

OCTOBER 2024

SARDAR PATEL

Legacy of Unity



MANN KI BAAT

Prime Minister Narendra Modi's Address to the Nation



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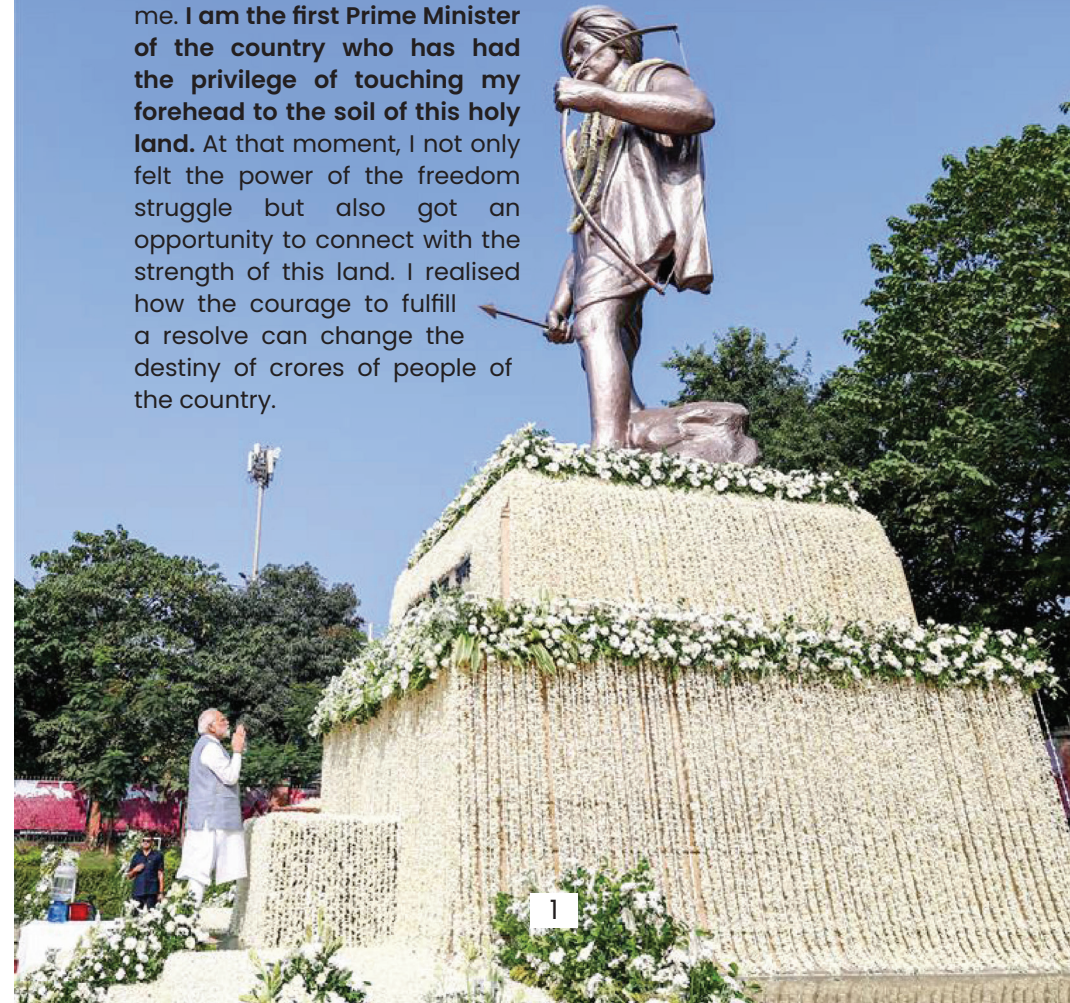
Prime Minister's Address

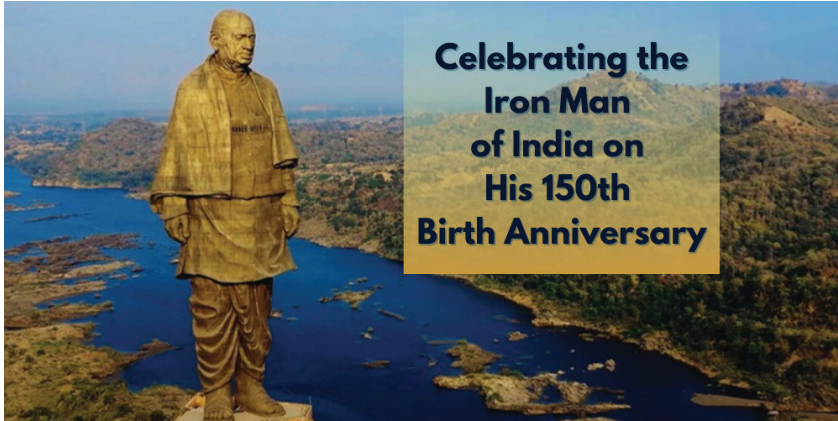


My dear countrymen, Namaskar

Welcome to 'Mann ki Baat'. If you ask me what are the most memorable moments of my life, I remember many incidents, but there is one moment that is very special. That moment was when, **on the 15th of November last year, I had gone to Ulihatu village in Jharkhand, the birthplace of Bhagwan Birsa Munda, on his birth anniversary.** This visit had a great impact on me. **I am the first Prime Minister of the country who has had the privilege of touching my forehead to the soil of this holy land.** At that moment, I not only felt the power of the freedom struggle but also got an opportunity to connect with the strength of this land. I realised how the courage to fulfill a resolve can change the destiny of crores of people of the country.

