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**MK Yadav Sir**

# Table of Contents

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- 1 Dark Pattern
- 2 India Maldives Relations
- 3 PMMVY
- 4 Venus Tectonic Activity
- 5 Committees of Parliament
- 6 Universal Basic Income
- 7 Azadi Ka Amrit Mahotsav
- 8 MGNREGS
- 9 GI Tags in Goa
- 10 Avian Influenza

# Dark pattern sales by airlines, online agents deemed 'cybercrime'

Jagriti Chandra  
NEW DELHI

Following complaints about practices by airlines and online travel agents that entail tricking consumers into making unintended purchases – such as paying for seats – while booking flight tickets, which one government official called a “cyber-crime”, the Ministry of Civil Aviation has asked low-cost carrier IndiGo to rectify its website.

The rap for the airline comes days before a meeting of the Consumer Affairs Ministry to discuss such complaints from air travellers to be held on November 9. Attendees will include representatives from the Ministry of Civil Aviation, airlines, online travel agents, and NGOs representing consumers. The agenda of the meeting is to discuss complaints about



It deploys 'false urgency' to make consumers pay extra.

airlines extending the charge on seat selection to all seats, incidents of passengers denied boarding despite a valid ticket, etc.

## 'Unfair practice'

Consumer Affairs Secretary Rohit Kumar Singh said, “A dark pattern is one where an entity nudges consumers to buy products they didn't intend to, which is an unfair trading practice, and can constitute a cybercrime.”

CONTINUED ON  
» PAGE 10

**Context:** The Ministry of Civil Aviation recently took action following complaints about deceptive practices by airlines and online travel agents, requiring IndiGo to make changes to its website.

- “A dark pattern is one where an entity nudges consumers to buy products they didn't intend to, which is an unfair trading practice, and can constitute a cybercrime.”

## Dark Pattern

- **About:** Dark patterns, also known as deceptive patterns, refer to the tactics employed by websites or apps to lead users into unintended actions or discourage behaviors that are unfavourable for the companies.
- **Coined by:** Harry Brignull, a user experience (UX) designer in 2010, this term encapsulates the strategies used by platforms to manipulate user behavior.
- **Examples:** Intrusive ads that are difficult to dismiss, often due to tiny, hard-to-find “X” buttons, leading users to accidentally click on the ad instead.

## Use of Dark Patterns

- Social media companies and **Big Tech firms such as Apple, Amazon, Skype, Facebook, LinkedIn, Microsoft, and Google** use dark or deceptive patterns to downgrade the user experience to their advantage.
- **In social media,** LinkedIn users often receive unsolicited, sponsored messages from influencers.
- **Dark pattern in India:** Section 2(9)(v) of Consumer Protection Act, 2019 provides for consumer's right to seek redressal against unfair trade practice or restrictive trade practices or unscrupulous exploitation of consumers.

## Started talks with India on troops removal: Maldives President-elect

REUTERS  
COLOMBO, OCT OBER 27

MALDIVES HAS started negotiations with India to remove its military presence, President-elect Mohamed Muizzu said in an interview published by Bloomberg News on Friday, as New Delhi and Beijing both vie for influence in the region.

Removing Indian troops was a key campaign pledge by Muizzu, who ousted President Ibrahim Solih last month.

Around 70 Indian military personnel maintain New Delhi-sponsored radar stations and surveillance aircraft. Indian warships help patrol Maldives' exclusive economic zone.

Muizzu said he had already begun negotiations with the Indian government on removing its military presence, calling those talks "very successful already."

"We want a bilateral relationship that's mutually beneficial," Muizzu told Bloomberg, adding that Indian soldiers would not be replaced by troops from other countries.

Asking India to remove military personnel in no way indi-

EXPLAINED  
**E** Tug-of-war extends

MUIZZU'S WIN extends the tug-of-war between China and India for influence over Indian Ocean. Successive governments have tilted either toward India or China. Both Asian powerhouses have invested heavily in upgrading Maldives infrastructure and extended loans, as they compete.

cated "that I'm going to allow China or any other country to bring their military troops here," he said.

