

WHAT ARE FAST-MOVING CONSUMER GOODS (FMCG)?

The Rs 5-trillion domestic fast-moving consumer goods (FMCG) market still faces hurdles on its path to complete recovery from the current slowdown.



- FMCG, or Consumer Packaged Goods (CPG), are **products sold quickly** and at a relatively **low cost**. The FMCG industry is characterized by **high-volume sales, quick inventory turnover**, and various products catering to consumer needs.
- These goods **include essential everyday items** such as food and beverages, toiletries, cleaning supplies, and other low-cost household items.
- They have a **short shelf life** because of **high consumer demand** (e.g., soft drinks and confections) or because they are perishable (e.g., meat, dairy products, and baked goods).
- **FMCG Industry in India:**
 - The FMCG sector is the **fourth-largest sector** in the Indian economy.
 - In 2022, the **urban sector accounted for 65%** of the overall annual FMCG sales, while rural India contributed over 35%.
 - **Household and personal care products** make up **50% of the industry's sales**, healthcare claims 31-32%, and food and beverage products account for the remaining 18-19%.
 - It provides employment to around 3 million people, accounting for approximately **5% of the total factory employment** in India.

WHAT IS OPENAI'S GPT-4 VISION AND HOW CAN IT HELP YOU INTERPRET IMAGES AND CHARTS?

Context- OpenAI recently unveiled an improved version of GPT-4 Turbo with **vision capability**, the latest generative AI model.

What is GPT-4 Vision? GPT-4 with Vision, also referred to as GPT-4V, allows GPT-4 to analyze image inputs from users. It is a Large Multimodal Model (LMM) capable of taking

information in multiple modalities like text and images or text and audio and generates responses based on it.

- LMMs are artificial intelligence algorithms which use deep learning techniques and massively large data sets to understand, summarize, generate and predict new content. Examples include CogVLM, LLaVA, Kosmos-2, etc.

Key Capabilities-It can process visual content including photographs, screenshots, and documents, identify objects within images, interpret and analyze data displayed in graphs, charts, and other visualizations, interpret handwritten and printed text contained within images.

Benefits- With its integration of advanced language modelling with visual capabilities, GPT-4 Vision can help in academic research, especially in interpreting historical documents and manuscripts- a time-consuming task carried out by experts. It can decipher documents in seconds, refine results multiple times to ensure more accuracy, help developers write website code simply from a visual image of the design or even a rough sketch. Its combination with DALL-E3 (an image generative AI model) can be used by content creators to put together creative posts for social media.

Limitations-The model can make mistakes, and hence it is advisable to always verify content before use. It has been trained to avoid identifying specific individuals in images-called 'refusal' behavior by design in AI language. It cannot be used for tasks that require precise scientific, medical, or sensitive content analysis due to its limitations and inconsistencies.

[QS WORLD UNIVERSITY RANKINGS](#)



Sixty-nine Indian universities made it to the rankings with 424 entries in the 2024 QS World University Rankings by Subject.

About QS World University Rankings:

- Published **annually** by global higher education consultancy **Quacquarelli Symonds**, the QS list ranks the world's top 1,000 universities. For 2024, universities were evaluated in **55 specific subjects** and **five broader subject areas**.

- **Highlights of the 2024 Rankings:**

- **Massachusetts Institute of Technology (MIT)** has been ranked as the **1 university** in the world by QS World University Rankings for **12 straight years**.
- **Indian Institute of Technology Bombay (IITB)** is the **top ranked Indian** institution, being ranked at **149**.
- A total of **69 Indian universities with 424 entries** have made it to the QS World University Rankings by subject, marking a 19.4% rise from the previous year's 355 entries achieved by 66 universities.
- India is the **second most represented country in Asia** for the number of **ranked universities** (69), after mainland China with 101.
- India holds the **fourth position in the total number of ranked entries** (454), after China (1,041), Japan (510) and South Korea (499).
- **Jawaharlal Nehru University (JNU)** leads among **Indian institutions**, securing the **20th position** globally for **development studies**.
- In total, **12 Indian Higher Education Institutes (HEIs)** feature in the **top 100**, and 69 HEIs from India are ranked in 44 out of 55 subjects.
- India has shown significant progress, with a **20 percent improvement** in the **Citations per Paper** indicator, reflecting a **strong research capability**.
- In terms of volume, India is now the **world's fourth-largest producer of research**, generating 1.3 million academic papers in this period, trailing only behind China, the United States and the United Kingdom.
- However, the country faces challenges in securing citations in premier global journals, with **only 15% of its research cited** in these **publications** between 2017 and 2021.

