

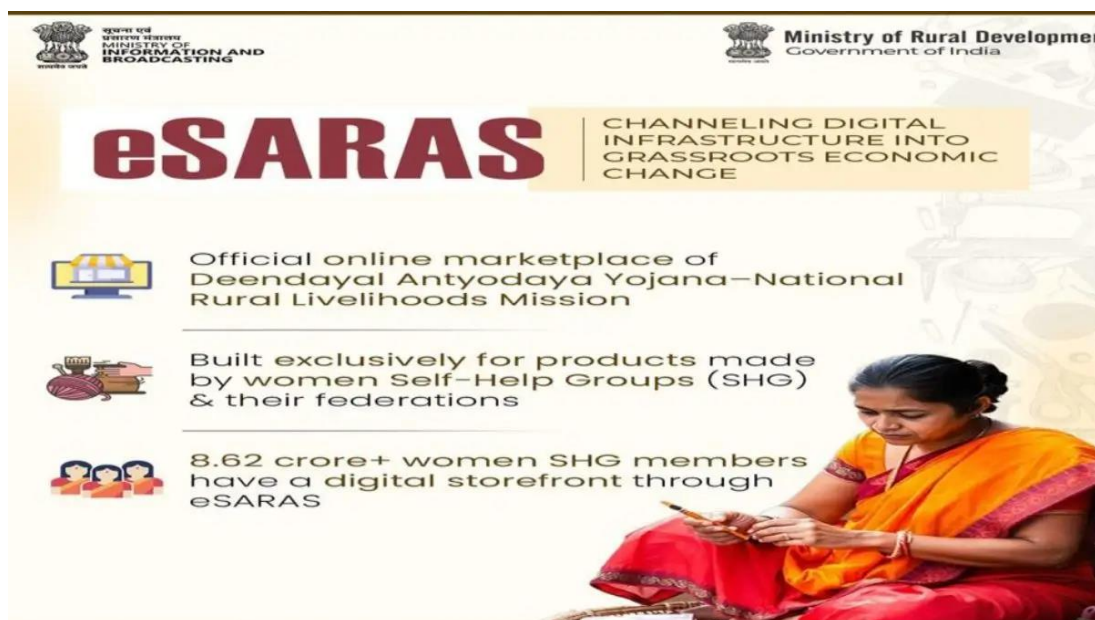
Daily Current Affairs

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11 Years of Digital India: eSaras Empowering Rural Entrepreneurs

- The Digital India programme has completed 11 years, marking a significant milestone in India's digital transformation journey. Over the past decade, digital technology has improved governance, financial inclusion, and public service delivery. One of its notable initiatives is **eSaras**, an online marketplace that enables rural entrepreneurs and Self-Help Groups (SHGs) to directly sell their products across India.
- **About eSaras**
- eSaras is a digital marketplace developed by the **Digital India Corporation (DIC)** under the **Ministry of Electronics and Information Technology (MeitY)** in collaboration with the **Ministry of Rural Development (MoRD)**. The platform operates under the **Deendayal Antyodaya Yojana–National Rural Livelihoods Mission (DAY-NRLM)**.
- **Key Features**
- Provides a nationwide online platform for rural producers.
- Eliminates geographical barriers in marketing.
- Reduces dependence on middlemen, ensuring better income for artisans.
- Promotes handicrafts, handloom products, and traditional goods.
- Integrates with Digital Public Infrastructure, including **UMANG**, secure digital payment systems, logistics partners, and API-based verification services.
- **Significance**
- eSaras has emerged as one of India's leading digital commerce platforms for rural entrepreneurs. It strengthens women's self-help groups, promotes

financial inclusion, and supports the vision of **Atmanirbhar Bharat** by connecting rural producers directly with consumers.