Friends, in every era India has faced some challenges or the other, and in every era extraordinary Indians were born who took on those challenges. In today's 'Mann ki Baat', I will discuss two such great heroes who had courage and farsightedness. The country has decided to celebrate their 150th birth anniversary. **Sardar Patel's 150th birth anniversary year will**





begin on the 31st of October. Following that, Bhagwan Birsa Munda's 150th birth anniversary year will begin from the 15th of November. Both these great souls faced different challenges, but their vision was the same, one that of 'unity of the country'.

Friends, in the past few years, the country has celebrated the birth anniversaries of such great heroes, men and women, with renewed energy, giving new inspiration to the young generation. You might recollect how special events materialised when we celebrated the 150th birth anniversary of Mahatma Gandhi.

From Times Square, New



Celebrating the Iron Man of India on His 150th Birth Anniversary

York, to the smallest village in Africa, people across the world understood, rediscovered and renewed India's message of truth and non-violence. From the young to the elderly, from Indians to foreigners, everyone understood Gandhiji's teachings in a new context, under the emerging global conditions. When we celebrated the 150th birth anniversary of Swami Vivekananda, the youth of the country understood India's spiritual and cultural power through new definitions. These schemes made us realise that our luminaries are not lost to the past; rather, their lives show our present the path to the future.

Friends, although the Government has decided to celebrate the 150th birth anniversary of these great personalities at the national level, it is your participation that will infuse life into this campaign and make it come alive. I would urge all of you to become a part of this campaign.



Share your thoughts and work related to the Iron Man of India, Sardar Patel, with the #Sardar150 and the inspirations of Dharti-Aaba (Father of the Land) Birsa Munda with the #BirsaMunda150, thus showcasing this festival to the world. Let us join together in making this festival a celebration of India's unity in diversity and a celebration of progress through heritage.

My dear countrymen, you will remember the days when 'Chhota Bheem' started airing on TV. Children can

never forget that; there was so much excitement about 'Chhota Bheem'! You would be surprised that today 'Dholakpur ka Dhol' attracts children not only in India but also in other countries. Similarly, our other animated serials such as 'Krishna', 'Hanuman', 'Motu-Patlu' also have a fan following all over the world. India's animation characters and animation movies, on account of content and creativity, are being loved all over the world. You might have noticed that from the smartphone to the



From Pixels to Possibilities

India Leads the Next Animation Wave

cinema screen, gaming console to virtual reality, animation is omnipresent. **India is on the way to ushering in a new revolution in the world of animation.**

The gaming space in India is also expanding rapidly. These days, Indian games are also gaining popularity all over the world. When I met leading gamers of India a few months ago, got an opportunity to know and understand the amazing creativity and quality of Indian games. Indeed, in the country, there's a constant wave of creative energy...**In the world of animation, 'Made in India' and 'Made by Indians' can be noticed everywhere. You will be happy to know that today India's talent is also a significant part of foreign productions.**

Be it the present-day 'Spider-Man' or 'Transformers', in both these movies, Harinarayan Rajeew's contribution has been highly appreciated by people. Animation studios in India are

working with world-famous production companies such as Disney and Warner Brothers.

Friends, today our youth are creating original Indian content that reflects glimpses of our culture. These are being watched all over the world. Today, the animation sector has donned the form of an industry that is powering other industries, just as VR tourism is getting famous these days. Through a virtual tour, you can view the Ajanta caves, take a stroll through the Konark temple corridor, or enjoy the ghats of Varanasi. All these VR animation marvels have been made by Indian creators. After seeing these places through VR, many people want to visit these tourist places in reality, i.e., a virtual tour of a tourist destination has become a medium of creating curiosity in the minds of people. **Today in this sector, along with animators, the demand for storytellers, writers, voice-**

over experts, musicians, game developers, and VR and AR experts is also constantly rising. Therefore, I would like to tell the youth of India: expand your creativity. Who knows, the world's next super hit animation might emerge out of your computer! The next viral game could be your creation! Your innovation in educational animations can achieve great success. On the 28th of October, i.e., tomorrow, 'World Animation Day' will also be celebrated. Let us take the resolve of making India a global animation powerhouse.

My dear countrymen, Swami Vivekananda, had once given the mantra of success...his mantra was— "Take an idea. Make that one idea your mission in life; think about it; dream about it; start living it." **Now, the Atmanirbhar Bharat Abhiyan is also riding on this mantra of success. This campaign has become a part of our collective consciousness.**

It has become our inspiration at every step. Self-reliance has become not only our policy but our passion as well. Not that

long ago...Just 10 years ago, if someone had said then, that some complex technology was to develop in India, many people would not believe it and many would ridicule it— but today the same people are amazed to see the success of the country. Becoming self-reliant, India is doing wonders in every sector. Just think: India, which used to import mobile phones once upon a time, is the world's second-largest manufacturer today. **India, which once was the biggest buyer of defence equipment in the world, is now also exporting to 85 countries.** Today, in Space technology, India has become the first country to reach the South Pole of the Moon. And one thing I like the most is that this campaign of self-reliance is no longer just a Government campaign now; the Aatmanirbhar Bharat Abhiyan is becoming a people's campaign—we are achieving success in every field. **Just as this month, we inaugurated Asia's largest 'Imaging Telescope MACE' in Hanle,**



Ladakh. It is situated at a height of 4300 meters. Do you know what is special about it as well? It is 'Made in India'. Imagine the place where the temperature dips to minus 30 degrees, where there is a shortage of even oxygen; it is there that our scientists and local industry have achieved something that no other nation in Asia has done.

Even though the Hanle Telescope is watching a distant cosmos, it is also showing us something more—and that is—the capabilities of self-reliant India.

