehaved and sometimes burnt. There are many cases of suicide due to this ill treatment. Dowry is such an evil which spreading likes AIDS and cancer in our society though Government has strict laws against it but to no purpose. It is because people don't care. But it is duty of all enlightened citizens of our country to fight out this evil .

Paragraph- 42

Drug addiction is a social evil. It has been prevalent in society from time immemorial. There are a variety of drugs which are used in various forms. A drug addict becomes a drug dependent. He cannot live without drugs. It is a form of psychological conditioning that implies a set of mental and behavioural responses to drugs and related stimuli that result from repeated reinforcement produced by the use of drugs. It implies physical, psychological and psychic dependence on the tolerance of a drug with a tendency to take more and more drugs. The World Health Organisation has defined drug abuse as a state of periodic, chronic intoxication, detrimental to the individual and to the society, produced by repeated consumption of drugs either natural or synthetic. In other words, the growing urge results in increase of doses . There are a number of causes which lead to drug addiction. These include social, economic, religious, and physiological factors. There is a strong nexus between drug and torn family life. It has been found that broken family structure often forces one to resort to drug. This is because a person faced with such situation chooses drug for its euphoric or mind-altering effect to escape from the immediate situation. This escapism in turn compels the user to go back to the drug to avoid the trouble and it eventually leads to addiction. While it is necessary to face the problem and tackle it, the users more often than not are under the effects of drugs and neglect the situation. It, as a result, worsens giving way to further use of drugs to escape the problem which is already mounted.

Thus, addiction and myths of stress relief associated with it makes a vicious cycle. Sometimes, exposure to drugs in the family or the locality or the school makes one a drug addicts. Usually, children of a drunkard also become a drug addict. The early exposure to drugs immensely contributes to make them drug addicts. Their innocent immature mind is unable to get its negative impact on them. When they are mature, they can understand everything, but are already caught in its vicious trap. The company also plays a prominent role in making one drug addict. 'Doing drugs' as a cultural fad amongst the youth provokes them to experiment and lures them for addiction. Peer pressure further accentuates the problem . In other words, personality make-up is another factor for drug addiction. Gene structure of a particular person makes him vulnerable for certain kind of addiction. The easy availability of different drugs in the market due to illicit trafficking makes it easier to procure it. This again aggravates the problem. The phenomenon of drug addiction has its roots in an individual's psychological, physical and social bases. Drugs are addictive as they are taken either to escape from the existing situation or for pleasure-seeking. In a way, drugs become the sole source of gratification for the person who has chosen them as a support system. The person reaches such a physiological state which necessitates the continued use of drug to prevent withdrawals.

Paragraph- 43

Capital punishment (death punishment) is always associated with ignorance and intolerance. In fact, we must acknowledge that some people disagree with this kind of penalty, but others vote in its favor. Portugal was the first European country to end this kind of penalty. Since the 19th century, tolerance and respect for life are important values. Moreover, we can affirm that all the Europe remains under the same codes. Maybe because of a religious view point, the respect for life is a typical value in the Old Catholic world. Those who are in favor of capital punishment mostly live in developing countries. However, this is not just an image of the Third World countries. Actually, the USA is one country where this kind of punishment has its higher rates of application. The state of Texas, in particular, is at the top, supporting this measure against crime, especially those involving serial killers and crimes against children. In a society dominated by fear and government control, it is foreseen that this penalty will continue into a future next . Maybe this is not a simple question. As we can see there are several values here and of course cultural behavior. The roots of the question are religious, cultural, ethical and even geographical. The world is divided and the law systems show this division. The solutions, however can lead us to other questions concerning revenge and justice. It will be better to kill a person because of his crimes? Can we admit that a life sentence could be a much better sentence? In fact, rehabilitation is the right way especially with an accurate psychological evaluation first. Some people are lost forever, and in my opinion some

murderers and other criminals will suffer more in jail . In this sense, capital punishment is an easy way out. If there are people who are in favor of capital punishment, there are also those who want it to be abolished. According to the Abolitionists, capital punishment is nothing but an act of violence. There is nothing more inhumane than tolerating the killing of another human being. It is indeed very paradoxical that the state will allow the execution of a human person as a solution to crime and violence. It is said that: “legalized homicide as punishment is generally inconsistent with the values it is presumed to protect, and in a broader context is demeaning of the dignity of human life. “ (Capital Punishment: British Columbia Civil Liberties Association p.1) Violence will never be the right solution to the rising criminality. It bears stressing that when the society tolerates execution as a solution to criminality, in effect, we are leaving an imprint on the minds of the youth that the proper approach to violence is to impose violence. Violence begets violence. It is sad that when this happens we are legitimizing violence in our society. Thus, the Abolitionists argue that capital punishment should be abolished because it degrades the value of human life. Capital punishment is also perceived to be beneficial for the society because it deters the criminal from committing another crime and it prevents the other criminals from committing the same crime.

even when they report attacks to the police, victims often refuse to testify against their attackers at trial. As defendants have a constitutional right to confront and cross-examine their accusers, prosecutors often cannot offer domestic violence victims' statements to the police into evidence in lieu of the victim's actual testimony in court. As a result, prosecutors must sometimes dismiss domestic violence charges. The combination of failing to report and refusing to cooperate with prosecutors makes domestic violence one of the hardest crimes to successfully prosecute. Some states have special rules for domestic violence cases. One such rule allows prosecutors to introduce evidence that defendants charged with domestic violence have committed other acts of domestic violence. This is an exception to the general rule that prosecutors can't offer evidence of defendant's criminal history. Many localities have domestic violence hotlines. People who fear domestic violence should always know how to contact a hotline. Those who have been subjected to domestic violence may also go to court and secure a protective order or restraining order, which often prohibits the abuser from coming into contact with or even being in close proximity to (e.g. 500 feet within) the victim. An abuser who violates the terms of a restraining order, for example, by showing up at a victim's home or place of work, may be arrested and charged with a crime. Since many domestic violence victims call 911 for assistance, it may help to know that statements made to 911 operators may be admissible in court to prove that a domestic abuser is guilty.

