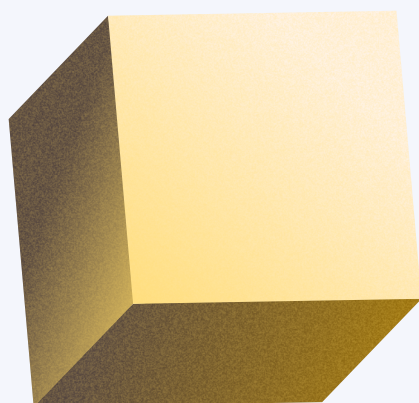


THE HINDU ANALYSIS

1st April 2024
by saurabh pandey





Q "Resource accessibility can be a reason for maritime dispute between countries" Discuss

प्रश्न "संसाधनों की पहुंच देशों के बीच समुद्री विवाद का एक कारण हो सकती है" चर्चा करें



**The hindu analysis by
saurabh pandey sir**

Q) What role climate change has in shaping relation between countries?

World climate is continuously changing and various countries are facing negative impact of climate change due to which climate change has become a new chapter in development of relations between the nations.

Role of climate change is shaping countries relation

i) European union has introduced carbon border mechanism ~~the~~ policy, which will hinder the trade of developing nation with them.

ii) China is supplying water from melted glaciers of tibet to Maldives which is facing water shortage ^{fresh} because of sea level rise. Can cause drought in India.

iii) Intra country migration can be seen due to climate change e.g. in Latin America and sub Sahara area

iv) Strengthening collaboration among nations through forums like International solar alliance to promote clean energy.

U.P.S.C

(v) Vannants sued developed countries for not adhering to climate mitigation and adaptation norms in I C T, can degrade relation between them.

(vi) Country's collaboration in climate bank declaration to reduce the emission from shipping and promote green shipping.

(vii) India is also developing green energy partnership with Denmark, a new dimension for developing relation.

(viii) India focusing to develop hydrogen fuel partnership with Japan, South Korea as mentioned in national hydrogen policy.

(ix) Therefore, there is the need of collab-orative effort among countries and climate change becoming significant part of developing relation among nation can help in achieving our NDC, SDG targets and develop sustainable future.

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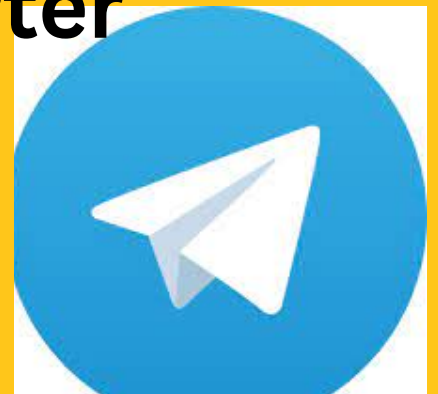
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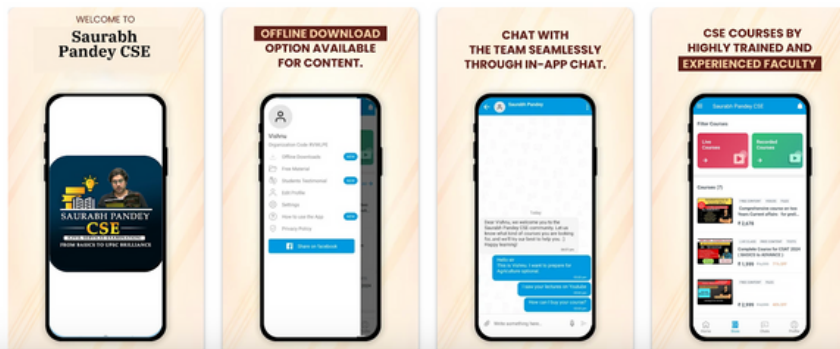


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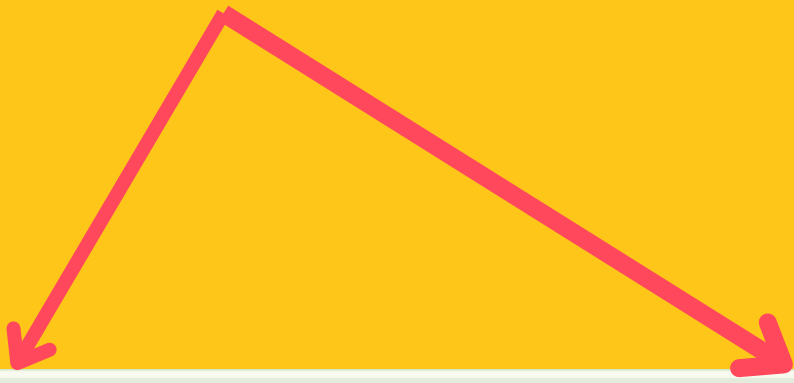


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BIG SHOT



Iraq is part of the 'Fertile Crescent', a swath of arable land sweeping from the Mediterranean to the Gulf that has been farmed for thousands of years. Today it has been devastated by dams on the Tigris and the Euphrates rivers, lower rainfall, and decades of armed conflict, forcing farmers like Ismail Ibrahim (above) to plant *sidr* trees that require much less irrigation. REUTERS



The hindu analysis by saurabh pandey sir



What is Fertile Crescent ??

- The Fertile Crescent is a crescent-shaped region in the Middle East, spanning modern-day Iraq, Israel, Jordan, Lebanon, Palestine, and Syria, together with northern Kuwait, south-eastern Turkey, and western Iran.
- Some authors also include Cyprus and northern Egypt.
- The Fertile Crescent is believed to be the very first region where settled farming emerged as people started the process of clearance and modification of natural vegetation to grow newly domesticated plants as crops.

