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AFFAIRSCLOUD TODAY

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Hand Written Notes

NATIONAL AFFAIRS

1)

$$\begin{array}{c} \text{Chaired by} \\ \text{Union Cabinet} & \longrightarrow \text{Narendra Modi} & \longrightarrow \text{Approved} \\ \text{PM of India} \end{array}$$

Apprised Achievements under NHM (2021-24):

- > MMR \ by 25% to 97 per lakh live births (2018-20) & 130 per lakh (2014-16)
- > U5MR \ from 45 per 1,000 live births (2014) to 32 (2020)
- → TB 1 from 237 per 1 lakh population (2015) to 195 (2023)

- \rightarrow MSP amount paid to jute growing farmers Rs 1,300 cr (During 2014-15 to 2024-25)
- > Approved continuation of the NHM for another 5 years

PM - Prime Minister

NHM - National Health Mission

MMR - Maternal Mortality Rate

USMR - Under-5 Mortality Rate

TB - Tuberculosis

CCEA - Cabinet Committee on Economic Affairs

MSP - Minimum Support Price

2)

- → Duty-free import of natural cut & polished diamonds weighing < 1/4 carat (25 cents)
- > Requires exports to have a 10% value added
- > Eligibility Diamond exporters with annual exports of USD 15 mn & Two Star Export House status or above
- → Validity of DIL

For import - 1 year

For export - 18 months

→ Import & Export of Diamonds - Only from Chhatrapati Shivaji Maharaj
International Airport, Mumbai



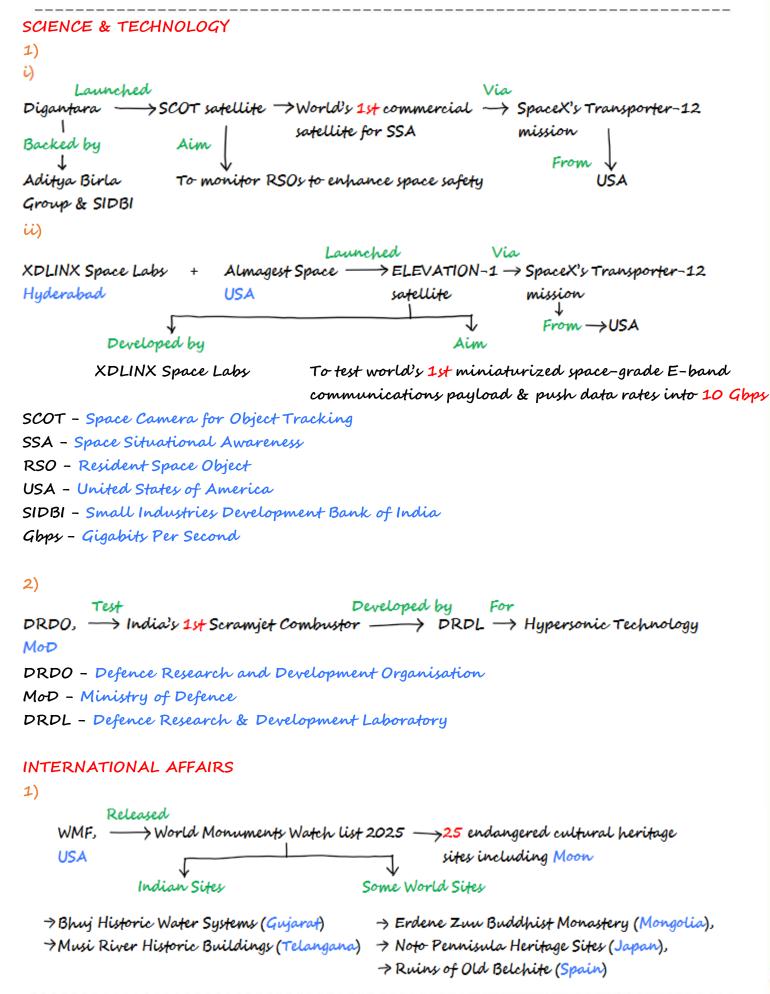


```
DoC - Department of Commerce
MoC&I - Ministry of Commerce and Industry
DIA - Diamond Imprest Authorization
DIL - Diamond Imprest Licence
3)
         Launched
 MoA&FW → India's 1st Edible Oil → My Gov portal → Study edible oil consumption
                Consumption Survey
                                                           patterns in India
                 (45 days survey)
           Supports V
                NMEO-Oilseeds implementation
 Highlights
   → PCAC in India - > 20 kg, surpassing recommended limits of 12 kg by ICMR
     & 13 kg by WHO
   → India imports 55-60% of its edible oil needs from Indonesia, Malaysia,
     Argentina, Brazil, Russia, and Ukraine
  → India's edible oil imports In 2023-24 - 15.96 million tonnes
MoA&FW - Ministry of Agriculture & Farmers Welfare
NMEO-Oilseeds - National Mission on Edible Oils-Oilseeds
PCAC - Per capita annual consumption
ICMR - Indian Council of Medical Research
WHO - World Health Organization
4)
                                                            Held in

ightarrow \uparrow Maritime security \longrightarrow New Delhi
                  \rightarrow Expand partnership in \longrightarrow India-France FOC ^-
                    high-end technology sectors
FOC - Foreign Office Consultations
BANKING & FINANCE
1)
    Granted
                                                          To operate as
RBI ---> In-Principle Approval -> Skydo-Technologies ---> PA-CB entity
                                    1st cross-border fintech company to receive
RBI - Reserve Bank of India
PA-CB - Payment Aggregator-Cross Border
```











WMF - World Monuments Fund USA - United States of America

2)

Published by

19th Global 500 2025 report

 \rightarrow

Brand Finance

Top 5 Globally Valuable Brands

Rank	Brand	Country	Valuation (in billion)
1	Apple	USA	USD 574.5
2	Microsoft	USA	USD 461.1
3	Google	USA	USD 413.0
4	Amazon	USA	USD 356.4
5	Walmart	USA	USD 137.2

Top 5 Valuable Indian Brands

Rank	Brand	Valuation (in billion)
60	Tata Group (15th consecutive time)	USD 28.6
132	Infosys	USD 16.3
164	HDFC Group	USD 14.2
177	Life Insurance Corporation	USD 13.3
237	Reliance Group	USD 9.8
	Top 3 Global IT Brands	
1	Accenture, Ireland	USD 41.5
2	Tata Consultancy Services, India	USD 21.3
3	Infosys, India	USD 16.3

