World Audio Visual and Entertainment Summit (WAVES), 2025

At the inaugural WAVES Summit 2025 in Mumbai, Prime Minister highlighted **India's creative economy** as a powerful driver of future GDP growth, innovation, and inclusive development.

- WAVES aims to unlock a **$50 billion market by 2029,** positioning India as a major player in the global entertainment economy.
- During the summit, government announced the launch of the **Indian Institute of Creative Technology (IICT)** for the creative sector.
  - It is being established by **Ministry of Information and Broadcasting** in strategic partnership with **FICCI & CII,** envisioned as a **National Centre of Excellence.**

What is Creative Economy?

- **Definition:** Creative economy **(orange economy)** is an evolving concept based on the contribution & potential of creative assets to contribute to economic growth and development.
  - It includes **Media & Entertainment, Advertising and Marketing, Animation, Visual Effects, Gaming, Comics, and Extended Reality (AVGC-XR)** etc.
- The United Nations declared **2021 as the International Year of Creative Economy for Sustainable Development,** emphasizing its global importance.

India's Creative Economy

- **Contribution: $30 billion to GDP, employing 8% of the workforce.** Creative exports exceed $11 billion annually.
- **Challenges:** Misinformation, copyright, intellectual property, privacy, market monopolization, limited rural digital access, and lack of formal financing.

Initiatives undertaken by India to Promote Creative Economy

- **Creative Economy Fund:** The government has announced a $1 billion creative economy fund.
- **All India Initiative on Creative Economy (AIICE):** Launched by Indian Chamber of Commerce with an aim to tap into the vast potential of India's creative industries.
- **National Creators Award:** Recognizes the work of **digital content creators** in India, promoting innovation and online creativity.

Social Media Influencer Dies by Suicide After Losing Followers

Misha Agrawal, a popular Instagram influencer, died by suicide after struggling emotionally due to a drop in her follower count.

Why Social Media Influencers Suffer from Mental Health Issues?

- **Huge Gulf Between the Real and Virtual Worlds:** Being an influencer seems glamorous, filled with gifts, sponsored trips, and fame.
  - However, for influencers, being online is a full-time job. The pressure to constantly post, engage, and perform leads to **privacy loss, burnout and anxiety.**
- **Validation and Online Scrutiny:** Influencers face intense pressure to gain **likes, comments, and followers** and tie their self-worth to social media popularity.
  - However, negative feedback, through trolling, abuse, or criticism, can cause serious emotional harm.
- **Toxic Comparisons:** Being surrounded by **carefully edited and curated content** can lead to harmful social comparisons with respect to lifestyle, fulfilling relationships, etc.
  - Studies link this with higher levels of depression and anxiety among influencers and their audiences.
- **Stigma Around Their Career:** Many influencers report feeling dismissed or judged because their profession is not always taken seriously.

As more lives move online, understanding and supporting influencer mental health and well-being becomes increasingly essential.

Why Influencer Mental Health Matters

Economic Contribution

The influencer industry is now worth $13.6 billion globally, according to UK House of Commons report.

Influencers as Modern Role Models

Influencers shape trends, opinions, and behavior, especially among youth, often serving as role models.

Overlooked Mental Health Crisis

While there is growing research on how social media affects young users, influencers' mental health remains largely unexamined.

Odisha Government Launched Sahajog Initiative for Quick Aid To Urban Poor

Sahajog will focus on **identifying eligible beneficiaries** in urban poor communities and **connecting them to appropriate schemes** through mass awareness, doorstep delivery of services etc.

Urban Poverty in India

- Similar to rural poverty, urban poverty is also closely linked to **inadequate access to employment, food, healthcare, and education, as well as a lack of voice in the communities** in which they live.
- The **extreme poverty in urban India is 17.2%** against 2.8% in rural India (Poverty & Equity Brief by the World Bank).

Why Urban Poverty Is More Challenging?

- **Poorer Living Conditions:** Many urban poor live in slums, which often lack access to toilets, clean water, and ventilation.
  - ⊕ Healthcare, education, transport, and housing are expensive and hard to access.
- **Barriers to Welfare:** A lack of ID or proof of residency can exclude migrants from welfare schemes.
  - ⊕ Additionally, there is no urban equivalent of MGNREGA, leaving a significant gap in income support.
- **Visibility of Inequality:** Urban poverty is more visible, making the poor feel more deprived.
  - ⊕ **Example: Mumbai's Dharavi** slum sits beside luxury skyscrapers, highlighting sharp inequality.
- **Weak Social Support:** Unlike rural areas, cities lack strong community ties and traditional networks, which exacerbate **feelings of loneliness and lead to mental health issues.**
- **Exclusionary urbanization:** The urban planning processes largely disregard people living in informal settlements like slums.