Paragraph- 53

When considering topics paragraph focus on those that genuinely interest you and that you know something about. Any one of the 30 issues listed here may serve as a good starting point, but feel free to adapt the topic to meet the needs and concerns of your audience. In an essay or speech addressed to your boss, explain why you deserve a raise in pay. Be sure to provide specific information to justify the proposed pay increase. Some people dismiss science fiction or fantasy as a purely juvenile form of amusement, an escape from problems and issues in the real world. Referring to one or more particular books, movies, or television programs, explain why you agree or disagree with this observation. When the Credit Card Accountability, Responsibility and Disclosure Act was put into practice in 2010, it limited the ability of anyone under the age of 21 to qualify for a credit card. Explain why you support or oppose the restrictions that have been placed on students' access to credit cards. Though texting is a valuable way of communicating, some people spend too much time sending messages by phone instead of interacting with others face to face. Addressing an audience of your peers, explain why you agree or disagree with this observation. Most of the so-called reality programs on television are highly artificial and bear little resemblance to real life. Drawing on one or more specific programs for your examples, explain why you agree or disagree with this observation. Online learning is not only convenient for students and teachers but often more effective than traditional classroom instruction. Addressing an audience of your peers, explain why you agree or disagree with this observation. Some educators favor replacing the letter-grade method of evaluating student performance with a pass-fail grading system. Explain why you support or oppose such a change, drawing on examples from your own experience in school or college. Laws should be enacted to restrict the bonuses that can be given to the CEOs of companies that are debt ridden and losing money. With reference to one or more specific companies, explain why you agree or disagree with this proposal. Teachers and administrators in many American schools are now authorized to conduct random inspections of students' lockers and backpacks. Explain why you support or oppose this practice. Explain why you do or do not favor a major reform of

English spelling so that each sound is represented by only one letter or one combination of letters. Because electric cars are costly and don't do enough to protect the environment, the government should eliminate subsidies and incentives for manufacturers and consumers of these vehicles. With reference to at least one particular vehicle that has been supported by federal subsidies, explain why you agree or disagree with this proposal. To save fuel and money, Friday classes should be eliminated on campus and a four-day work week implemented for all employees. With reference to the effects of reduced schedules at other schools or colleges, explain why you support or oppose this plan. In a speech or essay directed at a younger friend or family member, explain why dropping out of high school to take a job before graduation is or is not a good idea . Explain why you do or not favor the enforcement of a mandatory retirement age so that more job opportunities can be created for young people. Not all recycling projects are cost effective. Explain why you agree or disagree with the principle that any community recycling project must turn a profit or at least pay for itself. In a speech or essay addressed to the head of your school or college, explain why snack and soda vending machines should or should not be removed from all classroom buildings on your campus. Over the past 20 years, more and more public schools have implemented policies requiring students to wear uniforms. Explain why you support or oppose mandated school uniforms. The city council is now considering a proposal to allow construction of a shelter for homeless individuals and families. The proposed site for the homeless shelter is adjacent to your campus. Explain why you support or oppose this proposal. Research has shown that a short afternoon nap can promote physical well-being and improve mood and memory.

Paragraph- 54

I completely agree with the fact that violence on television has a direct impact on children's behaviour. Lot of researches have been conducted on this subject and time and again it has been revealed that exposure to violence not only in television but also in video games, cell phones, and internet increases the susceptibility of the child towards violent behaviour. Randomized experiments conducted on children by exposing them to violence in televisions and video games had shocking revealing. It suggested that there was the likelihood of child's behaviour becoming aggressive in the short run. Many psychological experts and neuroscientists have given the underlying reasons for the same. They explain that children's exposure to violent electronic media including violent games leads to long-term increases in their risk for behaving aggressively and violently. These long-term effects are a consequence of the powerful observational learning and desensitization processes that occur automatically in the human child. These acts of violence shown on television have long lasting effects on children as they find it very thrilling and different from their regular life. They like to ponder on these scripts and start connecting to the acts in their real lives. However, if the same is not monitored, it can also change the permanent behaviour of the child. Sometimes, this threat is large enough to be treated as public health threat. Hence, it is very important that parents monitor what their kids are watching on television and how they are spending their free time. This is because children learn from both experience and social learning or role modeling . As a result, when children watch violent acts, it is difficult from them to decipher which ones are real and to what an extent. This is where the parental or adult guidance can come to their help and prevent them from getting misguided. It is sadistic to note that even cartoon channels show lot of violence these days. Also, medical science says that if violence is viewed for a long time, there are chemical changes which take place in the brain which are very similar to those that happen post traumatic stress disorder. Now, since the brains of young children are still developing, this can impact them badly. Hence, it is very important that children get good guidance in choosing which television programs to watch and which video

games to play. They should be encouraged to watch the inspirational or the humorous part of television. Developing interest in knowledge imparting channels like Discovery channel, History channel can be wonderful for their development. Violence, whether it is on TV, video games or in real life, has a direct impact on children's behavior. All the forms of virtual violence are imitated by children in some or other way. Children tend to connect the virtual things with practical reality. And, it stands true for all the emotions. When they see cartoons, they fall with its characters, when they see dance shows, they want to follow the steps, when they see adventurous shows, and they try to indulge in the same form of activities and so on. Alike all these case, violent shows on TV leave an impact on children's behavior. Parent can't see the impact instantly but it starts reflecting as and when children encounter similar forms of situation in their real life. No one gets to understand when the reel life converts into real life. Violent shows or video games make the children impatient. There are certain researchers conducted, the results of which proves that the watching long hours of violence on TV or playing video games for extended time can make children aggressive. It leaves an adverse impact on the moral maturity of children. Children believe what they see and some of them even start creates their own virtual world. Their mind thinks negatively and thinks of wrong means to achieve their objective.

