

EVERYDAY CURRENT AFFAIRS – NOV 18, 2018

TAMIL NADU

- **B Pugalenti, Additional advocate general of Tamil Nadu – appointed as the new Judge of the Madras High Court**
- ✓ With his elevation, the total judges strength of the high court has touched 60 against the sanctioned strength of 75
- ✓ Pugalenti has more than 25 years of experience in the bar

NATIONAL

- **Researchers from IIT, Kharagpur – developed a ‘Decision support system’ – to maximize LPG connections in Below Poverty Line (BPL) households under Pradhan Mantri Ujjwala Yojana**
- ✓ It is a first of its kind analysis for the national level energy policy, which can also be extended to other policies for Agricultural commodities, solar panel distributions etc.,
- ✓ The mathematical model, based on linear programming, can calculate optimum number of total BPL connections required in a region along with the number of dealerships that has to be commissioned.

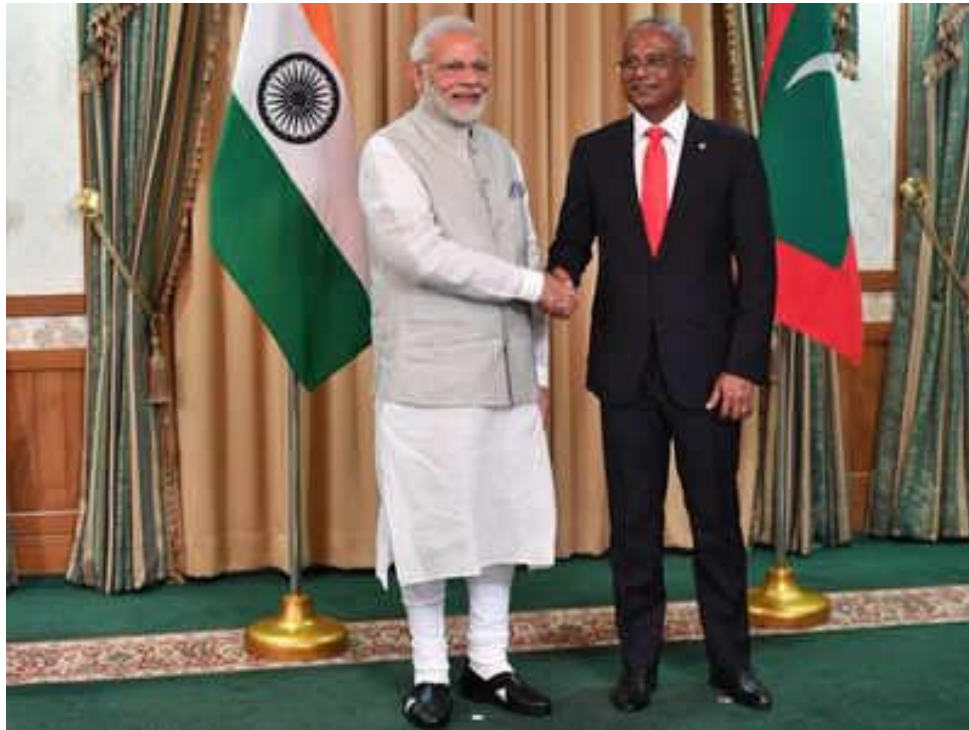
- **Government – approves 3 new proposals under ‘Nirbhaya Fund’**
- ✓ The new proposals are –
 - ✓ Setting up of 1023 Fast track Special courts – for speedy disposal of cases under POCSO (Protection of Children from Sexual Offences) Act and rape
 - ✓ Purchase of Forensic kits for Sexual assault cases at a cost of Rs 107 crore
 - ✓ Setting up of Video Surveillance system at 50 Railway stations by Konkan Railway Corporation Limited at a cost of Rs 18 crore
- ✓ Total financial implication of the project is over Rs 767.25 crore
- ✓ In the first phase, 777 fast track special courts will be established in 9 states
- ✓ The Nirbhaya Fund was created in 2013 with a corpus of Rs 1000 crore by the Ministry of Finance

INTERNATIONAL

- **Toxic – declared as Oxford Dictionary’s ‘Word of the Year 2018’**
- ✓ The word ‘Toxic’ was a stand-out winner with maximum application as 45% of the people have looked up the meaning of the word on its website
- ✓ The word was selected among 150 million words
- ✓ The word ‘Youthquake’ was the winner in 2017 and ‘Post-truth’ in 2016