- Early human civilizations such as Sumer in Mesopotamia flourished as a result.
- Technological advances in the region include the development of agriculture and the use of irrigation, of writing, the wheel, and glass, most emerging first in Mesopotamia.





Russia's invasion impaired scientists' ability to collect climate data

Scientists collecting data in the Arctic already face an uphill battle, with the unforgiving weather and scavenging polar bears. The bears sometimes accidentally destroy instruments. The lack of data because of the conflict is an additional, and exacerbating, variable. Without data results are irretrievably skewed and distorted

Rohini Subrahmanyam

Human activities have caused the earth to slowly heat up, and now it looks like war - another very human phenomenon - is preventing scientists from accurately measuring how rapidly our climate is changing.

Global temperatures are rising, but temperatures in the Arctic region are rising even faster. Studies suggest a grim reality: that the Arctic is warming nearly four-times faster than the rest of the world. The consequences of this go way beyond just the Arctic. The melting permafrost and rising sea-levels can have devastating effects on local ecosystems as well as the climate.

Collaborations have collapsed

Many research stations in the Arctic are part of the International Network for Terrestrial Research and Monitoring in the Arctic (INTERACT). They continuously monitor environmental conditions in the different countries in the region. One country that makes up almost half of it is Russia, but since it invaded Ukraine, foreign scientists haven't had access to data from Russian field stations. Global collaborations with Russia have collapsed since the invasion, and scientists from outside Russia who were earlier able to travel to field sites in the country to collect data can't do so anymore. Climate projects that run on European funding also don't allow them to officially collaborate with Russian partners for now.

"We have to deal with this invisible wall, where there is no flow of data from the Russian side to our side. It is kind of like a blind spot," said Efrén López-Blanco, an Arctic researcher at Aarhus University in Denmark. "And I want to believe that it is a temporary blind spot."

Dr. López-Blanco and his colleagues recently reported that excluding data from Russia has heavily biased climate data. "When there is an increase in bias, there is a decrease in our ability to either describe or track Arctic changes," he said.

A hidden difference

The researchers used multiple earth-system models (ESMs) to understand ecosystem conditions across the Arctic region. They focused on eight "essential variables" of the Arctic ecosystem, including temperature, vegetation, precipitation, and snow depth. ESMs are fully coupled climate, land, and ocean computational models that can be used to generate data for the entire planet. Those used in the study



More than 1,000 billion tonnes of ice have been lost in the past four decades and not been accounted for, one study found. The INTERACT research stations in the Arctic are key to keeping track of such trends. OLIVER MORIN/AFP

were the same ones the U.N. Intergovernmental Panel on Climate Change uses to assess the world's changing climate.

First, the researchers wanted to use the models to find out if INTERACT stations in the Arctic, including the Russian ones, are able to potentially collect data representative of the pan-Arctic region. They examined 60 of the 94 INTERACT stations, including only those above 59 degrees N latitude. "Monitoring across the Arctic is not standardised," Dr. López-Blanco said. So he and his colleagues primarily used model-generated data.

When they compared all the INTERACT stations' data with the pan-Arctic data on the eight ecosystem variables, they realised there was already a difference in what INTERACT sites could estimate about the changes in the pan-Arctic region. These differences lead to a bias in the representation of ecosystem conditions in the Arctic.

Problem with excluding Russia

It so happens that INTERACT sites are located in warmer and wetter parts of the Arctic and regions with less biomass and soil carbon, which could be contributing to this bias.

Once the 17 Russian stations in Siberia were excluded, they found the differences - and thus the biases - increased further, and the ability to accurately describe changes in the Arctic decreased further.

Specifically, when the researchers used the ESMs to predict the state of ecosystem variables in 2100, they found current biases in the estimation of ecosystem



The Arctic is warming four-times faster than the rest of the world. The consequences of this go beyond just the Arctic. Melting permafrost and rising sea-levels can have devastating effects on ecosystems and the climate

variables after excluding Russian data showed a change similar to what is expected after 80 years of climate change.

Countering the bias

The result, Dr. López-Blanco said, is a decline in "our ability to inform management and conservation strategies and... our chances to properly mitigate the negative consequences of climate change."

With Russian data continuing to stay out of reach, Dr. López-Blanco suggested looking for other regions in the Arctic with similar environments to Siberia, such as parts of northern Scandinavia and Canada, and collecting data from there to partially counter the bias, "at least in the short term until the war is over."

"In the climate change research field, there is already a very good tendency to share data, as we are working together on something that affects us all," according to Dr. López-Blanco. "We still need more coordination between the stations, standardisation in terms of using similar sensors and methods, and more open-source data sharing. These elements

are key to gaining a better understanding of current Arctic conditions and preparing effectively for future changes."

'Already an uphill battle'

Hrishikesh Chandanpurkar, a fellow at the Centre for Sustainability, Environment, and Climate Change at FLAME University, Pune, and a World Bank consultant, said research stations should be as well distributed across a region as possible. Bearing in mind the spatial variability of the data and not just the logistical ease of setting up and maintaining the stations will help mitigate biases.

"Don't stop sharing critical scientific data" is also something that could be worked into the protocols of activities that are permitted to go on even during a war," Dr. Chandanpurkar said. "Each country is co-dependent on other countries because of the causes and the impacts of climate change. So it makes sense to have a system in place where we are safeguarding a continuous observation network and its sharing."

Scientists collecting data in the Arctic already face an uphill battle with the unforgiving weather and polar bears that sometimes accidentally destroy instruments. But lack of data because of war is an additional, and exacerbating, variable. "We people of science care about collecting our data, filling knowledge gaps, and understanding the ecosystem processes that we are interested in," Dr. López-Blanco said. What they quantified in the paper is "the collateral damage of something that is happening elsewhere".

