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Q80

Which one of the following best describes the term "greenwashing"? (a) Conveying a false impression that a company's products are eco-friendly and environmentally sound (b) Non-inclusion of ecological/environmental costs in the Annual Financial Statements of a country. (c) Ignoring the disastrous ecological consequences while undertaking infrastructure development. (d) Making mandatory provision for environmental costs in a government project/programme. Official key: A.

UPSC Civil Services Prelims 2022 · General Studies · 2 marks · Current Affairs and GK

Current events, government schemes, miscellaneous GK - Prelims GS Paper I.

Explanation**(a) Official key**

A false impression that products are eco-friendly. That is **greenwashing**.

(b)

Leaving ecological costs out of national accounts. A genuine accounts issue, not the term.

(c)

Ignoring ecology in infrastructure. Bad practice, not the label.

(d)

Mandating environmental costs in government projects. The opposite of a wash.

Summary

Official key is (a). **Greenwashing** is marketing a company or product as greener than it is. It is not a national-accounts identity, a planning failure, or a mandatory eco-cost rule.

Related possible facts

These can be asked in a future Prelims paper.

Greenwashing

SEBI/ESG and advertising-standards neighbourhood in later PYQs.

ESG

Environmental, social, governance disclosures.

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