Muizzu won the Maldives election, beating President Ibrahim Solih in a second-round runoff.

Muizzu entered the fray with support from pro-China former President Abdulla Yameen, who was banned from contesting the election by the Supreme Court in August after a conviction for corruption and money laundering.



**Context:** Recently, President-elect Mohamed Muizzu stated in an interview that Maldives has initiated negotiations with India to discuss the removal of its military presence.

- Around 70 Indian military personnel maintain New Delhi sponsored radar stations and surveillance aircraft.
- Indian warships help patrol Maldives' exclusive economic zone.

### India Maldives Relations

- India and Maldives share ethnic, linguistic, cultural, religious, and commercial ties, fostering close, cordial, and multi-dimensional relations.
- In 1965, India was one of the first countries to acknowledge Maldives' independence and establish diplomatic relations.
- India's strategic significance in Maldives is widely acknowledged, with India serving as a prominent security provider.
- The Government of Maldives has officially embraced the 'India First' policy.
- Collaboration spans various domains such as Cybersecurity, Capacity Building, Housing, Disaster Management, and Infrastructure Development.
- Bilateral engagements gained momentum in the late 1980s when India initiated 'Operation Cactus' to thwart a coup in Maldives.

### Importance of Maldives for India

- **India's West Coast:** Maldives is located just 70 nautical miles away from Minicoy and 300 nautical miles away from India's west coast.
- **Strategic Position in Commercial Sea-Lanes:** It serves as a strategic hub for commercial sea-lanes in the Indian Ocean, particularly at the 8° N and 1 ½° N channels.
- **Location Between Busy Trade Routes:** Maldives is positioned between the world's busiest trade routes, including the Strait of Malacca and the Suez Canal.

Pradhan Mantri Matru Vandana Yojana is a prime example of how Digital Connection and emotional and administrative responsibility can come together -  
Smt. Smriti Zubin Irani

**Context:** The National Event on **Pradhan Mantri Matru Vandana Yojana (PMMVY)** recently **took place at Yashwantrao Chavan Centre** in Mumbai, Maharashtra. The event started off with the **technical workshop session** on the New PMMVY portal.

### **Pradhan Mantri Matru Vandana Yojana (PMMVY)**

- **About:** This is a Centrally Sponsored Direct Benefit Transfer (DBT) scheme aimed at providing support to women.
- **Launched:** In 2017
- **Objectives:** To provide partial compensation for wage loss through cash incentives. This support enables women to take necessary rest before and after delivering their first child.
  - **To improve health-seeking behaviour** among Pregnant Women & Lactating Mothers (PW&LM).

### **Key Features**

- **Target Demographic:** The scheme primarily **focuses on offering maternity benefits** to women from socially and economically disadvantaged sections of society.
- **Benefit:** Maternity benefits are extended to a woman for her first two living children, with the condition that the second child is a girl.
- **Monetary Support:** Expecting mothers **receive a monetary benefit of Rs. 5,000**. This financial aid begins from the early stages of pregnancy and continues until the child is born.
  - **First Instalment:** Rs. 1,000 is paid at the time of pregnancy registration.
  - **Second Instalment:** Rs. 2,000 is provided after completing six months of pregnancy
  - **Third Instalment:** The remaining Rs. 2,000 is received after the birth and registration of the child.
- **Additional Support:** Women also **receive Rs. 1,000 under the Janani Suraksha Yojana** following institutional delivery.
- **Handling Miscarriage/Stillbirths:** The scheme treats cases of miscarriage or stillbirths as fresh cases, ensuring that maternity benefits can still be provided in such situations.

