

DIGITAL ADVERTISEMENT POLICY, 2023

Why in the News?

- The Union government has approved a new policy allowing its advertising wing, the **Central Bureau of Communication (CBC)**, to undertake advertisement campaigns on social media, OTT platforms and other digital media.

Need for a Digital Advertisement Policy:

- Digital advertising refers to marketing through online channels, such as websites, streaming content, and more.
 - Digital ads span media formats, including text, image, audio, and video.
- The Government of India's **Digital India program** has led to a huge growth in the number of people in the country who are now connected to the internet, social and digital media platforms.
- As per Telecom Regulatory Authority of India, the internet penetration in India as of March 2023, is over 880 million.

Key Features of the Digital Advertisement Policy, 2023:

- The Ministry of Information and Broadcasting approved the "Digital Advertisement Policy, 2023 to enable and empower the Central Bureau of Communication to undertake campaigns in the Digital Media Space.
- In response to the evolving media landscape, the policy marks a pivotal moment in CBC's mission to disseminate information and create awareness regarding various schemes, programs, and policies of the Government.
- The **policy will enable CBC to empanel agencies and organisations in the OTT and Video on Demand Space.**
- CBC will also be able to leverage the growing number of listeners to Podcasts and Digital Audio platforms through empanelment of Digital Audio platforms.
- The **policy also empowers CBC to empanel Digital Media Agencies to enhance its outreach through the various platforms.**

- The policy also recognizes the dynamic nature of the digital landscape and empowers CBC to on board New and Innovative Communication Platforms in the Digital Space with the approval of a duly constituted committee.
- The **policy introduces competitive bidding for rate discovery, ensuring transparency and efficiency.**
- Further, the rates discovered through this process will remain valid for three years and will be applicable to all eligible agencies.

About Central Bureau of Communication:

- Central Bureau of Communication (CBC) is a unit of the Ministry of Information and Broadcasting.
- The CBC has the mandate of providing 360 degrees communication solutions to Ministries, Departments, Public Sector Undertakings (PSUs), and autonomous bodies.
- It was set up in 2017 by the integration of the erstwhile Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP), and Song & Drama Division (S&DD).
- With 23 Regional Offices and 148 Field Offices, CBC is engaged in the process of educating people, both rural and urban, about the Government's policies and programmes.
- The bureau undertakes various campaigns towards this end by using different vehicles of communication viz., Print Media advertising, Audio Visual Campaigns, dissemination through Exhibitions, Outdoor Campaigns and Digital Media etc.

[DELHI GOVT PLANS 'CLOUD SEEDING' TO INDUCE RAINS AMID POLLUTION](#)

Why in news?

- The Delhi government had announced that it was considering cloud seeding or 'artificial rain' to wash away pollutants in the air.
- The equipment, an aircraft and, more importantly, the seed are already available.
- However, the authorities are waiting for the conditions – at least the presence of clouds – to become favourable to induce rain through cloud seeding.

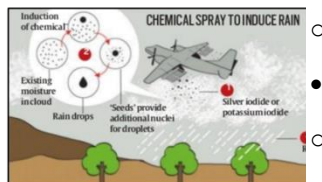
What is cloud seeding?

• Background

- Water vapour condenses around small particles to form the droplets that make up a cloud.
- These droplets collide and grow; as they get heavy and the cloud gets saturated, it rains.

• Cloud seeding

- Clouds are usually injected with salts like silver iodide, potassium iodide, or sodium chloride, which is the 'seed'.
- They are dispersed into the cloud either using aircraft or through generators on the ground.
- These salts are expected to provide additional nuclei around which more cloud droplets can form.



• Significance of the process

- Seeding accelerates cloud microphysical processes.
- Sufficiently large droplets are needed that can reach the surface of the earth and not evaporate on the way.
- Hence, substance that is dispersed into the cloud needs to **have cloud condensation nuclei** and **ice nuclei** and these two come from two different salts.
- The cloud condensation nuclei help form cloud droplets, and ice nuclei help to form ice crystals.
- Ice crystals grow faster than drops, and they become large and fall.

Conditions required for cloud seeding

- Firstly, **cloud cover and clouds of a certain type are necessary.**
- Cloud seeding can only happen if there is a sufficient number of clouds and a particular depth to these clouds.
- Inside, there needs to be an adequate number of cloud droplets.
- Cloud seeding is done to increase the radius of the cloud droplets so that they will grow bigger and because of gravity, they will come down as rainfall.
- In winter, clouds form over Delhi when a western disturbance moves over the region.

