

## CURRENT AFFAIRS

2<sup>nd</sup> Sep. 2022

### 5TH RASHTRIYA POSHAN MAAH 2022 CELEBRATING FROM SEP 1 TO 30TH SEPTEMBER

Ministry of Women and Child Development is celebrating the 5th Rashtriya Poshan Maah 2022 across the nation from **1st September till 30th September**. Rashtriya Poshan Maah serves as a platform to bring focus to the discourse of nutrition and good health. Maah serves as a platform to bring focus to the discourse of nutrition and good health. In the 5th Rashtriya Poshan Maah, the aim is to convert Jan Andolan into Jan Bhagidari to fulfil the Prime Minister's vision of a Suposhit Bharat. The Central Theme of Poshan Maah 2022 is **"Mahila aur Swasthya" and "Bacha aur Shiksha"**.

#### **What is Poshan Maah?**

Poshan Maah is being celebrated as part of the POSHAN Abhiyaan, the Central Government's flagship programme which aims to improve nutritional outcomes for children under 6 years of age, pregnant women and lactating mothers. As part of the 5th Rashtriya Poshan Maah, the ministry plans to rope in the Gram Panchayats as Poshan Panchayats with the key focus on Women's Health and Children's Education.



Scheme for Holistic Nutrition- POSHAN Abhiyaan is Government's flagship programme to improve nutritional outcomes for children under six years, adolescent Girls, pregnant women and lactating mothers. Prime Minister Narendra Modi had launched the programme from Jhunjhunu in Rajasthan on 8 March 2018. Focusing on the aims of POSHAN Abhiyaan, the government has launched Mission Poshan 2.0 as an integrated nutrition support program.

#### **The activities will be organised with the following key objectives:**

- Spreading Awareness about Nutrition at the Grassroot level
- Conduct Sensitization Drive to make citizens aware of the importance of nutrition
- Identification and Outreach programmes for pregnant and lactating women
- Awareness Drives, Camps and Fairs for children below six years and adolescent girls
- Highlight objectives of 'Swasth Bharat' and plan activities to sensitize citizens about it.

### WORLD COCONUT DAY 2022 OBSERVED ON 2ND SEPTEMBER

World Coconut Day is celebrated on 2nd September every year. The day is observed to emphasise and spread knowledge of the value and advantages of coconuts. The coconut palm is often called the 'tree of life' owing to its versatile use in food, fuel, medicine, cosmetics, building materials, and various other uses.



## **World Coconut Day 2022: Theme**

The International Coconut Community selects the World Coconut Day themes. The World Coconut Day theme for this year is **“Growing Coconut for a Better Future and Life”**.

### **CENTRE DIRECTS ADVERTISING AGENCIES TO ENSURE STRICT COMPLIANCE OF GUIDELINES ON SURROGATE ADVERTISEMENTS**

- This comes after it found that some alcohol and tobacco brands violate surrogate ad norms.
- It has been observed that many alcoholic drinks are being advertised under the garb of music CDs, club soda etc whereas the chewing tobacco and gutkha has taken the veil of fennel and cardamom.
- Moreover, many such brands are employing major celebrities that accentuates the negative impact on the impressionable youth amongst others.
- Surrogate ads are banned under the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022.
- These guidelines were released by the Central Consumer Protection Authority to “protect the consumers” and “to ensure that consumers are not being fooled with unsubstantiated claims, exaggerated promises, misinformation and false claims”.
- Surrogate advertising is the strategy of advertising a product that cannot be advertised openly as their advertising is otherwise prohibited or restricted by law.
- Advertisers instead create ads that help in building a brand, and without naming the actual product that is being indirectly advertised.
- These advertising came into India in the mid-1990s after the Cable Television Networks (Regulation) Act, 1995 read with Cable television Rules, 1994, banned direct liquor, tobacco and cigarette advertisement.

### **PRIME MINISTER CONDOLES DEMISE OF FORMER SOVIET PRESIDENT MIKHAIL GORBACHEV**

- Mikhail Gorbachev was the leader of the Soviet Union from 1985 until its collapsed in 1991.
- He was a young and dynamic soviet leader who wanted to reform the communist regime along the lines of democratic principles by giving freedom to citizens.

#### **His achievements include**

- Policy of glasnost, or openness or freedom of speech, allowing people to criticise the government in a way which had been previously curtailed.
- Program of economic reform called Perestroika or Restructuring which was necessary as the Soviet economy was suffering from both hidden inflation and supply shortages.
- Seen as an architect of reform who created the conditions for the end of the Cold War in 1991 - a time of deep tensions between the Soviet Union and Western nations.
- Cultural freedoms were granted to the press and the artistic community during his time.



- Nuclear disarmament agreement with the then United States President Ronald Reagan which won him the Nobel Peace Prize. The agreement eliminated for the first time an entire class of nuclear weapons.

## UNION CABINET APPROVES SIGNING OF MOU WITH NEPAL ON BIODIVERSITY CONSERVATION

- MoU helps in the field of biodiversity conservation, to promote cooperation between the two countries in the field of forests, wildlife, environment, and climate change.
- It will also include restoration of corridors and interlinking areas and share knowledge and best practices.
- India has Transboundary Protected Areas (TPA) with Nepal. For ex: Kanchenjunga Conservation Area (KCA) located in the northeast corner of Nepal near the border with India and Tibet. Terai Arc Landscape (TAL) spread across the Indian states of Uttarakhand, Uttar Pradesh and Bihar, and the low lying hills of Nepal.
- Transboundary Manas Conservation Area (TraMCA) is other transboundary landscapes across the Eastern Himalayas that connect Bhutan with North East India.
- As per IUCN, TPA is an area of land and/or sea that straddles one or more borders between states, and whose constituent parts are dedicated to protection and maintenance of biological diversity through legal or other effective means.