CURATIVE PETITION

Recently, the Supreme Court has invoked curative writ petition in reviving the 2019 Delhi High Court judgment that partially set aside the Delhi Metro arbitration award.



Curative Petition is the **final and last option** for the people to **acquire justice** as mentioned and promised by the Constitution of India. It is a way to **ask the court to review** and revise their **own decision** and it is filed after a review petition is dismissed or used.

- **Objective:** It is meant to ensure there is **no miscarriage of justice** and to prevent abuse of process.
- **Background**
 - The concept of curative petition originated from the case of **Rupa Ashok Hurra Vs. Ashok Hurra and another case (2002)** where the following question arose before the court of law: 'whether an aggrieved person is entitled to any relief against the final judgment/order of the Supreme Court, after the dismissal of a review petition?'
 - In this case, a five-judge constitution bench of the Supreme Court unanimously held that in order to rectify gross miscarriage of justice, the court will allow the curative petition filed by the victim.
- **Constitutional Background**
 - The **Article 137** of the Indian Constitution broadly supports the idea of a curative petition.
 - It states that the "Supreme Court has the power to review any judgment pronounced (or order made) by it if the matter concerns the laws and rules made under **Article 145**".
- These petitions can be entertained if the petitioner establishes there **was a violation of the principles of natural justice** and that he was not heard by the court before passing an order. It will also be admitted where a judge failed to disclose facts that raise the apprehension of bias.
- **Hearing of Curative petitions**
 - A curative petition must first be circulated to a bench of **the three senior-most judges and the judges** who passed the concerned judgment, if available.

- Only when a majority of the judges conclude that the matter needs hearing should it be listed, as far as possible, before the same bench.
 - A curative petition is usually **decided by judges in chamber**, unless a specific request for an open-court hearing is allowed.
 - It shall be open to the Bench at any stage of consideration of the curative petition to ask a senior counsel to assist it as amicus curiae.
 - In the event of the bench holding at any stage that the petition is without any merit and vexatious, it may impose exemplary costs on the petitioner.
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WHAT IS CDP-SURAKSHA PLATFORM?

Government of India has come up with a new digital platform called CDP-SURAKSHA to disburse subsidies to horticulture farmers under the Cluster Development Programme (CDP).

- **System for Unified Resource Allocation, Knowledge, and Secure Horticulture Assistance (SURAKSHA)** is a platform which will allow an instant disbursement of subsidies to farmers in their bank account by utilising the **e-RUPI voucher** from the National Payments Corporation of India (NPCI).
- **Features:** Database integration with PM-KISAN, cloud-based server space from NIC, UIDAI validation, eRUPI integration, local government directory (LGD), content management system, geotagging, and geo-fencing.
- **Working**
 - The platform allows access to **farmers, vendors, implementing agencies (IA)**, and cluster development agencies (CDAs), and officials of the National Horticulture Board (NHB).
 - A farmer can login using their mobile number and place an order for planting material such as **seeds, seedlings** and plants based on their requirement.

- Once the demand has been raised by the farmer, the system will ask them to contribute their share of the cost of planting material. The subsidy amount paid by the government will appear on the screen automatically.
- After the farmer pays their contribution, an **e-RUPI voucher will be generated**. This voucher will then be received by a vendor, who will provide the required planting material to the farmer.
- Once the ordered planting material is delivered to the farmer, they have to verify the delivery through **geo-tagged photos and videos** of their field.
- It is only after the verification that the IA will release the money to the vendor for the e-RUPI voucher.
- The vendor will be required to upload an invoice of the payment on the portal. The IA will collect all the documents and share them with the CDA for subsidy release, then only the subsidy will be released to the IA.

What is e-RUPI?

- The voucher is a **one-time payment mechanism** that can be redeemed without a card, digital payments app or internet banking access, at the merchants accepting e-RUPI.
- It can be shared with the beneficiaries for a specific purpose or activity by organisations or government via SMS or QR code.

BAOBAB TREE

The Global Society for the Preservation of Baobabs and Mangroves (GSPBM) has initiated a mission to rejuvenate the iconic baobab trees in Madagascar.



Baobab Tree is a long-lived deciduous, small to large tree with broad trunks and compact tops which is also known as the **upside-down tree**.