Highlights

LIC - Fastest-growing Indian brand

TikTok - Biggest growth since 2020

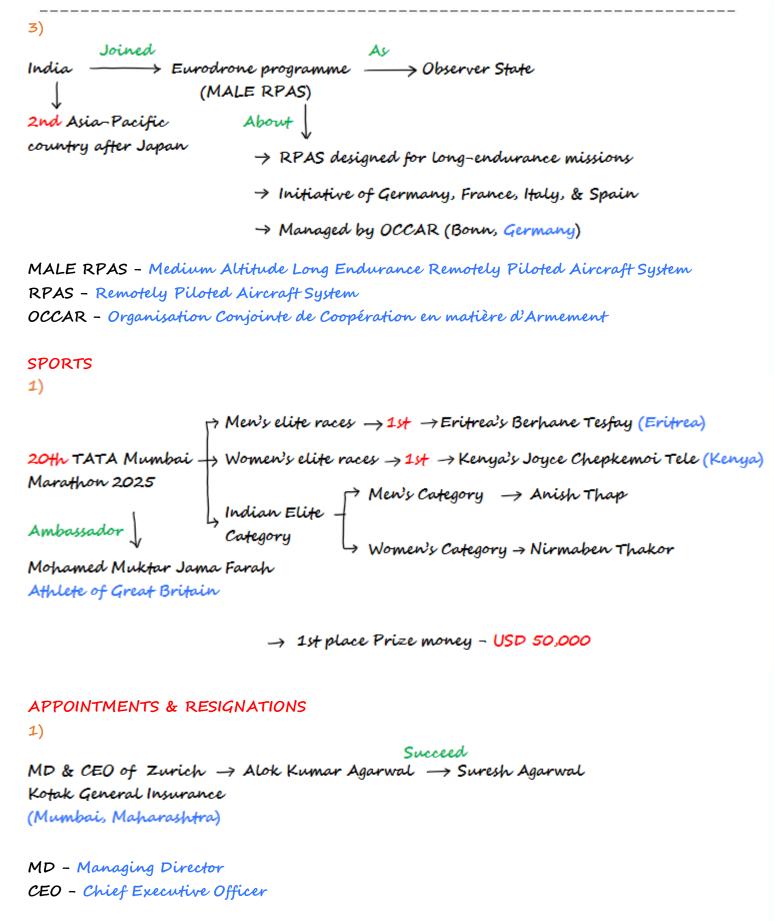
Walmart - Fastest growing brand among the top 5 valuable companies

USA - United States of America

LIC - Life Insurance Corporation







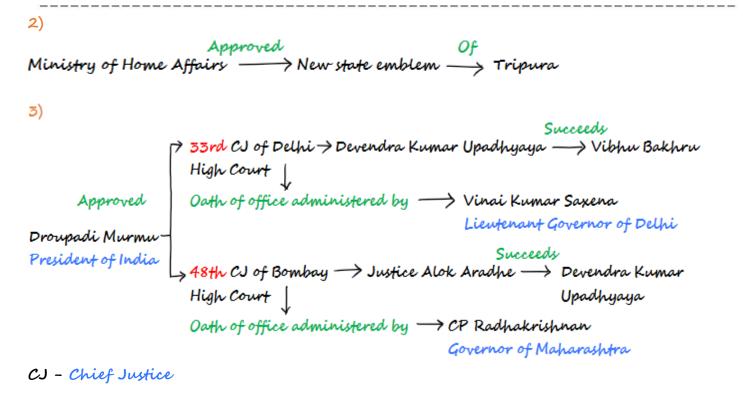




OBITUARY 1) Awards Football payer Ballon d'Or (Best football Passed away (Manchester United Legend) male player in the world) 1964 - European Player of Scotland Year awards IMPORTANT DAYS 1) Observed Parakram Diwas (or) Day of Valour 23 January Ministry of Culture Commemorate + 1st celebrated on 23 Jan 2021 128th Birth . Award anniversary of Indian freedom fighters Subhash Chandra Bose → INCOIS Rs. 51 lakh Subhash Chandra Aapda Prabandhan (Telangana) Bose (or) Netaji Puraskar 2025 INCOIS - Indian National Centre for Ocean Information Services STATE NEWS 1) Launched Pinarayi Vijayan → KaWaCHaM → India's 1st fully integrated → KSDMA CM of Kerala disaster warning system Thiruvananthapuram, Developed by Kerala KSDMA, NDMA, WB To ↑ disaster preparedness & issuing alerts for extreme weather CM - Chief Minister KaWaCHaM - Kerala Warnings, Crisis and Hazard Management KSDMA - Kerala State Disaster Management Authority NDMA - National Disaster Management Authority WB - World Bank







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Detailed Content

Current Affairs 24 January 2025: Headlines



- Cabinet Approvals on January 22 2025
- ▶ DoC Introduces 'DIA Scheme' to Enhance Global Competitiveness of Diamond Sector
- MoA&FW Conducts India's First Edible Oil Consumption Survey
- India & France strengthens maritime security cooperation in IOR
- ► Brand Finance Global 500 2025: Apple Tops Global Rankings; TATA Most Valuable Indian Brand
- WMF's 2025 Watch List Added Moon to List of Threatened Cultural Sites for the 1st Time; 2 Indian Sites on the List
- India Officially Joins Eurodrone Programme as Observer State
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- Alok Kumar Agarwal Appointed MD and CEO of Zurich Kotak General Insurance
- Digantara Launches World's First Commercial Satellite SCOT for Advanced Space Monitoring
- DRDO Carries Out Test of India's First Scramjet Combustor for Hypersonic Technology
- Mumbai Marathon 2025: Berhane Tesfay & Joyce Chepkemoi Tele Win Men's & Women's Elite Race
- ► Ballon d'Or Winner Denis Law Passed Away
- Parakram Diwas 2025 January 23
- ► Kerala launches 'KaWaCHaM' India's 1st Fully Integrated Disaster Risk Warning System
- Tripura Gets New State Emblem with the Approval of MHA
- ► Appointments of New Chief Justices for Delhi and Bombay High Courts





NATIONAL AFFAIRS

Cabinet Approvals on January 22 2025

On January 22 2025, the Union Cabinet, chaired by Prime Minister (PM) Narendra Modi has approved the following proposals:



i.Apprised of Achievements under National Health Mission (NHM) (2021-24). It has also approved continuation of the NHM for another 5 years.

ii.Approved the Minimum Support Price (MSP) of **Rs 5,650 per quintal** for raw jute (TD-3 grade) for marketing season 2025-26. This marks an increase of nearly **6%** i.e. Rs 315 per quintal compared to last marketing season 2024-25.

Cabinet Apprised of Achievements under NHM (2021-24): A Milestone in Improving India's Public Health Outcomes

The Union Cabinet was apprised of the achievements under the National Health Mission (NHM) during a period of 3 years (from 2021-22 to 2023-24).

- It was also apprised of accelerated decrease in Maternal Mortality Rate (MMR), Infant Mortality (IMR), Under-5 Mortality Rate (U5MR), and Total Fertility Rate (TFR).
- It has also approved continuation of the NHM for another 5 years.

Key Progress Made under NHM

i.NHM provided the engagement of 2.69 lakh additional healthcare workers, in Financial Year 2021-22 (FY22).
Also, 90,740 Community Health Officers (CHOs) were engaged.
ii.The NHM framework has also played an instrumental role in strengthening the public health system, especially in response to the COVID-19 pandemic.

