

**SosinClasses**

**INSTITUTE FOR IAS EXAMINATION**

(IAS, IFS, IPS, IRS, IRMS, IFoS & Other Civil Services)

Ashok Nagar X Road, Hyderabad

+91-90000 36699 / 90000 66690

www.sosinclasses.com / info@sosinclasses.com

---

DAILY NEWS DIARY

Of

**13.06.2022**

**FOR PRELIMS AND MAINS**

Warm Greetings.

- DnD aims to provide every day news analysis in sync with the UPSC pattern.
- It is targeted at UPSC – Prelims & Mains.
- Daily articles are provided in the form of Question and Answers
- To have a bank of mains questions.
- And interesting to read.
- Providing precise information that can be carried straight to the exam, rather than over dumping.

*SosinClasses*

## INDEX

### GS 2

1. Guidelines on Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022.....04
2. National e-Vidhan Application.....06

### GS 3

1. Strategic significance of the BrahMos Missile System.....07
2. Scientists have found microplastics in freshly fallen Antarctic snow for the first time.....08

✚ Prelims practice questions.....09

GS 2

## ❖ INTERNATIONAL RELATIONS

Q) What are the new set of Guidelines on Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022?

**Context:**

The Centre has announced a new set of guidelines for advertisements preventing misleading ads by Celebrities.

<b>'ENDORERS NEED TO DO DUE DILIGENCE'</b>	
<b>Misleading advertisements are those, which:</b> <ul style="list-style-type: none"> <li>➤ Falsely describes a product or service</li> <li>➤ Gives a false guarantee to, or likely to mislead the consumers</li> <li>➤ Deliberately conceals important information</li> </ul>	<b>Bait advertisements:</b> Where goods, products or services are offered for sale at low prices to attract consumers  <b>Surrogate or indirect advertising:</b> Advertisements for goods, products or services whose advertisement is prohibited by law  <b>Free claims advertisements:</b> Only those where consumers need to pay only for collecting or paying for delivery of items
<b>WHAT'S BANNED</b>	
<ul style="list-style-type: none"> <li>➤ Misleading &amp; surrogate advertisements</li> <li>➤ Advertisements that condone or encourage practices detrimental to children's physical or mental wellbeing</li> <li>➤ Claims that consumption of a product helps enhancing physical or mental ability</li> </ul>	without valid scientific evidence  <ul style="list-style-type: none"> <li>➤ Advertisements targeting children that develop negative body image</li> <li>➤ Advertisements giving impression that advertised products are better than natural or traditional food</li> </ul>
<b>DISCLAIMERS BY MANUFACTURERS &amp; ADVERTISERS</b>	
<ul style="list-style-type: none"> <li>➤ Disclaimers must be in same language &amp; font size as the main ads</li> </ul>	<ul style="list-style-type: none"> <li>➤ In audio-visual ads, voice over must be clear &amp; not quick ones</li> <li>➤ Owners/promoter in companies need to disclose their stake</li> </ul>
<b>Responsibility of endorsers:</b> Endorsers need to do due diligence to gain adequate information of the product	

**Guidelines on Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022:**

1. Conditions for non-misleading and valid advertisement: An advertisement shall be considered to be valid and not misleading:
  - If it contains truthful and honest representation;
  - Does not mislead consumers by exaggerating the accuracy,
  - Scientific validity or practical usefulness or capability or performance or service of the goods or product;

- Does not present rights conferred on consumers by any law as a distinctive feature of advertiser's offer.
2. Bait Advertisement:
    - A bait advertisement shall not seek to entice consumers to purchase goods, products or services without a reasonable prospect of selling such advertised goods, products or services at the price offered.
    - The advertiser shall ensure that there is adequate supply of goods, products or services to meet foreseeable demand generated by such advertisement.
  3. Prohibition of surrogate advertising:
    - No surrogate advertisement or indirect advertisement shall be made for goods or services whose advertising is otherwise prohibited or restricted by law.
    - No circumventing of such prohibition or restriction and portraying it to be an advertisement for other goods or services shall be allowed.
  4. Free claims advertisements:
    - A free claims advertisement shall not describe any goods, product or service to be 'free', 'without charge' or use such other terms if the consumer has to pay anything other than the unavoidable costs.
    - Seller must make clear the extent of commitment that a consumer shall make to take advantage of a free offer.
  5. Children targeted advertisements:

An advertisement that addresses or targets or uses children shall not condone, encourage, inspire or unreasonably emulate behaviour that could be dangerous for children or take advantage of children's inexperience, credulity or sense of loyalty.
  6. Limitations on Celebrity Endorsers:
    - The government has tightened norms for endorsers, including celebrities and sportspersons.
    - They are now required to make material connection disclosures and undertake due diligence while doing advertisements.
    - Endorsements must reflect the honest opinions, belief or experience of the endorsers.
    - The endorsers have to make material connection disclosures and failing to do so will attract penalty under the Consumer Protection Act (CPA).
    - Material disclosures mean any relationship that materially affects the weight or credibility of any endorsement which a reasonable consumer would not expect.
    - Violation of these guidelines will attract a penalty of ₹10 lakh for the first offence and ₹50 lakh for the subsequent offence, under the CPA.
  7. ASCI rules:
    - The latest guidelines will also apply to government advertisements.
    - Moreover, the advertising guidelines for self-regulation issued by the Advertising Standards Council of India (ASCI) will also be in place in a parallel manner.

**Source: The Hindu**

**Q) Explain the significance and challenges of National e-Vidhan Application (NeVA).****Context:**

A delegation of MLAs from Gujarat visited the UP Legislative Assembly to learn about the novel e-Vidhan system for paperless proceedings that has been recently adopted by the UP state assembly.

**E-Vidhan System:**

- The National e-Vidhan Application (NeVA) is a system for digitising the legislative bodies of all Indian states and the Parliament through a single platform.
- It includes a website and a mobile app.
- The house proceedings, starred/unstarred questions and answers, committee reports etc. will be available on the portal.
- Nagaland became the first state to implement NeVA, in March this year.

**Significance of NeVA:**

- There has been a shift towards digitisation in recent years by the government.
- NeVA aims for streamlining information related to various state assemblies, and to eliminate the use of paper in day-to-day functioning.
- PM Modi mentioned the idea of “One Nation One Legislative Platform” in November 2021.
- A digital platform not only gives the necessary technological boost to our parliamentary system, but also connects all the democratic units of the country.

**Has this been done elsewhere?**

1. Himachal Pradesh’s Legislative Assembly implemented the pilot project of NeVA in 2014, where touch-screen devices replaced paper at the tables of the MLAs.
2. Though both Houses of Parliament have not gone fully digital yet, governments world over are heading towards embracing the digital mode.
3. In December last year, the Government of Dubai became the world’s first government to go 100 percent paperless.
4. It announced all procedures were completely digitised.
5. This, as per a government statement, would cut expenditure by USD 350 million and also save 14-million-man-hours.

**Challenges:**

- ✓ Access to devices and reliable internet and electricity was an issue particularly for legislators representing rural constituencies.
- ✓ Lack of training and heightened concerns over security are some more recent issues in the road to digitization.

**Source: Indian Express**

## GS 3

### ❖ SCIENCE & TECHNOLOGY

#### **Q) Assess the capabilities and strategic significance of the BrahMos Missile System.**

##### **Context:**

On June 12, 2001 the BrahMos supersonic cruise missile was first tested from a land-based launcher in Chandipur.

##### **BrahMos Missile System:**

- BrahMos is a joint venture between India's Defence Research and Development Organisation (DRDO) and Russia's NPO Mashinostroyeniya.
- The missile derives its name from the Brahmaputra and Moskva rivers.
- Beginning with an anti-ship missile, several variants have since been developed.
- It is now capable of being launched from land, sea, sub-sea and air against surface and sea-based targets and has constantly been improved and upgraded.

##### **Its capabilities**

- BrahMos is a two-stage missile with a solid propellant booster engine.
- Its first stage brings the missile to supersonic speed and then gets separated.
- The liquid ramjet or the second stage then takes the missile closer to three times the speed of sound in cruise phase.
- The missile has a very low radar signature, making it stealthy, and can achieve a variety of trajectories.
- The 'fire and forget' type missile can achieve a cruising altitude of 15 km and a terminal altitude as low as 10 m to hit the target.

##### **Strategic significance:**

- Cruise missiles such as BrahMos, called "standoff range weapons", are fired from a range far enough to allow the attacker to evade defensive counter-fire.
- What makes the missile system unparalleled is its extreme accuracy and versatility.
- With missiles made available for export, the platform is also seen as a key asset in defence diplomacy.

