

AYUSH NIVESH SAARTHI PORTAL



- It is a dedicated, investor-centric **digital platform**.
- It is developed by the **Ministry of Ayush in collaboration with Invest India**.
- It aims to transform India's traditional wellness systems into a robust economic driver.
- It **integrates policy frameworks, incentive structures, investment-ready projects**, and real-time facilitation into a single interface, designed to attract both domestic and global investors.
- It will **empower investors with real-time data**, transparent policy guidance, and access to a vibrant, expanding market.
- The platform underscores India's ambition to become a leading destination for investments in traditional systems of medicine, leveraging the **sector's 17% annual growth rate between 2014 and 2020** and growing global demand for natural and preventive healthcare.
- This portal is expected to serve as a vital catalyst in attracting foreign direct investment, empowering entrepreneurs, and showcasing India's leadership in traditional medicine and wellness to the world.



SINDOOR PLANT

- Sindoor plant, or **Bixa orellana**, is a small tropical shrub and is famous for its bright red seeds. It's commonly called the '**Annatto**' in **English** and the Sindoor plant in Hindi.
- The fruits of the Bixa are globular, ovoid capsules arranged in clusters resembling spiky looking red-brown seed pods covered in soft spines.

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- It is a **plant native to Brazil** but grows in other regions of South and Central America. It is grown in tropical countries such as Peru, Mexico, Ecuador, Indonesia, India, Kenya, and East Africa.
- **Required climatic conditions**
 - It requires a **frost-free, warm, humid climate** and a sunny location so full direct sunlight for its growth and development will be most suitable.
 - It grows on **almost any type of soil**, with a preference for neutral to slightly alkaline soils.
- **Uses**
 - The **seeds** of this plant **produce one of the dyes** most frequently used worldwide, not only in food products but also in the **textile, paint, and cosmetic industries**.
 - Its extracts are also used as an **industrial food colouring** to add yellow or orange color to many products such as cheese, butter, margarine, ice creams, meats, and condiments.

PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)



- Launched in August 2008, PMEGP is a **credit-linked subsidy scheme** administered by the **Ministry of Micro, Small, and Medium Enterprises (MSME)**.
- It is a **central sector scheme**.
- PMEGP aims to **generate employment opportunities** through the **establishment of micro-enterprises in the non-farm sector** for rural as well as urban areas.
- **Implementing Agency:**
 - The scheme is implemented by the **Khadi and Village Industries Commission (KVIC)** functioning as the nodal agency **at the national level**.

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- At the state level, the scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs), District Industries Centres (DICs), and banks.
- **Benefits:**
 - Bank-financed subsidy program for setting up new micro-enterprises in the **non-farm sector**.
 - **Margin money subsidy on bank loans** ranges from **15% to 35%** for projects up to **Rs. 50 Lakh** in manufacturing and **Rs. 20 Lakh** in the service sector.
 - The **remaining portion** of the cost can be provided by the lending institution as a **regular loan**.
 - **For beneficiaries belonging to special categories** such as SC/ST/WomenPH/Minorities/Ex-Servicemen/NER, the **margin money subsidy** is **35%** in rural areas and **25%** in urban areas.

Eligibility:

- Any **individual above 18 years** of age is eligible.
- There will be **no income ceiling** for assistance for setting up projects under PMEGP.
- Beneficiaries should possess **at least an VIII standard** pass educational qualification for setting up of projects costing above **Rs.10 lakh** in the **manufacturing sector** and above **Rs. 5 lakh** in the **business/service sector**.
- **Self Help Groups** (including those belonging to BPL provided that they have not availed benefits under any other Scheme), **institutions** registered under the **Societies Registration Act, 1860, Production Co-operative Societies**, and, **Charitable Trusts** are also **eligible** for assistance under PMEGP.
- **Existing units** that have **already availed government subsidy** under any other scheme of the Government of India or State Government are **not eligible**.