Paragraph- 55

Globalization has a wide role to play worldwide . It has left back its footprints at every sphere of life . Not only in India, but the interchange of world views and ideas has resulted in a major transformation of the lifestyle and living standard of people globally . Indian culture is no bar to this transformation process . Our deep rooted traditions and customs have loosened up their hold with the emergence of globalization . India has a rich cultural background and pride of its culture is famous throughout the world . Globalization has not only inculcated the westernization in India, but conversely the Indian culture has also spread its impact globally . Culture and traditions of any geographic region hold a special significance with respect to its uniqueness and that is the differentiating factor for a population within a geographic boundary from the other . This uniqueness has been disturbed to the varying degrees in lieu of globalization . Such an impact is very much pronounced when they hit a developing country like India . The term 'Globalization' is itself self-explanatory . It is an international platform for maintaining evenness in the living mode of the people all over the world . Globalization is the resultant of the interchange of worldly views, opinions and the various aspects of the culture everywhere around the world . This is the means for providing the international arena for intermingling of people from different sectors, culture and dialects and learns to move and approach socially without hurting and affecting each others' prestige . Globalization initiated with the masses travelling to other geographic areas for exploration, then with the interest of travel and enjoying the personal space, then came the era of searching employment opportunities anywhere on the globe to win the contest of 'survival of the fittest' . With every advancement of human approach, the globalization started on rooting its footprints at every place . In today's era the various means of telecommunication, social media, and most importantly the Internet has a big role to play in the spread of globalization . Globalization has both positive and negative impacts throughout the globe . Right from the environmental challenges from the climatic influence, the air, water soil pollution etc ., to the cyber crime; globalization has a huge contribution to all the ill-effects of scientific advancements . May it be business, trade, and work exposure or the economic and financial

status of the country, no field is left behind the reach of globalization . The culture of any country does not only portray the region and language of the region, but it starts with the mindset and mentality of the residing citizens . Indian culture is quite rich with respect to its heritage and resources, and more importantly due to the welcoming approach of its citizens . India is bouquet of flowers varying religion, dialect, edibles, tradition, custom, music, art and architecture etc, bundled into a single unit of patriotism and unity . The common factor within all these diversities is the Indian mindset of welcoming, greeting, celebrating in a united way with immense affection and togetherness . This is the rich essence of the Indian culture that has attracted many foreigners to stay back in India and mingle into its eternal fragrance . When we analyses this rich culture with the globalization point of view, we can find many punch holes of westernization and mixing of other traits and cultures into our beautifully woven blanket . Let us closely analyse the impacts of globalization on Indian culture . Let us start with the key attraction of Indian joint family culture . The joint families have become a strange surprise to the Indians especially to those residing in the metropolitan cities in the small flat culture with the nuclear families blooming up like mushrooms in the rain . We have lost the patience to get adjusted into the joint family, imbibing the values of the elders and getting the young ones brought up under the shadow of their grandparents . Children have started treating grandparents like guests or visitors, and such an upbringing is one of the main reasons of increasing old age homes, as those children consider their own parents as burden in their state of adulthood . Similarly, marriages have also lost their values . It is very much evident from the increasing number of divorce cases and the extra-marital affairs reported every now and then .

Paragraph- 56

This is quite debatable as to whether harsh punishments are more effective in reducing crime or moral teachings . If one was to follow the Bible, one would follow the principle of retribution which believes that punishment is deserved in proportion to the seriousness of an offence . But one has to understand, what the underlying objective of punishment is . If it is to inflict suffering on the offender, then harsh punishment should be the approach . However, if the objective is to reassert the morals in the offender, then moral teachings come across as an effective approach . In my opinion, the crime would be most effectively handled if a balanced approach is followed - one which punishes also to an extent and shows right direction for the future as well . The ones conceited should also be given a chance to re-invent themselves . For example, more important is to eradicate the habit of stealing in a person than to send him to jail . But sending to jail is also necessary; else wrong doings will increase in the society . The problem arises when the convicted of a crime are abandoned by the society or viewed with hatred . In those cases, they become further rebellious and resolve to crime permanently . A still better approach would be that laws in a country should be strict enough and police vigilant enough, so that crime is prevented to a large extent . Also, delayed system of justice increases the proportion of crimes . Courts should practice immediate justice procedure . This will help to reduce crime rate . Sometimes, harsh punishments become absolutely necessary . This is because criminal psychology has revealed an important insight that, some people take decision about whether to commit a crime or not depending upon its punishment . They might commit a crime if the penalty/punishment is not very high or if their chances of getting caught are very low . For this genre, harsh punishment definitely averts them from committing crime, thereby reducing the crime rate . Many psychologists also feel that, media is also responsible to a large extent in increasing of crime rates . Telecasting highly violent television shows have been responsible to an extent for increasing violent behaviour in people . On one hand, there are crimes which are done due to forceful circumstances of a person and on the other hand, there are crimes of passion and crimes of logic . Punishment and its harshness should be decided depending of the nature of crime and underlying

intentions of a person . Crime has become an inseparable part of society . But this doesn't means that we can allow them to impact our daily lives and create darkness even on the brightest days . Eliminating crime is must and harsh punishments are one of the effective ways to reduce crime . It stands especially true for the people who commit crime just for fun . The concept of punishment is based on two important theories . The theory in which goal of punishments is to deter the future crimes is known as utilitarian theory . Deterrence is the objective of harsh punishments as it creates an aversion for the possible results of criminal actions . It is justified only when the harm that punishment prevents is more than punishment given to criminal . If it doesn't deter, it adds to the human suffering . However, utilitarian theory believes that punishment may or may not have deterrent effect . Retributive theory: Retributive theory focuses on the past actions of criminal . The moral blame is assigned to criminal and his future conduct doesn't forms a base for deciding punishment . In it, punishment is must and justified as criminals have committed an immoral act and deserves harsh punishment . It basically follows the concept of an eye for an eye and a life for a life . The emphasis is on the moral connection between guilt and punishment . Punishment is seen as a question of accountability or responsibility . It argues that criminals should get the same pain or punishment that it has inflicted on the victim . Criminals pay their debt in form of punishment . Also, it calls punishment as a form of satisfaction which the family members or society gets by punishing criminals . Harsh punishments are advocated by Retributive theory as it is appropriate to punish a criminal as per nature of crime committed by him . And, yes it reduces crime as no matter what some people don't learn easy lessons .