(Rohini Subrahmanyam is a freelance journalist.)

THE GIST

Research stations in the Arctic are part of an Arctic monitoring network. One country that makes up almost half of it is Russia, but since it invaded Ukraine, foreign scientists haven't had access to data from Russian field stations. Global collaborations with Russia have collapsed

Lack of data from the Russian creates a 'blind spot'. Excluding data from Russia heavily biases climate data which 'decreases ability to either describe or track Arctic changes'

Current biases in the estimation of ecosystem variables after excluding Russian data showed a change similar to what is expected after 80 years of climate change

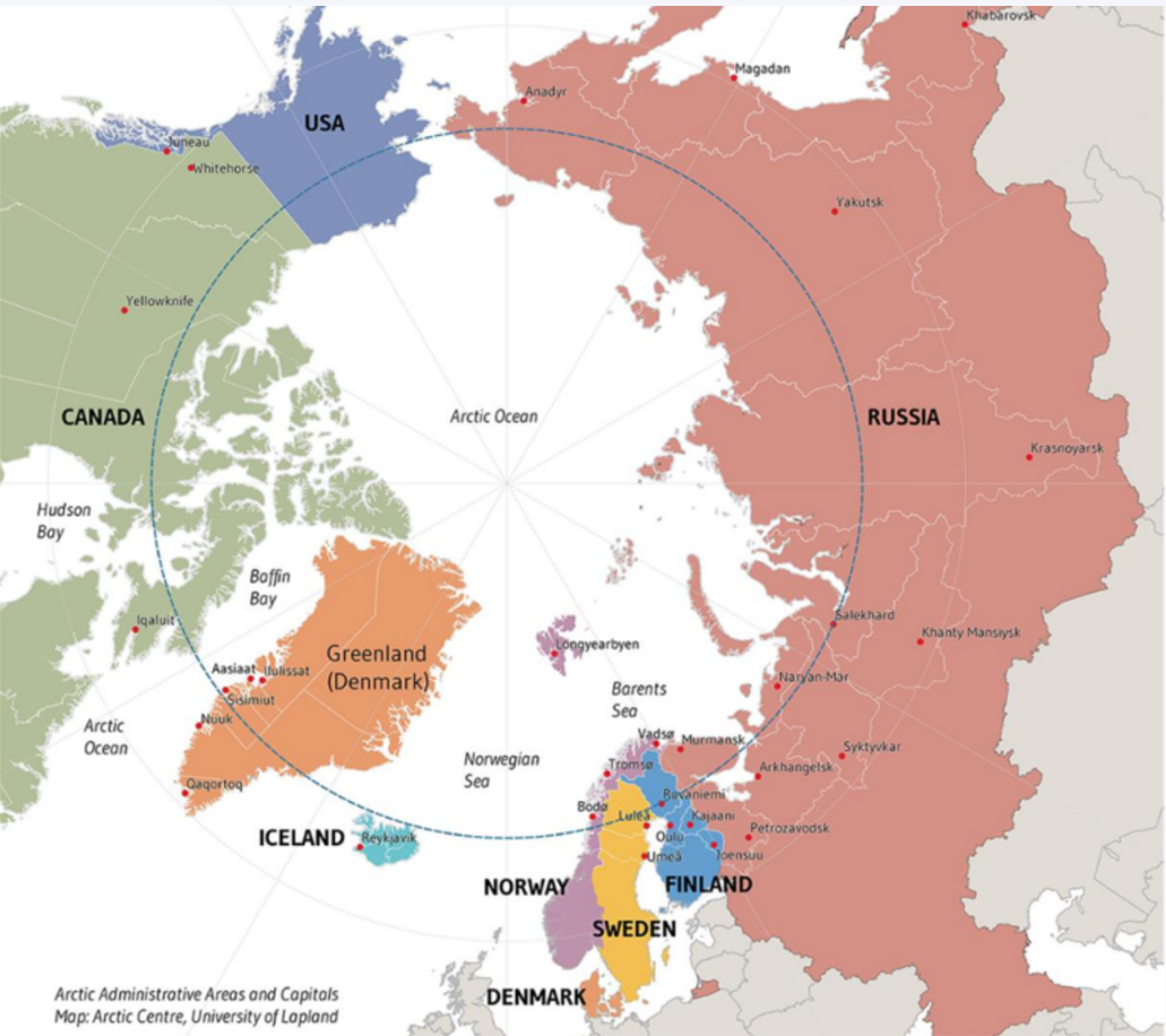




war impact

- **Research stations in the Arctic are part of an Arctic monitoring network.**
- **One country that makes up almost half of it is Russia, but since it invaded Ukraine, foreign scientists haven't had access to data from Russian field stations.**
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- **Current biases in the estimation of ecosystem variables after excluding Russian data showed a change similar to what is expected after 80 years of climate change**





CACHE

How neuroscience reshapes marketing strategies in India

Neuroscience is increasingly applied in India to solve business challenges, such as understanding consumer behaviour; ethical considerations arise particularly concerning informed consent and transparency

M. Kalyanraman

Elon Musk's NI implant, introduced to facilitate operating devices by just intending it in the brain, has jolted many into realising how far seemingly exotic neuroscience has been put to practical, commercial use. While the implant may be the outlier in neuroscience, what's common and par for the course today is mapping the brain to understand and predict human responses with data and real insight. This is being used in India to solve business problems from why life insurance buyers typically stop paying premiums after the first two years to whether an online ad can be made to ensure the consumer hits the "buy" button.