- **Distribution:**
 - There are 9 species of baobab tree. Two are native to mainland **Africa**, six to **Madagascar** and one to **Australia**.

- Mandu, in the Dhar district of **Madhya Pradesh**, is perhaps the only place in India where baobab trees are found in abundance.
 - **Features:**
 - It can live to become thousands of years old.
 - They only have very **faint growth rings**. Mature trees have massive trunks that are **bottle-shaped** or cylindrical and tapered from bottom to top.
 - The fruit of the tree is round or oval-shaped and is highly nutritious.
 - It is also known as ‘**Tree of Life**’
 - **Ecological significance:**
 - Baobabs are **keystone species** in Madagascar's unique landscapes.
 - Their massive trunks and extensive root systems are vital for **storing water in arid environments**, providing a critical resource for both the trees and the surrounding ecosystem during drought periods.
 - This ability to store water enables baobabs to support a wide array of life, from microorganisms to larger animals, fostering biodiversity in their habitats.
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THE ADVENT OF A HOLISTIC APPROACH TO ‘ONE HEALTH’

The National One Health Mission

- It is a **comprehensive initiative endorsed by Prime Minister's Science, Technology, and Innovation Advisory Council (PM-STIAC) in July 2022**.
- This mission **involves 13 ministries and departments**, including the Department of Science and Technology, the Department of Biotechnology (DBT), the Council of Scientific and Industrial Research (CSIR), and others, to take a holistic approach to One Health and pandemic preparedness.
- The **establishment of a National Institute for One Health in Nagpur** is a key milestone in the mission.
- The **institute will act as the coordinating body for national and international activities in the field of One Health**.

Goals and Strategies of The National One Health Mission

- **Integrated Disease Surveillance**
 - The mission aims to establish a seamless and cohesive surveillance system that monitors health indicators across human, animal, and environmental sectors.
- **Joint Outbreak Response**
 - The mission seeks to establish protocols and frameworks that enable different sectors to work together during outbreaks, sharing resources and information to minimize the impact.
- **Coordinated Research and Development (R&D)**
 - The mission promotes collaboration across various scientific research institutions and government departments to foster the development of innovative solutions for emerging health threats.
- **Information Sharing and Communication**
 - The mission aims to facilitate seamless data exchange between different sectors and stakeholders, ensuring that all parties are well-informed and can take timely action when necessary.
- **Preparedness for Future Pandemics**
 - Building on the lessons learned from past pandemics, the mission strives to develop strategies and frameworks that will enable the country to be better prepared for future health crises.
- **Resource Optimisation**
 - By leveraging the resources and expertise of multiple sectors and stakeholders, the mission aims to optimise the use of available resources, including laboratory infrastructure, healthcare facilities, and scientific research capabilities.
- **Public Health Education and Awareness**
 - The mission includes educating the public about the interconnectedness of human, animal, and environmental health.

INVASIVE ALIEN SPECIES

In a bid to manage the teeming population of invasive chital (spotted deer) in Ross Island the Andaman and Nicobar Islands administration recently sought help from the Wildlife Institute of India.



Invasive Alien Species are the species whose introduction and/or spread outside their natural past or present distribution threatens biological diversity. These include **animals, plants, fungi, and even microorganisms**, and can influence all kinds of ecosystems.

- These species need an introduction either **through natural or human intervention**, survive on native food resources, reproduce at a fast rate and edge out native species in the competition over resources.
- Invasive species act as **disruptors in the food chain** and disturb the balance of the ecosystem. In habitats where there is no competition, invasive species can dominate the entire ecosystem.
- **Characteristics:** Common characteristics of IAS include **rapid reproduction** and growth, **high dispersal ability**, phenotypic plasticity (ability to adapt physiologically to new conditions), and ability to survive on various food types and in a wide range of environmental conditions.
- **Areas more susceptible for Invasive Alien species are;**
 - Native ecosystems that have undergone **human-induced disturbance** are often more prone to alien invasions because there is **less competition** from native species.
 - **Islands** are especially vulnerable to IAS because they are naturally isolated from strong competitors and predators.
 - Islands often have ecological niches that have not been filled because of the distance from colonizing populations, increasing the probability of successful invasions.
- The list of invasive wildlife in India is dominated by certain species of fish such as the **African catfish, Nile tilapia, red-bellied piranha and alligator gar** and turtle species such as the **red-eared slider**.