NHM was crucial in administering more than
 220 crore COVID-19 vaccine doses between January
 2021 and March 2024.

iii.MMR has decreased significantly by 25%, from 130 lakh live

births (in 2014-16) to **97 per lakh(in 2018-20).** It has decreased by 83% since 1990, which is higher than the global decline of 45%.

iv.U5MR has also declined from 45 per 1,000 live births (in 2014) **to 32 (in 2020),** which reflects a higher decline of 75% in the reduction of mortality when compared with the global reduction of 60% since 1990. **v.**IMR has decreased from 39 per 1,000 live births (in 2014) to 28 (in 2020). Also, TFR declined from 2.3 (in 2015) to 2.0 (in 2020), as per the National Family Health Survey (NFHS-5).

 These improvements reflect that India is on track to meet its United Nations (UN) Sustainable Development Goals (SDGs) targets for maternal, child, and infant mortality well ahead of 2030.







Key Progress in eliminating and controlling various diseases:

NHM has played an important role in the elimination and control of various diseases such as: **i.**Under the National Tuberculosis Elimination Programme (NTEP), the incidence of Tuberculosis (TB) has decreased from 237 per 1 lakh population (in 2015) to 195 (in 2023), and similarly, the mortality rate has declined from 28 to 22 during the same period of time.

ii.The malaria cases and deaths have declined 13.28% and 3.22% respectively, in 2021 as compared to 2020.

- Malaria surveillance and cases have increased by 32.92% and 9.13% respectively in 2022, whereas malaria deaths have declined by 7.77% as compared to 2021.
- For the year 2023, malaria surveillance and cases have increased by 8.34% and 28.91% respectively as compared to 2022.

iii.Also, GoI's efforts to eliminate Kala-azar have been successful, with 100% of endemic blocks achieving the target of less than 1 case per 10,000 population by the end of 2023.

iv.The Measles-Rubella Elimination Campaign, under the Intensified Mission Indradhanush (IMI), has vaccinated more than 34.77 crore children, achieving a 97.98% coverage.

Progress Made by Key Initiatives launched under NHM:

i.Pradhan Mantri TB Mukt Bharat Abhiyan, launched in September 2022, has witnessed the registration of 1,56,572 Ni-kshay Mitra volunteers who have supported more than 9.40 lakh TB patients.

ii.Pradhan Mantri National Dialysis Programme (PMNDP) has also been expanded, with more than 62.35 lakh hemodialysis sessions provided in FY24, which has benefitted over 4.53 lakh dialysis patients.

iii.In 2023, GoI launched the National Sickle Cell Anemia Elimination Mission, which has screened over 2.61 crore individuals in tribal areas, this progress will help in achieving the target of eliminating sickle cell disease by 2047.

iv.U-WIN platform launched in January 2023, aimed to ensure the timely administration of vaccines to pregnant women, infants, and children across India.

• The platform had expanded to 65 districts across 36 states/Union Territories (UTs) by the end of FY24, ensuring real-time vaccination tracking and improving immunization coverage.

Other Key Points:

i.The NHM has also emphasized on strengthening healthcare infrastructure, including the certification of public health facilities under the National Quality Assurance Standards (NQAS).

• As of March 2024, 7,998 public health facilities have been certified, with more than 4,200 of them receiving national certification.

ii.Also, the number of operational Ayushman Arogya Mandir (AAM) centers, which offer a range of health services, has increased to 1,72, 148 by the end of FY24, with 1,34, 650 of these centers providing 12 key healthcare services.

iii.By March 2024, 12, 348 Primary Health Centers (PHCs) had been converted to 24×7 services, and 3,133 First Referral Units (FRUs) were operational across the country.

Additionally, the fleet of Mobile Medical Units (MMUs) has expanded, with 1,424 MMUs now
operating to ensure healthcare access in remote and underserved areas.

Background:

i.In 2005, GoI launched the National Rural Health Mission (NRHM) with the objective of building public health systems to provide accessible, affordable and quality healthcare to the rural population.
ii.The National Urban Health Mission (NUHM) was conceptualized in 2012 and the NRHM was later rebranded as the NHM with two sub-missions i.e. NRHM and the NUHM.

iii.In 2018, the Union Cabinet approved the continuation of NHM, with effect from 1st April, 2017 to 31st March, 2020.





• Later, in 2022, Department of Expenditure (DoE), Ministry of Finance (MoF) has further accorded the approval for continuation of NHM from 1st April, 2021 to 31st March, 2026.

iv.The implementation strategy of Ministry of Health and Family Welfare (MoH&FW) under NHM is to facilitate financial and technical support to States/ Union Territories (UTs) enabling them to offer accessible, affordable, accountable and effective healthcare up to District Hospitals (DHs), especially to the poor and vulnerable sections of the population.

CCEA Approved Rs 5,650 per Quintal MSP for Raw Jute for 2025-26 Season

The Cabinet Committee on Economic Affairs **(CCEA)**, chaired by PM Narendra Modi approved the Minimum Support Price (MSP) of **Rs 5,650 per quintal** for raw jute (TD-3 grade) for marketing season 2025-26. This marks an increase of nearly **6%** i.e. Rs 315 per quintal compared to last marketing season 2024-25.

• This increase in MSP for raw jute would ensure a return of 66.8% over the all India weighted average cost of production.

Key Points:

i.Also, this new approved MSP for raw jute is in line with the principle of fixing MSP at a level of minimum **1.5 times** all India weighted average cost of production as announced by the Government of India (GoI) in the Union Budget for FY19 (2018-19).

ii.The GoI has increased MSP of raw jute by **2.35 times** (Rs 3,250 per quintal), from Rs 2,400 per quintal (in 2014-15 season) to Rs 5,650 per quintal (2024-25 season).

iii. The Government revealed that the MSP amount paid to jute growing farmers during the period 2014-15 to 2024-25 was **Rs 1,300** crore compared to Rs 441 crore paid to jute growing farmers during the period 2004-05 to 2013-14.

<u>Note:</u> Kolkata (West Bengal, WB)-based Jute Corporation of India (JCI) will continue to act as nodal agency to undertake Price Support Operations and the losses incurred, if any in such operations, will be completely reimbursed by the GoI.

DoC Introduces 'DIA Scheme' to Enhance Global Competitiveness of Diamond Sector

In January 2025, the Department of Commerce (DoC), Ministry of Commerce and Industry (MoC&I), introduced the Diamond Imprest Authorization **(DIA) Scheme**.



• This scheme aims to enhance the global competitiveness of India's diamond sector and will be implemented with effect from **1** April **2025**.

About DIA Scheme:

i.This scheme offers the duty-free importation of Natural Cut and Polished Diamonds weighing less than ¼ carat (25 cents), encouraging value addition and increasing exports.

ii. This scheme requires exports to have a 10% value added.

iii.All diamond exporters with **USD 15 million** in annual exports and Two Star Export House status or higher are eligible to receive benefits under this program.

iv. Validity of Diamond Imprest Licence (DIL) will be 1 year for import and 18 months for export.





• The DIL will be for a value of 5% of the average of past 3 years export. Maximum value of DIL for an exporter in one year will be USD 15 million.

v.Diamonds to be imported under Actual User Condition.Import and Export of Diamonds will be from Chhatrapati Shivaji Maharaj International Airport, Mumbai(Maharashtra) only.

vi. The scheme is intended to create a fair playing field for Indian diamond exporters, particularly Micro, Small, and Medium Enterprises (MSME) exporters, allowing them to compete effectively with larger competitors.

