

**DAILY
CURRENT
AFFAIRS
ANALYSIS**



LAKSHYA ACADEMY®

22 JULY 2024

1 - PMBJP's Suvidha Sanitary Napkins:

GS II

Government Policies and Interventions

- **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

- The goal of the 2019-launched GreenVoyage2050 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 GreenVoyage2050 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

- **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

- **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

- **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**