Friends, I want you to undertake at least one task. Share as many examples of

India becoming self-reliant as possible and such efforts. What new innovation have you noticed in your neighbourhood? Which local start-up has impressed you the most? Along with hashtag Aatmanirbhar Innovation (#AatmanirbharInnovation), this information on social media and celebrate Aatmanirbhar Bharat. In this festive season, we strengthen this campaign of Aatmanirbhar Bharat. We do our shopping with the mantra of Vocal for Local. **This is the new India where the Impossible is just a Challenge...where 'Make in India' has now turned into 'Make for the World', where every citizen is an innovator,**



FROM MAKE IN INDIA TO MAKE FOR THE WORLD



where every challenge is an opportunity. We not only have to make India self-reliant but also strengthen our country as a global powerhouse of innovation.

My dear countrymen, I am playing an audio for you.



This audio is not just for information; this is not an entertainment audio...It has emerged with a deep concern. The conversation you just heard pertains to the fraud of 'Digital Arrest'. This conversation is between a victim and a fraudster.

The fraudsters of 'Digital Arrest' phone calls, at times, impersonate as Police, CBI, narcotics; at times RBI...using such various labels, they converse as fake officers with a lot of confidence. Many listeners

of 'Mann ki Baat' have wished that we must discuss that. Let me tell you how these fraud gangs work. What is this dangerous game? It is very important for you to understand this, and it is equally important for others to understand it as well.

The First Move...They collect all of your personal information... "You went to Goa last month, didn't you? Your daughter studies in Delhi, right?" They collect so much information about you that you will be surprised.

The Second Move—Create an atmosphere of fear...uniform, Government office set-up, legal sections...they will scare you so much on the phone...In the midst of the conversation, you will not be able to even think. And then their third move begins—the Third Move—the time pressure. "You have to decide now or else you will be arrested"—these people create so much psychological pressure on the victim that one gets scared.



People from every class and age group fall victim to 'Digital Arrest'. People have lost lakhs of rupees earned through their hard work out of sheer fear. Whenever you receive such a call, don't be scared. You should be aware that no investigative agency ever inquires like this through a phone call or a video call. **I am enumerating the three steps to digital security. These three steps are—Stop – Think – Take Action.** As soon as you get a call, stop...don't panic, stay calm, don't take any hasty steps, and don't give away your personal information to anyone; **if possible take a screenshot and record it for sure.**

After this comes the second step. The first step was 'stop' and the second step is 'think'. No Government agency threatens you on the phone like this, neither enquires nor demands money on a video call like this. If you feel scared, then know that something is wrong. The first step, the second step, and now I

spell out the third step. In the first step, I said, 'Stop'...in the second step I said, 'Think', and the third step tells you, 'Take action'.

Dial the national cyber helpline 1930, report on www.cybercrime.gov.in, inform family and police, and preserve evidence. 'Stop', then 'Think', and then take 'Action'; these three steps will become the protectors of your digital security.

Friends, I'll reiterate that there is no system like 'Digital Arrest' in the law, this is just fraud, deceit, a lie, a gang of criminals, and those who are doing this are enemies of society. To deal with the fraud that is going on in the name of digital arrest, **all the investigative agencies are working together with the state Governments.**

For synchronisation among these agencies, a National Cyber Coordination Centre has been set up. Thousands of such fraudulent video calling IDs have been blocked by the agencies. Lakhs of SIM cards, mobile

phones and bank accounts have also been blocked. Agencies are doing their job, but for protection from scams in the name of 'Digital Arrest', it is very important that everyone is aware, every citizen is aware. Those who are victims of this kind of cyber fraud should let as many people as possible know about it. You can use #SafeDigitalIndia for awareness.

I would also like to urge schools and colleges to involve students in the campaign against cyber scams. We can fight this challenge only with the collective efforts in society.

My dear countrymen, many of our schoolchildren are very interested in calligraphy. Through this, our handwriting remains legible, beautiful and

attractive. These days, it is being used in Jammu and Kashmir to popularise the local culture.

Firdosa Bashir ji from Anantnag, who has expertise in calligraphy, is bringing forth many aspects of the local culture through that. Firdosa ji's calligraphy has attracted the local people, especially the youth. A similar effort is being made by Gorinath ji of Udhampur. He is engaged in preserving myriad forms of Dogra culture and heritage by playing a Sarangi, which is more than a century old. Over the tunes of the Sarangi, he narrates the ancient stories and historical events related to their culture in an interesting way. In different parts of the country, you will find many such extraordinary people who have come forward





to preserve cultural heritage. D. Vaikuntham has been engaged in popularising Cherial Folk Art for about 50 years now. His efforts to promote this art form related to Telengana are amazing. The process of making Cherial paintings is unique. It is in the form of a scroll...that brings forth stories. In that we get a complete glimpse of our history and mythology.

Butluram Mathra ji of Narayanpur in Chhattisgarh is engaged in preserving the folk art of the Abujmadia tribe. He has been on this mission for the past four decades. His art has been very effective in connecting people with campaigns like 'Beti Bachao-Beti Padhao' and 'Swachh Bharat'.

Friends, we were just talking about how our art and culture

is spreading numerous shades from the valleys of Kashmir to the forests of Chhattisgarh. But this does not stop here. The fragrance of these arts of ours is spreading far and wide. **People in different countries of the world are getting mesmerised by Indian art and culture.**

While I was telling you about the Sarangi resonating in Udhampur, I remembered how the sweet tune of Indian art is reverberating thousands of miles away in the Russian city of Yakutsk. Imagine a day or two of winter, minus 65 degrees temperature...a white sheet of snow all around...and there in a theatre, audiences mesmerised watching Kalidasa's '*Abhijnana Shakuntalam*'. Can you imagine the warmth of Indian literature in Yakutsk, the coldest city in the

world? This is not a fantasy; it is the truth—one that fills us all with pride and joy.