Note: The Gems and Jewellery Export Promotion Council (**GJEPC**) reports that India's gross gem and jewelry exports in December 2024 totaled **USD 1,967.98 million**(Rs. 16719.460 crores), a 10.29% decrease from the same period in 2024.

MoA&FW Conducts India's First Edible Oil Consumption Survey

On January 9, 2025, the Ministry of Agriculture & Farmers Welfare (**MoA&FW**) launched the **first-ever** edible oil consumption survey on the "My Gov" portal to assess edible oil consumption patterns across India.



- This initiative aims to support the effective implementation of the National Mission on Edible Oils-Oilseeds (NMEO-Oilseeds).
- It addresses the absence of recent data on consumption patterns in India, the world's largest consumer and importer of edible oils.
- The **45-day** questionnaire-based survey, launched on January 9, 2025, is scheduled to run until February 23, 2025.

About India's First Edible Oil Consumption Survey:

i.The survey aims to analyze households' consumption patterns, choices, and preferences for edible oils, providing valuable insights to guide policy decisions.

ii.It collects demographic details like domicile and residence type and examines oil usage patterns, including types of oils, deep-frying frequency, seasonal variation in oil usage, and factors influencing oil choices like health benefits and cost.

iii.It evaluates public awareness of health risks like trans fats, opinions on oil reuse, and concerns about oils in packaged foods.

iv.It also aims to understand consumer behavior regarding advertisements, label reading, and their willingness to pay for healthier oil options.

v.The survey results will guide the identification of priority oilseeds under the NMEO-Oilseeds program, set to launch in the upcoming kharif (summer) season starting in July 2025.

Significance of the survey:

i.Industry reports show that per capita annual consumption (PCAC) of edible oil in India has surpassed 20 Kilogram (kg), well above the recommended limits of 12 kg by the Indian Council of Medical Research (ICMR) and 13 kg by the World Health Organization (WHO).





• This represents a significant rise from 2.9 kg in 1950-60, driven by factors like increasing incomes, urbanization, and shifting dietary habits.

About India's import of edible oils:

i.Currently, India imports **55-60%** of its edible oil needs from countries such as Indonesia, Malaysia, Argentina, Brazil, Russia, and Ukraine.

• In the 2023-24 oil marketing year, India's edible oil imports totaled around **15.96** million tonnes (MT).

ii.According to the Solvent Extractors' Association (**SEA**) of India, the import of edible oils (excluding non-edible oils for industrial use) during the 2023-24 oil year (November-October) decreased by 3% to 15.96 MT, valued at Rs.1,31,967 crore (or USD15.9 billion), compared to the previous year.

• The SEA has projected that imports may decrease by around 1 MT to 15 MT during the 2024-25 oil year.

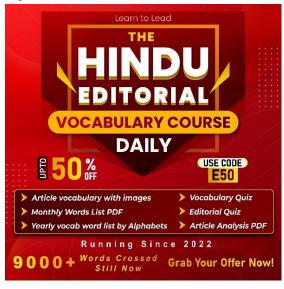
About National Mission on Edible Oils-Oilseeds (NMEO-Oilseeds):

i.The National Mission on Edible Oils – Oilseeds (NMEO-Oilseeds) is a focused initiative aimed at increasing oilseed production and achieving self-reliance in India.

 It was launched by Department of Agriculture & Farmers Welfare (DA&FW) under MoA&FW in October 2024.

ii.It aims to increase the production of key oilseed crops like Rapeseed-Mustard, Groundnut, Soybean, Sunflower, and Sesamum, while improving collection and extraction from secondary sources like Cottonseed, Rice Bran, and Tree Borne Oils.

 The Seed Authentication, Traceability & Holistic Inventory (SATHI) Portal enables states to coordinate with stakeholders, ensuring the timely availability of quality seeds.



iii.The implementation period for NMEO-Oilseeds is **seven years**, from 2024-25 to 2030-31, with a financial outlay of **Rs. 10,103 crores**.

iv.It also aims to increase primary oilseed production from 39 MT (2022-23) to 69.7 MT by 2030-31.

About Ministry of Agriculture & Farmers Welfare (MoA&FW):

Union Minister– Shivraj Singh Chouhan (Constituency- Vidisha, Madhya Pradesh, MP) Minister of State(**MoS**) – Ram Nath Thakur (Rajya Sabha- Bihar)

India & France strengthens maritime security cooperation in IOR

In January 2025, **India** and **France** strengthened their **maritime security** cooperation to maintain peace and security in the Indian Ocean Region (IOR) during the **7th India-France maritime cooperation dialogue** held in New Delhi, Delhi.

• The dialogue was co-chaired by **Pavan Kapoor**, Deputy National Security Adviser(NSA), Government of India(GoI) and **Alice Rufo**, Director General(DG) for international relations and strategy, Ministry for the Armed Forces, France.

Note: India assuming chair of the Indian Ocean Rim Association (IORA) in **2025** for two years. **Key Points:**

i.During the dialogue, India and France agreed to develop an analysis of **threats** to maritime security in the IOR to prevent illegal maritime activity, including piracy and armed robbery, maritime terrorism, contraband smuggling, unethical unreported and excessive fishing.







ii.Both countries will also provide free and secure access to sea lanes of communications through association of their maritime assets and organisations.

• These organizations include the Information Fusion Centre-Indian Ocean Region in Gurugram, the Regional Coordination Operations Centre in Seychelles, and the Regional Maritime Information Fusion Centre in Madagascar.

India, France expands partnership in high-end technology sectors

In January 2025, India and France agreed to deepen their bilateral **partnership** in **high-end technologies**, during the India-France Foreign Office Consultations (FOC) held in Paris, France.

- The consultations were co-chaired by Vikram
 Misri, Foreign Secretary of India and Anne-Marie
 Descôtes, Secretary-General of the French Ministry
 for Europe and Foreign Affairs.
- They also co-chaired a meeting of the India-France Special Task Force on Civil Nuclear Energy.

ii.Both the countries discussed to cooperate in various areas including defence, civil nuclear energy, space, cybersecurity, digital technology and artificial intelligence (AI), institutional dialogue mechanisms and initiatives to enhance people-to-people exchanges and cultural ties.

- The two countries also reviewed progress on the India-France 'Horizon 2047 roadmap'.
- Discussions were also held on climate change and cooperation in the Indo-Pacific as well as joint development projects in third countries.



President- Emmanuel Macron
Prime Minister(PM) - François Bayrou
Capital- Paris
Currency- Euro(EUR)



INTERNATIONAL AFFAIRS

Brand Finance Global 500 2025: Apple Tops Global Rankings; TATA Most Valuable Indian Brand According to the 19th Global 500 2025 report published by Brand Finance, Apple has retained its position as the world's most valuable brand, with a brand value of USD 574.5 billion (bn). Tata Group (USD 28.6 bn) is the most valuable Indian brand for the 15th consecutive holding 60th spot in the list.







