



**Date - 31 Jan 2022**

## Zero campaign

- Centuries ago India gave a unique gift to this world that was zero. This discovery of the great Indian mathematician Aryabhata gave a new direction to the entire knowledge-science and technological discoveries changed our world.
- Taking inspiration from this, just a few days ago, **NITI Aayog and some other organizations jointly launched a 'Zero Campaign'**, and now on January 25, these organizations have released a brand film based on this campaign.
- Due to the consumption and use of fuel, the danger of air pollution in the country is increasing day by day. In such a situation, for the last few years, attention is being paid to the adoption of electric vehicles.
- To promote this, NITI Aayog had launched a 'Zero' campaign last year. Simply put, the objective of this campaign is to bring down vehicular emissions to zero.
- On September 15, 2021, NITI Aayog launched a 'Zero' campaign in collaboration with Rocky Mountain Institute (RMI) and RMI India.
- The objective of this campaign is to promote electric vehicles in terms of delivery in urban areas and make people aware about the benefits of zero pollution delivery.
- That is, the adoption of more and more electric vehicles is being promoted by such companies which are engaged in the work of freight transportation in the cities.
- These include e-commerce companies, fleet aggregators, original equipment manufacturers (OEMs) and companies engaged in freight operations. These include companies like Ola, Uber and Zomato.

### **The 'Zero' campaign has three phase –**

- Corporate branding will be done under the first phase; under the second, people will be made aware about the advantages of adopting electric vehicles; and under the third phase, online toolkit will be made available to the people.
- By which they will be able to calculate the benefits of electric vehicles for themselves as well as what are the benefits of 'Zero' campaign so far, information will also be made available under this third component.

### **In the corporate branding phase-**

- Companies that use electric vehicles will have a logo of the 'Zero' campaign on their vehicles and that driver will also get a similar badge.
- This will increase the credibility and branding of these companies and encourage them to adopt more electric vehicles.
- In the second component-
- People will be told about the ill-effects of air pollution and also, they will be told how air pollution can be reduced by adopting electric vehicles.
- Significantly, only urban freight vehicles account for 10 percent of the total CO<sub>2</sub> emissions from freight traffic in India.
- Experts say that by 2030, this emission can increase to 114 percent.

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### **In the third phase –**

- The toolkit means that you will be able to calculate whether you are more profitable in an electric vehicle by visiting its online portal or in using other types of vehicles like you can buy the same one available on different sites during online shopping compare product prices.
- Increasing urbanization is putting increasing pressure on energy and transport infrastructure; Global temperature is increasing continuously; The dependence of a country like India on other countries for fuel and the recent improvements in battery technology, all these factors are indicating that we need to adopt electric vehicles now.
- But the question is whether all of us are still fully ready to adopt it, because there are still many such challenges which need to be worked very seriously like for electric vehicles in the country at this time. The number of charging stations is very less and whatever they are, they are lying closed.

- Apart from this, in view of the race today, companies have to make such batteries which have more range i.e. their mileage is more. Also, it is necessary to reduce the price of these electric vehicles so that more and more people can buy them.
- India does not have any known reserves of materials like lithium and cobalt for domestic production, whereas these things are very important for battery production.
- Today India is dependent on countries like Japan and China for the import of lithium-ion batteries. That is, we need to do more research in the field of batteries.
- Apart from this, lack of skilled workers for repair of electric vehicles is also a major problem. In this direction, several steps have been taken by the government such as National Electric Mobility Mission Scheme, FAME Scheme, National Mission on Transformational Mobility and Battery Storage and providing financial incentives etc.

## Brahmos supersonic missile



- India has decided to build the image of a defense exporting country by selling Brahmos missile. Till now, India has been known as the largest importer of arms, but now India will sell Brahmos supersonic missiles for the Philippines Navy.
- This is the first foreign order to come to India for export of Brahmos missiles.
- The Philippines has signed a \$375 million (Rs 2,812 crore) deal with India for the purchase of Brahmos missiles. This deal was

done at an event to be held at the National Defense Department of the Philippines in Quezon City.

- Atul D Rane, CEO, Brahmos Aerospace India, Sanjeev Joshi, Deputy CEO, Lt. Colonel R. Negi and Praveen Pathak were present on the occasion.
- Significantly, the Brahmos supersonic missile is capable of hitting three times the speed of sound i.e. at a speed of 4321 kilometers per hour.
- This defense deal is not considered right for China.
- Actually, the Philippines has a dispute with China in the South China Sea. The Philippine Marines intend to use the Brahmos as a shore-based anti-ship missile. The South China Sea is one of the possible areas where the system could be deployed.
- The deal includes delivery of three batteries, training for operators and maintainers and an Integrated Logistics Support (ILS) package.
- The deal for Brahmos was envisioned in 2017 and the office of the President of the Philippines approved its inclusion in the Army's "Horizon 2 Priority Projects" in 2020.

## Maritime Theater Command

- The Indian Navy has recently held an important meeting regarding the formation of the Maritime Theater Command.
- Representatives of the Indian Army and Air Force were involved in the meeting regarding its formation. The meeting was chaired by Vice Admiral Ajayendra Bahadur Singh, Commander and Western Navy.
- It is worth noting that from the Indian Army, Lt Gen YK Dimri, the Central Army Commander, has been entrusted with the task of studying the formation of this command along with South-West Army Commander Lt Gen Amardeep Singh Bhinder.

- To deal with the future security challenges in India, coordination between the three services (Army, Air Force and Navy) will be vital.
- A theater command is very useful for maintaining coordination between the three armies in times of war. For example, a theater command for the Army, which is headed by an Army soldier, and the Air Force-Navy acts as an ally to this command.
- Similarly, in a Maritime Theater Command, the Navy will be the main leader of the war and will be supported by the Army and Air Force.
- The advantage of creating a definite theater command is that the strategies made from here make it easier to strike the enemy with precision. At present, there are about 15 lakh armed forces in the country. Theater command is needed to organize and unite these.
- It is believed that AB Singh is the most senior officer of the Navy and he will get the responsibility of Maritime Theater Command.

**Swadeep Kumar**