Friends, a few weeks ago, I'd also gone to Laos. It was Navratri time, and there I saw something amazing. Local artists were performing 'Phalak Phalam'—'The Ramayana of Laos'. The same devotion in their eyes, the same dedication in their voice—exactly what we have for Ramayana. Similarly, in Kuwait, Abdullah Al-Barun has translated Ramayana and Mahabharata into Arabic. This work is not just a translation but a bridge between two great cultures. His endeavour is developing a new understanding of Indian literature in the Arab world. Another inspiring example is from Peru. Herlinda Gonzalez is teaching Bharatanatyam to the youth there, and Maria Valdéz is imparting training in Odissi dance. Influenced by these arts, 'Indian classical dance' is creating waves of popularity in many countries of South America.

Friends, these examples of India on foreign soil show how amazing the power of Indian culture is. It is continuously attracting the world towards itself.

"Wherever there is art, there is India."

"Wherever there is culture, there is India."

Today people across the world want to know India, want to know the people of India. Hence, I have a request to make to all of you...to promote such cultural initiatives around you, share them with #CulturalBridges. We will discuss such examples in 'Mann ki Baat', in the future as well.

My dear countrymen, winter has set in, in a large part of the country, but the passion for fitness—the spirit of Fit India—is not affected by any weather. One who habitually stays fit does not care about winter, summer or rain. **I am happy that people in India are now becoming**





**Embrace tradition,
enhance fitness**

Promoting Indigenous sports to build a healthier India!

more aware about fitness.

You too must have noticed that the number of people in parks around you is rising. I feel delighted to see the elderly, youngsters and families doing yoga in the parks. I remember when I was in Srinagar on Yoga Day, despite the rain, so many people had gathered for 'yoga'.

I noticed the same enthusiasm for staying fit in the marathon that took place in Srinagar a few days ago. **This spirit of Fit India is now becoming a mass movement.**

Friends, I am also happy to see that our schools are now paying more attention to the fitness of children. Fit India School Hours is also a unique initiative. Schools are using their first period for various fitness activities.

In many schools, sometimes children are made to perform yoga on one day and sometimes aerobics on another day... on yet another day, **sports skills are worked upon; on some days,**

traditional games like Kho-Kho and Kabaddi are being played, and their impact too is fabulous.

There is a rise in attendance; the children's concentration is improving, and the kids are enjoying it too.

Friends, I feel this energy of wellness everywhere. Many listeners of 'Mann ki Baat' have also shared with me their experiences. Some people are doing very interesting experiments. For instance, one example is that of Family Fitness Hour, which means a family is devoting one hour every weekend for family fitness activity. **Another example is that of Indigenous Games Revival, which means some families are teaching and making their children play traditional games.** Do share experiences of your fitness routine on social media using #fitIndia. I also want to share important information with the people of the country. This year, on the 31st of October, the birth anniversary of Sardar

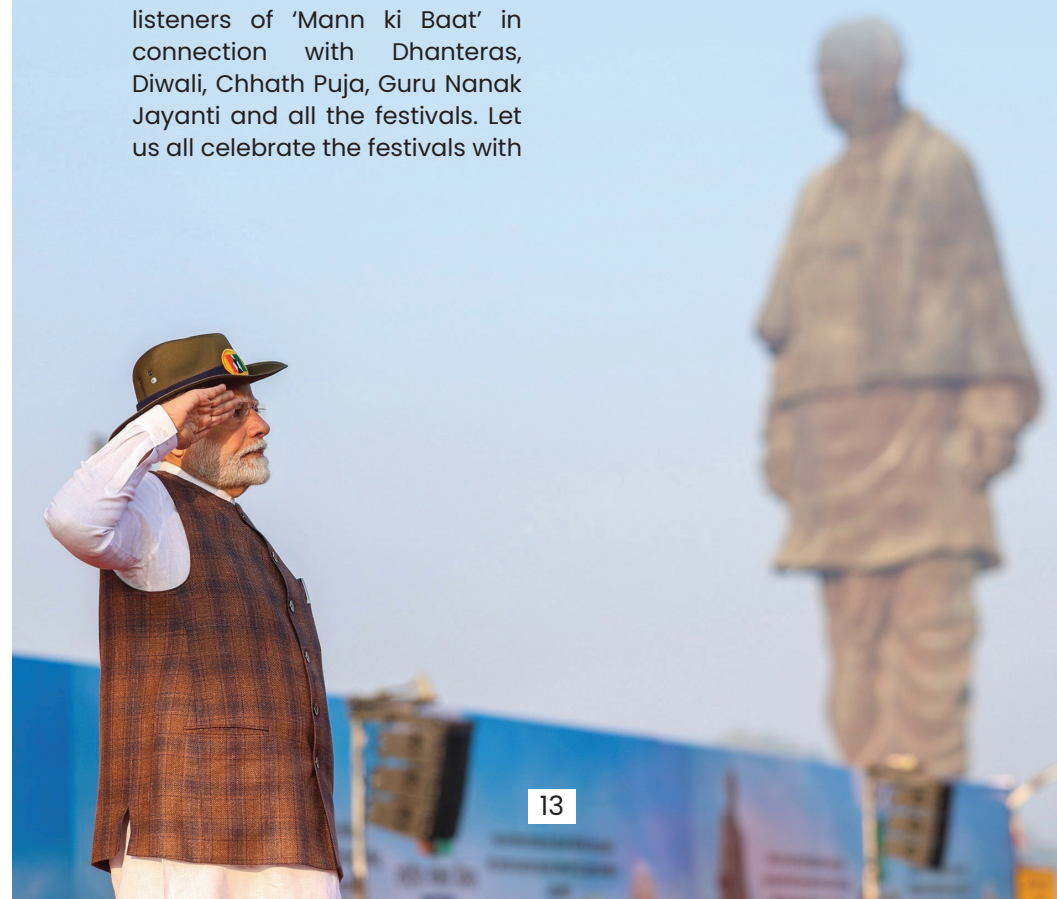
Patel is coinciding with the festival of Deepawali.