- In Global rank, Apple is followed by **Microsoft** (USD 461.1 bn) on the **2nd**, and **Google** (USD 413 bn) on **3rd** respectively.
- Except for 2023, Apple has held the top spot as the world's most valuable brand since **2021**.
- **WeChat** (95.2) has been ranked as the world's **strongest** brand for the 2nd consecutive year followed by **Nike** (94.7) on the **2nd** spot and **Google** (94.3) on the **3rd** position.

Note: The 19th Brand Finance's Global 500 2025 report was, launched during a session held in the UAE pavilion at **Davos 2025** held in Switzerland.

Top 5 Globally Valuable Brands:

Rank	Brand	Country	Valuation (in billion)
1	Apple	United States of America (USA)	USD 574.5
2	Microsoft	USA	USD 461.1
3	Google	USA	USD 413.0
4	Amazon	USA	USD 356.4
5	Walmart	USA	USD 137.2

Highlights of Top 5 Valuable Indian Brands:

According to the Brand Finance Global 500 2025 report, the top five Indian brands are Tata Group, Infosys, HDFC Group, Life Insurance Corporation (LIC), and Reliance Group.

- **LIC** emerged as the **fastest**-growing Indian brand with a brand value of USD 13.3 bn.
- **HDFC Group, SBI Group, and ICICI Group** have made significant entries into the global brand rankings this year, marking a notable achievement for India's banking sector.
- Other Indian brands in the list are- State Bank of India (SBI) (241), HCL Tech (262), Airtel (306), Larsen & Toubro(L&T) (316), Mahindra (330), Wipro (358), Jio Group (366), ICICI Bank (375), Bajaj Group (409) and Indian Oil (446).

Rank	Brand	Valuation (in billion)
60	Tata Group	USD 28.6
132	Infosys	USD 16.3





164	HDFC Group	USD 14.2
177	Life Insurance Corporation	USD 13.3
237	Reliance Group	USD 9.8

Key Highlights of the Report:

According to the report, the world's 500 most global brands grew 10% in value to USD 9.5-trillion, exceeding global economic growth of 3%.

- This year the brands that have experienced the biggest growth since 2020 with **TikTok** at the top (79%) and **DraftKings** and **FanDuel** on the 2nd and 3rd place respectively.
- **Walmart** is the **fastest** growing brand among the top 5 valuable companies in 2025.**Four** out of the five most valuable global brands are in the technology sector.
- **NVIDIA** (9th spot) achieved a 98% growth rate and secured a place in the top 10 for the first time since its initial valuation in 2014.
- The 'e&', telecommunications brand has become the **fastest**-growing brand in the world in 2025 with an eight-fold increase in brand value to USD 15.3 billion.

Brand Value by Country

- **United States of America (USA)** has the greatest number of brands (193) in the list followed by China and Germany on the 2nd and 3rd place, with 69 and 27 brands respectively.
- India got 8th place in the list with the number of brands 15.

Brand Value by Industry

• The **banking** sector has the greatest number of brands on the list **(78)** followed by retail **(45)** on 2nd and media on 3rd **(24)**.

Top IT services brands of 2025:

i.India has secured the **2nd** position, contributing 36% of the total brand value while the **US**, holds the **top** position in Information Technology (IT) services brand value, holding 40% of the total brand value. The collective brand value of the top 25 IT Services brands stands at USD 163 billion in 2025.

- **Accenture** has secured the **1st** spot (USD 41.5 billion), for the 7th consecutive time.
- **Tata Consultancy Services** (TCS) (USD 21.3 bn) has become the **first** IT company in India and the **2nd** globally to cross the **USD 20 billion** in brand valuation.
- **Infosys** (USD 16.3 billion) has secured the **3rd** spot in the most valuable IT services brands for the 4th consecutive year.

ii.HCL Technologies (HCLTech) has emerged as world's **fastest**-growing IT services brand in 2025, while **Infosys** has achieved the highest compound annual growth rate among IT services brands over the past 5 years (at 18.2%).

iii. Other Indian companies on the list included **Wipro** (9th spot) and **Tech Mahindra**.

Top 3 Global IT Brands:

Rank	Brand	Valuation (in billion)
1	Accenture,Ireland	USD 41.5
2	Tata Consultancy Services (TCS),India	USD 21.3
3	Infosys,India	USD 16.3





Brand Strength Index (BSI):

i.It is a framework that aims to consider the position of a potential licensee or the acquirer of the brand by looking into the Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.

ii. The Brand Strength Index (BSI) assigns each brand a score out of 100, reflecting its overall strength. This score contributes to determining the brand's value. Based on their BSI scores, brands receive ratings similar to credit ratings, ranging up to AAA+.

About Brand Finance Global 500 report:

i.It is the annual study held every year since **2007** that provides information about the world's top 500 most valuable and strongest global brands.

ii.It operates in over 25 countries and conducts more than **6,000** brand valuations and publishes over **100** reports which rank brands across all sectors and countries.

WMF's 2025 Watch List Added Moon to List of Threatened Cultural Sites for the 1st Time; 2 Indian Sites on the List

In January 2025, New York (the United States of America, USA)-based World Monuments Fund **(WMF),** a non-profit organisation released its <u>"2025 World Monuments Watch List".</u> The list includes **25** endangered cultural heritage sites spanning 29 countries across 5 continents.



- This year's list has gone beyond the usual landmarks such as temples, cemeteries and has added **Moon** on the list for the 1st time.
- Other than Moon, the list features notable endangered cultural sites like: Erdene Zuu Buddhist Monastery (Mongolia), Noto Peninsula Heritage Sites (Japan), Ruins of Old Belchite (Spain), among others.
- The list features two Indian sites namely, **Bhuj Historic Water Systems** (Gujarat) and **Musi River Historic Buildings** (Telangana).

About World Monuments Watch:

i. The World Monuments Watch List was launched in 1996. The list is released every two years (biennial).

• It includes sites, which face threats from climate change, conflict, natural disasters, among others, are nominated by individuals and community-based organisations that span the globe.

ii.Till date, WMF has issued a call to action for nearly 900 sites through the World Monuments Watch. **iii.**So far, WMF has contributed over **USD 120 million** toward projects at nearly 350 Watch sites. The list is helping communities leverage an additional USD 300 million from other sources.



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Key Concerns related to Moon:

i.A division of the Paris (France)-based International Council on Monuments and Sites (ICOMOS)dedicated to aerospace heritage nominated the Moon for WMF's watch list.

• The inclusion of Moon on the list reflects the increasing human activity in space and the potential risks posed to its historical landmarks.

ii.The organisation has warned that over 90 important sites on the Moon could be harmed in the coming years.

iii.The report highlighted that Tranquility Base, the landing site of Apollo11 where astronaut Neil Armstrong 1st stepped on the lunar surface on July 20, 1969, could be at the most risk due to rising exploration missions to the Moon.

iv. The report noted that since 2020, the USA and 51 other countries (including India) have signed the Artemis Accords, a non-binding agreement which aimed to preserve space heritage including robotic landing sites, artifacts, spacecraft and other evidence of activity on celestial bodies.