- Western disturbances are storms that originate in the Caspian or Mediterranean Sea and bring non-monsoonal rainfall to northwest India.
- These disturbances bring rain to northwest India.
- In winter, when the atmosphere is stable, clouds form when a western disturbance disrupts this stability.
- In simpler terms, western disturbances are responsible for winter clouds in Delhi, even though they may not be the right type for cloud seeding.
- Additionally, factors like cloud height and water content need to be considered even if clouds are present.

Previous instances of cloud seeding in India

- **During monsoon season**
 - Seeding has mostly been **attempted during the monsoon in India**, in places such as Karnataka, Maharashtra and Tamil Nadu.
- **The fourth phase of the Cloud Aerosol Interaction and Precipitation Enhancement Experiment (CAIPEEX-IV)**
 - CAIPEEX-IV was conducted in drought-prone Solapur in Maharashtra in monsoon seasons of 2018 and 2019.
 - It pointed to a relative enhancement of 18 per cent in rainfall.
- **Experiments by IIT Kanpur**
 - IIT Kanpur attempted it in April and May of 2018, which are the pre-monsoon months, on their campus. It said five out of six trials resulted in rain.

Challenges

- The science of cloud microphysics is more intricate than anticipated.
- While there may be some benefits during the monsoon season if there are sufficient clouds, it is important to note that not all seeded clouds result in rain, and natural rainfall can occur without seeding.
- Overall, cloud seeding remains a complex and uncertain area of research.

FIFTH INDIA-U.S. 2+2 MINISTERIAL DIALOGUE

Why in news?

- Indian Defence Minister and External Affairs Minister met their counterparts from the US government for the fifth 2+2 Ministerial Dialogue held in New Delhi.
- The 2+2 meetings have been held annually with the US leaders since 2018.

2+2 meetings

- The 2+2 meetings signify the participation of two high-level representatives, Ministers holding **Foreign and Defence portfolios**, from each of the two countries.
- These meetings aim to enhance the scope of dialogue between them.
- Such a mechanism enables the partners to better understand and appreciate each other's strategic concerns and sensitivities.
- This, in turn, help to build a stronger, more integrated strategic relationship in a rapidly changing global environment.

Who are India's 2+2 partners?

- **With US**
 - The US is India's oldest and most important 2+2 talks partner.
 - The first 2+2 dialogue between the two countries was held during the Trump Administration in New Delhi in September 2018.
 - It was also seen as a replacement for the Strategic and Commercial Dialogue.
 - These dialogues were held between the foreign and commerce ministers of the two countries during the previous Obama administration.
- **With other countries**
 - Additionally, India has held 2+2 meetings with ministers from **Australia, Japan, United Kingdom and Russia**.
 - The talks with **Japan** via this platform began in **2019**, with the aim that it would further enhance the strategic depth of bilateral security and defence cooperation.
 - The inaugural edition of 2+2 dialogue with Russia was held in

- Both Russia and India have a similar worldview of a more polycentric, more multipolar, more equitable world order.
- The same year (2021), 2+2 dialogue with Australia also began.
- In October 2023, the first such meeting with the UK took place in New delhi.

Significance of this mechanism

- The strengthening of the mechanisms of cooperation between the two militaries is of significance in the context of an increasingly aggressive China.
- China threatens a large number of countries in its neighbourhood and beyond.
- It has been challenging several established norms and aspects of international relations.
- The establishment of the mechanism with Japan is another example of this.
- However, India also talks to Russia through 2+2 dialogues, keeping in mind its security and energy interests and the countries' historical depth of relations.

J&K POLICE ROLLS OUT GPS ANKLETS TO MONITOR TERROR ACCUSED ON BAIL

Why in news?

- The Jammu and Kashmir Police has introduced GPS tracker anklets for monitoring the terror accused out on bail.
- **Ghulam Mohammad Bhat**, who is accused of offences under the Unlawful Activities (Prevention) Act (UAPA), was let out of jail.
- This was after a special National Investigation Agency (NIA) court in Jammu upheld the prosecution's plea and ordered police to affix a GPS tracker anklet on his foot.
- With this, the J&K police department became the **first in India** to be using GPS tracker anklets.