Every year on the 31st of October, on the occasion of "National Unity Day", we organise the 'Run for Unity'. Let's organise it. On account of Deepawali, this time 'Run For Unity' will be held on the 29th of October i.e., Tuesday. I urge you to participate in it in maximum numbers—along with the mantra of unity of the country, spread the mantra of fitness everywhere.

My dear countrymen, that's all for this time in 'Mann ki Baat'. Do keep sharing your feedback. This is the time of festivities. Best wishes to the listeners of 'Mann ki Baat' in connection with Dhanteras, Diwali, Chhath Puja, Guru Nanak Jayanti and all the festivals. Let us all celebrate the festivals with

full enthusiasm remember the mantra of Vocal for Local, and try to ensure that during the festivals, products reaching your homes are purchased from local shopkeepers. Once again, many good wishes to all of you for the upcoming festivals. Thank you.

Scan the QR code to listen to 'Mann ki Baat'.





MANN KI BAAT

Special Mentions by Prime Minister



The Legacy of Unity

Sardar Patel's Role in India's State Integration

“Sardar Patel's 150th birth anniversary year will begin from the 31st of October. Following that, Bhagwan Birsa Munda's 150th birth anniversary year will begin from the 15th of November. Both these great souls faced different challenges but their vision was the same, one that of 'unity of the country'.”

—Prime Minister Narendra Modi
(in 'Mann ki Baat' address)

“Patel's fundamental philosophy was to keep the best interests of India as the primary filter through which any event or decision ought to be judged. He was a pioneer in the 'India-first' line of thinking.”

—Dr Hindol Sengupta
Historian, Professor of
International Relations, O. P.
Jindal Global University

Sardar Vallabhbhai Patel's monumental contributions to the integration of India following its independence are widely celebrated. His foresight and strategic leadership were instrumental in uniting the diverse regions of the country into a cohesive nation. This earned him the titles of 'Iron Man' and 'Statesman-Administrator' of modern India. His humility, persuasive skills, commitment to democratic values, and determined leadership successfully brought the princely states into the Indian Union, maintaining the sovereignty of their rulers while integrating them into the new nation.

The Context of Pre-Independence India and the Need for Unification: At the time of India's independence, the country was divided into two distinct entities: British-controlled provinces and the Princely States. The British governed 17 provinces directly, while the Princely states, constituting around 40% of India's territory and housing a significant portion of its population, were

nominally independent, with varying degrees of British influence. The British employed different policies over time to manage these states, which evolved as follows:

1. Ring-Fence Policy (1757-1818): Initially, the British sought to protect their limited holdings in India by establishing a defensive perimeter around key regions like Bengal to fend off external threats.

2. Policy of Subordinate Isolation (1818-1857): As British power grew, they adopted more aggressive tactics, using treaties like the 'subsidiary alliance' to bring princely states under British control, requiring them to host British troops and accept British policies.

3. Policy of Subordinate Union (1857-1935): After the 1857 revolt, princely states that remained loyal to the British were rewarded with greater autonomy, as long as they acknowledged British supremacy.

4. Policy of Equal Federation (1935-1947): In the final phase of British rule, princely states were offered the opportunity to join a federal India, but the scheme failed as it required the participation of at least half of the princely states, a condition they did not meet.

The Necessity of Integrating the Princely States: The integration of these states into India was vital for several reasons. Many of the princely states were governed by rulers who were disconnected from the needs of their subjects, leading to poor Governance, a lack of representative institutions, and social unrest. Additionally, their geographical fragmentation



hindered economic development, infrastructure growth, and national cohesion. The division also posed security risks, as the states could have served as bases for anti-national activities. The lapse of British paramountcy under the Indian Independence Act of 1947 gave these states the option to join either India or Pakistan or remain independent. The latter two options were unfeasible for Patel, as they could jeopardise India's territorial integrity and security.

Patel's Strategy for Integration: To manage the integration of the princely states, Patel established a dedicated 'States Department' led by V. P. Menon. His approach was primarily based on persuasion. Patel used his remarkable

diplomatic skills to convince the rulers of the princely states that joining India was in their best interest, reassuring them of their personal safety and continued privileges after integration. He integrated 562 princely states within the Indian Union with tact, vision and statesmanship.

While most princely states eventually acceded to India, some, like Kashmir, Junagadh, and Hyderabad, resisted. Patel took a firm stance in these cases. For Junagadh, which had a Muslim ruler but a Hindu majority, Patel ordered military intervention after the Nawab's attempt to accede to Pakistan. In Hyderabad, the Nizam attempted to remain independent, even forming a private militia, the Razakars,



which caused communal violence. Patel responded decisively with military action, leading to Hyderabad's integration. Though Patel was not directly involved in Kashmir, his actions paved the way for its eventual integration.

Patel's Legacy: Architect of the All India Services: Another of Patel's lasting legacies is the establishment of the All India Services, a key feature of the Indian Constitution under Article 312. This service, designed to ensure uniform administration across the country, was essential for maintaining India's unity in the face of its federal structure. Despite opposition from some quarters, including Nehru and various state leaders, Patel believed that a strong, centralised administrative system was crucial for India's cohesion. The All India Services, particularly

the Indian Administrative Service (IAS), have since played a pivotal role in shaping India's Governance.

On Civil Services Day, April 21, we remember Patel's historic address to the first batch of IAS officers in 1947, where he urged them to maintain integrity, refrain from political interference, and avoid communal biases. His words continue to resonate in the ethos of public service.