UN ECONOMIC AND SOCIAL COUNCIL (ECOSOC)



- It is one of the six principal organs of the United Nations (UN).
- It was established by the UN Charter (1945).
- It is responsible for the direction and coordination of the economic, social, humanitarian, and cultural activities carried out by the UN.
- It is the UN's largest and most complex subsidiary body.
- **Membership:**
 - Originally, ECOSOC consisted of representatives from 18 countries, but the Charter was amended in 1965 and in 1974 to increase the **number of members to 54**.
 - ECOSOC membership is **based on geographic representation**: 14 seats are allocated to **Africa**, 11 to **Asia**, 6 to **eastern Europe**, 10 to **Latin America** and the **Caribbean**, and 13 to **western Europe** and other areas.
 - Members are **elected for three-year terms by the General Assembly**.
 - **Every year 18 new members** are elected according to a geographical distribution. ECOSOC has **no permanent members**, but a country can be **reelected immediately**.
 - **Four of the five permanent members of the Security Council** have been **continuously reelected** because they provide funding for most of ECOSOC's budget.
 - **Decisions** of the ECOSOC are **taken by simple majority vote**.
 - The **presidency of ECOSOC changes annually**.
- ECOSOC conducts studies; formulates resolutions, recommendations, and conventions for consideration by the General Assembly; and coordinates the activities of various UN organizations.

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- Most of ECOSOC's work is performed in **functional commissions** on topics such as human rights, narcotics, population, social development, statistics, the status of women, and science and technology.
- The council also **oversees regional commissions** for Europe, Asia and the Pacific, Western Asia, Latin America, and Africa.

WHAT ARE RARE EARTH MAGNETS?



- Rare earth magnets are a type of **permanent magnet** made from **alloys of rare earth elements**.
- They are known for their **exceptional magnetic strength, high energy density, and superior performance** compared to other types of magnets.
- These magnets are widely used in various industries due to their **ability to generate strong magnetic fields in compact sizes**.
- Their **global supply chain** is currently **dominated by China**, which accounts for about **90% of processing capacity**.
- **Neodymium (Nd-Fe-B)** and **Samarium Cobalt (SmCo)** are the two **most common types** of rare earth magnet materials.
 - **Neo magnets** are composed primarily of **neodymium, boron and iron**, and **samarium cobalt** is composed of **samarium and cobalt**.
 - Both materials come in **different grades, or strengths**, and have **different magnetic and physical properties**.
 - Both types are **extremely strong**.
 - These magnets **tend to be brittle** and are **vulnerable to corrosion**. Manufacturers typically **nickel-plate** the material to **protect it from oxidation**.
- **Uses:**

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- They're useful in medical applications such as magnetic resonance imaging (MRI) machines, as well as X-Rays and positron emission tomography (PET) imaging.
- They are also utilized in aviation, national defense, electronic devices, smartphones, consumer goods, jewelry, hard drives, and electric vehicles (EVs), to name several applications.

What are Rare Earth Elements (REE)?

- REE are a set of **seventeen elements** in the periodic table. These include the **fifteen lanthanides** on the periodic table **plus scandium and yttrium**.
- REE are **all metals**, and the group is **often referred to as the "rare earth metals"**.
- Despite their name, rare earth elements are **not actually rare**—they are **relatively abundant in the Earth's crust** but are **difficult to mine and refine**, which **makes them valuable**.
- These metals have many similar properties, and that often causes them to be found together in geologic deposits.
- They are also referred to as **"rare earth oxides"** because **many of them are typically sold as oxide compounds**.
- **China controls over 80% of the global rare earth refining capacity**, giving it significant leverage in the global supply chain. India plans rare earth magnet incentives as supply threat mounts.

WHAT IS THE EURASIAN ECONOMIC UNION (EAEU)?

- The Eurasian Economic Union, abbreviated by EAEU or EEU, is an **international economic union of countries located in northern Eurasia**.
 - The EAEU provides for the free movement of goods, services, capital, and labor; and pursues coordinated, harmonized, and single policy in the specified sectors of the economy.