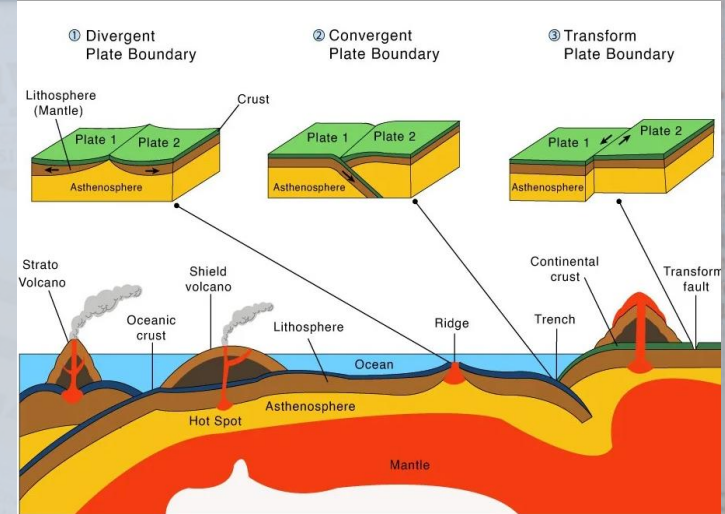
**Context:** A recent study suggests that **Venus, often referred to as Earth's sister planet**, may have **experienced tectonic activity about 4.5 billion to 3.5 billion years ago**.

### Key Points

- **Plate tectonics:** Instrumental in creating its carbon dioxide- and nitrogen-rich atmosphere on Venus, according to the new report published in the journal Nature Astronomy noted.
- **Planet's atmospheric composition:** Mainly composed of **carbon dioxide (96.5%) and nitrogen (less than 3.5%)**.
- Plate tectonics **gave rise to oceans, continents and mountains**, along with playing a critical role in nourishing life on Earth.
- The **new findings suggest** that ancient **Venus may have been home to microbial life**. That means Earth and Venus may have been even more alike than thought.

### Venus

- **About:** Venus is the second planet from the sun, and it is sixth in the solar system in size and mass.
- It is **similar in structure but slightly smaller than Earth (Earth's Twin)**.
- Venus has a **thick and toxic atmosphere** that consists primarily of carbon dioxide, with clouds of sulfuric acid droplets.
- **Temperature:** 465 degrees Celsius, hot enough to melt lead.
- **Rotation:** Venus is one of just two planets that **rotate from east to west**. Only Venus and Uranus have this "backward" rotation.
- **Life on Venus:** Venus's extreme temperatures and acidic clouds make it an unlikely place for life.
- **Venus does not have any moons**, a distinction it **shares only with Mercury** among the planets in the Solar System.
- It is the **hottest planet in the solar system** because of the high concentration of carbon dioxide which works to produce an intense greenhouse effect.



## India to criminalise homosexuality, adultery again? Parliament Panel may recommend reinstating Section 377: Report

### Section 377: Criminalising homosexuality

- Section 377 of the **British colonial penal code criminalized all sexual acts** "against the order of nature".
- This law was **struck down in 2018 by the Supreme Court** of India.
- Notably, **there was no provision for addressing non-consensual sex** between "men, women, transperson, and acts of bestiality" after Section 377 was removed from the IPC.

### Section 497: Criminalising Adultery

- Adultery was a **criminal offence** under **Chapter XX of the Indian Penal Code** until it was quashed by the Supreme Court of India on 27 September 2018 as unconstitutional.
- The law dated from 1860.
- **Under Section 497** of the IPC, which was the section dealing with adultery, **a man who had consensual sexual intercourse with the wife of another man** without that husband's consent will be punished for this offence.

**Context:** The recently **conducted Parliamentary panel** review suggests that **reinstating Section 377 and criminalising** adultery might be recommended to the Indian government in the proposed legal reforms.

- The **Parliamentary Standing Committee** on Home Affairs has formulated a draft report which recommends **bringing back the Adultery law**, and criminalising non-consensual sex between women, men, or trans people.