Paragraph- 57

Computers have become indispensable in the modern times . From information to having fun, you can possibly do everything with the help of this amazing machine . For the modern day child, computers are vital and the amount of time that they devote on them has constantly been on the rise . One of the most popular things with children when it comes to the computer are video games or the computer games . From puzzles to racing, action to sports, strategy to adventure, computer games are possibly the biggest addiction with most children . With companies such as Sony and Microsoft going all out to promote Xbox and Playstation to children worldwide, the allure to these games has only got better . These video games not only help in making child's brain sharper through mental stimulation but it also helps relieve them of anxiety or pain . In some cases, games have proved to aid in dyslexic kids reading better . Since adults also love playing games, it can be a time of bonding between adults and children, increasing the amount of time spent together especially when time spent by parents and children is very less nowadays . On the other hand, the addiction to these computer games can severely harm the child . Since children keep on playing for long hours, it can lead to eye damage . The impact of excessive visual medium is evident as a large number of children these days start wearing spectacles from an early age . Long hours of playing computer games can also result in headaches and dizziness . But, one of the biggest concerns of playing excess computer games is that a child does not go out and play . Playing outdoor sports not only increases fitness but also helps in better growth of children as they are able to adapt better socially . Some of these games are violent and that is in turn harmful for growing children as it can make them hostile . It may not be possible to ban children from playing these games . However, parents and school have to encourage children to play outdoor sports . It is imperative that a time has to be allocated for them to play video games and adults should try and monitor the type of games being played by children . Also, it needs to be ensured that a certain amount of distance is maintained between the television and the child . This is to lower any possible damage to eyes as well as avoiding any health hazards that may result out of playing video games . A fine and delicate balance can go a long way in ensuring that children are

not only able to have fun and derive benefits from these video games but in the process do not lose out on other essential parts of life . Video games are children's ever favourite time pass . Not only the kids, but many adults do enjoy playing these . It is a wide spread mind-set that video games are a bad habit amongst the kids which damages their vision . Though not completely incorrect, still we can't quote that video games are only hazardous without any good features to project to . If we count on its bad effects, it definitely decreases the eye-sight . It is addiction forming as well . People tend to skip their duties in this addiction . Children hardly prefer to go out to play, thus lacking the physical activities . Going on to the positive impacts of the video games, it increases the reflexes in the individual . The person playing video games on a regular basis can react to a stimulus in a much faster and sharp manner in comparison to others . Video games are undoubtedly good mode for entertainment . It helps to keep the kids within home, especially in the summer vacation time, avoiding the exposure to hot sun . Computers have become indispensable in the modern times . From information to having fun, you can possibly do everything with the help of this amazing machine . For the modern day child, computers are vital and the amount of time that they devote on them has constantly been on the rise . One of the most popular things with children when it comes to the computer are video games or the computer games . From puzzles to racing, action to sports, strategy to adventure, computer games are possibly the biggest addiction with most children . With companies such as Sony and Microsoft going all out to promote Xbox and Playstation to children worldwide, the allure to these games has only got better . These video games not only help in making child's brain sharper through mental stimulation but it also helps relieve them of anxiety or pain.

Paragraph- 58

The rapidly transforming sphere of communication has witnessed a sea change in media's influence over people's lives . While newspapers and magazines have been popular since ages, the digital revolution has made media more powerful than ever before . Besides reporting on mainstream news such as politics, international affairs and sports, entertainment reporting has also become a vital part for all the media houses . Entertainment is an essential part of people's lives these days and TV and film celebrities have become household names nowadays . Fans love to know more about their favourite movie or television star . With celebrities interacting with fans over Twitter and Social networking sites, there is constantly an urge to know about what is the happening in their lives . The foray of industrial houses into entertainment sector as well as sports celebrities joining hands with movie stars for endorsements has given the sector a different dimension all together . The constant struggle amongst various media houses to gain audience's attention has led them to report extensively on lives of celebrities . The paparazzi have only been on the rise as the media tries to delve deeper into personal lives of celebrities . Hence, the media channels and publications are leaving no stone unturned to increase both the TRP's and circulation numbers . Celebrities are human beings at the end of the day and like an average human being, they look forward to some private space away from the glamour world . However, the media is constantly focusing on getting closer to them and gaining information in order to be the first one to reveal the same to audiences . There have been situations in recent past when snaps of celebrities having a quiet time far away from home have been published or shown on TV . This not only increases the discomfort amongst celebrities but is also a breach to the privacy of an individual . Besides this, there is just a thin line between reporting facts and turning them into a piece of gossip . Link ups between various co-actors, sports stars and corporate honchos are common result of the incessant coverage by the media . Besides disturbing the individual, it can result in tarnishing their image . Such media channels or publications should be sued and the individuals have to be arrested for crossing boundaries . Sometimes, the aggressive nature of the celebrities can

also be attributed to the constant questioning by journalists as well as relentless attempts to click their photos . News is sometimes being manipulated in a manner to benefit some people with vested interest . There have to be checks and balances and sanctity has to be maintained by media while reporting . I completely agree to the fact that celebrities have a right to a personal life and hence media should not keep cameras focussed on them all the time . Celebrities also deserve a right to privacy just like we do . At the same time, it is also true that unlike other professions, their profession is much more glamorous and flashy and hence, it comes with a certain price which is lack of personal space . Though some celebrities who have been in this industry for a long time get used to so much attention and may not get bothered by it at all, but there are others who feel suffocated due to the same . The worst part is that after chasing with camera, most of the things that are published in magazines and tabloids about the private lives of the celebrities are either highly exaggerated or absolutely false . They are purposely manipulated by the media personnel to get highest viewership for their media channel . Everything they do is, may be as simple as going to temple for worship is manipulated into a newsworthy story thereby causing lots of controversies and disturbances in the lives of these celebrities . It cannot be denied that we are living in a society where there is a complete addiction to celebrity culture . People are more interested in their real lives than reel lives . And media tries to fulfill these desires of the public by intruding into the lives of celebrities and extracting as much information as possible and fabricating the same to satisfy the public and create a wave for themselves .

