



Rapid Fire Current Affairs

Olive Crown Awards

The **13th edition of the Olive Crown Awards was held in Mumbai, India**, to commend individuals and corporates that **promoted sustainability or 'green advertising'**. This award is awarded by the **International Advertising Association**. The awards featured **17 categories, including 'Green Agency of the Year' and 'Green Campaign of the Year'**. Notable winners included **P. N. Mohan, who won the coveted 'Green Crusader of the Year' award for his commitment to restoring seven lakes near Chennai**. **Kirloskar Limitless received the gold award in the 'Corporate Crusader of the Year' category for their work on 'A Minute for Nature'**. Famous Innovations won 10 awards across categories, while **Chirag Rural Development Foundation and People for Animals Wildlife Rescue and Conservation Centre were awarded the gold prize in the 'Green NGO of the Year' category**.

India achieves 100% Rice Fortification target

As part of the Rice Fortification Program, 269 districts in 27 states in India have achieved a **100% target for Phase II by March 2023** in the distribution of [fortified rice under the Targeted Public Distribution System \(TPDS\)](#). This program **aims to supply fortified rice in every Social Safety Net Scheme of the Centre throughout the country by 2024 in a phased manner**. During Phase II of the Rice Fortification Programme, 105 Lakh Metric Tonnes of fortified rice was lifted and distributed to 27 states/union territories under the TPDS, while about 29 LMT was lifted by states/UTs under [Integrated Child Development Services and PM POSHAN](#). In total, about 134 LMT of fortified rice was lifted in 2022-23. The department is now preparing for Phase III to complete the coverage of all remaining districts, except for those that consume wheat, before the targeted date of March 2024.

Fortification is the **process of enhancing the nutritional value of staple foods** like rice, by **adding important vitamins and minerals including iron, iodine, zinc, Vitamin A & D**. Before processing, these nutrients may or may not have been present in the food.

Read more: [Public Distribution System \(TPDS\)](#)

Konda Reddi Tribe

The Polavaram-Konda Reddi clan is experiencing cultural shock as the [Godavari river](#) does not flow through their new settlements. Pochavaram village is scheduled to undergo rehabilitation as part of the [Polavaram irrigation project's Resettlement and Rehabilitation \(R&R\)](#). **The Konda Reddis, classified as a [Particularly Vulnerable Tribal Group \(PVTG\) in Andhra Pradesh](#)**, They inhabit on both the banks of the Godavari River (East and West Godavari districts), in the hilly forest region of Khammam (Telangana) and Srikakulam (Andhra Pradesh). They live in the **interior forest areas largely cut off from the mainstream**. Traditionally, they were **shifting cultivators** and recently, some of them have adopted **settled agriculture and [horticulture](#)**. Collection of non-timber forest products and basket-making supplement the sources of their livelihood.

Read more: [Konda Reddi Tribe](#)

Thira Dance

Thirra, also known as **Theyyam thira**, is a ritual dance performed in the groves and temples of the **Malabar region in Kerala, India**. This art form is **performed by the artists of the Malaya community, known as "perumalayans."** It is usually performed during the annual temple festival known as Utsavam. Clan deities such as **Bhagavathi and Shiva are worshipped in these forms. Thira is a sub-division of Theyyam and is similar to the Theyyam dance**, except that in Thira, the **performer is considered to be possessed by the god rather than representing the god**. The **objective of Thira is to bring the gods to life**. Toddy, an alcoholic drink, plays a significant role in the proceedings as an offering to the gods, and almost all the performers dance under its influence, which helps create the feeling of being "possessed." The performers belong to the **Peruvannan caste, who are given prime importance in Thira**. Both upper caste Brahmins and lower caste tribals have an important place in worship in Kerala.

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