



## CURRENT AFFAIRS 28th February 2023

### National News

#### 1. Argentina captain Lionel Messi bags best FIFA football player award



- Argentina captain Lionel Messi has been named the best player in men's football by FIFA, at The Best FIFA Football Awards in Paris yesterday.
- Messi won this award for his outstanding performances in men's football from August 2021 to December 2022.
- The 35-year-old forward scored two goals in the final against France.
- France's Kylian Mbappe, also nominated for the highly anticipated award of the night, netted a hat-trick in the World Cup final.
- However, Mbappe's achievement was overshadowed as Messi finally won the most coveted trophy.
- Spain's Alexia Putellas won the best women's player award for the second year in a row.

## 2. National Science Day, marking discovery of Raman Effect being celebrated



- National Science Day is being celebrated across the country today.
- The theme of this year's Science day is “Global Science for Global Wellbeing”, in light of India’s G20 presidency.
- Prime Minister Narendra Modi has extended his greetings to all scientists and innovators of the country.
- In a tweet, the Prime Minister said, India is making innumerable strides in the world of science and nurturing an ecosystem for research and innovation.
- National Science Day is celebrated to mark the discovery of the “Raman Effect” by physicist Sir CV Raman on this day in 1928.
- For this discovery, he was awarded the Nobel Prize in Physics in 1930. In 1954, he was honored with India's highest civilian award, the Bharat Ratna.
- In 1986, the National Council for Science & Technology asked the Government of India to designate February 28 as National Science Day.
- Since 1987, the event has been celebrated all over the country in schools, colleges, universities and other

academic, scientific, technical, medical and research institutions.

### 3. W-20 meeting to conclude at Chatrapati Sambhajnagar



- The inception meeting of W-20 (Women 20) will conclude today at Chatrapati Sambhajnagar.
- The delegates of the W-20 group will discuss a major priority topic in two important sessions today.
- In the special session, Member of Parliament Dr. Sonal Mansingh and some navy lady officers will discuss the topic on breaking the barriers: stories of unconventional women.
- Last session will be held on the topic of the enablers for women -led development: policy and legal frameworks.
- After the last session, task force members will finalize the discussion summary.
- India has selected five priority areas for the meeting. These are- Women in Entrepreneurship, Women Leadership at Grassroots, Bridging the Gender Digital Divide, Education & Skill Development and Women & Girls as change makers Climate Resilience Action.

#### 4. ISRO successfully conducts flight acceptance hot test of CE-20 cryogenic engine



- The Indian Space Research Organisation (ISRO) has successfully conducted the flight acceptance hot test of the CE-20 cryogenic engine.
- The Engine will power the Cryogenic Upper Stage of the LVM3 launch vehicle for the Chandrayaan-3 mission.
- The space agency said the test was successfully conducted on February 24, at the ISRO Propulsion Complex, Mahendragiri in Tamil Nadu.
- ISRO said, the hot test was carried out for a planned duration of 25 seconds at the High Altitude Test Facility.
- It said, all the propulsion parameters during the test were found satisfactory and closely matched with predictions.
- The Space agency said, the cryogenic engine will be further integrated with the propellant tanks, stage structures and associated fluid lines to realise the fully integrated flight cryogenic stage.

## 5. J&K wins best adventure tourism destination award



- The India Today Tourism Survey has chosen Jammu & Kashmir Tourism for best adventure tourism award.
- The awards were given away at New Delhi by Union Minister of State for Culture & Parliamentary Affairs, Arjun Ram Meghwal.
- The award has been given to the J&K Tourism Department in recognition of its efforts in promoting 'Gulmarg' as an adventure destination of international order.
- The award was received by Deputy Director, Tourism, Alyas Ahmad on behalf of the Department.
- Ministers from Uttarakhand and Himachal Pradesh, representatives of Tourism Boards of several states and UTs, representatives of national travel trade and business bodies were present on the occasion.
- Expo(SATTE), one of the best trade expos in the country in which the J&K Tourism Department was awarded for its efforts in post COVID-19 recovery of the tourism sector.
- It is in place to mention here that last year J&K received a record number of tourists and the Department for the last two years has been consistently diversifying its tourism products which has gone well among the tourists.

## 6. Air India's order for 470 jets at list price of \$70 billion



- Tata group-owned Air India's order for a record 470 aircraft from Airbus and Boeing Co will be at a list price of \$70 billion, Chief Executive Campbell Wilson said, as the airline seeks opportunities to expand in long-haul international.
- Air India had, earlier this month, announced provisional deals for 220 planes from Boeing and 250 from Airbus in an order that would eclipse previous records for an order by a single carrier.
- The airline plans to fund the order with a combination of resources, including internal cash flow, shareholder equity and sale-and-leaseback of aircraft, Wilson told reporters at a press conference.
- Air India, once considered a world-class airline in India, saw its image tarnish in the mid-2000s due to financial troubles, an aging fleet and poor service.
- The airline's renaissance under the Tata conglomerate, which took control of the previously government-owned carrier last year, aims to capitalize on India's growing base of fliers and large diaspora across the world.

## 7. With new tagline, Pepsi ropes in Ranveer Singh as its new brand ambassador



- PepsiCo India has roped in actor Ranveer Singh to endorse its leading soft drink brand Pepsi.
- Singh joins Pepsi's growing league of celebrity endorsers. In 2019, the brand roped in actor Salman Khan.
- In January, Pepsi had announced that it has roped in Kannada actor Yash as its brand ambassador.
- A leading female actor could soon join the brand's summer campaign that Pepsi is running under the "Rise up Baby" theme.
- Singh, whose brand rankings improved in 2021, had a brand value of \$158.3 million according to a Duff & Phelps report. Singh was the second-most valued brand in the rankings after cricketer Virat Kohli. Singh endorses 45 brands.
- The snacks and beverage maker is also launching a campaign with a new tagline " Rise Up Baby" to reflect the new brand positioning.
- India is among the fastest growing markets in the AMESA (Africa, Middle East, South Asia) region.

- The global beverage brand Pepsi is in its 125th year. In India, Pepsi had last refreshed its tagline to “ Har Ghoont Mein Swag“ in 2019.

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