Initaitves to Tackle Urban Poverty

Housing: Housing for all under Pradhan Mantri Awas Yojana-Urban (PMAY-U)

Sanitation: Atal Mission for Rejuvenation and Urban Transformation 2.0 (AMRUT 2.0)

Employment and skill: Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM), PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)

Food security: Portability of ration card under **One Nation One Ration Card scheme**

Health: Portability benefits under Ayushman Bharat Pradhan Mantri Jan Arogya Yojana, self-certification for benefits under PM Ujjawala Yojana

Niti Aayog Releases Report Highlighting Challenges For Enhancing MSMES Competitiveness In India

Union Budget 2025-26 recognises MSMEs as one of the key engines in India's journey of development, alongside agriculture, investment, and exports (refer to the infographic).

What Are the Challenges in Enhancing the Competitiveness of MSMEs?

- **Formalisation:** Around 90% of the informal sector consists of MSMEs (ILO, 2023).
- **Access to Finance:** MSMEs face a huge ₹80 lakh crore credit gap due to limited formal loans and high risk perception (CRISIL).
- **Skill Gaps:** A 3.9% drop in knowledge-based hiring (from around 13%) poses a challenge to the growth and innovation capacity of MSMEs (WIPO, 2023).
- **Data Gaps:** Limited reliable data on MSMES, especially on jobs, exports, etc. hinders policymaking.
  - ⊕ Even the UDYAM database lacks detailed insights. This hinders policymaking.
- **Other Issues:** MSMEs struggle with low product variety, outdated tech, and the "missing middle (too few medium-sized firms in manufacturing)".

Ways to Improve Competitiveness of MSMEs

- **Finance Accessibility:** Enhance finance access by reforming the **Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE),** supporting NBFCs, and easing state-level subsidy norms
- **Skilling:** Aligning training programs with industrial needs, focusing on financial literacy and business skills for MSME owners.
- **Data:** Upgrade the **UDYAM portal** with detailed, cluster-wise and state-level data to guide better policy.
- **Technology & Innovation:** Create targeted policies for small firms, strengthen Institutes for Collaboration (IFC) to promote innovation.

MSMEs: A Crucial Pillar of India's Economic Growth

Share in India's GVA
27.3% → 30.1%
(2020-21 to 2022-23)

Sector Contrtibution
36%
to Manufacturing
45.7%
to Exports

MSME Export Growth
₹ **3.95 Lakh Crore**
(2020-21)
₹ **12.39 Lakh Crore**
(2024-25)

Classification of MSMEs

Category	Investment (₹crore)	Turnover (₹crore)
Micro Enterprises	≤ 2.5	≤ 10
Small Enterprises	≤ 25	≤ 100
Medium Enterprises	≤ 125	≤ 500

Gundaram Inscriptions Discovered in Telangana Shed New Light on Satavahana Period

The 11 inscriptions found in Gundaram Reserve Forest provide crucial insights into the early Deccan's cultural & political landscape (1st century BCE – 6th century CE), especially regarding the Satavahana period.

Key Findings

- **Hāritiputra Inscription:** Written in early **Brahmi script,** it suggests a **political alliance between Satavahana** and **Chutu dynasties.** Chutus were contemporary of Satavahanas.
- **Trident & Damaru Inscription:** A unique inscription with a trident and damaru marks the earliest known **religious iconography** in South India.
  - ⊕ It indicates an early association of **political authority** with **symbolic religious elements.**

About Satavahana (2nd century BCE to 2nd century CE)

- Also known as the Andhras, Satavahanas were a dynasty that **succeeded the Mauryas** in the Deccan region, including present-day Andhra Pradesh, Telangana, and Maharashtra.
- **Prominent Rulers**
  - ⊕ **Simuka:** He established the Satavahana rule by overthrowing the Kanva dynasty.
  - ⊕ **Gautamiputra Satakarni:** The Satavahana dynasty reached its zenith under him. He is celebrated for his **military successes against the Shakas (Western Satraps)** and for consolidating Satavahana power.
    - ◆ **Nasik** & **Nanaghad inscriptions** throw much light on the reign of Gautamiputra Satakarni.
  - ⊕ **Hala:** Famous for his book **Gathasaptasati** (written in Prakrit).
- **Many Satavahana kings used their mother's name** in their name, unlike other dynasties.
- Satavahanas were among first Indian dynasties to **issue coins bearing the portraits of their rulers.**

Novel CAR-T therapy Shows Promising Results in Treating Cancer

Developed by Brazilian scientists, **HSP-CAR30** therapy targets the CD30 protein and has successfully completed its initial trial.