INDIA AND NEIGHBOURS

- **Prime Minister, Narendra Modi – to attend the swearing-in ceremony of new Maldivian President-elect ‘Ibrahim Mohamed Solih’ in Male**



- ✓ He was the only Head of state at the ceremony
- ✓ This will be PM Modi's first visit to the Maldives as prime minister
- ✓ The last visit by an Indian Prime Minister to the Indian Ocean island nation was by Manmohan Singh in 2011

COMMITTEES

- **Ministry of Home – sets up a tribunal to decide on the banning of 2 military groups in Tripura**
- ✓ The tribunal is headed by Delhi High Court Judge Justice, Suresh Kait
- ✓ The 2 concerned militant groups are - the National Liberation Front of Tripura (NLFT) and All Tripura Tiger Force (ATTF)

CONFERENCES & SUMMITS

- **Prime Minister, Narendra Modi – attends 13th East Asia Summit at Singapore on November 15, 2018**



- ✓ India has been participating in the East Asia Summit since its inception in Kuala Lumpur, Malaysia on December 14, 2005
- ✓ Members of East Asia Summit
 - ✓ ASEAN Countries - Indonesia, Thailand, Singapore, Malaysia, The Philippines, Vietnam, Myanmar, Cambodia, Brunei and Laos
 - ✓ Australia, China, India, Japan, New Zealand, South Korea, Russia and the US
- ✓ Russia and US were added to the Summit at the 6th EAS in 2011
- ✓ EAS meetings are held after annual ASEAN leaders' meetings
- ✓ EAS is an initiative of ASEAN
- **2nd edition of Global Digital Content Market (GDCM) 2018 – held in New Delhi**
 - ✓ The 2-day conference was hosted by The Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry
 - ✓ The 1st edition of the conference was held in Geneva in 2016
 - ✓ India has been chosen as the host nation for GDCM 2018 by World Intellectual Property Organization (WIPO)
 - ✓ Asia Pacific region is the focus of this year's conference
 - ✓ GDCM 2018 featured various sessions on Films, Music, Broadcasting and Publication

SCIENCE, TECHNOLOGY & ENVIRONMENT

- **China – has built an ‘Artificial Sun’ that reaches a temperature of 100 million °C to perform Nuclear fusion on earth**



- ✓ It is 6 times the temperature of Sun's core of 15 million °C
- ✓ Scientists from China's 'Institute of Plasma Physics' have developed a reactor named as 'Experimental Advanced Superconducting Tokamak' (EAST)
- ✓ The reactor can replicate processes happening at the Sun to turn hydrogen into cost-effective green energy
- ✓ However, the scientists were able to sustain the high temperature only for a period of 10 seconds and are currently improvising the technique

APPOINTMENTS

- **Ministry of Woman and Child Development - has nominated three members to National Commission for Women (NCW)**
- ✓ The newly nominated members are –
 - ✓ Chandramukhi Devi (Bihar)
 - ✓ Soso Shaiza (Manipur)
 - ✓ Kamlesh Gautam (Uttar Pradesh)
- ✓ They will hold office for period of three years or till the attainment of 65 years
- ✓ Rekha Sharma is current chairperson of NCW
- ✓ NCW was established in January 1992 under the National Commission for Women Act, 1990
- ✓ Jayanti Patnaik was the first Chairperson of the Commission which also has 5 Central Government nominated Members and a Member-Secretary

- **Ajay Bhushan Pandey, the current UIDAI Chief – has been named as the next ‘Revenue Secretary’ from November 30**



- ✓ He will hold additional charge as UIDAI CEO

- **Thomas Kurien, Indian-American – appointed as the CEO of Google Cloud**



- ✓ Kurien was the former Oracle President of product development and technologist
- ✓ He will replace Diane Greene
- ✓ Kurien had worked in Oracle for 22 years and was a member of Oracle’s Executive Committee for 13 years
- ✓ He hails from Bengaluru

AWARDS

- **Dr Saroj Suman Gulati, educationist – conferred the ‘Global Education Leaders Award’ 2018 at the 2nd edition of India-UAE Partnership Summit held in Dubai**



- ✓ Dr. Saroj Suman Gulati is the Director of Blue Bells Group of Schools
- ✓ She was awarded in recognition of her remarkable contribution to ‘K-12 education and promotion of Art and Culture’
- ✓ She was among the 9 Indian educationists who were awarded the Global Education Leaders Award