Paragraph- 59

Traffic is one of the biggest challenges for the big cities all over the world . But I believe that there are a number of ways in which this problem can be addressed . Imposing tax on private car users may not be necessarily needed . One of a really practical solution is to encourage people to use public transport . In developing countries, public transport may not be in very good shape and may need lot of investment to revamp the same . However, Government has been taking steps over the last few years to address the issue of public transport . In India, for example, the development of Metro train has caused a revolution . It has definitely made the life of middle class easier and also helps in addressing the traffic problem to an extent . Another alternative is to encourage people to go in for “car pool” and the organizations should reward their employees in some way who opt for car pool as this is a step directly towards traffic reduction and environmental protection at large . Also, efficient traffic management can help reduce the problem to a great extent . For this, extensive trainings should be imparted to the traffic police department from time to time incorporating latest and more innovative techniques of traffic management . Also, severe steps should be taken against the parking of vehicles on the road side . In Delhi itself, it is a normal trend for people to park cars on the road - side or in the no parking zones thereby leading to congestions and traffic jams . Strict laws should be made and enforced about the same so that unnecessary clogging of roads can be avoided . I believe that the approach towards addressing the traffic problem should be rewarding the people who do their bit by following the rules and regulations, by opting for car pools or by travelling by public transport rather than penalising the private car owners with another tax as it may have various psychological implications . Government has also joined hands with the Bloomberg Philanthropies Global Road Safety Programme to implement good practices in road safety like promoting motorcycle helmets, reducing drink-driving in addition to monitoring traffic conditions and taking necessary measures to reduce the same . It is important to analyze the allowed subsidies in the automobile segment . They create the major problem of high traffic on roads . The elimination of subsidies

can solve the problem to a great extent . At the same time, the implementation of extra charges like parking cash-out can reduce the car commuting on roads . The taxes can be raised in a balanced way which doesn't put an extra pressure on the local masses . Traffic calming is one of the significant ways to reduce the congestion on roads . It is necessary to understand that number of vehicles is increasing day by day on road . It is natural to have some problems but it is not acceptable to have a series of problems on daily basis . It can be solved by reducing dependency on the vehicles . A decline in auto usage will automatically solve the problem to greater extent . Mass transit is another way to reduce the traffic problems . People can take bus or train instead of their cars to travel around . It will also help them to save costs and will reduce environmental damage . In the fast paced world, people often take cars or scooters for travelling a small distance . Instead of taking the vehicle, they can choose for active transportation . Again, it will provide other benefits like improved health, low fuel bill and reduced pollution . A simple step that can make a big difference is to pay attention while you are driving on road . Follow the simple rules to keep the traffic going smoothly . Traffic is a problem not only in India but all over the world . traffic not only waste the time of people but also harm the environment .The problem of traffic can resolved by making some of the new policy . People should be encouraged to use public transport, but the problem here is to convince the people because people are not usually ready to give up their luxury, so the Govt . has no option rather imposing a tax policy . Big corporations have to make a mandatory regulation that the employees should be banned from using their personal vehicle to the office, either they should opt for a public transport or the corporate transport vehicle which accommodate 50 people .

Paragraph- 60

The word justice means to act in a “just and fair” manner. Judges are addressed as “My Lord” during trial in courts all over. This means that they must exercise their power in order to bring justice to people in need . Unfortunately, the world nowadays disregards ethics or laws and people are of the view that most things can be purchased including love and respect . The judiciary is an important pillar of democracy and it can use its power to help disadvantaged people . Poor people must get basic amenities in order to make sure that they survive well . They not only suffer but find it difficult to get any respect any society . Unfortunately, the justice in India is extremely slow and rare to get and those who do consider themselves very lucky . In a world where morals are increasingly taking a backseat,

hard-work and honesty are ideals which may not be able to ensure prosperity of a person . It must be ensured that justice reaches the poor as a lot of them do not even know about injustice that they go through . They get exploited by people who hire them and work on lower wages . Getting rid of unethical practices like bribe can go a long way in increasing the dignity of many poor people who go through the harassment of dealing with Sarkari Babus for getting work done . Justice includes social, civil, economical and political justice . While India suffered enough under the British rule, poor people thought they would get their fair share in a free country .

However, these are still elusive dreams as clumsy and complex Indian social structure continues to make them in a situation of despair . A chunk of the country's population continue to suffer because of exploitation by higher caste . Even though India's most important document, the Constitution, has made a number of provisions to protect them from atrocities, in reality, it is far from being achieved . Lack of information is one of the first and foremost causes why justice still eludes many . Even though the government introduces a large number of schemes for the poor, it is ironical that they are not aware about them . One of the foremost reasons for this is because rural population is not connected with whole of India which is undergoing a tremendous digital revolution . Many poor people are arrested in false crimes and they do not have any knowledge nor the financial power to deal with such situation .

Similar cases happen to small farmers in villages who are oppressed

by bigger landlords . 'Public Interest Litigation (PIL)' is a vital part that can be filed by any NGOs or public group for giving priority to women, rights of children, disabled person in courts . Take for instance, the “the Manual Scavenging Bill 2012” was designed to make it prohibited by law and atrocities could be stopped on the poor, yet there are many who continue to work in this . Hence, education can make life better for people in rural areas as well . The sad part is that one of the world's fastest growing economies is still marred by issues of caste, class which lead to exploitation of poor people . Unfortunately, the poor cannot even afford justice as lawyers are expensive to hire and at times judges are influenced by affluent people . Since judges are appointed at a high salary with all perks and the due respect that a person can get, it is extremely essential that they must use their power to bring justice to all . The pile of cases, rampant corruption and the unending time to get justice have depressed many people and led to loss of faith in the Indian judiciary system . “Justice delayed is Justice denied” and this can't be more true than a country like India . Even though reservation has aided in helping many who are from lower strata of society, there are others who question the merits of this policy as a lot of people are taking undue advantage for getting what they do not deserve . Also, this is being used by many politicians for their vote bank politics . However, there have been a lot of changes that have occurred over the last few years . NGO's have been very active and overnments have been bringing out schemes such as Janni Suraksha Yojna, Kaniya vidya dhan amongst others which are impacting people at the grassroot level . NGO's are taking up the work of making them aware about many of their rights . These steps are likely to bridge the gap between urban people and rural people and India truly a developed country at some point . Justice would be delivered to their doorsteps if poverty is eradicated and amenities are provided to the poor .