### Committees of Parliament

- **About:** A Parliamentary Committee **consists of Members of Parliament**, who are either **appointed, elected, or nominated by the House** or its presiding officer, the Speaker or Chairman.
  - These committees **operate under the guidance of the Speaker or Chairman** and submit their reports either to the House or to the Speaker or Chairman.
- **Origin:** The concept of Parliamentary Committees has its **roots in the British Parliament**.
- **Article 105:** Pertains to the privileges of MPs.
- **Article 118:** Empowers Parliament to establish rules for governing its procedures and business conduct.
- **Types of Parliamentary Committees:** Standing Committees and Ad Hoc Committees.
  - **Standing Committees** are permanent (**constituted every year or periodically**) and work on a continuous basis.
  - **Ad Hoc Committees** are temporary and cease to **exist on completion of the task** assigned to them.

# Can Universal Basic Income tackle India's poverty

**Context:** Recently, localized experiments with **universal basic income (UBI)** have yielded **mostly positive results across states**, reinforcing calls for social policy.

- The **WorkFREE pilot project to provide support through UBI**, a social policy in which people periodically receive minimum but unconditional cash support,

## Universal Basic Income (UBI)

- **Definition:** UBI is a social welfare policy that **provides all beneficiaries with a regular**, unconditional transfer payment to guarantee a minimum income.
- **Objectives:** To ensure that every **citizen has enough income to cover essential** needs like food, housing, and healthcare, with the overarching goal of reducing poverty and economic inequality.
- **Simplification of Welfare Systems:** UBI is designed to simplify existing social welfare systems by replacing or consolidating **various targeted social programs**, which can often be complex and administratively burdensome.

## Principles of UBI Support Programs

- **Unconditional Support:** UBI provides income support without imposing specific conditions or requirements on beneficiaries.
- **Periodic Payments:** UBI offers regular, periodic payments instead of one-time lump sum transfers.
- **Direct Cash Transfers:** UBI delivers financial assistance through direct cash transfers, eliminating the need for coupons or cash equivalents.
- **Individual Beneficiaries:** UBI focuses on providing support to individual beneficiaries rather than households.

## WorkFREE Pilot Project

- **About:** The WorkFREE Pilot Project is a joint initiative of the University of Bath, Montfort Social Institute-Hyderabad, and the India Network for Basic Income. Funding for the project is provided by the European Research Council.
- **Cash Support:** As part of the project, adults receive Rs 1,000 per month, while children receive Rs 500 per month, for a duration of 18 months.
- **Emergency Support:** A significant number of recipients utilized the cash support to expand their economic activities and cover unforeseen emergency expenses, mitigating the need for borrowing.

## Prime Minister Narendra Modi to pay tribute to the Bravehearts at the closing ceremony of Azadi Ka Amrit Mahotsav, “Meri Maati Mera Desh”

**Context:** Prime Minister of India will address the **finale event of Meri Maati Mera Desh campaign** at Vijay Chowk/Kartavya Path on 31st October 2023.

- It will also mark the **wrap of the two years long campaign of Azadi Ka Amrit Mahotsav** which began on 12th March 2021 to celebrate the 75 years of India's independence.

### Azadi Ka Amrit Mahotsav

- **About:** The Government of India launched Azadi Ka Amrit Mahotsav as an initiative to commemorate 75 years of India's independence and its remarkable history.
- **75-Week Countdown:** The celebration commenced on March 12, 2021, with a 75-week countdown to the **75th anniversary of India's independence**, set to culminate on August 15, 2023.
- **Themes:** Azadi Ka Amrit Mahotsav is organized around five thematic pillars:
  - **Ideas@75:** Focusing on ideas and ideals that have shaped India's past and will influence its future.
  - **Youth@75:** Celebrating the role of **India's youth in shaping the nation**, with initiatives such as the National Youth Parliament Festival and the National Service Scheme.
  - **Culture@75:** Embracing **India's rich cultural heritage and diversity**, with events like the Rashtriya Sanskriti Mahotsav and the Ek Bharat Shreshtha Bharat program.
  - **Actions@75:** Showcasing **India's achievements in various fields and encouraging** citizens to contribute to a better India. This theme includes the National Digital Health Mission and the Swachh Bharat Mission.
  - **Amrit Mahotsav:** Dedicated to the **people of India, acknowledging their contributions** and potential in realizing the Prime Minister of India vision of an empowered India.

