






22 August 2024

Kerala Regional News

<p>'Made in Kerala'</p>  <table border="1" data-bbox="256 751 493 827"> <tr> <td>Quality</td> <td>✓</td> </tr> <tr> <td>Ethical</td> <td>✓</td> </tr> </table>  <p>Product of Kerala - Made in India -</p>	Quality	✓	Ethical	✓	<p>Why in news?</p> <ul style="list-style-type: none"> 'Made in Kerala' brand becomes a reality. <p>Key Points:</p> <ul style="list-style-type: none"> It aims at marketing indigenous products from the State to domestic and international levels. It will project Kerala's commitment to quality, ethical and responsible industrial practices and enable Kerala's enterprises in tapping into the global market potential by creating a unique identity for the indigenous products "Made in Kerala". Objectives: <ul style="list-style-type: none"> Recognize the ethical and responsible industrial practices Develop a loyal consumer base across the globe Enhance marketing potential of homegrown enterprises that are into value addition of indigenous produce.
Quality	✓				
Ethical	✓				
<p>Wayanad Landslide</p>	<p>Why in news?</p> <ul style="list-style-type: none"> Recently, Kerala has sought ₹900 crore in central assistance to cover losses from the Wayanad landslides and to fund the rehabilitation of those affected. <p>Key Points:</p> <ul style="list-style-type: none"> These are defined as the movement of a mass of rock, debris, or earth down a slope. These are a geological phenomenon that involves the sudden and rapid movement of a mass of rock, soil, or debris down a slope under the influence of gravity. In India, the entire Himalayan tract, hills/mountains in sub-Himalayan terrains of North-east India, Western Ghats, the Nilgiris in Tamil Nadu and Konkan areas are landslide-prone. 				
<p>SLIP-K</p>	<p>Why in news?</p> <ul style="list-style-type: none"> Kerala University has designed an app called SLIP-K to serve as a landslide early warning system. <p>Key Points:</p> <ul style="list-style-type: none"> This app utilizes geospatial data, real-time monitoring, 				



Daily Current Affairs Encyclopedia

	and communication networks to provide users with timely information on landslide hazards.
<p>Person in news: Sarada Muraleedharan</p> 	<p>Why in news?</p> <ul style="list-style-type: none"> Recently, Sarada Muraleedharan has been appointed new Chief Secretary of Kerala. <p>Key Points:</p> <ul style="list-style-type: none"> The Chief Secretary is the top-most executive official and senior-most civil servant of the state government. The Chief Secretary is the senior-most cadre post in the state administration, ranking 23rd on the Indian order of precedence. He / She acts as the principal advisor to the chief minister on all matters of state administration.

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