India to Conduct the Largest Village-Level Telecom Network Performance Survey

- To strengthen digital connectivity across rural India, the **Department of Posts** and the **Telecom Regulatory Authority of India (TRAI)** have signed an agreement to conduct the country's largest village-level telecom network performance survey.
- **Objective**
- The survey aims to assess the quality of telecom services in approximately **5.68 lakh villages** across the country.
- **Major Highlights**
- Mobile service providers such as **Bharti Airtel, Reliance Jio, Vodafone Idea, and BSNL** will be evaluated.
- The survey will identify coverage gaps and network quality issues.
- Field data collected will support evidence-based policymaking.
- Special focus will be given to improving connectivity in remote and underserved regions.

- **Importance**

- Although telecom infrastructure has expanded significantly, many villages still experience poor signal strength, call drops, and slow internet speeds. Reliable data from the survey will help improve service quality and bridge the digital divide.



UN Women Report Highlights Impact of Humanitarian Funding Cuts

- A recent report released by **UN Women** has highlighted the severe consequences of declining humanitarian funding on women and girls worldwide. The report warns that funding shortages are limiting access to essential services for vulnerable populations.
- **Key Findings**
 - Around **one million women and girls** lost access to vital humanitarian assistance during the past year.
 - Nearly **90% of surveyed women's organisations** reported difficulties in meeting growing demands.
 - Approximately **40%** may shut down permanently or temporarily within a year due to financial constraints.
 - More than **75%** have already reduced staff.
 - Around **65%** continue operating despite employees working without pay.
- **Countries Covered**

- The study included **855 women's organisations** operating in countries such as **Afghanistan, the Democratic Republic of the Congo, and Haiti.**
- **Significance**
- Women's organisations play a critical role in preventing gender-based violence, providing healthcare, education, and emergency support. Funding cuts directly affect these essential services.

Indicator	Finding
Women and girls impacted	At least 1 million lost access to essential support.
Women's organisations unable to deliver support	Almost 90% cannot meet current demands.
Organisations on the verge of closing	40% might close down permanently or temporarily within one year.
Organisations for which fewer women and girls obtain help	60% currently assist fewer beneficiaries than before January 2025.
Staff working for free	65% report unpaid personnel still providing services.
Organisations terminating staff	Over 75% implemented cuts in staffing.

- **Reasons Behind the Crisis**
- Major donor countries have reduced foreign aid commitments.
- Rising domestic expenditure and defence spending have limited overseas assistance.
- Global economic challenges have affected international development budgets.

- **Impact**
- Around **120 million women and girls** currently require humanitarian assistance and protection.
- Many organisations have reduced the number of beneficiaries they serve.
- Several women-led organisations may cease operations due to insufficient funding.
- **Way Forward**
- Greater international cooperation, diversified funding sources, and long-term financial commitments are necessary to maintain humanitarian programmes focused on women's welfare.



Sahitya Akademi Award-Winning Writer Poomani Dies

- Renowned Tamil novelist and short-story writer **Poomani** passed away on **12 July 2026** at the age of 79. He was widely respected for portraying rural society, marginalized communities, and social realities through his literary works.
- **Literary Contribution**
- Poomani's writings reflected the everyday lives of farmers, labourers, and socially disadvantaged communities in Tamil Nadu. His realistic storytelling earned him recognition as one of the leading voices in modern Tamil literature.
- **Major Achievement**
- He received the **Sahitya Akademi Award** in **2014** for his acclaimed novel **Agnyaadi**, one of India's highest literary honours.
- **Other Notable Work**

- His novel **Vekkai** was adapted into the successful Tamil film **Asuran** (2019), directed by **Vetrimaaran** and starring **Dhanush**, bringing his work to a wider audience.
- **About Sahitya Akademi**
- India's National Academy of Letters.
- Functions under the Ministry of Culture.
- Presents annual literary awards in **24 recognised Indian languages**.
- **Conclusion**
- Poomani's writings remain an enduring contribution to Indian literature, highlighting social justice, rural life, and human dignity.