Indian Sites on WMF's 2025 Watch List:

i.Bhuj Historic Water Systems: It is located in Kutch district of Gujarat, includes iconic Hamirsar Lake. It was nominated by the Center for Heritage Conservation (CHC) of CEPT Research and Development Foundation (CRDF) at CEPT University in Ahmedabad, Gujarat.

ii.Musi River Historic Buildings: The historic buildings along the Musi river bank is located in Hyderabad, Telangana. It includes famous landmarks like the High Court(HC), State Central Library, Osmania General Hospital (OGH), City College (now a women's university).

• Musi river, originating from the Anantagiri hills, is a key tributary of Krishna river which flows through Telangana and divides Hyderabad into its old and new parts.

About World Monuments Fund (WMF):

President and Chief Executive Officer **(CEO)**- Bénédicte de Montlaur **Headquarters**- New York, the United States of America (USA) **Established**- 1965

India Officially Joins Eurodrone Programme as Observer State

In January 2025, **India** has officially joined the Medium Altitude Long Endurance Remotely Piloted Aircraft System (MALE RPAS) or **Eurodrone programme** as the **Observer** State. With this, India became the second Asia-Pacific country after Japan to gain observer status.



- The letter of approval (LoA) was handed over by Organisation for Joint Armament Cooperation's (Organisation Conjointe de Coopération en matière d'Armement, OCCAR) executive administration director, Joachim Sucker, to Ajit Gupte, India's ambassador to Germany in Berlin, Germany.
- India made a formal request to become part of this programme in **August 2024**, and the approval was granted in January 2025.





Key Points:

i.Now India is granted access to technical data and the ability to place orders for the aircraft, they are not involved in the decision-making processes regarding the platform's design, development, or the distribution of workshare among the participating countries.

ii.This collaboration is expected to enhance India's defence relationship with Europe, supporting other ongoing initiatives such as the C-295 aircraft, which is being manufactured in India.

About Eurodrone Programme:

i. The Eurodrone project is a collaborative initiative involving four nations: **Germany, France, Italy, and Spain.** It was launched in 2016, is valued at an estimated Euro 7 billion (USD 7.3 billion).

ii. This programme is managed by the OCCAR based in Bonn(Germany) and led by Taufkirchen(Germany) based Airbus Defence and Space, includes Leonardo (Italy), Dassault Aviation SA (France), and Airbus (Spain) as major subcontractors.

iii.The Eurodrone is a Remotely Piloted Aircraft System (RPAS) designed for **long-endurance missions**, including surveillance, reconnaissance, maritime monitoring, and anti-submarine warfare.

• Designed to work in all weather conditions, it is equipped with a twin-engine setup.

iv. The system passed its Preliminary Design Review (PDR) in 2024 and is expected to be operational by 2030. It is capable of carrying up to 2.3 tonnes of payload and can stay in the air for up to 40 hours.

v. The first flight of the Eurodrone is scheduled for 2026, with initial deliveries expected by 2028.

Note: Currently, the Indian Air Force(IAF) operates only 31 squadrons, far below the approved strength of 42, marking the lowest number of squadrons since 1965.

About Organisation Conjointe de Coopération en matière d'Armement(OCCAR):

The Organisation for Joint Armament Cooperation is an intergovernmental organization in Europe that manages and facilitates collaborative armament programs.

Director – Joachim Sucker **Headquarters** – Bonn, Germany **Established** – 1996

BANKING & FINANCE

Skydo Receives In-Principle Approval from RBI as Payment Aggregator for Cross-Border Payments

On 21 January 2025, **Skydo Technologies Private Limited,** a cross-border fintech company based in Bengaluru, Karnataka, received **in-principle approval** from the Reserve Bank of India **(RBI)** to operate as a Payment Aggregator-Cross Border **(PA-CB)**.

- Skydo also secured Payment Service Provider **(PSP)** approval from **Amazon**, an American multinational technology company headquartered in Washington, United States of America (USA).
- This approval allows Skydo to process payments for exporters participating in Amazon's Global Selling programme.

i.Founded in 2022, Skydo is among the **first in the cross-border payments industry** to receive RBI's approval.

• It primarily **serves small and medium-sized businesses** and freelancers by providing virtual foreign accounts for receiving international payments.

ii. The company works with global banks to provide a **comprehensive solution** for **invoicing**, **payments**, **and reconciliation**, processing over USD 250 million (mn) in annual export payments.

iii.Currently, only five companies have received final approval from the RBI to function as PA-CB, including





Adyen India Technology Services Private, Amazon Pay India Private Limited, Cashfree Payments, IndiaIdeas.com, and Pay10 Services Private Limited.

APPOINTMENTS & RESIGNATIONS

Alok Kumar Agarwal Appointed MD and CEO of Zurich Kotak General Insurance

Alok Kumar Agarwal was appointed as the Managing Director **(MD)** and Chief Executive Officer **(CEO)** of Mumbai (Maharashtra) based Zurich Kotak General Insurance. He took charge of this post from January 01, 2025, succeeding Suresh Agarwal.

• His appointment came following Zurich completed the strategic majority stake acquisition of Mumbai based Kotak Mahindra General Insurance Company Limited (KGI) in June 2024.

i. Alok Agarwal has an extensive experience of more than 20 years in the insurance industry. ii. Earlier, he served at various senior positions at ICICI Lombard General Insurance, managing diverse segments like: corporate, government, rural, crop and retail businesses.

SCIENCE & TECHNOLOGY

Digantara Launches World's First Commercial Satellite SCOT for Advanced Space Monitoring

In January 2025, Bengaluru (Karnataka)-based aerospace company **Digantara**, backed by the Aditya Birla Group and the Small Industries Development Bank of India (SIDBI), launched Space Camera for Object Tracking **(SCOT)** satellite, the world's first commercial satellite for Space Situational Awareness (SSA).



- Besides, Indian space-tech startup XDLINX Space Labs also launched its high-tech satellites to monitor earth and space objects.
- The satellites were launched aboard **SpaceX's Transporter-12 mission** from Vandenberg Space Force Base in California, the United States of America (USA).

About Space Camera for Object Tracking (SCOT):

As Earth's orbits become increasingly crowded with satellites and space debris, SSA plays a vital role in **preventing collisions** and ensuring the safety of spacecraft.

 SCOT contributes significantly in improving safety by offering precise and reliable tracking capabilities.

Key Features:

i.SCOT is designed to **monitor** Resident Space Objects **(RSOs)**, significantly enhancing space safety by tracking objects as small as 5 centimetres (cm) in Low Earth orbit (LEO).

ii It provides continuous monitoring unaffected by weather or geographic limitations.

iii.Equipped with advanced technology, SCOT operates in a sun-synchronous orbit, ensuring consistent observation of the near-Earth environment.





XDLINX Space Labs launches ELEVATION-1 satellite:

Hyderabad(Telangana) based **XDLINX Labs Private Limited** in collaboration with the USA based Almagest Space Corporation launched its technology demonstrator satellite, **ELEVATION-1** which carried the world's first E-band communications payload.

