

- **Advertising Standards Council of India (ASCI) was formed in 1985 as a self-regulatory organization** by professionals from the advertising and media industry to keep Indian ads decent, fair and honest.

ASCI proposes Draft Guidelines for Environmental/Green Claims in Advertising to make advertising free of Greenwashing

Greenwashing (also called green sheen) is a deceptive practice of making misleading environmental claims.

- ⊖ **Environmental claims** mainly suggest or create an impression that a product/service has a neutral or positive impact and is less damaging to the environment.
- ⊖ It utilizes different methods such as **Fibbing** (make false claims such as 'net-zero', 'green', 'ecological' etc.), **Vagueness** (non-specific about processes or materials used) etc.
- ⊖ The term was coined by **Jay Westerveld** in 1986.

➤ **Proposed Guidelines:**

- ⊖ Absolute claims such as **environment friendly, eco-friendly, sustainable, planet friendly** must be supported by a **high level of substantiation**.
- ⊖ Environmental claims must be based on the **full life cycle of the advertised product or service**.
- ⊖ **Certifications and Seals of Approval** should make clear which attributes of product/service have been evaluated.
- ⊖ Claims of a product being compostable, biodegradable, recyclable, non-toxic, free-of etc. should be based on **reliable scientific evidence**.

“Micro Matters: Macro View” Microfinance Industry Network (MFIN) Report

- MFIN is an **Association of Non-Bank Finance Company Micro Finance Institutions (NBFC-MFIs)** established in 2009.
 - ⊖ It is an umbrella body of **Micro Finance Institutions (MFIs) of the country**.
- **The key findings of the report**
 - ⊖ **NBFC-MFIs followed by banks** are the largest provider of micro-credit amongst other regulated entities. MFIs' **gross Non-Performing Assets (NPA)** decreased from 5.6% (FY22) to 2.7% (FY23).
 - ⊖ The **share of East and Northeast states** fell to 34.9% from 37.7% from last year.
- **Microfinance** refers to collateral-free loans given to individual/s belonging to low-income households, i.e., households having annual income up to ₹3,00,000.
- **Significance of Microfinance in India**
 - ⊖ **Financial Inclusion:** helps in bringing the unbanked and underbanked population into the formal financial system.
 - ⊖ **Women Empowerment:** A significant proportion of microfinance borrowers are women.
 - ⊖ **Poverty Alleviation:** provide the poor with access to credit for income-generating activities, breaking the cycle of poverty and enabling economic mobility.

- ⊖ **Community Development:** Through Self Help Groups(SHGs) and community-based approaches, microfinance has facilitated social cohesion and community development.
- **Issues with MFIs:** Low Outreach, high-interest rate, Negligence of Urban Poor, instances of ever-greening of overdue loans, etc.

Government Initiatives for Microfinance in India

SHG-Bank Linkage Program: to increase the loan volume of the SHGs, and modify their money lending pattern from non-income generating activities to production-based activities.

E-shakti Programme: to digitize the accounts of various SHGs and to bring the members of the groups under the fold of Financial Inclusion.

PM SVANidhi: a special micro-credit loan facility providing affordable working capital loan to street vendors.

Bengaluru Climate Action Plan unveiled in line with the city's commitment to C40 Cities.

- ⊖ **Bruhat Bengaluru Mahanagara Palike (BBMP),** the City's Urban local body is made **responsible for completing most of the set goals.**
- **C40 is a global network of nearly 100 mayors of the world's leading cities** that are united in action to confront the climate crisis.
- ⊖ **6 Indian Cities** namely Delhi NCT, Mumbai, Chennai, Kolkata, Bengaluru, and Ahmedabad **are parties to it.**
- **CCAP:** It is the **process of developing a framework for identifying and implementing climate actions (mitigation as well as adaptation) for a city** along with its developmental plans to improve its climate resilience.
- **Need for CCAP**
 - ⊖ Cities consume **three-fourths of energy and generate about 75 percent** of the worldwide global emissions.
CO₂
 - ⊖ To **identify the Climate risks and Vulnerabilities** like Urban flooding, urban heat islands, pollution, etc.
 - ⊖ To **fix goals and action plans** for different sectors like transport, energy, and waste management.
 - ⊖ **Cities need at least USD 29.4 trillion** between 2018 and 2030, according to international finance corporations to mitigate challenges.