- CD30 protein is found on some **T cells and B cells** (two types of white blood cells). It helps in cancer diagnosis and treatment planning.
  - ⊕ T-cells are special cells whose primary function is cytotoxic, meaning killing other cells.

Key Developments

- **Higher Efficacy:** It has 100% overall response rate and 50% of patients achieved complete remission.
- **Safety and immunity:** It has **no dose-limiting toxicities,** and CAR30+ cells remained **detectable in 60%** of evaluable patients even a year after infusion.

What is Chimeric Antigen Receptor T-cell (CAR-T) Therapy?

- **Chimeric Antigen Receptor T-cell (CAR-T) therapy** is a type of treatment where a patient's **T cells** (a kind of white blood cell) are collected from the blood and genetically modified in a laboratory.
- A special receptor called **CAR** (Chimeric Antigen Receptor) is added to these T cells, enabling them to recognize and attack cancer cells more effectively.
- CAR-T therapy has already shown significant success in treating **blood cancers,** including **Acute Lymphoblastic Leukemia (ALL), Non-Hodgkin Lymphoma,** and **Multiple Myeloma.**

🫱 Advantages of CAR-T therapy	📊 Challenges
Long Term Remission: CAR-T therapy can keep cancer at bay for long periods, reducing treatment cycles and improving quality of life.	**Cytokine Release Syndrome (CRS):** CRS is a systemic inflammatory response caused by cytokines released from infused CAR T cells, which can lead to widespread but reversible organ dysfunction.
Personalized Treatment: CAR-T uses a patient's own modified T-cells, boosting effectiveness and lowering side effects.	**Neurotoxicity:** Ranges from headache, confusion and seizures to cerebral edema and coma.
Short treatment Duration: Entire process takes approximately 45 days.	**Antigen Escape:** Tumors develop resistance by losing antigen targeted by CAR-T cells.

Also In News

🏅 Major Dhyan Chand Khel Ratna Award

Satwiksairaj Rankireddy & Chirag Shetty received the Major Dhyan Chand Khel Ratna award.

- **The badminton pair** reached the No. 1 rank in Badminton World Federation rankings in 2023 & clinched Asian Games gold medal in Hangzhou.

About Major Dhyan Chand Khel Ratna Award

- **Genesis:** Established in **1991–92** as the **Rajiv Gandhi Khel Ratna,** it was **renamed the Major Dhyan Chand Khel Ratna Award in 2021.**
  - ⊕ It is considered India's **highest sporting honour.**
- **Objective:** To recognize the **most outstanding performance by a sportsperson** over the preceding 4 years.
- **Eligibility:** Only performances in **recognized international events** are considered.
- **Award:** ₹25 lakh cash prize, **Medal** and a **certificate of honour.**
  - ⊕ **Number of Awards:** Typically **one award per year.**

🏛 Lakkundi Temples

Lakkundi temples set to be finalised for UNESCO tentative listing as World Heritage Sites.

About Lakkundi Temples

- Located in the **Gadag district of Karnataka,** Lakkundi is referred to as 'Lokki Gundi' in ancient inscriptions.
- Built during the period of **Kalyana Chaluykas or Western Chalukyas.**
- There are more than **50 ancient temples** scattered throughout the village and houses 101 stepped wells which are also called Kalyani.
  - ⊕ **Kasi Vishwanatha Temple** is the most ornate and elaborately furnished.
- It is also an important **Jain center.**
  - ⊕ It houses a significant **Jain temple dedicated to Mahavira,** which is among the **largest and oldest Jain shrines** at Lakkundi.

National Security Advisory Board (NSAB)

The Government of India has appointed a new chairman along with 7 new members in the National Security Advisory Board (NSAB).

About NSAB

- It was first **constituted in December 1998,** as an **advisory body** of **eminent persons outside the government,** including industry, media and civil society, among others.
  - It is assisted by the **National Security Council Secretariat (NSCS).**
- **Functions:** To **undertake long term analysis** and **to provide perspectives on the national security issues** to the National Security Council (NSC).
  - It also **recommends measures and policy options** on the **issues referred to it by the NSC.**

Indo-Pacific Partnership for Maritime Domain Awareness (IPMDA)

United States has approved a military hardware and logistic support package for India to support IPMDA.

