

**DAILY
CURRENT
AFFAIRS
ANALYSIS**

LAKSHYA ACADEMY[®]

03 JANUARY 2024

1 - PMBJP's Suvidha Sanitary Napkins:

GS II

Government Policies and Interventions

- **Context:**

- Recently, the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) programme, known as Jan Aushadhi Suvidha Sanitary Napkins, has garnered attention from the Ministry of Chemicals and Fertilisers. It is an effort to improve the health and availability of period hygiene products for women.

- **About:**

- Jan Aushadhi Kendras around India sell Jan Aushadhi Suvidha Sanitary Napkins for a discounted price of Rs. 1/-per pad.
- Through Jan Aushadhi Kendras, about 47.87 crore Jan Aushadhi Suvidha Sanitary Pads have been sold since the program's founding until November 30, 2023.
- The sanitary pads uphold high standards of quality and are oxy-biodegradable.
- The Department of Pharmaceuticals developed the PMBJP campaign to enable the general public access to high-quality medications at reasonable costs.
- The purpose of the PMBJP stores is to sell generic medications, which are equally effective and high-quality as branded medications but are offered at lower costs.

- **Source** → *The Hindu*

2 - Project IMO Green Voyage2050:

GS II

Government Policies and Interventions

- **Context:**
- An important step in reducing Green House Gas (GHG) emissions from ships has been taken with the International Maritime Organization's (IMO) Green Voyage2050 Project, which has India named as its pioneer lead country.
- The goal of the 2019-launched Green Voyage2050 Project, a collaboration between the IMO and the Norwegian government, is to change the maritime sector in the direction of a lower carbon future.
- A specific goal of the Initial IMO Strategy is to reduce yearly GHG emissions overall by at least 50% by 2050 when compared to 2008 levels.
- Azerbaijan, Belize, China, Cook Islands, Ecuador, Georgia, India, Kenya, Malaysia, Solomon Islands, South Africa, and Sri Lanka are among the twelve nations that the Green Voyage2050 Project collaborates with.
- "New Pilot Countries" and "Pioneer Pilot Countries" are two main categories into which the participating nations might be divided.
- *Source → The Hindu*

3 - "Wed in India" Drive:

GS II

Government Policies and Interventions

- **Context:**
- Speaking at the Uttarakhand Global Investors Summit recently, the Indian Prime Minister underlined the unrealized potential of Uttarakhand, praising the House of Himalaya brand and supporting the "Wed in India" drive, which is similar to the "Make in India" push.

- **About:**
- Rich people were encouraged to reconsider getting married abroad and to consider getting married in India.
- The House of Himalaya brand is an effort to promote state-produced goods in international markets, bolstering the "vocal for local" movement.
- *Source → The Hindu*

4 - Pinna Nobilis:

GS II

Environmental Conservation related issues

- **Context:**
- A massive clam that was nearly extinct has returned because to an increase in population in the waters off Croatia.
- **About:**
- In the Mediterranean, the pinna nobilis, or noble pen shell, began to go extinct in 2016. This was due to a fatal disease that was spreading over the region.
- With their shells reaching up to 1.2 metres in diameter, the clams contribute significantly to the ecosystem by purifying saltwater and fostering the growth of other creatures.
- They have been observed throughout the Istria peninsula and the Adriatic.
- *Source → The Hindu*

5 - Alliance of Global River Cities: NMCG:

GS II

Government Policies and Interventions

- **Context:**

- The Global River Cities Alliance (GRCA) was recently introduced by the National Mission for Clean Ganga (NMCG) during COP28 in Dubai, United Arab Emirates.
- In addition, the NMCG and the Mississippi River Cities and Towns Initiative (MRCTI), which represents 124 American cities and towns along the Mississippi River, inked a Memorandum of Common Purpose (MoCP) during the event.
- The River Cities Alliance (RCA) has authorised the NMCG to sign the MoCP.

- **The Global River Cities Alliance (GRCA): What is it?**

- **About:**

- The Global River Conservation Alliance (GRCA) is an international alliance of nations and towns committed to the preservation, sustainable administration, and safeguarding of global river systems.
- The alliance promotes collaborations with important countries such as India, Egypt, the Netherlands, Denmark, Ghana, Australia, Bhutan, Cambodia, Japan, and other river cities.
- With more than 275 river cities represented among its membership in 11 countries, GRCA has a significant global presence and influence.

- **Goal:**

- It will act as a forum for cooperation, information sharing, and coordinated efforts amongst different stakeholders, such as local governments, financial institutions, environmental organisations, and cities.

- **Mississippi River Cities and Towns Initiative (MRCTI): What is it?**

- In order to provide the Mississippi River a powerful voice in Washington, DC, the MRCTI was established in 2012. This significantly raised demand for the river's management, restoration, and protection.

- It covers themes that both parties find important, such as the restoration of river habitat and water quality, floods and problems with floodplains, river-focused recreation, sustainable economies, and celebration of the history and culture of the river.

- **The River Cities Alliance (RCA): What is it?**

- **About:**

- With a goal of connecting river cities and emphasising sustainable river-centric development, the Ministry of Jal Shakti (MoJS) and the Ministry of Housing and Urban Affairs (MoHUA) jointly launched the RCA programme.
- The three main priorities of the Alliance are technical support, capacity building, and networking.
- The Alliance was founded in November 2021 with 30 member cities and has since grown to 110 river cities in India and one overseas member city from Denmark.

- **Goal:**

- The RCA wants to make it easier for Indian cities to share knowledge online and discover fresh methods and strategies for managing urban rivers.
- Additionally, it will be a chance for cities abroad to gain knowledge about Indian city experiences that could be applicable to their own settings.

- **The National Mission for Clean Ganga (NMCG): What is it?**

- **About:**

- The NMCG was registered as a society under the Societies Registration Act, 1860 on August 12, 2011.
- The National Ganga River Basin Authority (NGRBA), which was established in accordance with the terms of the Environment (Protection) Act (EPA), 1986, was implemented by it.
- The National Council for Rejuvenation, Protection, and Management of River Ganga took over the role of NGRBA after it was dissolved in 2016.

- **Goal:**

- Reducing pollution and ensuring the Ganga River's revitalization are the goals of the NMCG.
- One of the NMCG's most coveted initiatives to clean up the Ganga is Namami Gange.

- This can be done in order to ensure water quality and environmentally sustainable development by encouraging intersectoral coordination for comprehensive planning and management and preserving the river's minimal ecological flow.
- **Structure of Organisation:**
- The Act outlines a five-tier system for national, state, and district governments to implement in order to prevent, control, and mitigate environmental pollution in the Ganga River:
- The Honourable Prime Minister of India is the head of the National Ganga Council.
- The Department of Water Resources, River Development, and Ganga Rejuvenation's Honourable Union Minister of Jal Shakti is the chairperson of the Empowered Task Force (ETF) on the Ganga.
- Ganga Cleanup National Mission (NMCG).
- *Source → The Hindu*



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