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## NHAI and Konkan Railway Sign MoU for Integrated Infrastructure Development | National Current Affairs | 24 Jan 2026

### Why in News?

The **National Highways Authority of India (NHAI)** and **Konkan Railway Corporation Limited (KRCL)** have signed a **Memorandum of Understanding (MoU)** in January 2026 to strengthen **integrated planning and development** of road and rail infrastructure across the country.

### Key Points

- **Organising Ministries:**
  - **NHAI** – under Ministry of Road Transport & Highways
  - **KRCL** – under Ministry of Railways
- **Implementation:** A **Joint Working Group (JWG)** will monitor projects, conduct feasibility studies, and guide execution.
  - MoU valid for **5 years**.
- **Purpose:** Facilitate **joint planning, coordination, and resource optimisation** for infrastructure development where highways and railways intersect.
- **Areas of Cooperation:**
  - **Integrated development** of roads and railways, including tunnels, bridges, and logistics hubs.
  - **Technical collaboration:** project management, engineering design, construction methods, and environmental management.
  - **Safety and training:** audits and skill development for NHAI personnel at KRCL facilities.
- **Strategic Benefits:**
  - Leverages KRCL's experience in **difficult terrains** and NHAI's highway expertise.
  - Enhances **first-mile and last-mile connectivity**, freight and passenger logistics.
- **Significance:** Demonstrates **integrated infrastructure planning**, supports **economic growth**, and strengthens **multi-modal connectivity**.

Read More: [NHAI](#), [Multi-modal connectivity](#)

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## UAE to Partner with Telangana to Develop Bharat Future City | National Current Affairs | 24 Jan 2026

### Why in News?

The **United Arab Emirates (UAE)** has agreed to partner with the **Government of Telangana** to develop **Bharat Future City** as a **global urban and economic hub**.

### Key Points

- **Partnership:** The collaboration was agreed during the **World Economic Forum (WEF) 2026**, focusing on joint development and investment in Bharat Future City.
- **Bharat Future City Vision:** It is planned as a **next-generation, net-zero and sustainable city**, aimed at becoming a **global hub for innovation, industry and services**.
- **Location:** The proposed city will be developed near **Hyderabad, Telangana**.
- **Sectoral Focus:** The city will have dedicated zones for **artificial intelligence, education, healthcare, manufacturing, residential infrastructure and entertainment**.
- **Goal:** The project emphasizes **green infrastructure, clean energy, smart mobility and low-carbon urban planning**, aligning with global climate commitments.
- **Implementation Mechanism:** A **joint task force** involving officials from the UAE and Telangana is expected to be formed to **fast-track planning and execution**.

Read More: [World Economic Forum \(WEF\)](#), [Artificial intelligence](#)

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## Tata Group Tops India's Most Valuable Brands; Apple Leads Globally | National Current Affairs | 24 Jan 2026

### Why in News?

According to the **Brand Finance Global 500 2025 report**, the **Tata Group** has emerged as **India's most valuable brand** and **Apple** as the world's most valuable brand.

### Key Points:

- **Historic Achievement:** Tata Group has become the **first Indian brand** to surpass the **\$30 billion** threshold in brand value.
- **Brand Value:** The conglomerate's value rose **10%** year-on-year to reach **\$31.6 billion**.
- **Global Standing:** It remains the only Indian brand ranked within the **Global Top 100**, holding the **60th spot**.
- **Sustainability Leadership:** The group also leads India in **Sustainability Perceptions Value (SPV)**, valued at **\$4.3 billion**.
- **Other Key Indian Brands:**
  - **Infosys:** Ranked 2nd in India (Value: \$16.3 billion) and 132nd globally.
  - **HDFC Group:** Ranked 3rd in India (Value: \$14.2 billion).
  - **LIC:** Noted as India's **fastest-growing brand**, with a 36% jump in value to \$13.3 billion.
  - **Taj Hotels:** Retained the title of India's **strongest brand** for the fourth consecutive year with an AAA+ rating.
- **World's Number One: Apple** retained its position as the world's most valuable brand for 2025 with a valuation of **\$574.5 billion**.
  - The top global brands list saw technology giants like **Microsoft, Google, Amazon,** and **NVIDIA** maintain leading positions.
- **Significance:** The Brand Finance rankings offer insights into **corporate competitiveness, consumer perception, and economic resilience** of business entities globally and domestically.

# Amit Shah Lauds Gita Press and 'Kalyan' Magazine | National Current Affairs | 24 Jan 2026

## Why in News?

The **Union Home Minister, Shri Amit Shah**, lauded **Gita Press, Gorakhpur**, and its flagship publication '**Kalyan**' magazine for their enduring role in **preserving, promoting, and disseminating Sanatan (Hindu) traditions and values**.

## Key Points:

- **Venue:** The event was held at **Gita Bhawan in Rishikesh**, Uttarakhand, in the presence of Chief Minister Pushkar Singh Dhami.
- **Gita Press:** Established in **1923** at **Gorakhpur, Uttar Pradesh**, Gita Press is one of the **world's largest publishers of Hindu religious literature**.
  - It has published millions of copies of **Bhagavad Gita, Ramcharitmanas, Puranas, and Upanishads** in multiple Indian languages.
  - The institution is known for its **non-commercial, value-based dissemination of spiritual knowledge**.
  - **Gandhi Peace Prize:** Gita Press was awarded the **Gandhi Peace Prize** in 2021 for its contribution to social transformation through non-violent methods
- **'Kalyan' Magazine:** Launched in **1927**, *Kalyan* is a **monthly spiritual and cultural magazine**.
  - It has played a key role in **popularising ethical living, Indian philosophy, and religious discourse** among the masses.
- **National Mission:** Its work supports the goal of '**Viksit Bharat**' by 2047 through spiritual and cultural awakening.
- **Governance:** State patronage and recognition of cultural institutions as a tool helps in developing "Soft Power" and national identity building.

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# BCCI bags Rs 270 crore AI sponsorship deal for IPL | National Current Affairs | 24 Jan 2026

## Why in News?

The **Board of Control for Cricket in India (BCCI)** has signed a landmark **₹270 crore sponsorship agreement** with **Google's artificial intelligence platform, Gemini**, ahead of the **Indian Premier League (IPL) 2026 season**.

## Key Points:

- **Role:** Gemini, developed by **Google**, will feature prominently across IPL branding, digital platforms, and broadcast promotions.  
**Duration:** The three-year deal, beginning from IPL 2026, marks a notable shift in the commercial landscape of Indian cricket with **AI platforms entering mainstream sports sponsorship**.
  - This engagement reflects **increasing interest from global AI companies** in associating with high-viewership sports properties in India.
- **Regulatory Shifting:** The deal comes after regulatory shifts in India's sports marketing space, including a **ban on real-money gaming and fantasy platforms** from major sponsorship roles, which opened the field for **technology-driven brands** to fill the investment gap.

- **Financial Impact:** This agreement further solidifies the IPL as one of the most commercially robust sporting leagues globally, demonstrating strong market confidence in the tournament's brand value.
- **Significance:** Reinforces the **IPL's global commercial appeal** and attractiveness to **technology majors**.
  - Signals a broader trend of **AI brands leveraging sports for brand visibility and user engagement**.
  - Highlights the evolution of cricket marketing beyond traditional consumer sectors into **digital innovation ecosystems**.
- **Future of Sports Engagement:** The partnership signals a major shift toward data-driven insights and personalized fan experiences in sports entertainment.

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