NABARD Launches Gramodyam to Promote Rural Entrepreneurship

- On its **45th Foundation Day**, **NABARD** launched **Gramodyam**, a new entrepreneurship development programme aimed at creating sustainable livelihood opportunities for rural youth.
- **About Gramodyam**
- Gramodyam is a **three-year pilot programme** targeting around **4,000 rural entrepreneurs** across all States and Union Territories using a digital-first hybrid training model.
- **Implementing Agencies**
- National Bank for Agriculture and Rural Development (NABARD)
- National Skill Development Corporation (NSDC)
- Institute for Industrial Development

- **Objectives**

- Promote entrepreneurship among rural youth.
- Develop sustainable rural businesses.
- Generate employment opportunities.
- Support the goals of **Atmanirbhar Bharat** and **Viksit Bharat 2047**.

- **About NABARD**

- Established in **1982**, NABARD serves as India's apex development bank for agriculture and rural development.



ICAI Launches Global Orbit Summit 2026 to Strengthen India's GCC Ecosystem

- The **Institute of Chartered Accountants of India (ICAI)** inaugurated the first **Global Orbit Summit 2026** in **New Delhi** on **11 July 2026**. The summit focuses on India's rapidly expanding **Global Capability Centre (GCC)** ecosystem.
- **Theme**
- **"ICAI Global Orbit: From GCCs to Global Leadership."**
- **About Global Capability Centres**
- Global Capability Centres are offshore units established by multinational companies to provide services such as:
- Finance
- Information Technology

- Research & Development
- Data Analytics
- Human Resources
- Customer Support
- India currently hosts **more than 2,100 GCCs**, employing nearly **2.36 million professionals** and generating close to **USD 100 billion** in annual revenue.
- **Role of ICAI**
- ICAI promotes:
 - Professional skill development
 - Digital and analytical capabilities
 - Cross-border professional mobility
 - Support for India's growing global services sector
- **Future Summit Schedule**
- Following the New Delhi event, the summit series will be organised in **Ahmedabad, Mumbai, Bengaluru, Hyderabad, Pune, and Chennai.**



REVIEW QUESTIONS

1. Which digital marketplace has been developed to enable rural producers to sell their products directly across India?

- A) GeM
- B) ONDC
- C) eSaras
- D) BharatMart

Answer: C) eSaras

2. The eSaras platform operates under which government programme?

- A) PM Gati Shakti
- B) DAY-NRLM
- C) PM-KISAN
- D) Startup India

Answer: B) DAY-NRLM

3. The Department of Posts and TRAI have jointly launched India's largest telecom network performance survey covering approximately how many villages?

- A) 3.5 lakh villages
- B) 4.2 lakh villages
- C) 5.68 lakh villages
- D) 6.75 lakh villages

Answer: C) 5.68 lakh villages

4. According to the UN Women report, approximately how many women and girls lost access to essential humanitarian assistance due to funding cuts?

- A) 2 million
- B) 500,000
- C) 1 million
- D) 5 million

Answer: C) 1 million

5. Which organization released the report highlighting the impact of declining humanitarian funding on women and girls?

- A) UNICEF
- B) UNDP
- C) UN Women
- D) UNESCO

Answer: C) UN Women

6. Renowned Tamil writer Poomani received the Sahitya Akademi Award in 2014 for which novel?

- A) Vekkai
- B) Agnyaadi
- C) Karisal
- D) Piragu

Answer: B) Agnyaadi

7. Which of Poomani's novels was adapted into the 2019 Tamil film 'Asuran'?

- A) Agnyaadi
- B) Vekkai
- C) Piragu
- D) Naivedhyam

Answer: B) Vekkai

8. NABARD launched which entrepreneurship development programme on its 45th Foundation Day?

- A) Gram Shakti
- B) Gram Vikas
- C) Gramodyam
- D) Gram Udaan

Answer: C) Gramodyam

9. The ICAI Global Orbit Summit 2026 was inaugurated in which city?

- A) Mumbai
- B) Bengaluru
- C) New Delhi
- D) Hyderabad

Answer: C) New Delhi

10. The theme of the ICAI Global Orbit Summit 2026 is:

- A) India's Digital Economy: The Next Frontier
- B) Chartered Accountancy for a Sustainable Future
- C) ICAI Global Orbit: From GCCs to Global Leadership
- D) Building India's Financial Future

Answer: C) ICAI Global Orbit: From GCCs to Global Leadership