### Meri Maati, Mera Desh

- **About:** The 'Meri Maati Mera Desh' campaign is an initiative launched to honor the brave hearts who sacrificed their lives for the freedom of the country.
  - It involves installing special inscriptions in panchayats across the nation in memory of these heroes.
- **The 'Amrit Kalash Yatra':** It is a part of the '**Meri Maati Mera Desh**' campaign. During this yatra, 7,500 pots carrying soil from different parts of the country will be brought to the national capital along with saplings.
- These pots will be used to **create an 'Amrit Vatika' near the National War Memorial**, symbolizing '**Ek Bharat Shreshtha Bharat.**'

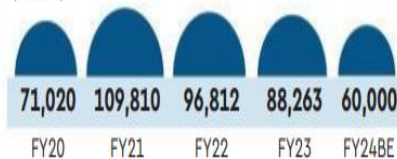
# Face authentication from next year to plug MGNREGS leakage

PRASANTA SAHU  
New Delhi, October 27

THE CENTRE WILL likely roll out Aadhaar-linked face authentication of workers under the flagship Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) next year to plug leakages, which officials estimate is as high as a third of the spending in the scheme. Rampant misappropriation of funds allocated under the flagship scheme is one of the main triggers for the Centre to make a five-year low provision of ₹60,000 crore in the FY24 Budget for the jobs programme. It will likely top up it with another ₹30,000-40,000 crore as budget allocation has almost been fully utilised.

A pilot on Aadhar-linked face authentication is currently going on in Tamil Nadu and Haryana under which workers have to undergo face authentication

Centre's budget expenditure on MNREGS  
(₹ crore)



Month-wise work demand in FY24  
(Households, million)



at the beginning as well as at the end of the day's work, an official said.

"If the face is not authenti-

cated, the worker won't receive any payment under the scheme," the official said. The new measure, which will likely be rolled

out sometime next year, would help curb corruption in the scheme, the official added.

Often it has been found that middlemen in many places collect the Aadhaar card from workers to mark their attendance under MGNREGS without the workers actually working. The middlemen, who also collect the debit cards of workers, apportion the NREGS wages deposited in the Aadhaar-linked bank account of the workers. The Unique Identification Authority of India (UIDAI) uses face authentication as a process by which an Aadhaar number holder's identity can be verified.

A successful face authentication confirms that your physical face which is being scanned for verification matches the one which was captured at the time of enrolment when your Aadhaar number was generated. A successful face authentication confirms that you are who you claim to be.

**Context:** The Centre is expected to introduce Aadhaar-linked face authentication for workers in the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) next year to address recent concerns of significant spending leakages, estimated by officials to be as high as one-third of the program's expenditures.

## Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS)

- **Objective: Guaranteed Right to Work:** MGNREGS is a demand-driven scheme, that seeks to provide guaranteed 100 days of wage employment per year to every rural household whose adult members volunteer to do unskilled manual work.
- **Features:** Legal right to work, a time-bound guarantee of work and unemployment allowance (within 15 days). Decentralized planning – i.e. Gram Sabha recommends work, demand-driven scheme.
- **MGNREGA Act, 2005:** It specifies a list of works that can be undertaken to generate employment such as water conservation, land development, construction, agriculture.
- **Role of MGNREGA in addressing rural distress:** Jobs to unskilled/semi-skilled, Reduction in poverty levels, Women labour force participation, Benefits to agri-sector, Rural Development, Creation of rural assets, Reviving MSME sector.
- **Challenges:** Employment provided remains below guaranteed minimum, Non-payment of unemployment allowance, Low wage rate, Corruption and leakages, Poor quality of assets and inefficient monitoring and maintenance, Regional disparity.

## Is India sub-leveraging the advantages of GI tagging?



**YES, BUT...**

SANDEEP GOYAL

Earlier this month, the Goan caju (cashew kernel) successfully obtained a Geographical Indication (GI) tag. Goa's applications for GI recognition for Bebinca, Malcorada mango, seven-ridge okra, Agassaim brinjal, Harmal chilli and Khola chilli are still pending.