Neuroscientific techniques provide a scientific or objective understanding of the brain-behaviour relationship, says Tanusree Dutta, faculty at IIM Ranchi. "Advertisements, product design, aesthetics, store layout, use of music, colour to attract attention, nudges and so on can all be tested with the use of neuroscientific tools to ensure their effectiveness before being launched," she adds.

Anil Pillai, CEO of Tarragni Consulting that specialises in neuroscience, says that questionnaire-based surveys have limitations since the responses are filtered and affected by cognitive biases. Neuromarketing says impressions and therefore decisions are made at the emotional, instinctive and unconscious levels of the human mind.

The Implicit Association Test would be a simple demonstration of plumbing the unconscious mind for deeply held beliefs and biases that may be filtered out by participants in a questionnaire-based survey. The rapid-fire type tests give little time for considered responses that can otherwise filter out biases.

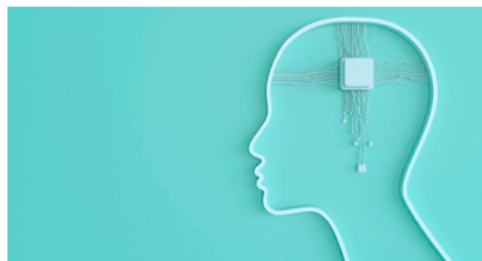
Neuroscience-based market research can give reliable hard data, says Mr. Pillai. Instead of questionnaires, neuroscience employs a range of instruments to directly get information on how the brain is being impacted and what decisions it will take.

Neuroscience had a breakthrough more than 15 years ago in the U.S. when Functional magnetic resonance imaging (fMRI) showed that ads evoking 9/11 attacks triggered fear among voters but the brain activity was different among Republican versus Democratic voters. Neuromarketing experts say that opinion polls in India can be more accurate and probe voter minds better in today's highly polarised, ideological politics by using the FACS (Facial Action Coding System). The fMRI would be prohibitively expensive in India, says Mr. Pillai.

Enabling devices

An enabler of neuroscience in India and across the world is the rapid strides in bio instruments, making some of them cheaper and easier to use. Today wearable watches can deliver much health information. The eyeball tracker, the classic neuroscience tool, is available on Amazon today, says Puneet Garg, co-founder, Story Prediction.

The typical neuromarketing tool is an adaptation of an instrument originally intended for medical diagnostics. They can be broadly divided into those that measure the electrical impulses of the brain and those that generate heat maps through other means. The former set



GETTY IMAGES

includes Electro Encephalo Gram (EEG), Quantitative Electro Encephalo Graphy (QEEG) and so on.

An eye tracking device helps to measure attention, attention span, and shift in attention. What catches the attention in the mind gets processed further. Eye trackers generate heat maps depending on where the eyeballs are focusing. Heatmaps for webpages, for instance, are otherwise generated by mouse movements. Mouse movements can, however, be also used for scrolling and not everyone paying attention to what interests them clicks there. Therefore such heatmaps can be inaccurate. With a jewellery video ad with a timestamp, eye trackers can tell precisely where the interest is going – the product, the model, the discount, or the Purchase button. With this feedback, the vendor can tweak the ad to ensure consumers are drawn towards hitting the purchase button more.

A thermal imaging camera helps to capture temperature changes when a person is interacting with any situation or stimulus. EEGs were intended to measure health parameters such as detecting brain tumour and whether the medicine to treat them is working or not. Wearable EEG senses 21 points in the brain such as pleasure point, fear point, pain point and so on. It measures brain waves, typically beta waves while filtering alpha, gamma and others.

The reptile brain is the seat of pleasure, fear and other emotions. Arousal here can be tracked by the EEG. If the EEG detects that the ad a person is watching has touched his or her pleasure point, then neuro marketers conclude that the ad has impacted the subconscious mind favourable to the product. Neuroscience tells us that such impacts influence decision making on buying a product.

Skin conductance measurement devices originally used in myography applications in physical therapy and sports training are applied in marketing to detect emotional arousal by gauging skin secretions.

Skin conductance devices are probably the least expensive but also the least efficient whereas EEGs can have efficiencies of up to 75%. The more sophisticated an instrument is, the more expensive it is. Experts can come up with optimum choices and sample sizes so that the confidence level of the results is above 95%. Sometimes a combination of devices is used.

The neuroscience scene in India features progressive digital companies including multinationals that use these

tools for their business decisions, market research consultants who specialise in the subject, and institutions such as the IITs and IIMs that provide research support. It's still a "rarefied" world featuring forward thinking businesses but with a bright future, says Mr. Pillai.

While neuromarketing may push the boundaries, cost is an issue. Devi Prasanna, AVP digital marketing at Loan Tap, says big companies that are large consumers of TV spots use neuromarketing in advertising. For others, there are a range of tools that offer similar or higher returns and are cheaper too. In the digital space, for instance, insights on ad effectiveness can be tracked by tools such as YouTube's brand lift surveys. While neuromarketing is a predictive model, today there are ads on Connected TVs that place QR codes with UTM to track who took an action, he adds.

The immediate application of neuroscience in India was in advertising and marketing although the problem there was that the application was after the fact and provided feedback for the future, says Mr. Garg. His company is developing an AI-based product that uses large language model (LLM) to predict whether an ad or even a film can be a hit by assessing the script for its power and potential to sustain emotional engagement with the viewer.

Mr. Pillai does acknowledge the cost factor. But he adds that the application of neuroscience is far wider than just advertising and marketing. It can help to solve tough business problems that require hard, highly reliable data and where the returns are substantial.

Indian consumer behaviour

While neuromarketing is several decades old in the west, in India, the activity has picked up in the last ten years, says Ms. Dutta. And in this time, neuroscience has revealed many facets of Indian consumer behaviour at their visceral level.

