



05 September 2024

Kerala Regional News

<p>RT Initiative in Beypore</p>	<p>Context:</p> <ul style="list-style-type: none"> • Kerala Tourism has been honored with a gold award at the 2023 World Responsible Tourism Awards for its innovative Responsible Tourism (RT) initiative in Beypore. • This recognition highlights Kerala's commitment to sustainable and ethical tourism practices. • The initiative, implemented in Beypore, a historic port town, focused on community engagement, heritage preservation, and eco-friendly tourism.
<p>Kudumbashree's 'Happy Keralam – Happiness Centre'</p>	<p>Context:</p> <ul style="list-style-type: none"> • The Kudumbashree initiative has unveiled new guidelines designed for trainers under the 'Happy Keralam – Happiness Centre' scheme. • This initiative aims to enhance the happiness index within families by providing structured training and a framework for data collection. <p>Kudumbashree:</p> <ul style="list-style-type: none"> • Launched in 1998 by the Government of Kerala, Kudumbashree, meaning "prosperity of the family" in Malayalam, is a community network led by women. • Its mission is to address poverty and empower women through a range of social, economic, and political actions. <p>Objectives:</p> <ul style="list-style-type: none"> • Poverty Eradication: Aim to eliminate extreme poverty in Kerala within a set timeframe. • Women's Empowerment: Enhance the social and economic status of women through collective efforts and self-sufficiency. • Local Governance and Development: Foster local democracy and participatory development through decentralized planning and execution. • Sustainable Enterprises: Encourage sustainable livelihoods and business opportunities for the poor and marginalized communities.
<p>P.B. Pushpalatha wins Kisan Samriddhi Award</p>	<p>Context:</p> <ul style="list-style-type: none"> • P.B. Pushpalatha has won the Kissan Samriddhi Award -



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2024, instituted by the Bangalore Agricultural Technology Application Research Institute of the Indian Council of Agricultural Research (ICAR).

Key points:

- The award was presented by ICAR's Additional Director General (AE) Rajarshi Roy Burman at the Zonal Conference of Krishi Vigyan Kendras held at the Indian Institute of Spice Research, Kozhikode, recently.
- Dr. Pushpalatha, who had served as the former Registrar and Director of Extension at Kerala Agricultural University, has over 250 research papers and 15 books published in the field of agricultural science.
- She has previously been honored with the Young Scientist Award for the best research paper and the Best Product Award for the development of innovative value-added products.

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