GPS tracker

- **About**
- A GPS tracker is a small, wearable device like the GPS collars that have long been used to monitor the movements of animals.

- The device provides the exact location of the wearer at all times, and allows law enforcement and security agencies to monitor his/ her movement in real time.
- The use of GPS trackers make it a little easier to get bail under the stringent UAPA, and give police the confidence to not oppose bail.
- **Features**
 - The device is tamper-proof, and any attempt at tampering with it sets off an alarm.
 - It can also not be removed by the wearer or any unauthorised person without damaging it.
 - The tracker can be put on the ankle or arm of a person. Thus, there are GPS anklets and GPS bracelets.
- **Applications**
 - The movements of wild animals such as rogue elephants in Kerala or the cheetahs in Kuno are monitored using these devices.
 - Many new automobiles are equipped with trackers to ensure they can be traced if stolen; owners can also have them installed separately.
- **Criticism**
 - Many experts have pointed to the absence of specific legal provisions allowing the use of GPS tracker anklets.
 - Also, the security establishment has not yet developed any standards and ethics in electronic monitoring.
 - Rights activists say tracking a human being is a violation of their fundamental right to privacy.
 - They claim that the Supreme Court in ‘**Maneka Gandhi vs Union of India**’ (1978) ruled that the right to life includes the right to human dignity.
 - Since surveillance raises concerns of over-regulation and infringement of human rights, it is necessary to have a system of informed consent and procedures to deal with unethical and illegal practices.

What is the legal position on the use of this technology in this way?

- **In India**
 - The use of the GPS anklet on Bhat was sanctioned by a court.

- Human rights activists have, however, pointed to the absence of specific legal provisions allowing this.
- **In other countries**
- GPS trackers are a precondition for bail in several countries including the United States, the United Kingdom, and Malaysia.
- In the UK, electronic monitoring may be under the Terrorism Prevention and Investigation Measures Act, 2011.
- In Malaysia, the legal frameworks on electronic monitoring have been developed by amending existing legislation and enacting new laws such as:
 - Prevention of Crime Act, 1959, Security Offences Act, 2012,
 - Dangerous Drugs (Special Prevention Measures) Act, and
 - Criminal Procedure Code.

UTTARAKHAND TUNNEL COLLAPSE

Why in news?

- About 40 workers are trapped inside a tunnel after the under-construction tunnel structure collapsed in Uttarakhand on November 12.
- The tunnel is a part of the **Char Dham all-weather road project** which commenced in 2016.
- This has prompted the authorities to launch a mega search and rescue operation.

Char Dham all weather road project

- It is a highway expansion project to widen 889 km of hill roads to provide all-weather connectivity in the Char Dham circuit.
- The project, envisaged in 2016, covers Uttarakhand's four major shrines — Badrinath, Kedarnath, Gangotri and Yamunotri— in the upper Himalayas.

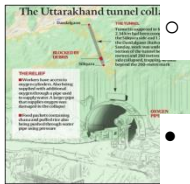


News Summary: Uttarakhand tunnel collapse

Silkyara Tunnel Accident

- About the tunnel

- The total length of the tunnel, which is meant to connect **Silkyara to Dandal gaon in Uttarkashi district**, is 4.5 km.
- The double-lane tunnel is pegged as one of the longest tunnels under the Char Dham all-weather road project and aims to reduce the journey from Uttarkashi to Yamunotri Dham by 26 kilometres.
- From the Silkyara side, 2.3km of tunnel has been constructed, while 1.6km of tunneling work has been completed from the Barkot end. Approximately, a 400m stretch of the tunnel is yet to be constructed.
- **The accident**
 - The workers are trapped in the **Silkyara Tunnel** located on the Uttarkashi-Yamnotri Road.
 - The collapse happened about 270m from the entrance of the Silkyara side.



• The rescue operations

• Agencies involved

- The National Disaster Response Force (NDRF), the State Disaster Relief Force (SDRF) and the police are among the main figures in the multi-agency rescue operations.



• Current situation

- As per the officials, the labourers are safe, and are being provided with food, water and oxygen.
- The people trapped were contacted through walkie-talkies, through which it was learned that all of those trapped were unharmed.
- As per their request, food was provided through a compression pipe. The distance to reach those trapped is approximately 60 meters.