Paragraph- 61

Indian culture has by far earned a lot of dignity and respect worldwide . Our culture is a diversified one, still we have unity in our presentation and outlook . Such a presentation is the facet of India and we Indians bear the credit of carrying this heavy task of maintaining the cultural unity so far in our country . India is a place where we find every religion, culture and dialect has equal respect and prestige . Indian culture has a special significance . It's presence in the country increases the pride and prestige of the nation throughout the world . Not just within India, but Indian culture has its spell spread all over the world . Many of the foreigners get attracted to our culture and prefer getting settled in our nation . This is another uniqueness of our culture and tradition that we have a welcoming heart . Our gates are open for anyone and everyone who wants to get incorporated into our living and lifestyle . The compositeness of our culture gives a variety of choice for the outsiders to start on with a research work . Our culture is so vast that it could hardly be explained into words . The composite culture of India has a captive nature . It has a magnetic property which attracts lot many people . The inquisitiveness increases the more the person tries to get into the knowledge of India culture and traditions . Our country has immense diversity in lifestyle, traditions, customs, outlook, religion, region, caste and much more . People across the world are in a great surprise to understand the unity in our thinking and affection for the motherland with such a vivid and varied lifestyle among the citizens . This is what, is the beauty of the composite culture of India . India is said to be country of unity in diversity, where people of several religions (Hindu, Muslim, Sikh, Christian, Parsi) live together . Each religion preaches its followers to live a peaceful & fruitful life, to pray to god, to have a clean heart, to not harm anyone, to do charity, to contribute to the society . They are a part of Indian value system; they provide direction to the way of living . It is one of the few countries where marriages are arranged by parents rather than the more popular western culture of live-in relationships, co-habiting, and love marriages . Whilst there is a trend of increasing love marriages in India as well, but still most are

arranged . There is still vast existence of joint families where new generation takes care of the old generation and the elders spend time with their grand-children helping them grow with knowledge of the value and ethics of past . It is a boon to have your parents and grandparents with you even when you have grown up and taken responsibility of your life, as many a times you will realise that they have faced the challenges you face and would face in future; their knowledge and experience will in most cases be relevant and helpful . At the least there is a different confidence when one knows that when things go wrong, you have you elders to take care or support . While western culture is corrupting and finding its way in to the modern Indians, our traditional way of dressing is still prevalent and most people post their university age knowingly or unknowingly follow it . It is not surprising that many westerners adore Indian way of dressing and you may be surprised that some of them can wear a Saree or Suit as good as an Indian . In short, the Indian way of clothing is to cover your body sufficient to not show off what is not required or not considered decent in public . It does have a charm to it . As in case of religion India have several regions (states) and each state has a different flavour which is delightful in its own way . There are too many to mention or count but the same dish has a different taste in different state and different dishes obviously have a difference . Indian Cuisine has both taste and nutrition and one can spend a decade trying to taste all of them, but the list will not exhaust . To name but a few Mumbai's Bhel Puri & Batata Pao, Hyderabad's biryani, Delhi's chat, Rajasthan's Daal Baati Choorma, Mathura's Peda, Agra's Petha, Goa's sea food and the list goes on . There are countless spices which are used uniquely with each dish which will turn on your taste buds . There are as many or more languages than the number of states in the nation, and each language is unique in its own way .

Paragraph- 62

Youth today is an over-civilized living creature on the earth . We have the evolution process undergoing continuously at every segment of life . Our youth have also evolved much ahead of the imaginations . They have incorporated both the bests and worsts to a very high extent . The gallop that the youth has taken in moulding and modifying their lifestyle is much beyond the imagination capacity of an average human being . The youth culture today, the topic under discussion is not confined to our country, but worldwide . The youth have developed their race, their sect to the heights that we feel the necessity to discuss their culture in specificity here . Our present age youth, the stepping stones of the future world, have many positive points to be appreciated and encouraged . Our youngsters definitely have the warmth in their blood which ignite them to gear up and succeed in every possible attempt they make . All they demand is attention and encouragement . Let us discuss in brief a few areas of their specialization . Our youngsters have a firm determination . This gives them stamina and immense courage to accomplish their target on time with utmost perfection . If we closely visualize, their dedication and sincerity towards the work increases day-by-day . Our young generation has a very good capacity to withstand the stressful situations . They can manage any and every circumstance in a rewarding manner . Gender is no bar to the withstanding ability . Everyone is equally tested and treated in the world of employment and performance and the parameters are very competitively met by our charming youngsters . Patriotism is no question for the present age youth . They are very much eager to serve their nations till the last breath of the life . Every youngster gets heated up when the situation arises to defend his / her motherland . Everyone performs and devotes their part in the best possible way to serve their nation . Youth today has a practical approach and they foresee the life in the same way . They have the talent of accepting the fact and actuality of the life . Today's youth is well prepared to face the worsts and they get themselves well equipped before-hand to face the situation effectively and efficiently . Our young generation is matured and can analyse the situations with a balanced state of mind to reach to the best

possible resolution for any concern without any bias . They don't rush with the solution in any stress and take the required time to reach to a firm decision . The youngsters are well aware of the balancing equations of life . The general IQ and the social awareness make them help in the upliftment of the rural segments of the world . They are the ones who plan and promote the development of the under-developed nations . Though we have a lot many points in favour of the present day youth, still it is a bitter truth that the part of youth is flowing away with the extremities of the abstracts of the emotions . This yielding tendency has led to the increasing concern of violence and rage in to the society . Taking a brief preview of the negativities of the present age youth . Though it is good to a extent that the gender bias is removed from the society due to the socializing nature of the youth, still the over-socializing nature has transformed the relations and the physical relationship is treated as a game of the youth . Such a careless move by the young generation is leading to lot many medical complications in the later part of their lives . The warm blood of the young gets heated up much frequently . The youth lacks patience and they all need their tasks to be completed as and when required and that too immediately . The loss of patience and the hot temper is often the cause of violence and rage . The increasing terrorism in the world is one of the examples of their rage and yielding tendency . Some sort of entertainment is understandable at the young age . But carrying on with the bad habits like smoking and drinking and getting addicted to the pub culture is definitely not a good sign of the future world . Youth treats the life as a game and enjoys the present to the fullest . Though it is good to live at the present, but one need to wisely plan for the future as well . This is what some of our youth fail during the peak years of their life . The junk food is again a bad virtue of the youth culture .