On National Unity Day, celebrated annually on October 31, India honours Sardar Patel's vision and leadership. His role in integrating the princely states and laying the foundation for a unified India remains central to the country's identity. As we reflect on his contributions, we are reminded of the values of unity, democracy, and nation-building that he championed throughout his life.

Run for Unity

A Pledge for Progress and National Pride

To commemorate the 10th National Unity Day on October 31, 2024, the 'Run for Unity' event was flagged off in New Delhi on October 29, 2024. First launched in 2015 as a call for solidarity, the Run for Unity not only symbolises a commitment to national cohesion but also reflects the vision of a progressive, developed India, working towards a united and prosperous future. Government organisations, institutions, schools, and colleges across the country organise a marathon to celebrate Sardar Vallabhbhai Patel's vision of a unified India.



Sardar Vallabhbhai Patel

The Philosopher of the Pragmatic



Dr. Hindol Sengupta

Historian, Professor of
International Relations, O.P.
Jindal Global University

One of the major missing links in the political analysis of our struggle for independence is a detailed exploration of the philosophy of Sardar Vallabhbhai Patel, the first deputy Prime Minister and Home Minister of India, as a philosopher of the pragmatic.

The pragmatic philosophy of Patel had painstakingly built the very cartographic imagination of the modern Indian independent nation state.

Without the steely will of Sardar Vallabhbhai Patel, there is ample room for doubt whether the union of erstwhile British

India with the more than five hundred princely states would have happened, or at least happened so smoothly and with relatively little friction from most quarters.

Patel used, at every instance, a pragmatic, realist lens to determine political and policy action that would protect India's interests first. Faced with the recalcitrant Nizam of Hyderabad and the fanatical Razakar, Patel took the hard decision, in defiance of Nehru's wishes, of sending in the army led by Major General Jayanto Nath Chaudhuri to crush the rebellion and bring Hyderabad, into the Union of India. Patel had the pragmatic foresight to see that Hyderabad led by the Nizam, the wealthiest man in the world of that time, if not merged with India, would remain a perpetual source of intrigue and tension for the newly independent republic of India.

Patel also signed off on instructions that sent the army to defend Kashmir from the first wave of attacks from Pakistan even as others dithered, and was outspoken about his opinion against sending the Kashmir issue for resolution to the United Nations.

When it came to the matter of treasury settlement, Patel advised, with great pragmatic foresight, that financial

settlements with Pakistan should go hand-in-hand with a resolution on the Kashmir issue. But this was opposed by many of his colleagues, which led to the unilateral handover of funds to Pakistan, and therefore the bitter continuance of the dispute over Kashmir.

In two letters that he wrote just before his death in the winter of 1950, Sardar Vallabhbhai noted that India faced serious challenges from several quarters. He warned that India should not be naïve about the imperialistic designs of Mao and his revolutionaries nor blind to the intent and ambition of the Communist revolution and its hard implications for India. Mao's runover of Tibet had taught Patel, long before it taught any of his peers, that the impact would come to India's doorstep. All the warnings Patel gave India before his death came true. His apprehensions were all correct. Each issue became a problem for India exactly how he had predicted they would. Patel's refusal to

blindly embrace any ideology, no matter the facts on the ground, made him a striking pragmatist whose lessons of objectivity and independent thought India is still learning.

Patel's fundamental philosophy was to keep the best interests of India as the primary filter through which any event or decision ought to be judged. He was a pioneer in the 'India-first' line of thinking. He was also, even though he was a product of a colonial country, and had spent time studying in England, remarkably unaffected by any sense of inferiority complex, and remained rooted to the promotion and propagation of Indian values and practical wisdom. In the age of socialism, Patel refused to blindly be one, and championed the role of Indian enterprise as the engine for the country's growth and prosperity. His teachings remain invaluable, though still understudied, for the present and future of India.



Ink and Instruments:

Preserving India's Cultural Heritage

“ Friends, we were just talking about how our art and culture is spreading numerous shades from the valleys of Kashmir to the forests of Chhattisgarh. But this does not end here. The fragrance of these arts of our is spreading far and wide. People in different countries of the world are getting mesmerised by Indian art and culture. ”

-Prime Minister Narendra Modi
(in 'Mann ki Baat' address)

India's cultural heritage is a vast ocean, held together by the rhythm of folk songs, strokes of artisans' brushes, and centuries-old traditions that have been lovingly passed down to generations. These art forms are not simply crafts; they are vessels of history, spirituality, and identity. In modern times, artists and storytellers continue to sustain these folk traditions, adapting them for new audiences while honouring their roots.

In Rajasthan, Pabuji Ki Phad stands out as a striking example of folk art used to preserve cultural narratives. Originating 700 years ago in the Bhilwara region, this traditional painting form, dedicated to the folk deity Pabuji, is painted on a long cloth and used by storytellers to illustrate tales of heroism and devotion. For centuries, the Joshi family in Bhilwara has upheld this art form, preserving regional stories that might otherwise fade into obscurity.

India's cultural heritage



is also safeguarded through the preservation and documentation of ancient Tamil Sangam literature. Originating between 300 BCE and 300 CE, Sangam literature consists of poetry and prose that explore themes such as love, war, and daily life in ancient Tamil civilisation. Works like Thirukkural by Thiruvalluvar are especially revered for their timeless ethical principles and universal values. In recent decades, scholars have translated Sangam literature into various Indian and global languages, making these timeless texts accessible to a broader audience. These efforts have not only preserved the language and culture of ancient Tamil Nadu but

have also sparked a global appreciation for Tamil literary heritage, influencing ethical and philosophical discourse far beyond India.