• This will push data rates into the 10 Gigabits Per Second(Gbps) regime.

i. The ELEVATION-1 satellite, developed by XDLINX Spacelabs, is powered by Antaris' Cloud Platform and SatOS™, and was assembled, integrated, and tested by Hyderabad based Ananth Technologies Limited. ii. This 6U (Units) cubesat includes power, computing, avionics, and communication systems.

iii.The spacecraft will test the world's first miniaturized space-grade E-band communication payload, and measurement.

iv.Other transmission data will be used to develop advanced propagation models for Almagest's global high-speed and Ultra-High Throughput Screening(UHTS) LEO constellation.

Note: The E band represents the frequency range from 60 gigahertz(GHz) to 90 GHz.

About Digantara:

Chief Executive Officer (CEO) - Anirudh Sharma

Headquarters- Bengaluru, Karnataka

Established-2018

DRDO Carries Out Test of India's First Scramjet Combustor for Hypersonic Technology

In January 2025, The Defence Research and Development Organisation **(DRDO)** under the Ministry of Defence (MoD) successfully **carried out a ground test** of an active cooled **scramjet combustor**, lasting 120 seconds, marking a **first for India**.



- This test is part of India's effort to develop **hypersonic technology** powered by supersonic combustion ramjets (scramjets).
- This technology was **developed by** the Defence Research & Development Laboratory **(DRDL)**, based in Hyderabad, Telangana, and part of the DRDO.

Kev Points:

i.A significant achievement was the creation of a unique type of **endothermic scramjet fuel** developed entirely in India. This fuel, designed by DRDL in collaboration with industry experts, enhances cooling efficiency and simplifies ignition.

ii.Another accomplishment is the development of an advanced Thermal Barrier Coating **(TBC)**. Made from a specialized ceramic material, this coating can **withstand extremely high temperatures**, even exceeding the melting point of steel.

• The coating is applied inside the engine using special techniques to improve its durability and performance.

iii.The scramjet combustor test showed its **ability to ignite and maintain stable combustio**n under challenging conditions. This is a difficult task because the flame has to stay stable while air flows at speeds over 1.5 kilometres per second (km/s).





• To improve the engine's design and performance, advanced tools such as Computational Fluid Dynamics **(CFD)** simulations were used.

About Hypersonic Missiles:

Hypersonic missiles are highly advanced weapons that travel at **speeds over Mach 5**, which is more than five times the speed of sound (around 5,400 kilometres per hour, km/hr).

i. These missiles are designed to evade existing air defense systems and deliver swift, powerful strikes. ii. A crucial element of hypersonic vehicles is the **scramjet engine**, which uses air from the atmosphere to sustain combustion at supersonic speeds without requiring moving parts.

About Defence Research and Development Organisation (DRDO):

Chairman – Samir V Kamat Headquarters – New Delhi, Delhi Established – 1958

SPORTS

Mumbai Marathon 2025: Berhane Tesfay & Joyce Chepkemoi Tele Win Men's & Women's Elite Race

In January 2025, **Eritrea's Berhane Tesfay** and **Kenya's Joyce Chepkemoi Tele** won the men's and women's elite races, respectively, at the **TATA Mumbai Marathon 2025** held in Mumbai, Maharashtra.

- It is the 20th edition of the Mumbai Marathon, which is a World Athletics Gold Label Road Race event, organized by Procam International Private Limited. It was also a qualifier for the World Athletics Championships in Tokyo(Japan) in September 2025.
- The top three finishers in both men and women elite sections received a prize money of USD 50,000, USD 25,000 and USD 15,000 respectively.

i.In overall Elite Men Category, Berhane Tesfay (Eritrea) won the race followed by Merhawi Kesete (Eritrea) in second and Tesfaye Demeke (Ethiopia) in third place.

ii.In overall Elite WomenCategory, Joyce Chepkemoi Tele (Kenya) won the race followed by Shitaye Eshete (Bahrain) in second and Medina Deme Armino (Ethiopia) in third.

iii.Indian Elite Category, Anish Thapa won the race in Indian Men's Category while **Nirmaben Thakor** won the race in Indian women's category.

iv.Mohamed Muktar Jama Farah, widely known as Sir Mo Farah, represents Great Britain in athletics, a multiple Olympic and World Champion, as the International Event **Ambassador** for the 20th edition of the Mumbai Marathon.

Note: Ethiopians Hayle Lemi and Aberash Minsewo won the men's and women's elite races, respectively, at the Mumbai Marathon 2024

OBITUARY

Ballon d'Or Winner Denis Law Passed Away

In January 2025, Manchester United legend and Ballon d'Or winner **Denis Law**, passed away at the age of 84 in Aberdeen, Scotland. He was born on 24 February 1940 in Aberdeen.

- He is the only Scottish player to win both the **Ballon d'Or** and the **European Player of the Year** awards in **1964**.
- He was also known as "The King," "The Lawman," and "Holy Trinity."





i.In 1956, Denis Law began his career with Huddersfield Town and created a name for himself at Manchester United.

ii.He spent 11 years at Manchester United and won the league titles in 1965 and 1967 and the European Cup in 1968.

iii. With 237 goals in 404 games, he is the club's **third-highest** goalscorer after Wayne Rooney (253) and Sir Bobby Charlton (245).

IMPORTANT DAYS

Parakram Diwas 2025 - January 23

Parakram Diwas, also known as the Day of Valour, is observed annually across India on **23 January** to commemorate the birth anniversary of one of the Indian freedom fighters **Subhash Chandra Bose**, popularly called as Netaji.



• 23 January 2025 marks the 128th birth anniversary of Subhash Chandra Bose.

Background:

i.In **2021**, the Government of India (GoI) decided to commemorate 23 January, the birth anniversary of Netaji Subhas Chandra Bose as **Parakram Diwas** to honour the contributions of Netaji to the Indian independence movement.

ii.The **1st ever** Parakram Diwas was celebrated on **23 January 2021** on the 124th birth anniversary of Netaji.

About Netaji Subhash Chandra Bose:

i.He was born on 23rd January 1897 in the Oriya Bazar in Cuttack, Orissa Division of Bengal Presidency (now Odisha).

ii.He Joined the Indian National Congress (INC) in 1921 and actively participated in the Indian Independence movement. He became the President of the INC twice, first in 1938, and again in 1939.

iii.Formation of Forward Bloc and Indian National Army (INA)

- In 1939, formed the Forward Bloc to unify all anti-British forces in India.
- In 1942, the Indian National Army (INA), also known as the Azad Hind Fauj, was formed in Southeast Asia to secure Indian independence with Japanese assistance.
- INA was initially led by Mohan Singh for a very brief period, Subhas Chandra Bose became the Commander-in-Chief in June 1943.
- On October 21, 1943, founded the Provisional Government of Free India. It was recognized by nine world powers, including Germany, Italy, Japan, and Myanmar. He passed away in August 1945 in a plane crash in Taiwan.





iv. Tribute to Subash Chandhra Bose

- In 2018, Prime Minister(PM) Narendra Modi announced the renaming of three islands of Andaman and Nicobar(A&N) as a tribute to Netaji.
- The Ross Island was renamed as Netaji Subhas Chandra Bose Dweep, the Neil Island as Shaheed Dweep and the Havelock Island as Swaraj Dweep

Points to be noted:

- The title "Netaji (Respected Leader)" was given to Subhas Chandra Bose by Indian soldiers of the Indian National Army (INA) and German and Indian officials in Berlin, Germany in early 1942.
- Rabindranath Tagore gave Subhash Chandra Bose the title **Desh Nayak (hero of the country).**
- On September 8, 2022, Prime Minister Narendra Modi unveiled a 28-foot-tall statue of Netaji Subhas Chandra Bose near India Gate in New Delhi.

