

## EVERYDAY CURRENT AFFAIRS – JANUARY 05, 2024

### TAMIL NADU

- **First Asia GCC Outside China In Tamil Nadu**
- ✓ Adidas, the renowned athletic footwear and apparel giant, is making strategic moves to enhance its global operations by establishing its first and only Global Capacity Centre (GCC) in Asia outside of China.



- ✓ This significant development underscores the growing trend of multinational corporations choosing India as a prime destination for setting up their GCCs, capitalizing on the country's abundant software skills.
- ✓ This move signifies a pivotal step for Adidas, as the Chennai facility becomes the first GCC outside of China in Asia.
- ✓ The choice of Chennai as the location for this hub reflects the city's rising prominence in the global corporate landscape.

### STATE

- **First State To Map All Accident Prone Sites**

- ✓ Punjab has become the first in India to meticulously map all 784 accident black spots using the Mappls App, a cutting-edge navigation system developed by MapMyIndia.



- ✓ In a strategic move, the Punjab Police has teamed up with MapMyIndia to integrate real-time traffic updates and alerts into the Mappls App.
- ✓ This collaboration aims to provide citizens with crucial information about black and blind spots, ensuring a safer driving experience.
- ✓ The comprehensive mapping of accident black spots is a crucial component of this visionary project, aiming to create a robust system for ensuring road safety across the state.

## **SCHEMES**

### ➤ **PRITHVI VIGYAN Scheme**

- ✓ The Indian government, under the leadership of Prime Minister Shri Narendra Modi, has launched an ambitious initiative named PRITHVI (PRITHvi Vlgyan), a comprehensive scheme by the Ministry of Earth Sciences.



- ✓ With a significant budget of Rs. 4,797 crore, the program spans from 2021-26, marking a new era in the study and understanding of Earth sciences in India.
- ✓ The PRITHVI scheme aims to revolutionize our understanding and interaction with various Earth systems. Its objectives include: Strengthening the continuous monitoring of the Earth's atmosphere, oceans, geosphere, cryosphere, and solid earth to track and record essential changes.

# IMPORTANT DAYS

## ➤ National Birds Day 2024: January 05

- ✓ Explore the world's most beautiful and unique birds, each possessing its own charm, on National Birds Day celebrated annually on January 5.



- ✓ The day aims to raise awareness about bird conservation and the critical need to protect their habitats, given the challenges they face from illegal pet trade, diseases, and habitat loss.
- ✓ Founded in 2002 by the Avian Welfare Coalition, National Bird Day recognizes birds as vital components of ecosystems.
- ✓ Theme: 'Right To Fight'.