A study by the consultancy Final Mile that specialises in behavioural science showed that most fatalities of trespassers crossing railway tracks in Mumbai were that of young men, not old people or even women. Further, the fatalities were high in between stations, not at stations, and happened mostly during the day. The study concluded that this was a case of male bravado and that honking by train drivers didn't help. Further, the human mind typically estimates the speed of incoming large objects to be 40% less so the trespassers underestimated the dangers. The solution that Final Mile implemented with success included

posting photographs of the bodies of actual men who had died trespassing to push trespassers' fear buttons. The second part of the solution was that the honking by train drivers didn't consist of one long blast but two staccato sounds since the brain's awareness is known to be heightened during the silence between two musical notes. The third part was to put yellow paint on the ties of the tracks so that they would disappear quickly in the case of an incoming train and the brain would rapidly correct the error in gauging the speed of the train.

Ms. Dutta talks about how Indian consumers respond more to typically Indian themes in ads. Neuroscience has shown that an ad that shows the protagonist achieving something through *jugaad* resonates in India, for instance, she adds.

Mr. Pillai cites a business problem that his firm helped solve for a life insurance provider. It is now received wisdom that the Indian market is price sensitive, so the cheapest product will succeed if it's good enough. The average Indian consumer should then be a cold computer driven by money alone. But, Pillai says neuroscience surveys have shown that "friction" is often the driving factor in India.

Living in India is marked by procedures and systems that is needing much effort to understand and act upon. And at the end of it the intended outcome is not guaranteed.

Anyone who has attempted to navigate through the government provident fund system would testify to it.

Mr. Pillai talks about functional friction that matters more to the semi-urban and rural population due to higher ego depletion. Functional friction is the frictional barrier that prevents one from achieving the base objective they had embarked upon. In this particular case, the base objective is choosing an optimal insurance product, paying for it and acquiring it.

Customers looking for insurance with no external pressure to buy require higher sensitivity and empathy from insurance providers due to the heightened physical, cognitive, and time friction they face. "There is an emerging, young and aspirational segment in Tier 2/3 that has Tier 1 as their benchmark. These customers seek similar levels of service and sophistication from insurance providers, necessitating tailored solutions to meet their expectations. What's often the case in India is that family members, co-beneficiaries, and particularly women of the house play a significant role in decision-making within Tier 2/3," Mr. Pillai says, adding that all these insights come from high component of neuroscience based non-conscious validated by other methods like depth conversations and data.

Ethical concerns

Meanwhile, Mr. Musk's Neuralink has indeed drawn up scary scenarios on neuroscience applications. Mr. Garg raises concerns about the possible misuse of Neuralink data to manipulate consumer responses. Some wonder if the implants would make the implanted susceptible to suggestions from outside. Less exotic, more mundane applications of neuroscience have raised some concerns too. Besides these, the surveys are under the scanner. The Neuromarketing Science and Business Association (NMSBA) has introduced the first neuromarketing code of ethics. It covers areas such as privacy, consent and transparency. The Advertising Standards Council of India, replying to an email, said they have issued no guidelines on neuromarketing. The key issue is informed consent of survey participants – whether they are aware of all the implications of their participation and whether they are being exploited. Using young people below 18 years as survey participants adds another layer of concern. The informed consent of their parent or guardian would be needed, notes NMSBA.