##### **Variants of Brahmos:**

Versions currently being tested include ranges up to 350 km, as compared to the original's 290 km. Versions with even higher ranges, up to 800 km, and with hypersonic speed are said to be on cards. Efforts are also on to reduce the size and signature of existing versions and augment its capabilities further. Versions deployed in all three-Armed forces are still being tested regularly, and so are versions currently under development.

- **LAND-BASED:** The land-based BrahMos complex has four to six mobile autonomous launchers, each with three missiles on board that can be fired almost simultaneously. They are described as 'tidy' as they have very few components.

- SHIP-BASED: The Navy began inducting BrahMos on its frontline warships from 2005. These can hit sea-based targets beyond the radar horizon. The Naval version has been successful in sea-to-sea and sea-to-land modes.
- AIR-LAUNCHED: On November 22, 2017, BrahMos was successfully flight-tested for the first time from a Sukhoi-30MKI against a sea-based target in the Bay of Bengal. It has since been successfully tested multiple times.
- SUBMARINE-LAUNCHED: This version can be launched from around 50 m below the water surface. The canister-stored missile is launched vertically from the pressure hull of the submarine and uses different settings for underwater and out-of-the-water flights.

**Source: Indian Express**

## ❖ ENVIRONMENT & BIODIVERSITY

**Q) “Scientists have found microplastics in freshly fallen Antarctic snow for the first time”.  
Comment.**

**Context:**

Scientists have found microplastics — plastic pieces much smaller than a grain of rice — in freshly fallen Antarctic snow for the first time.

**Microplastics:**

- Microplastics are tiny bits of various types of plastic found in the environment.
- The name is used to differentiate them from “macroplastics” such as bottles and bags made of plastic.
- There is no universal agreement on the size of microplastics. It defines microplastic as less than 5mm in length.
- However, for the purposes of this study, since the authors were interested in measuring the quantities of plastic that can cross the membranes and diffuse into the body via the bloodstream.
- Hence, they agreed on an upper limit on the size of the particles as 0.0007 millimetre.
- Researchers have found microplastics in the snow samples from the Ross Ice Shelf in Antarctica.

**Threats posed by Microplastics:**

Microplastics has the potential to influence the climate by accelerating melting of ice. They limit growth, reproduction, and general biological functions in organisms, as well as humans.

**Source: The Hindu**

**Q) The term 'Peace clause' is used frequently with respect to which of the following international organizations?**

- a. International Monetary Fund
- b. United Nations Security Council
- c. World Trade Organization
- d. International Atomic Energy Agency

 **Hey from Yesterday –**

**Q) Which of the following statements about Sant Tukaram is/are correct?**

1. He was a contemporary of Maratha ruler Shivaji Maharaj
2. He pointed out the evil of wrongdoings of social system by his kirtans and abhangs.

**Options:**

- a. 1 only
- b. 2 only
- c. Both
- d. None

**Answer: c**

**Explanation:**

- Sant Tukaram is a 17th-century poet-saint who was a contemporary of Shivaji Maharaj, Eknath and Ramdas. His poetry was dedicated to Vithoba or Vitthala, an incarnation of Vishnu, the Hindu God.
- Tukaram was a Bhakti saint of Maharashtra and said to be a contemporary of Shivaji.
- Tukaram is most known for his religious poetry known as Abhanga, as well as his community-oriented worship with spiritual melodies known as kirtans. Tukaram pointed out the evil of wrong doings of then society, social system and Maharajs by his kirtans and Abhangs.

**UPSC - CSE****OUR PROGRAMS TARGETING 2022 – 23****OFFLINE / ONLINE****COURSES OFFERED****ANTHROPOLOGY OPTIONAL COURSES**

- Classroom Course offline mode from 22nd June 2022
- Online course with individual portal access from 29th June 2022
- All India Test Series for Mains from 2nd July 2022
- Anthroment (Mentorship & Long-term Test Series 2022-23) from 11<sup>th</sup> June 2022

**GENERAL STUDIES FOUNDATION COURSE**

- Classroom Course offline mode from 22nd June 2022
- Online course with individual portal access from 29th June 2022
- Exclusive GS -Mentorship for Prelims cum Mains
- GS Mains Answer Writing Test Series Program Starts from 3rd July. Available both in Offline & Online modes