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‘Ayush Start-up Challenge’

- Recently All India Institute of Ayurveda- AIIA has launched ‘Ayush Start-up Challenge’ in association with Start-up India.
- AYUSH Traditional and non-traditional systems of health care and treatment including Ayurveda (Ayurveda), Yoga (Yoga), Naturopathy, Unani, Siddha (Siddha), Sowa-Rigpa (Sowa-Rigpa) and Homeopathy (Homoeopathy) etc are included.

About Ayush Start-up Challenge:

- It was launched to encourage start-ups and individuals working on innovations in the field of Ayurveda and alternative medicine.
- The winners of the AYUSH Start-up Challenge will receive a cash prize and incubation support from AIIA.
- The winner will be given a cash prize of Rs 1 lakh and the runner-up Rs 50,000.

Categories:

3 Entry Categories for Participating Start-ups:

- AYUSH Food Innovation
- AYUSH Bio-Instrumentation (Hardware Solution)
- AYUSH IT Solutions (Software Solutions)
- There will be two winners in each of the 3 categories.

Status of AYUSH Market:

- The market for AYUSH sector has grown by 17% to reach US\$ 18.1 billion in 2014-20.
- In global share, India has gained the fastest growth in the AYUSH market as compared to the world and has a market share of around 2.8 per cent and is likely to remain so.
- The AYUSH market is currently estimated to be around US\$ 10 billion and is expected to grow by 50% during the next five years.

Other schemes related to AYUSH:

- National AYUSH Mission
- New portal related to AYUSH sector
- AYUSH Entrepreneurship Program
- Ayush Wellness Center
- ACCR Portal and Ayush Sanjeevani App
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Sahitya Akademi Award in Urdu Language

- **Sahitya Akademi has announced the Sahitya Akademi Award 2021 in Urdu language to Urdu language poet Chandrabhan Khayal for his collection of poetry “Taza Hawa Ki Tabishen”.**
- **Shri Chandrabhan will be presented with an engraved copper plate, shawl and an amount of one lakh rupees as a prize at the literary festival to be held in Delhi on March 11 this year.**
- **Along with this, the Akademi on Monday announced the Sahitya Akademi Award for Jagdish Prasad Mandal for his novel ‘Pangu’ in Maithili language. Today Current Affairs.**
- **Sahitya Akademi Award is a literary honor instituted in the year 1954. The award is presented annually by the Sahitya Akademi (National Academy of Letters).**
- **Awards are given every year by the Academy for literary works in 24 languages recognized by it, as well as for mutual literary translation in these languages.**
- **Apart from the 22 languages included in the Constitution of India, the Sahitya Akademi has also recognized English and Rajasthani as**

the languages in which the program of the Akademi can be implemented. The Hindu Analysis.

- The Sahitya Akademi Award is the second highest literary award given by the Government of India after the Jnanpith Award.

National Means-Cum-Merit Scholarship- NMMSS

- Recently, the National Means-cum-Merit Scholarship (NMMSS) by the Ministry of Education has been approved by the 15th Finance Commission with a total financial outlay of Rs 1827.00 crore for a period of five years i.e. from the year 2021-22. Approved to continue till 2025-26 with minor changes in eligibility criteria and revision of renewal criteria under this scheme.

About National Means-cum-Merit Scholarship: The Hindu Analysis

- It is a central sector scheme, which was started in the year 2008-09 to prevent the meritorious students from economically weaker sections from dropping out of their studies in class VIII.
- 06 lakh scholarships have been sanctioned till the year 2020-21, involving an expenditure of Rs.1783.03 crore.
- It deals with encouraging students to continue their studies at the secondary level.
- Under this scheme, the state government would provide one lakh new scholarships every year to the selected students of classes IX to XII to study in government aided and local body schools and encourage their continuation/renewal in classes X to XII.

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Scholarship Details: The Hindu Analysis

- Under this scheme one lakh new scholarships of Rs. 12,000/- per annum (Rs. 1000/- per month) are provided to the selected students of class IX every year.
- The students are selected through the examination conducted by the state governments for providing scholarship.
- The scholarship is disbursed directly into the bank accounts of the students by the State Bank of India on quarterly basis.

Eligibility Criteria: The Hindu Analysis

- Students whose parents' income from all sources does not exceed Rs.3,50,000 per annum. They are eligible to receive the scholarship.
- Students studying in Kendriya Vidyalayas, Jawahar Navodaya Vidyalayas and residential schools run by state government institutions and private schools are not eligible to get scholarship under this scheme.
- At the time of selection for the scholarship, the candidate must have secured at least 55% marks or equivalent grade in the 8th standard examination. There will be a relaxation of 5% for Scheduled Castes and Scheduled Tribes.

Simlipal Biosphere Reserve

- Recently forest administration and self-help groups have started awareness campaign for management of fire in Simlipal Biosphere Reserve this year.
- Earlier, scientists in Simlipal Tiger Reserve (STR) uncovered the secret behind the colours of the Black Tigers of Odisha.

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Introduction:

- The name of Simlipal is derived from the name of 'Simul' (Simul- Silk Cotton) tree.
- It was officially selected for the Tiger Reserve in the year 1956, which was brought under Project Tiger in the year 1973.
- The Government of India declared it a Biosphere Reserve area in June 1994.
- This Biosphere Reserve is part of the UNESCO World Network of Biosphere Reserves since 2009.

- It is part of the Simlipal-Kuldiha-Hadgarh Elephant Reserve, which is known as the Mayurbhanj Elephant Reserve.
- This forest is prone to forest fire. In the year 2021, Simlipal witnessed forest fires in late February and early March.

Location: The Hindu Analysis

- It is located in the northern part of the Mayurbhanj district of Odisha, which is geographically located on the eastern edge of the Eastern Ghats.

Circled area: The Hindu Analysis

- This biosphere covers an area of 4,374 sq km. It is spread over an area of 845 sq. km. The core area of (Tiger Sanctuary), 2,129 sq.km Buffer area of 1,400 sq.km contains the transition zone.

Plants: The Hindu Analysis

- Simlipal has 1,076 species of flowers and 96 species of orchids.
- It consists of tropical semi-evergreen forests, tropical moist deciduous forests, dry deciduous hill forests and vast grasslands.

Tribes: The Hindu Analysis

- This biosphere reserve area is inhabited by two tribes namely Erenga Kharias and Mankirdias, who still collect food through traditional agricultural activities (collection of seeds and wood).

Wildlife: The Hindu Analysis

- Simlipal is home to a wide range of wild animals including tigers and elephants, apart from 304 species of birds, 20 species of amphibians and 62 species of reptiles.

Causes and mitigation of forest fires: The Hindu Analysis

- **Natural:** Natural factors like heat of the sun and rising temperature in this area can cause forest fires.
- **Man-made cause:** Fire is used by hunters to hunt wild animals which can be the cause of forest fire.

Mitigation Strategies: The Hindu Analysis

- These strategies include forecasting fire-prone days, building control fire lines to reduce fire incidence, working with community members in the region, removing dried biomass, taking action against poachers, etc.

Other Major Protected Areas of Odisha: Today Current Affairs

- Bhitarkanika National Park
- Badrama Wildlife Sanctuary
- Chilka (Nalban) Wildlife Sanctuary
- Hadgarh Wildlife Sanctuary
- Baisipalli Wildlife Sanctuary
- Kotgarh Wildlife Sanctuary
- Nandankanan Wildlife Sanctuary
- Lakhari Valley Wildlife Sanctuary
- Gahirmatha Wildlife Sanctuary

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