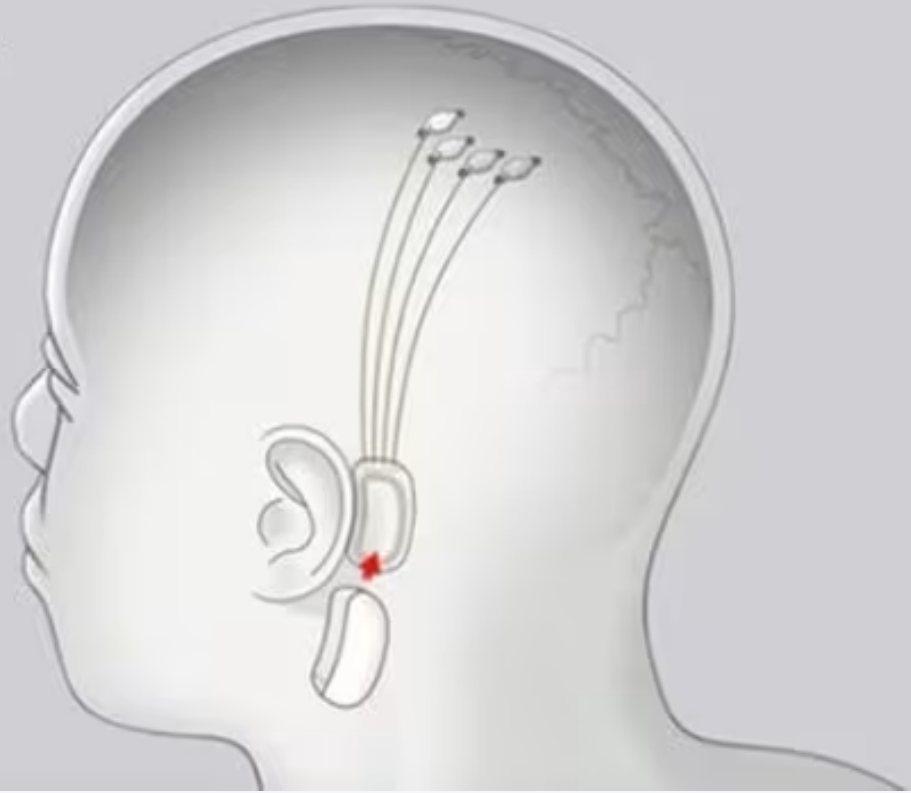




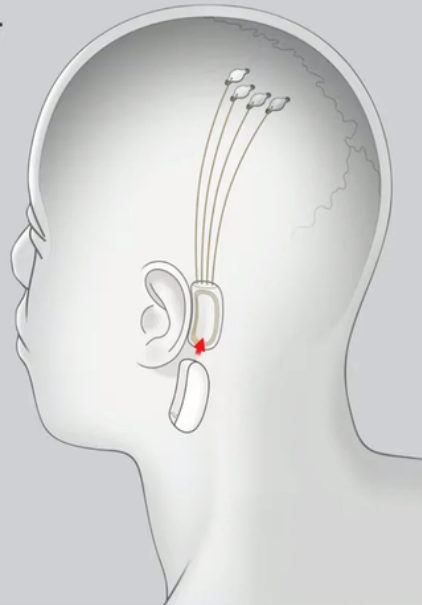
N1 IMPLANT

- **Elon Musk's N1 implant, introduced to facilitate operating devices by just intending it in the brain, has jolted many into realising how far seemingly exotic neuroscience has been put to practical, commercial use.**
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N1 IMPLANT



N1 IMPLANT



The hindu analysis by saurabh
pandey sir



Philippines leader orders boost to maritime security as China tension rises

Reuters
MANILA

Philippine President Ferdinand Marcos Jr. has ordered his government to strengthen its coordination on maritime security to confront “a range of serious challenges” to territorial integrity and peace, as a dispute with China escalates.

The order, signed on Monday and made public on Sunday, does not mention China but follows a series of bilateral maritime confrontations and mutual accusations over a disputed area of the South China Sea.

China’s Ministry of Foreign Affairs did not respond to a Reuters request for comment on Sunday.

Beijing claims almost all of the South China Sea, a conduit for more than \$3 trillion of annual ship-borne commerce.

China’s claims overlap those of the Philippines, Vietnam, Indonesia, Malaysia and Brunei.

The Permanent Court of Arbitration in 2016 said China’s claims had no legal basis.

Latest flare-up

The latest flare-up occurred last weekend, when China used water cannon to disrupt a Philippine resupply mission to the Second Thomas Shoal for soldiers guarding a warship intentionally grounded on a reef 25 years ago.

“Despite efforts to promote stability and security in our maritime domain, the Philippines continues to confront a range of serious challenges that threa-

The order comes in the wake of a series of confrontations and accusations over a disputed area of the South China Sea

ten territorial integrity, but also the peaceful existence of Filipinos,” Mr. Marcos said in the order.

The President vowed on Thursday to implement countermeasures against “illegal, coercive, aggressive and dangerous attacks” by China’s coastguard.

Expanding team

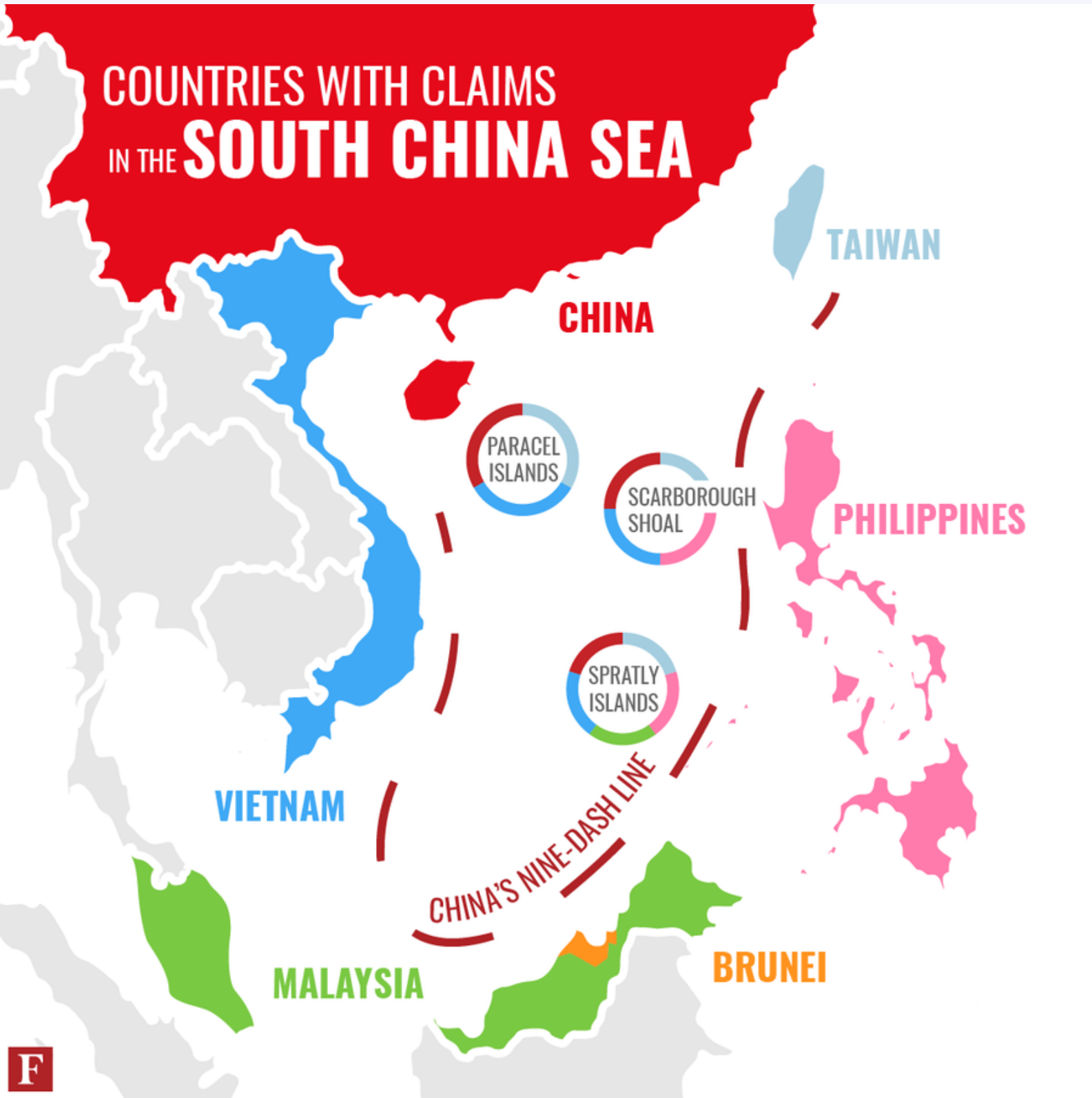
His order expands and reorganises the government’s maritime council, adding the national security adviser, solicitor general, National Intelligence Coordinating Agency chief and the South China Sea task force.