SPORTS

- **Prajnesh Gunneswaran – wins the Bengaluru Open Challenger title in Bengaluru**



- ✓ He defeated Saketh Myneni and became Indian No 1 in due course
- ✓ This is the 2nd challenger title for Prajnesh this season

INTERNATIONAL DAY

- **International Students Day – November 17**

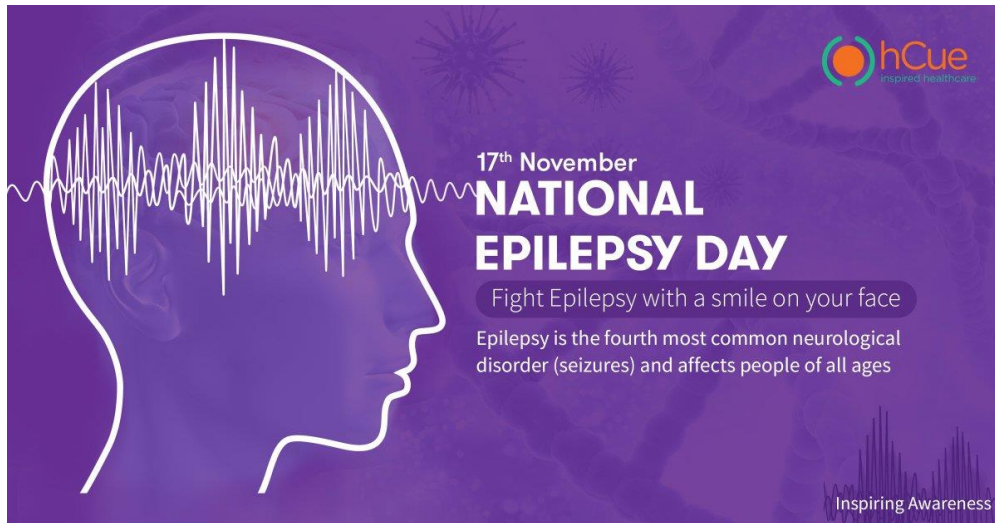
International Students' Day



November 17

- ✓ The date commemorates the anniversary of the 1939 Nazi storming of the University of Prague, Czechoslovakia and the subsequent killing of 9 students and Professors on November 17
- ✓ The day was first marked in 1941 in London by the International Students' Council

➤ **National Epilepsy Day – November 17**



- ✓ The day intends to create awareness about epilepsy in our country
- ✓ Globally, the World Epilepsy Day or Purple Day is observed on March 26th annually

OBITUARY

- **Alyque Padamsee, veteran Ad film maker, theatre personality and Actor (90 years)**



- ✓ He was best known for his role as Muhammad Ali Jinnah in the 1982 Richard Attenborough's Oscar-winning historical film 'Gandhi'
- ✓ As the head of advertising firm, Lintas India, he built it as one of the top advertising agencies in the country
- ✓ He was hailed as the 'Brand Father of Indian advertising'
- ✓ He was the brain behind several iconic ad campaigns including Lalitaji for Surf, the Liril girl, Cherry Charlie for Cherry Blossom Shoe Polish, Hamara Bajaj, the MRF muscle man among many other memorable ads
- ✓ He made Karen Lunel an overnight star as the 'Liril girl'
- ✓ For his contributions to the creative field, he was honored with Padmashri in 2000
- ✓ He was named "Advertising Man of the Century" by The Advertising Club in Mumbai.
- ✓ He also received the Sangeet Natak Akademi Tagore Ratna in 2012.



Padamsee's Big Ad Campaigns

Liril Girl: A bikini-clad girl singing under a waterfall was an iconic campaign. The first ad, featuring Karen Lunel, came out in 1975. It was bold, brave and ahead of its time

Kama Sutra Couple: The slogan was 'For the pleasure of making love', which created quite a scandal. It did, however, create the first globally known Indian condom brand



Surf's Lalitaji: The inspiration was Padamsee's mother, who wasn't stingy but *samajdar* and value-conscious. The character was played by Kavita Chaudhary

Hamara Bajaj
With an evergreen tune, he put India on two-wheelers in the 1990s



Fair & Lovely: In the 1970s he helped make HUL's Fair & Lovely a household name. One of his recent contributions was to Emami's Fair & Handsome

THE OTHERS

Cherry Charlie for Cherry Blossom shoe polish

The Muscle Man of MRF

