



06 Aug 2024

Andhra Pradesh State Regional News

Mission LiFE initiative



Context:

- AP is emerging as a frontrunner in India's Mission LiFE (Lifestyle for Environment) initiative.
- The state has partnered with the **Bureau of Energy Efficiency (BEE)** to implement various energy efficiency programs and promote sustainable living.

Key Points:

- **Early adopter:** AP is one of the first states to actively engage in Mission LiFE, demonstrating strong commitment to environmental protection.
- **Energy efficiency focus:** The state has a proven track record in energy efficiency, having achieved World Bank rankings and attracting global attention.
- **Comprehensive approach:** Mission LiFE aims to enhance the economy, ensure energy security, and improve the quality of life for citizens through sustainable practices.
- **Potential for leadership:** With its proactive stance and achievements, Andhra Pradesh is well-positioned to become a model for other states in adopting sustainable lifestyle

About:

- **LiFE, Lifestyle for Environment,** is a global mass movement **initiated by PM Modi at COP26 in 2021, to encourage individuals to adopt environmentally friendly lifestyles.**
- It emphasizes mindful and deliberate consumption over mindless and destructive consumption
- **Objectives:**
 - Focus:** Promotes individual and collective actions to protect and preserve the environment.
 - Goal:** To create a global army of "Pro-Planet People" who prioritize sustainability.
 - Approach:** Encourages simple changes in daily life, such as reducing waste, conserving energy, and adopting eco-friendly habits.
 - Impact:** Aims to mitigate climate change and move towards a sustainable future.



Vision Document 2047

Context:

- Andhra Pradesh is set to unveil its 'Vision Document 2047' on October 2, aligning with the Centre's 'Viksit Bharat 2047' initiative.

Key points:

- This comprehensive blueprint aims to chart the state's development trajectory over the next 25 years.
- The document is being formulated with a strong focus on twelve priority areas and four key objectives:
 1. **Zero poverty:** Ensuring economic prosperity for all citizens.
 2. **Social and physical infrastructure development:** Building robust infrastructure to support growth.
 3. **Demographic management:** Optimizing population dynamics for sustainable development.
 4. **Ease of living:** Enhancing quality of life for all residents.
- By aligning with the national vision, Andhra Pradesh seeks to contribute significantly to India's development goals while addressing its specific challenges and leveraging its strengths.
- This strategic approach is expected to drive inclusive and sustainable growth in the state.

'Viksit Bharat 2047' initiative:

- **Viksit Bharat 2047** is a visionary initiative launched by the Indian government with the ambitious goal of transforming India into a developed nation by its 100th year of independence in 2047.
- This initiative aims to achieve all-round development by focusing on key areas like:
 - **Economic growth:** Boosting the economy, creating jobs, and improving living standards.
 - **Social progress:** Empowering citizens, reducing poverty, and improving healthcare and education.
 - **Environmental sustainability:** Protecting the environment and promoting sustainable development.
 - **Good governance:** Ensuring efficient and transparent administration

Pradhan Mantri Bhartiya Janaushadhi

Context:



Pariyojana(PMBJP)

- AP accounts for only **0.2% of India's total generic medicine sales.**
- This despite having **264 Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)** stores, which have collectively sold generic medicines worth 8.34 crore in the past six years.
- This low share indicates potential for growth in generic medicine sales in AP, considering the cost-effective benefits these medicines offer.

Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

- The **Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)** is a government initiative in India aimed at providing quality generic medicines at affordable prices to the masses.
- Launched by the **Department of Pharmaceuticals, this scheme establishes dedicated outlets known as Janaushadhi Kendras across the country.**

Key Objectives:

- **Affordable Medicines:** To make quality generic drugs available at significantly lower prices compared to branded medicines.
- **Improved Healthcare Access:** To enhance healthcare accessibility for all segments of society, especially those with limited financial resources.
- **Promoting Generic Medicines:** To create awareness about the efficacy and cost-effectiveness of generic drugs.
- **Reducing Healthcare Expenditure:** To help reduce the overall healthcare expenditure of individuals and the nation.

Impact:

- PMBJP has had a positive impact on the healthcare landscape in India by:
 - Increasing the availability of affordable medicines
 - Reducing out-of-pocket healthcare expenditure
 - Promoting the use of generic drugs
 - Improving healthcare access for the underprivileged.



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