INCOIS Hyderabad Awarded Subhash Chandra Bose Aapda Prabandhan Puraskar 2025

The Indian National Centre for Ocean Information Services (INCOIS), based in Hyderabad, Telangana has been selected for the **Subhash Chandra Bose Aapda Prabandhan Puraskar 2025** in the institutional category for its outstanding contributions to disaster management.

About INCOIS

- It was established in **1999** in Hyderabad, Telangana, and plays a pivotal role in India's disaster management by providing early warnings for ocean-related hazards.
- It set up the Indian Tsunami Early Warning Centre (ITEWC) to deliver the tsunami alerts within 10 minutes, serving both India and 28 Indian Ocean countries.
- It was recognized by the United Nations Educational, Scientific and Cultural
 Organization(UNESCO) as a leading Tsunami Service Provider, INCOIS clearly demonstrates or
 represents high standards in early warning systems.

About the Award

- The Government of India(GoI) has instituted an annual award known as **Subhash Chandra Bose Aapda Prabandhan Puraskar** to recognize and honour the invaluable contribution rendered by individuals and organizations in India in the field of disaster management.
- Since 2022, the award is announced every year on 23rd January, the birth anniversary of Netaji Subhash Chandra Bose.
- The award carries a cash prize of **Rs. 51 lakh** and a certificate in case of an institution and **Rs. 5** lakh and a certificate in case of an individual.

STATE NEWS

Kerala launches 'KaWaCHaM' India's 1st Fully Integrated Disaster Risk Warning System

On January 21 2025, the Chief Minister (CM) of Kerala **Pinarayi Vijayan** launched the 'Kerala Warnings, Crisis and Hazard Management(**KaWaCHaM**) System', India's **first** fully integrated disaster warning system at the Kerala State Disaster Management Authority (KSDMA) in Thiruvananthapuram, **Kerala**.

- This advanced disaster risk warning system aims to enhance disaster preparedness and response capabilities while also issuing alerts for extreme weather events.
- It is developed by **KSDMA** with support from the National Disaster Management Authority (**NDMA**) and the World Bank (**WB**) as part of the National Cyclone Risk Mitigation Project (NCRMP).

Note: The word *Kavacham* in Malayalam translates to 'shield', symbolising protection.







About KaWaCHaM:

i.The disaster warning system features a network of 126 siren-strobe light units and 93 emergency operation centers linked through a Virtual Private Network (VPN) and data center.

- Currently 91 sirens are installed, as a part of the first phase. The next phase will include the remaining sirens, alongside ongoing operational trials.
- Thiruvananthapuram and Ernakulam (Kerala) have the most sirens, with 13 each, while Kottayam, Idukki, and Wayanad (Kerala) have the fewest, with five each.

ii.The system will deliver timely alerts on extreme weather events, including heavy rain, strong winds, and sea surges, to the public via the "KaWaCHaM" warning sirens.

iii.It has a citizen portal and 24-hour emergency call centres. Through these platforms, the public can report hazards or seek help during emergencies.

iv. The system also stores critical data, such as the locations of water bodies, roads, bridges, schools, hospitals, and other key infrastructure, to aid in disaster management.

v.The State Emergency Operations Centre (SEOC) will manage the KaWaCHaM system in Kerala.

Note: At present, the SDMA has been using social media, location-based Short Message Service (SMS), and other communication channels to share severe weather or disaster warnings from central agencies with the public.

About Kerala:

Chief Minister (CM) – Pinarayi Vijayan

Governor – Rajendra Vishwanath Arlekar

Capital – Thiruvananthapuram

State Bird - The Great Hornbill

Dance - Kathakali, Mohiniyattam, Thirvathirakali (Kaikottikali), Theyyam

Tripura Gets New State Emblem with the Approval of MHA

In January 2025, Tripura Chief Minister (CM) Manik Saha announced that the Ministry of Home Affairs (MHA) had approved the **New state emblem**. The state's history and culture will be prominently featured in the logo.







i. The proposal of the State Emblem of the government of Tripura has been examined by **Rule 4(2)** of the State Emblem of India (**Regulation of Use**) **Rules, 2007** (as amended in 2010) and determined to be in order.

ii.In the newly designed emblem, the Tripura map is positioned inside a saffron circle, and the national emblem of India is displayed within the outline of the map. Additionally, the Government of Tripura is written below the circle.

Appointments of New Chief Justices for Delhi and Bombay High Courts

On 21 January 2025, **Justice Devendra Kumar Upadhyay**a was **sworn** in as the 33rd Chief Justice **(CJ)** of the **Delhi High Court** (HC), situated in New Delhi, Delhi.



- The **oath** of office was **administered** by Lieutenant (Lt.) Governor **Shri Vinai Kumar Saxena** at a ceremony held at Raj Niwas, New Delhi attended by Chief Minister (CM) of Delhi, **Atishi Marlena Singh** and senior judicial officials.
- He succeeds Justice Vibhu Bakhru, who served as the Acting Chief Justice prior to his appointment..

i.Before his appointment as the Chief Justice of the Delhi High Court, Justice Devendra Kumar Upadhyaya **served** as the Chief Justice of the Bombay High Court.

ii. His appointment brought the court's strength to 38 judges.

Justice Alok Aradhe was sworn in as the CJ of the Bombay High Court:

On the same day, Justice Alok Aradhe was sworn in as the **48th** Chief Justice of the Bombay High Court located in Mumbai, Maharashtra.

- Justice Aradhe succeeded Justice Devendra Kumar Upadhyaya.
- The Governor of Maharashtra, **CP Radhakrishnan**, administered the oath of office during the same ceremony held at Raj Bhavan..

Note: Both appointments were made following the order of the President of India, Droupadi Murmu, based on the recommendation of the Supreme Court (SC) Collegium.





Less Important NEWS

- Dr. AK Dwivedi Presents His New Book, Homeopathy for Anemia to Madhya Pradesh CM Dr. Mohan Yadav
- Centre amends norms to boost capex loans to states amid spending decline
- Union Home Minister and Minister of Cooperation, Shri Amit Shah, inaugurates newly constructed working women's hostel 'Sushma Bhawan' and virtually inaugurates Veterinary Hospital at Moti Bagh in New Delhi
- Air India become the first Indian airline to offer in-flight Internet on domestic flights
- Dubai among world's top 10 cities in Global Power City Index for second year

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