Mata Ni Pachedi, an indigenous art form from Gujarat, has been practiced for centuries by the Vaghari community, people of which paint depictions of stories of Goddesses on cloth, often used in temples or festivals celebrating the divine feminine. Mata Ni Pachedi paintings are typically block-printed or hand-painted and dyed in natural colours, each piece narrating a story. Sun motifs, goddesses, animals, and cattle are among the most common patterns in Mata Ni Pachedi. The Chitaras are one of the few communities



in India that have been passing down the secret art of Mata Ni Pachedi for more than 400 years. In April 2023, this art form was given the GI Tag. The Chitaras have also received several awards for their contributions to preserving and promoting this sacred art.

The Baul singers of Bengal, known for their soulful music and poetry, are another integral part of India's cultural preservation. These mystic minstrels sing about love, mysticism, and the journey of human souls. Their music conveys philosophical ideas and stories from Indian folklore. Fakir Lalon Sain, a

prominent Baul singer of Bengal, is often referenced by many modern Bauls for the wisdom woven throughout his songs. They are known for their simple, soulful melodies accompanied by traditional instruments like the *Ektara*, *Dotara*, and *Duggi* drums. These instruments also represent India's ancient musical heritage, handed down through generations.

India's classical dance forms, too, are repositories of cultural memory. *Kuchipudi* is one such classical dance form that originated in the state of Andhra Pradesh in the 17th century. Known for its graceful movements,



intricate footwork, and expressive storytelling, Kuchipudi is a dance that preserves the traditions, mythology, and rituals of ancient India. Historically, it was performed in temples as a form of devotional service (*Bhakti*). The dance was not only a means of spiritual expression but also a vehicle for reinforcing religious and cultural rituals. In the 20th century, efforts by revivalists such as Yamini Krishnamurthy and Vempati Chinna Satyam brought Kuchipudi back to its roots, reviving temple-based performances and establishing the dance as a key cultural symbol.

India's folk art has not only stayed within its borders but has also resonated internationally.

In the early 20th century, Ananda Coomaraswamy championed Indian traditional arts on the world stage. His extensive writings, such as 'The Dance of Shiva' and 'The Arts and Crafts of India', illuminated the spiritual and cultural significance of Indian art. Coomaraswamy's work bridged Eastern and Western thought, challenging colonial misconceptions of Indian culture and advocating for the preservation of its artistic traditions. His efforts continue to influence the global understanding of Indian heritage, inspiring scholars, artists, and cultural organisations to value and preserve India's rich artistic legacy.

Bhagwan Birsa Munda

The life journey of a tribal boy who rose to become a revolutionary hero



01 Bhagwan Birsa Munda was born on 15th November, 1875 in a modest tribal family of Ulihatu village in the Ranchi district of Jharkhand.

02 From childhood, he witnessed at close quarters the atrocities committed on the tribal community by the British authorities and the landlords. It filled him with a feeling of outrage.

03 While studying in a missionary school, Birsa felt the influence of religion and culture of the English. This feeling helped him increase the awareness of his community.

04 Gradually, Birsa tried to unite the tribal community and inspired the people to protest against injustice.

05 He became famous as 'Bhagwan Birsa' among his followers. He laid the foundation of a revolutionary movement called 'Ulgulan' (Great Rebellion).



06 The movement was launched during 1899–1900 against the exploitation of the British Government and the landlords. In this, the demand for tribal rights on water, forest and land was raised.

07 Birsa mobilised the tribal community and inspired it to fight against the British. This made him the great hero of the tribal community.

08 Birsa Munda was arrested on 3 March 1900, and a few months later, on 9 June 1900, he died in Ranchi jail.

09 To honour the brave tribal freedom fighters, the Government of India has, as part of the celebration of 75 years of independence, declared Birsa Munda's birthday, 15th November, as 'Tribal Pride Day' in recognition of his struggle and sacrifice.

10 In 2023, Prime Minister Narendra Modi launched the 'Viksit Bharat Sankalp Yatra' from Jharkhand on 'Tribal Pride Day'. It was launched to take the major welfare schemes of the Government to the tribal and deprived communities and then to every individual to raise their awareness.

II In Indian society, the life story of Bhagwan Birsa Munda will always be remembered as an inspiration of courage, self-pride, and justice.

Museum and Beyond



Dr. Sanjeev Kishor Goutam
Director General,
National Gallery of Modern Art,
Ministry of Culture,
Government of India

Artistic expressions of any kind are an integral part of a community, blossoming and manifesting its traditions, beliefs, and ethos. Art, in its multitude of forms, whether visual or performing, constantly exerts a strong magnetic allure, inciting attention and inquisitive dialogue between the art and its viewer.

In today's post-information epoch, the role of art in its many forms has expanded dramatically. Creative practices across all generations and disciplines have become accessible at our fingertips, constantly drawing inspiration from contemporary art practices

as well as traditional art forms. Short video blogs have emerged as a powerful medium, offering glimpses into diverse art forms and practices, allowing viewers to escape the mundane and engage with something unique and timeless. Oftentimes, one can escape the routine life for a few minutes to witness and record an art form or practice, which they can then exhibit and raise awareness about.

The exhibition 'Jana Shakti: A Collective Power' commemorates the 100th episode of the honourable Prime Minister's monthly radio program, Mann ki Baat. Inspired by the program's core objectives, the exhibition showcases the works of renowned artists who achieved great aesthetic feats while addressing timely societal themes. One such artist, Madhvi Parekh, a self-taught artist deeply influenced by Gandhian philosophy, redefines Indian modern and contemporary art by fusing folk and tribal art forms into simple yet evocative compositions. Her works invite viewers to engage in conversational narratives. Lending further coherence to the exhibition, the Mangalore-based artist, Manjunath Kamath, brought his unique interest in our land's rich fable, its dialects,

mythologies, religious practices and orally transmitted stories to the exhibition. Drawing inspiration from the 'Shruti' and 'Smriti' traditions, his works connect the past with the present. By reimagining and reinterpreting signs, images, and objects, Kamath offers a contemporary perspective on India's cultural heritage.