According to the World Intellectual Property Organisation (WIPO), a GI tag is a sign used on products that have a specific geographical origin and possess qualities or a reputation that is due to that origin. But is the award of the GI tag for the Goan caju such a big deal? I am not so sure.

The most famous example of GI-tagging in the world is, of course, Champagne, the sparkling wine from that particular district of France. GI tags have for long been used globally as indicators or appellations of origin in food law. They authenticate and symbolise an intellectual property right of a

label owned collectively by all producers in a region. The law surrounding GIs protects producers and their reputations and reassures consumers that a product of the origin stated on the label is authentic.

In 2018, there was a battle royale between Ratnagiri and Sindhudurg over which district would lay claim to be the real home of the Hapus (also called the Alphonso) mango. A truce was finally called, and both of them agreed to jointly apply for the Alphonso GI tag. Authentic Hapus mangoes are now GI-tagged in the entire Konkan belt, right from Palghar in the north to Sindhudurg in southern Maharashtra. The Konkan region has almost 110,000 hectares under Alphonso orchards and produces mangoes worth ₹30 billion annually, over 50 per cent of which are exported. The GI-tagging for the Alphonso mango has surely helped protect its exclusivity and distinctiveness. But there has been no apparent organised effort — governmental or institutional — to go beyond.

The missionary zeal with which the GI-appellation of Champagne is protected and promoted makes the bubbly elite and expensive. French champagne makers constantly strive for excellence. This devotion to quality control forms the deep-rooted foundation for the designation of champagne as an appellation of origin, as opposed to a mere indication of source.

India's real experience with GI-tagging started in the 1990s with the battle for

Basmati rice. The aromatic rice from northern India was being challenged for its name and exclusivity by Pakistan on one side, and by a US brand called Kasmati on the other. It took many years of legal battles and proactive lobbying for India to protect Basmati from being encroached upon, and compromised. But once the patent was duly established and acknowledged, India, for the most part, forgot about it. There has been no noticeable effort in the past 30 years to grow and embellish the aura around Basmati as the preferred aromatic long-grain rice from the Indian Punjab. No marketing. No branding. No advertising. No trade promotions. No effort whatsoever to create and enhance value.

Much the same fate seems to await the Goan caju. A lot of time, energy and money have been expended in the past on obtaining GI protection for the likes of Darjeeling tea, Pochampally ikat, Mysore silk, Kota doria, Kullu shawls, Madhubani paintings, Muga Assam silk, Bastar dhokra, Goan feni, Bikaneri bhujia, Patthani sarees, Firozabad glass, Khurja pottery, Patan patola, Banaras brocades and even the Banglar rasogolla. Even the holy Tirupati laddoo enjoys a GI-tag. But frankly, most of this tagging, especially for products like Navara rice, Coimbatore wet grinder, Allahabad surkha guava, Dharwad pedha, Eathomozhy tall coconut, Khirsapati (Himsagar) mango, Puneri pagadi, and such has achieved little or no purpose.

To figure out what best to do with a GI tag, we in India need to take a leaf from Juan Valdez, a fictional character who has appeared in advertisements for the National Federation of Coffee Growers of Colombia since 1958, representing a Colombian coffee farmer. He typically appears with his mule Conchita, carrying sacks of harvested coffee beans. He has become an icon for Colombia as well as coffee in general. Valdez was first created by Doyle Dane Bernbach (DDB), the ad agency, with the goal of distinguishing 100 per cent Colombian coffee from coffee blended with beans from other countries. Today Juan Valdez is a global icon and the Colombian coffee he sells is an undisputed world leader.

Unfortunately, in India, while the craze for registration of GIs has gained momentum over the past few years, there really has been no strategy for using the GI to commercial advantage, especially in global markets. The likes of Colombian coffee, Havana cigars, Champagne, Florida orange juice, Idaho potatoes, Tennessee whiskey, Vermouth de Chambéry and others have spent large sums of money in organised marketing and value creation to grow the exclusivity and premiumness attached to their products. All of these now enjoy global recognition and awareness, and are the preferred products/brands in their domains. Can Goan caju do that?