Paragraph- 63

Global warming is the term used to describe a gradual increase in the average temperature of the Earth's atmosphere and thereby, causing permanent climatic changes . Since 1980, it has been observed that Earth's mean atmospheric temperature has increased by 1 .4 degrees . This is called global warming which is responsible for disrupting the nature's balance by generating continued heat waves, and sudden occurrence of storms and floods . The various causes for the same are the emissions which result from burning of fossil fuels and the razing of tropical forests . These emissions are called as “green house gases” and are the major cause of global warming . Industrial revolution is largely responsible for both burning of fossil fuels as well as deforestation . Hence, it is evident that global warming has manmade causes . Various researches have reported that the global emissions increased by 3 percent in 2011 and another 2 .6 percent in 2012 which is a quite high increase . Mining for coal and oil releases methane in the atmosphere . Methane is also one of the green house gases in addition to water vapour, carbon dioxide, chloro fluoro carbons and nitrous oxides . When deforestation takes place, the level of carbon dioxide in the atmosphere increases, thereby, increasing the green house effect . The nitrous oxide from fertilizers, gases used for refrigeration and industrial processes are other factors causing Global Warming . Unpredictable climatic changes happen due to global warming causing droughts in one area and floods in another . CFC which are present in our deodorants and perfumes are known to react with the ozone layer and deplete it, thereby causing global warming . Hence, it is very essential that their use should be banned in addition to other actions that must be taken to prevent global warming . Recycling disposable products, planting trees, spreading awareness , using paper bags instead of plastic bags, conserving electricity for example by using CFL lights instead of the normal bulbs are some of the easy ways which can help to reduce global warming and its harmful impacts . Understanding the urgency in the need to reduce global warming, Kyoto Protocol was adopted in Kyoto, Japan on December 11, 1997 and came into force on February 16, 2005 . It basically commits industrialized countries to stabilize green house gas emissions by setting binding emission reduction targets on 37 industrialised countries which are majorly

responsible for the emission of green house gases . Global Warming is a wave of serious concern spreading in the entire world . It is a major problem that will lead to a significant rise in sea level by the year 2100 . The sea levels can use as much as by 82 feet . Also, the temperature is expected to increase by 5 .4° to 9° Fahrenheit by the year 2100 . Global warming is causing severe changes in climate . It is resulting in thermal expansion of seas and oceans and melting of land ice . The nature of precipitation is changing every day . The many regions of world are facing severe hurricanes . The frequency, intensity and duration of the climatic disasters like hurricanes, floods, tornadoes, droughts etc have increased significantly . The many diseases are making a way into the various areas . It is the high time the world has to come together to save the earth from harmful effects of global warming . Some of the ways which can prove useful are as under . The first important step is to reduce the emission levels of carbon pollution in the environment . It can be achieved by setting the limits on the use of various sources like power plants and car responsible for releasing the green house gases . In the U .S . power plants are the major source of carbon pollution . They emit around 40% of the total emissions . It is the time to make some investment in getting clean energy . The power of wind energy and solar energy is neglected whereas they can act as a great means to reduce the harmful emissions . The new industry will also create million of safe jobs for common men . A small but significant step that can make a big difference is driving smarter cars . The fuel-efficient car like plug-in hybrids can provide dual benefits . One, it will lead to lower consumption of gas and oil, and secondly it will save the environment . The global warming can be limited by as much as 350 million metric tons in next ten years by the use of smart cars .

Paragraph- 64

The role of men and women has been somewhat defined since ancient times . Since time immemorial, males have been given more importance because of various factors such as building of civilizations, hunting, getting food as well as other explorations over ages . On the other hand, the subtle contribution of women in fostering culture amongst other things has not been appreciated enough . However, like everything has to give a way to new, even old perceptions and structure have to give a way to new ones . Women have started to show that they are as capable as men and even though a large chunk of male population continues to be the breadwinner of the household, women do seem to be matching them steadily . The world order has undergone a tremendous transformation over the last few decades . May it be the recent election of Julia Gillard in Australia or even Dilma Vana Linhares Rousseff in Brazil, women are rising up to the ranks all across the world . The changed order does pose interesting question like what if women played a more decisive and powerful role and come to dominate the world in the times to come! The signs are already visible and even though the male ego may not be satisfied, it has to accept that women power is here to stay and is only likely to increase . First Prime Ministers such as Indira Gandhi of India and Margaret Thatcher of England have proven to be strong leaders . Women have also demonstrated their mettle in intellectual, creative and scientific fields with superb elegance . They have also made a big difference to the world through outstanding examples of social service . Mother Teresa, Oprah Winfrey, Coco Chanel, Marie Curie, Madonna, Angela Merkel, Indra Nooyi, Angela Merkel, Aung Sang Suu Kyi amongst others have been some of the most powerful women who have had a huge impact on the world through their chosen professions or work . Even though it is easy to raise the point that they may be far and few, but women have risen from the shadows of men and carved out their own identity and the world has stood up and noticed it . Besides the extremely powerful women leaders, there are also women who are also making their name in still a predominantly what is a male dominated world . This is commendable as traditional societies only witnessed women lending a shoulder to men in their various pursuits whereas their own power or abilities remained latent . From being a Wife to being a mother or just managing the house chores, women

