

Limit your answers to 5-7 lines.

## Comprehension 2023

① In today's world, every individual around the world is striving to achieve happiness, and wants to experience it all the time. The big media companies and advertisement industry have created this false notion that happiness will only be achieved through material wealth and that there is a direct relationship between the two. Thus everyone follows the bandwagon of buying and stocking newer products and leads to the phenomenon of extreme consumerism, all to achieve the end goal of happiness.

② The author characterizes the concept of 'Voluntary Simplicity' as a movement and as a philosophy by stating the fact that it had an end goal.

of reducing the extreme consumption of products and resources and to reduce its environmental impacts. Similarly, the writer considers it a philosophy of life and every individual has the right to follow it in their own way based on their culture and character. Thus he considers voluntary simplicity a movement and philosophy with end goal and liberty to follow according to one's personal will.

③ Some of the major impacts feared by the growing consumerism of modern society are that humans continuing to associate happiness with material products and forgetting the true essence of life, love and relationships. Moreover, the extreme growing consumerism has severe environmental impacts and irreversible climate changes. With the increase in the product and energy consumption, the natural resources are facing depletion at a faster rate.



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④ The societal standards ~~that~~ associate lesser consumption of products or lesser utilization of money over material products with poverty. This is one of the biggest influence that makes it difficult for people to reduce their consumption patterns. Moreover, supporting this, the advertisement industry creates constant desires among people for newer products without utility. It becomes very difficult to get out of the consistent media influence for people to reduce their consumption patterns.

⑤ It is very difficult to go against the norm of the society and its consumption of product has become one, it is a challenge for anyone who wants to adopt voluntary simplicity. Such people are either considered poor or miser, and are **treated** badly. Considering the rewards of <sup>voluntary</sup> simplicity, <sup>it</sup> will be peace of mind, ~~monetary~~ savings and moral satisfaction of not participating in <sup>in</sup> energy and resource depletion for future generations, also creating positive environmental impacts that it plays



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huge role in the ongoing global climate  
crisis.

