

KSG:NEWSPAPER CRUX

24TH FEBRUARY, 2021

NEWSPAPER HIGHLIGHTS

- Mizoram's apex students' body has asked the State government to provide asylum to some villagers in Myanmar affected by the military coup there. The State's Mizo National Front (MNF) government, headed by Chief Minister Zoramthanga, said asylum would be considered if there was a formal request cleared by the Centre.
- In a major setback to the government of Prime Minister K.P. Sharma Oli, the Supreme Court of Nepal reinstated the House of Representatives, the Lower House of Nepal's Parliament.
- The States and the Union Territories have rolled out the Intensified Mission Indradhanush (IMI) 3.0 scheme to cover children and pregnant women who missed routine immunisation during the COVID-19 pandemic.
- Facebook said it would lift a contentious ban on Australian news and pay local media companies for content, after a last-gasp deal on pending landmark legislation.
- Union Health Secretary said that COVID-19 vaccination for the older population (over 50 years) is expected to start soon and that the immunisation programme would see greater private sector participation.
- Terrorism is a "crime against humanity", said External Affairs Minister S. Jaishankar. Addressing the High Level Segment of the 46th Session of Human Rights Council (HRC), he said India's commitment to human rights is seen in the way the government has handled the pandemic.
- With violence spiking, Afghanistan's warring sides have returned to the negotiation table, ending more than a month of delays amid hopes that the two sides can agree on a reduction of violence — and eventually, an outright ceasefire. Priority for govt. is to reduce violence.

DRAFT GUIDELINES FOR INFLUENCER ADVERTISING

1. Advertising Standards Council of India has released draft guidelines **to enable consumers to easily recognise promotional content on digital platforms.**
2. Nature of labelling has been specified for various digital media channels such as Twitter, Instagram and YouTube.
3. Influencer marketing is a strategy that businesses use to promote their products and services by partnering with popular social media users or bloggers.
4. These **influencers can influence people's opinions and decision.** It is currently estimated at \$75 million-\$150 million.

GO ELECTRIC CAMPAIGN

1. The central government has launched the **"Go Electric" Campaign to spread awareness on the benefits of e-mobility and EV Charging Infrastructure** as well as electric cooking in India.
2. Features: To push the country towards **100% e-mobility and clean and safe e-cooking.** To create awareness at PAN-India level and reduce the import dependence of the country. To move ahead on the path of a low carbon economy, thereby saving the country and the planet from the adverse impact of climate change.
3. E-mobility moves away from existing carbon-emitting fossil fuels to using energy from electrical power sources (e.g. the National Grid) through external charging capability

ANIMAL HUSBANDRY

1. A variety of policy concerns and the ongoing discussion over farm laws have fixed the spotlight on infrastructure investments necessary to boost productivity levels and fill critical gaps in production especially in the Animal Husbandry. As the bulk of establishments in this sector is concentrated in rural India, **the socio-economic relevance of this sector cannot be overstated.**
2. A large number of farmers depend upon animal husbandry for their livelihood. It supports the livelihood of almost 55% of the rural population.
3. As per the Economic Survey-2021, the contribution of Livestock in total agriculture and allied sector **Gross Value Added (at Constant Prices) has increased from 24.32% (2014-15) to 28.63% (2018-19).**

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KUTIA KONDHS

1. They are Particularly Vulnerable Tribal Group (PVTGs) in **Kalahandi, Odisha.**
2. Families are modestly **nuclear and patriarchal.** Adolescent females live separately at youth dormitories.
3. They practice the **shifting cultivation and collection and sale of non-timber forest produce.**
4. Challenges faced-Hunger, Illiteracy, lack of access to schools, health, nutrition, land ownership, lack of institutional credit and access to NTFPs.