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Social Issues

National PR Conclave-2025

• **Held at –** Gangotri Convention Centre, CCL Headquarters, Ranchi.
• **Organized by –** Central Coalfields Limited (CCL).
• **Theme –** *"Redefining PR: From Information to Engagement in the Era of Digitalization".*
• **Aim –** To bring together eminent PR professionals, media experts, academicians, and students to deliberate on the evolving dynamics of communication in the digital era.
• **Significance –** It underscored that *public relations* today transcend information "it is a process of engagement, empathy, and sustained dialogue that strengthens trust between organizations and society".

Polity & Governance

Electors' Photo Identity Card (EPIC)

Electors on the Voter List can display any one of 12 alternative Photo ID apart from EPIC to vote.

• **Legal basis –** *Representation of the People Act, 1951* read with the *Registration of Electors Rules, 1960.*
• **Aim –** To direct that Electors' Photo Identity Card (EPIC) be issued to electors to facilitate their identification and prevent impersonation at the Polling Station.
• **12 alternative Photo ID apart from EPIC –**
- Aadhaar Card & MNREGA Job Card
- Passbooks with photograph issued by Bank/Post Office
- Health Insurance Smart Card issued under the scheme of Ministry of Labour/ Ayushman Bharat Health Card
- Driving License & PAN Card
- Smart Card issued by RGI under NPR
- Indian Passport & Pension document with photograph
- Service Identity Cards with photograph issued to employees by Central/State Govt./PSUs/Public Limited Companies
- Official identity cards issued to MPs/MLAs/MLCs and
- Unique Disability ID (UDID) Card issued by the M/o Social Justice & Empowerment.

Agriculture

PM Dhan Dhaanya Krishi Yojana

• **Announced in –** Union Budget 2025.
• **Operates under –** Ministry of Agriculture and Farmers' Welfare.
• **Objectives –** To enhance agricultural productivity, increasing adoption of crop diversification and sustainable agriculture practices,
- To augments *post-harvest storage at the panchayat and block level.*
- To improve irrigation facilities and facilitating *availability of long-term and short-term credit* in the selected 100 districts.

• **Oversight from –** National Steering Committee, state-level nodal committees, and District Dhan Dhaanya Samitis led by District Collectors.
• **Monitored through –** A digital dashboard tracking *117 Key Performance Indicators (KPIs)* like crop yields, loan disbursals, and storage usage.

Mission for Aatmanirbharta in Pulses

• **Launched under –** Agriculture and Farmers' Welfare Minister.
• **Fund –** An outlay of Rs. 11,440 crores.
• **Objectives –** To improve productivity levels of pulses, expanding the area under pulse cultivation.
• To strengthen the value chain, such as procurement, storage, processing and ensuring reduction of losses.

Science

SPARK-4.0

• **SPARK –** Studentship Program for Ayurveda Research Ken.
• **Announced by –** Central Council for Research in Ayurvedic Sciences (CCRAS), Ministry of Ayush.
• **Aim –** To ignite scientific curiosity and research aptitude among undergraduate Ayurveda students across India.
• **Assistance –** 300 Bachelor of Ayurvedic Medicine and Surgery (BAMS) students from colleges recognized by the National Commission for Indian System of Medicine (NCISM) will receive *a studentship of ₹50,000 (₹25,000 per month for two months).*

National Commission for Indian System of Medicine (NCISM)

• It is the statutory body constituted under NCISM Act, 2020.
• **Nodal ministry –** Ministry of Ayush.
• **Objectives –** To provide for a medical education system that improves access to quality and affordable medical education.
• To ensure availability of *adequate and high-quality medical professionals* of Indian System of Medicine in all parts of the country.
• To promotes equitable and universal healthcare that encourages community health perspective and makes services of such medical professionals accessible and affordable to all the citizens.

"AI for Good – Impact India" Conference 2025

• **Held at –** India Mobile Congress.
• **Co-hosted by –** Department of Telecommunications (DoT), with International Telecommunication Union (ITU).
• **Aim –** To leverage AI technologies to address national priorities such as healthcare, agriculture, climate resilience, digital inclusion, and public service delivery.

International Telecommunication Union (ITU)

• **ITU –** It is a specialised agency for Information and Communication Technologies (ICTs)
• **Established in –** 1865.
• **Aim –** To develop *global technical standards for seamless network interconnection, allocation of global radio spectrum and satellite orbits,* and working to improve digital access for underserved communities worldwide.

Miscellaneous

World Mental Health Day

• **Observed annually on –** 10th October, since 1992.
• **Theme 2025 –** *"Access to Service: Mental Health in Catastrophes and Emergencies".*
• **Objective –** To raise awareness of mental health issues around the world and to mobilise efforts in support of mental health.

Enhanced Tele MANAS App

On the occasion of World Mental Health Day 2025, Union Health Minister launches new initiatives for the Tele MANAS App.

• **Tele MANAS App Enhancements –** Multi-lingual UI, Chatbot, Accessibility, Emergency Module.
• **Multi-lingual UI**
- Currently available in *10 regional languages*, in addition to the English and Hindi languages.
- These languages include *Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Tamil, Telugu, Odia, Punjabi.*

• **'Asmi' Chatbot –** It allows users to engage with the app and seek information or help regarding mental health.
• **Emergency Module –** Emergency response content has been incorporated to ensure timely guidance and support during emergencies.
• **Accessibility –** In addition, recognizing that persons with disabilities and vulnerable groups face barriers in accessing digital health services, the app now includes accessibility features to make the interface more user-friendly for visually impaired users.

SHANKAR IAS PARLIAMENT
Information is Empowering