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- It is the successor to the Eurasian Economic Community (EvrAsEs) and was **established** by the signing of the **Treaty on the Eurasian Economic Union** on 29 May
- It consists of **five member states: Russia, Belarus, Kazakhstan, Kyrgyzstan, and Armenia.**
- The main **objectives** of the EAEU are to **upgrade the competitiveness** of the member states economies, **increase cooperation** among member states, and promote stable development to **raise the standard of living** in all member states.
- Governance:
 - Supreme Eurasian Economic Council: It is the Union's supreme authority, which is formed from the heads of the Member-States.
 - Eurasian Economic Commission (EEC):
 - It is the permanent supranational regulatory body of the union based in Moscow.
 - The main purpose of the Commission is to ensure the functioning and development of the EAEU and
 - develop proposals for the further development of integration.
 - Court of the EAEU:
 - It is a court of justice of the EAEU, which ensures the uniform application of the EAEU Treaty and other Union treaties by the Union Member States and bodies.
 - It is based in Minsk, Belarus.
- **Unlike the European Commission** (primary executive arm of the European Union), the **Eurasian Economic Commission's power is limited.**
 - Member states **disagreeing with its judgements can appeal to other bodies.**
 - The Commission has **no power to bring a member state** before the Court in a **case of non-compliance.**
 - **Disputes are often resolved bilaterally** rather than via EEU institutions.
- **Unlike the European Union (EU), the EAEU does not share a common currency.**

REIMAGINING THE CLASSROOM - IMPLEMENTING MOTHER TONGUE POLICY THROUGH DIALOGUE

- The Central Board of Secondary Education (CBSE) has **released several policy documents** mandating the **introduction of mother tongue-based instruction** in foundational and preparatory schooling stages.
- This step aligns with the vision of the **National Education Policy (NEP) 2020** and the **National Curriculum Framework (NCF)**, emphasizing multilingualism and early education in the home language.
- However, this policy should be implemented through dialogue, **not diktat**.

Evolution of Language Policy in Indian Education:

- **Key policy documents:**
 - Kothari Commission (1964–66)
 - National Policy on Education (1968)
 - Yashpal Committee (1993)
 - National Curriculum Framework (2005)
 - National Education Policy (2020)
 - National Curriculum Framework (2023)
- **Common focus:** All these frameworks stress on the **significance of mother tongue-based early education** to enhance **conceptual clarity, retention, and emotional security**.

Challenges in Implementation:

- **Teacher preparedness:**
 - The majority of teachers are **trained only in Hindi or English**.
 - **Lack of pedagogical training** for multilingual and mother tongue-based instruction.
 - Difficulty in handling multiple languages without lesson plans or resources.

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- **Administrative gaps:**
 - Absence of clear assessment strategies.
 - Scarcity of quality teaching-learning materials in regional languages.
 - Need for contextual and culturally sensitive curriculum.
- **Perception issues:**
 - English is perceived as a medium of **upward mobility**, leading to resistance among parents and educators.
 - For some, mother tongue instruction feels **regressive and mismatched with aspirations**.

Concerns about Policy Imposition:

- **Top-down approach criticised:** Policy appears **directive** rather than consultative.
- **Teachers feel overwhelmed:** Due to lack of support, especially in heterogeneous English medium schools with diverse student populations.
- **Need for community participation:** For dialogue and institutional capacity building.

Recommendations and Way Forward:

- **Dialogue over diktat:**
 - Policy should be implemented through **trust, empathy, and gradual integration**.
 - Teachers must be given **2–3 years to transition**, with ample training, resources, and language mapping tools.
- **Curriculum and assessment reforms:** Develop **robust multilingual teaching strategies**. Include oral narratives, local knowledge systems, and differentiated assessments.
- **Holistic support system:** Support teachers with **pedagogic resources**, community engagement, and systemic incentives. Policy success depends on **collaboration between parents, educators, and policymakers**.