*The writer is chairman of Rediffusion*

**Context:** The Goan caju (cashew kernel) recently secured a Geographical Indication (GI) tag, while Goa's requests for GI recognition for Bebinca, Malcorada mango, seven-ridge okra, Agassaim brinjal, Harmal chilli, and Khola chilli are currently pending.

- According to the World Intellectual Property Organisation (WIPO), a GI tag is a sign used on products that have a **specific geographical origin** and possess qualities or a reputation that is due to that origin.

## GI TAGS IN GOA

(Syllabus: GS Paper 3 – Economy)

### Key Points

- The most famous example of GI-tagging in the world is, of course, **Champagne**, the sparkling wine from that particular district of France.
- GI tags have for long been used globally as indicators or appellations of origin in food law.
- In 2018, there was a battle royale between Ratnagiri and Sindhudurg over which district would lay claim to be the real home of the Hapus (also called the Alphonso) mango.
- mangoes worth 30 billion annually, over 50 per cent of which are exported. The GI-tagging for the **Alphonso mango** has surely helped protect its exclusivity and distinctiveness.

### Goan Cashew

- **About:** Cashew, native to northeast Brazil in Latin America, was introduced to Goa by the Portuguese in the 16th century, precisely in 1570.
- **Initial Purpose in India:** Upon its introduction on the Indian coasts, cashew was primarily recognized as a crop for afforestation and soil conservation.
- **Prominence in Goa:** In the state of Goa, cashew occupies the largest area among horticultural crops.

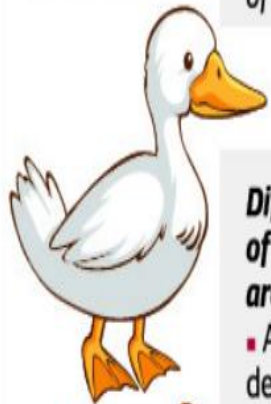
## First cases of avian flu found in Antarctic region

### Influenza Type A Viruses

#### Subtypes

- Hemagglutinin (HA)
- Neuraminidase (NA)

(Viruses are divided into subtypes on the basis of two proteins on the surface of the virus)



▪ 18 known HA subtypes

▪ 11 known NA subtypes

#### Different combinations of HA and NA proteins are possible

- An H7N2 virus designates an influenza A virus subtype that has an HA7 protein and an NA2 protein
- H5N1 virus has an HA5 protein and an NA1 protein

All known subtypes of Influenza A viruses can infect birds, except subtypes H17N10 and H18N11, which have only been found in bats



#### Influenza A H5

- There are nine known subtypes of H5 viruses
- H5N1, H5N2, H5N3, H5N4, H5N5, H5N6, H5N7, H5N8, H5N9

**Context:** Scientists have detected the presence of avian flu for the first time in the Antarctic region, raising concerns for remote populations of penguins and seals.

- The **Highly Pathogenic Avian Influenza (HPAI)** was detected in brown skua (a predatory seabird) populations on Bird Island, South Georgia, making it the first known case in the Antarctic region.

### Avian Influenza

- **About:** Influenza A viruses can be categorized into avian influenza (commonly known as bird flu) and swine influenza (often referred to as swine flu), depending on their origin host.
- These viruses are **distinct from human influenza viruses** and do not readily spread among humans.
- **Classification:** The terms "H" and "N" in the names of flu viruses represent hemagglutinin and neuraminidase, two proteins found on the virus's surface that facilitate its entry into and exit from host cells.
  - Hemagglutinin and neuraminidase were the **initial components of the flu virus** to be identified, leading to its nomenclature.
- **Primary Reservoir:** Aquatic birds, and these birds often experience asymptomatic or mild infections.
- **Impact:**
  - Avian Influenza **outbreaks can lead to devastating consequences** for the country, particularly the poultry industry.
  - Farmers might **experience a high level of mortality in their flocks**, with rates often around 50%.

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