demonstrate their ability to handle multiple tasks with ease all the time . Women bring a certain level of compassion, love, beauty and virtue to the everyday life making it more meaningful. A study by World Bank had revealed that countries having higher number of women in parliament had lower levels of corruption. India has increasingly recognized the role of female gender over time by introducing steps such as reserving one third of seats in parliament as well as various schemes to empower women. More number of women entrepreneurs such as Biocon founder Kiran Shaw also indicate the shrewdness and business acumen that women possess . There are divergent views on the part that if women do rule the world, the possibility of wars that caused so many catastrophes to the world may have been lesser . There is no doubt about the fact that women are emotionally stronger than men despite the menfolk boasting about their physical power . There is no doubt that a workplace needs more diversity to infuse better and fresh ideas . While men are easy to please in some reliable ways, women are more devious and complicated making them capable of being nasty in a silent manner . But, besides this, the gentler nature of women would also mean that they would fight tooth and nail to ensure better condition for children of the world . Even though we have chosen to see the brighter side of things, there is always a flipside to things . Women do possess the toughness to manage tasks in hand and also deal with people . However, managing the world entails a certain degree of cruelty that women might not engage in . The necessity of cracking the whip on people and situations may take a back seat as women are known to be gentler which can lead to more violence aggravating situations sometimes .

Paragraph- 65

There was a time when India was known for its culture of joint families . It was believed that being brought up in a joint family helps individuals to incorporate values that are necessary to live in society like adaptability, adjustment, understanding etc . However, there seems to be a change in trend now . This is because preference of people is increasing towards nuclear families . Modern day parents feel that the bond between a child and his parents is stronger when they live in a nuclear family . It is however true, that nuclear families give parents more time to concentrate on the development of their child . This helps to groom them properly . The conflicts of the two generations those of the parents and grandparents, which interfere with the child's development, are minimum . Both these types of families have their own set of positives and negatives . However, with the kind of lifestyle that exists today, nuclear families are more convenient to handle . This could also be one of the reasons why present generations want to settle in nuclear families . Some parents argue that though children get lot of love and care in joint families, but the level of scrutiny is also higher on the child . For example, if the child makes a mistake, not only the parents but other family members may also haul on him or counsel him, this may make the child uncomfortable . Also, chances of difference in opinion are much higher in joint families . Bigger the families, more difficult it becomes to maintain harmony among all the members . Hence, chances of stress are also higher in joint families . But one cannot forget that the level of fun and enjoyment during celebrations like festivals, birthdays etc is much higher in joint families . However, since both the parents are working these days in most of the middle class families, they feel that nuclear family system gives them more time for themselves, and their children . Some of the Sociologists even feel the same that nuclear families provides a lot of scope for parents to turn all their attention to the child . Another set of sociologists however feel that nuclear families fail to teach children the importance of close knit relatives, strong family bonds and social norms . This is a never ending debate . Hence, care should be taken while deciding the family type so that it involves consensus of all the members of the family and makes everyone happy and comfortable .

Nuclear families should only divide the inconvenience of so many members staying together as a joint family without dividing the bond

between the family members . Nuclear Families are continuously rising in urban India . The households are small in size with three to four members . Most of the nuclear families don't have any senior citizens in the family . The trend has deepened so much that now only 11% of the families have more than two children . There are several causes for the emergence of nuclear families which can be explained .

The changed job structure: In the present world, it has become must for the youngsters to opt for geographical mobility to succeed in their career . Staying back at their native place with families doesn't work any more . As a result, at the new place family shrinks to just husband wife and children .

Growth in services: Previously, it was the duty of mother and the rest of the family to take care of children . But now the time has changed . Both mother and father are working to run a family . Moreover, they don't need extended family to look after children . There are several play schools to take care of children in proper way . Also, there is significant growth in other services like hospitals and education .

Difference in status: In a joint family, there are several issues related to household expenses . It is not necessary that all the siblings have the jobs of same status or salaries . In such a scenario, who earns less, have to adjust according to the superior member . Gradually, it results in family disputes leading to nuclear families .

Improved Lifestyle: The nuclear families allow the flexibility to live the life with complete freedom . They can follow any lifestyle they want to . Staying in a nuclear family suggests that there are fewer expenses as compared to extended family and so, the families can make complete use of their earnings in living a life of their choice . Now if women constituted of all the armed forces wars would have been less because women would not have been capable of fighting continuously for days on end . The world thus would be a better place to live in .

Paragraph-66

Digital Marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring-tones.

One of the major changes that occurred in traditional marketing was the "emergence of Digital Marketing" (Patrutius Baltes, Loredana, 2015), this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing (Patrutiu Baltes, Loredana, 2015).

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.

1. Segmentation: more focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sector.
2. Influencer marketing: Important nodes are identified within related communities. Known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated scam (social customer relationship management) Software.

Paragraph-67

Our age is known as the age of Information Technology. Information Technology with its superhighway has not only revolutionised man's way of working but also his very existence. IT (Information Technology) revolution is sweeping our civilization bringing about unfathomable changes in our present-day civilization. Twenty first century belongs to the IT world.

The term 'Information Technology' or simply known as IT is a generic name given to all improvements that are taking place in our world due to the inter-linked advancement in technology, learning, and information. The term refers to recent technological developments that are taking place in our world as a result of better technology, due to better information.

It consists of a number of allied modern advancements such as, computer, Internet, websites, surfing, E-mail, E-commerce. E-governance, Video- conference, cellular phones, paging, fax machines, smart cards, credit cards, ATM cards etc. All these have been possible due to the advancement in information gathering technique or system which is known as 'Information Superhighway' which, like a highway, opens us to a world of technology and information full of immense possibilities.

Two essential components of IT revolution have been the development of computer and internet. These two developments have revolutionised modern civilization. Today at the press of a button we can get any information that we want from anywhere in the world in a fraction of a second, sitting in our room.

This easy and quick access to information has been instrumental in improving our communication, travel, business, entertainment, space exploration, defence capabilities, medical surgeries etc. "We can visit sites situated thousands of miles away, chat with people sitting in other parts of the world, see the latest movies, watch live international matches, read daily newspapers, attend business conferences, conduct business transactions, visit world famous libraries, go through the latest books etc. all at the click of a key on the computer.