The order appears to expand the role of the military by naming the Armed Forces of the Philippines, not just the navy, among the agencies supporting the council.

The renamed National Maritime Council will be the central body to formulate strategies to ensure a “unified, coordinated and effective” framework for the Philippines’ maritime security and domain awareness.

Mr. Marcos increased the number of agencies supporting the council to 13 from nine, including the space agency and the University of the Philippines’ Institute for Maritime Affairs and the Law of the Sea.





Disputed claims in the South China Sea

Claims

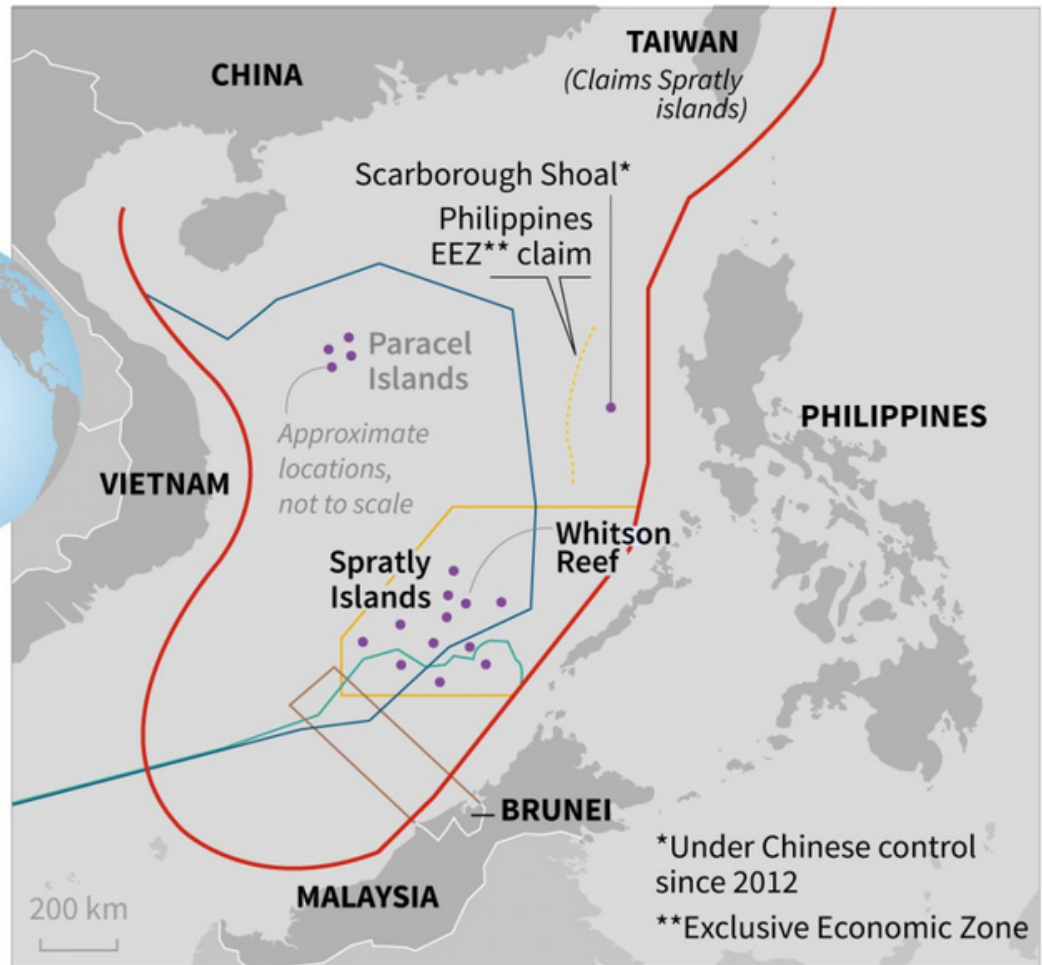
- China
- Philippines
- Malaysia
- Brunei
- Vietnam



Area:
South China Sea covers more than 3 million sq km

Trade:
Over \$5 trillion in ship-borne trade passes through the sea annually

Oil and gas:
Major unexploited oil and gas deposits are believed to lie under the seabed



*Under Chinese control since 2012
**Exclusive Economic Zone



The hindu analysis by saurabh pandey sir



Congress 'callously' gave away Katchatheevu to Sri Lanka: PM

The Hindu Bureau
NEW DELHI/COIMBATORE

Prime Minister Narendra Modi on Sunday came down heavily on the Congress over the ceding of Katchatheevu island to Sri Lanka in 1974 by the then-Indira Gandhi government, an issue that has gained prominence during the Lok Sabha election.