About IPMDA

- IPMDA is a technology and training initiative to enhance maritime domain awareness in the Indo-Pacific region and to bring increased transparency to its critical waterways.
- It was announced by the **QUAD** (comprising India, Australia, Japan and U.S.) at Tokyo summit in **2022.**
- It harnesses **innovative technology** to provide partners across **Southeast Asia, Indian Ocean region and the Pacific** with near real-time information on activities occurring in their maritime zones.

UNDP-India Collaboration under NAMASTE Scheme

Ministry of Social Justice and Empowerment (MoSJE) and UNDP are collaborating under wastepickers component of National Action for Mechanised Sanitation Ecosystem (NAMASTE) Scheme.

- **UNDP** is funding **State Project Management Units (PMUs)** to help implement the scheme effectively.
- NAMASTE scheme was jointly launched by MoSJE and Ministry of Housing and Urban Affairs (MoHUA) **in 2023 to ensure safety and dignity of sanitation workers.**

About NAMASTE Scheme's wastepicker component

- **Genesis:** launched in 2024
- **Aim:**
  - To Digitally profile and register 2.5 lakh wastepickers across India.
  - To offer health insurance coverage under Ayushman Bharat-PMJAY, skill upgradation training, etc.
- **Collectivisation:** Facilitate wastepicker collectives, enabling them to manage Decentralized Waste Collection Centers (DWCCs) and improve their livelihoods.

Victims of Terrorism Associations Network (VoTAN)

The **UN Office of Counter-Terrorism (UNOCT) launched** VoTAN, **a global network to support victims and survivors of terrorism.**

About VoTAN

- **Background:** The **Group of Friends of Victims of Terrorism,** chaired by **Spain and Iraq,** was established nearly six years ago to **uphold the need to protect victims' rights.**
- **Genesis:** The network is a key outcome of the 2022 **UN Global Congress on Victims of Terrorism.**
- **Goal:** To provide a **safe space for victims and survivors** to support each other, build resilience and engage as advocates, educators, and peacebuilders.
- **Financial Support:** Received **from Spain.**

Operation Hawk

CBI launched **Operation Hawk** to crack down on **global cybercrime networks** involved in **online child sexual exploitation.**

- The operation follows **Operation CARBON (2021)** and **Operation Megh Chakra (2022)** to track suspects and dismantle such networks with international links.

Sugar (Control) Order, 2025

Centre issued Sugar (Control) Order, 2025, replacing the 1966 order to modernise sugar sector regulations.

Key Highlights of the Order

- **Real-time Data Sharing:** API integration between sugar mills and the Food Department portal.
- **Covers More Products:** Includes **khandsari** (traditional unrefined sugar) and **raw sugar** to match global standards and ensure fair prices to farmers.
- **By-products Covered:** Includes **molasses** and **ethanol** to ensure domestic sugar availability.
- **Standard Definitions: Adopts FSSAI definitions** for sugar products, for uniformity across the industry.

US-Ukraine Mineral and Energy Deal

The US signed a deal with Ukraine for preferential access to its mineral and energy reserves, including new oil and gas projects.

Ukraine's Mineral Reserves

- **Rare Earth Elements (REEs):** There are 17 such elements. They are **found in abundance** but are **difficult to extract.**
- **Critical Minerals:** These are **rare to find,** and **their classification varies** from country to country.
  - Ukraine holds **22 of the 50 strategic materials identified by the US as critical,** including **graphite and lithium.**
  - **India has** identified **30 minerals** as critical.

Place in News   📰 Egypt (Capital: Cairo)

India, Egypt boosts Counter-Terrorism ties at 4th Joint Working Group Meeting.

Political Features

- **Location:** Egypt is located in the northeastern corner of Africa.
- **Bordering Countries:** Libya (west), Sudan (south), and Israel (northeast).
- **Bordering Water Bodies:** Mediterranean Sea (north), Red Sea and Gulf of Aqaba (east).

Geographical Features

- **Major mountain ranges:** Red Sea Hills, Sinai Mountains etc.
  - **Highest Peak:** Mount Catherine (2,642 m)
- **Major River:** Nile River
- **Major Deserts:** Western Desert (Arabic Al-Ṣaḥrā al-Gharbiyyah), the Eastern Desert (Al-Ṣaḥrā al-Sharqiyyah).

AHMEDABAD   BENGALURU   BHOPAL   CHANDIGARH   DELHI   GUWAHATI   HYDERABAD   JAIPUR   JODHPUR   LUCKNOW   PRAYAGRAJ   PUNE   RANCHI