He cited a news report and posted on X: "Eye-opening and startling! New facts reveal how Congress callously gave away Katchatheevu...." He added that "weakening India's unity, integrity, and interests has been Congress's way of

working for 75 years and counting". The news report was based on replies received under a Right to Information (RTI) query filed by BJP Tamil Nadu chief K. Annamalai, on the ceding of the island situated in the Palk Strait to Sri Lanka by India in 1974.

The RTI replies give details over the conflicting claims on the island, with Sri Lanka (then-Ceylon) pressing its claims soon after Independence, as detailed in the news report, with the Opposition even during Prime Minister Jawaharlal Nehru's time questioning the Government of India for being in-



Pilgrims from Sri Lanka and India leave Katchatheevu island after the festival of St. Anthony's Church on in March 2023. L. BALACHANDAR

clined to cede the territory.

After agreeing to cede the island to Sri Lanka in 1974, Indira Gandhi informed then-Tamil Nadu

Chief Minister and late Dravida Munnetra Kazhagam leader M. Karunanidhi. The Congress and the DMK are in alliance in Tamil Na-

du for the election. The narrative around the island is not new, with Mr. Modi raising the issue in August last year during a debate on a no-trust motion brought against his government in the Lok Sabha. At that time too, Mr. Modi had pointed out that "those attacking" his government on various issues needed to be questioned on Katchatheevu island and the circumstances under which it had been ceded. The remarks by the Prime Minister on Sunday underscored his attack on the Congress on the question of the integrity of India's sovereign claims, as well as his elec-

toral push towards South India, especially Tamil Nadu.

'Retrieve island'

Speaking near Palladam, Mr. Annamalai said the Tamil Nadu BJP was determined to retrieve Katchatheevu from Sri Lanka. He said it was the only way to have a permanent solution to the problems faced by fishermen in the State. He said the Tamil Nadu BJP had submitted this demand to External Affairs Minister S. Jaishankar about a year ago.

CONGRESS HITS BACK
» PAGE 4





Katchatheevu

ISLAND DISPUTE

When did Katchatheevu become a part of Sri Lanka?

- During June 26th, 1974, the then Prime Ministers of India and Sri Lanka, Indira Gandhi and Sirim R.D. Bandaranaike, signed an agreement to demarcate the boundary between the two countries in the historic waters from Palk Strait to Adam's Bridge.



How important is Kachatheevu?

- Fisherfolk of the two countries have been traditionally using the islet for fishing.
- Though this feature was acknowledged in the 1974 agreement, the supplemental pact in March 1976 made it clear that fishermen of the two countries “shall not engage” in fishing in the historic waters, territorial sea and exclusive zone or exclusive economic zone of either of the countries “without the express permission of Sri Lanka or India.”
- While certain sections of political parties and fisherfolk in Tamil Nadu believe that the retrieval of Katchatheevu would resolve the problem of fishermen having to illegally cross the International Maritime Boundary Line.





” What triggered the negotiations between India and Sri Lanka?

- Sri Lanka claimed sovereignty over Kachatheevu on the ground that the Portuguese who had occupied the island during 1505-1658 CE had exercised jurisdiction over the islet.
- India’s contention was that the erstwhile Raja of Ramnad [Ramanathapuram] had possession of it as part of his zamin

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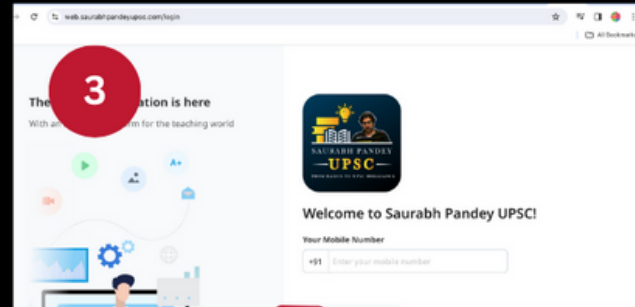
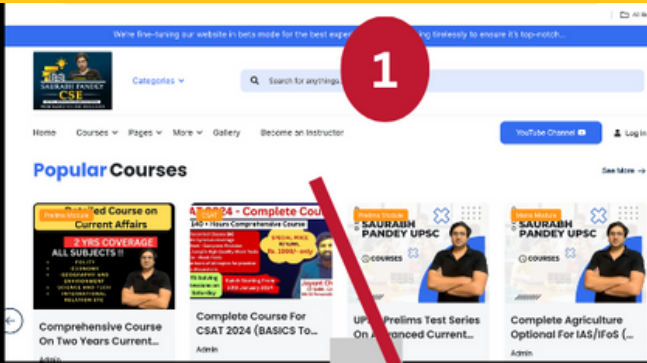
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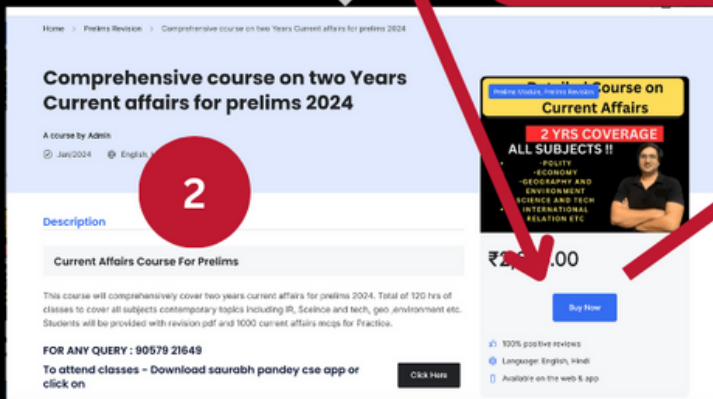
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