Museums being a very dynamic and ever-evolving space, has its own challenges. Nonetheless, at the National Gallery of Modern Art, we are constantly on our toes to make museums more accessible and relevant to our audiences, including younger generations and marginalised communities. This all-inclusive vision is further amplified by key initiatives of the Ministry of Culture, such as Viksit Bharat Ambassador program and Kala Karma. These initiatives engaged thousands of artists nationwide to participate and attain a sense of belonging to one nation with common cultural heritage and values.

A seminal public art project, the Project PARI, preceded the 46th session of the UNESCO

World Heritage Committee, further extending the reach of art beyond the confines of museum walls. By dint of this project, art was practically taken to the streets, making it more accessible and relatable for the general public. This public art project alluded to the artistic exuberance of indigenous cultures of India and the rich biodiversity of India, and the world at large.



Canvas for a Cause

Art as a Call to Action

India has long been a vibrant centre of artistic expression, with its rich history of public art reflecting the country's cultural and spiritual diversity. From ancient rock-cut temples and intricate frescoes to grand public sculptures and vibrant street art, Bharat's landscapes have always been adorned with artistic marvels. Historically, art has been deeply intertwined with daily life, religious practices, and social customs, manifesting through various modalities such as dance, music, theatre, and visual arts.



Wall painting in Ferozepur, Punjab

From murals and sculptures to installations and performance art, public art is becoming an important aspect of India's social discourse. It allows marginalised voices to be heard, sparks dialogue on critical social issues, and provides a space for collective expression. By integrating art with policy messages, murals transcend language barriers and engage citizens in a way that is both emotional and informative. It encourages public participation, fostering a sense of shared responsibility. Through colourful, inspiring, and culturally relevant art, public spaces can become the canvases for positive change, helping to build a cleaner, more sustainable future for all.

A Spot Fixing event was organised by Guwahati Municipal Corporation. Several walls were beautified with #SwachhBharat themed paintings as part of the event.



The use of murals and public art in the Swachh Bharat Abhiyan represented a dynamic way to foster a cleaner and healthier environment by using creativity to educate, engage, and inspire communities. Additionally, it also leverages social media to amplify the campaign's message, making it accessible and relatable across different regions and demographics.



The walls got a vibrant look after the painting competition concluded at Unit-9 food street area, Bhubaneswar, Odisha.



A wall painting in Maharashtra as part of (IEC) campaign to create awareness about the importance of #Swachhata and #safe #sanitation.



Similarly, they have played a crucial role in raising awareness for the Beti Bachao Beti Padhao campaign by creating impactful visual messages that resonate with diverse audiences and spark conversations about gender equality, the importance of girls' education, and empowering women. In addition, it makes use of social media to spread the campaign's message, ensuring it reaches and resonates with people from diverse regions and demographics.



Wall-Painting Competition held in Faizabad District Library, UP



Beti Bachao Beti Padhao awareness programme through wall paintings at Govt. High School, Jakh in district Samba, J&K

Wall painting at DC office complex Nandani Hills, Samba, J&K



Cultural Guardians

India's cultural heritage is a blend of diverse folk arts, each rooted in centuries-old traditions. Artists like Firdosa from Anantnag, Gorinath from Udhampur, D. Vaikhuntam from Telangana, and Butluram Mathra from Chhattisgarh are preserving and reviving these art forms.

Through calligraphy, traditional music, storytelling, and tribal crafts, they are reconnecting the youth with the country's rich history and mythology, bridging the past and present. These efforts, recognised and celebrated in Mann ki Baat, inspire the continuation of India's cultural legacy.



Calligraphy in Kashmir

Traditional Arabic and Urdu calligraphy has long been an esteemed art form in Kashmir, with its flowing scripts symbolising cultural and religious heritage. Firdosa Bashir, an accomplished calligrapher from Anantnag, is revitalising this art, especially among the youth.



Firdosa Bashir

"I am very happy, and my family is proud of me. They see that I'm doing something meaningful. I aim to become a calligraphy artist in future, make a name for myself, and bring pride to India. Many people are happy when they see my calligraphy and praise it. Some even say that they want to send their children to me to learn this art."

Dogri Sarangi Music and Storytelling

The Dogri language and the Sarangi, a traditional stringed instrument, form a unique cultural pairing in the Dogra region of Kashmir. This rare folk music narrates tales of ancient warriors, saints, and historical figures. Gorinath from Udhampur is a dedicated artist who, with a Sarangi from 1930, has been preserving the cultural legacy of Dogra legends.



Gorinath

"I know the Dogri language only. Many listeners tell me to sing in other languages, but every time, I am very polite and humble. I refuse and request that I sing in Dogri only as the Dogri language is very sweet. This musical instrument, Sarangi, has been with my family from 1930, before independence."

When I sing in Dogri, it has an impact on the local listeners. I only narrate legends and stories related to the great men of the Duggar region, like Baba Kaliveer, Raja Mandleek, Baba Sidh Gourian, Puran Bhagat and Raja Hari Singh."

Artists Preserving India's Heritage

Cheriyal Scroll Paintings of Telangana

Cheriyal art, originating in Telangana in the 13th century, is a form of painted storytelling where long scrolls depict scenes from mythology and history. D. Vaikhuntam, a master of Cheriyal paintings, has spent nearly five decades promoting this art.



D. Vaikhuntam

"I am happy that my name is mentioned by the Prime Minister Narendra Modi in Mann ki Baat. This will help to popularise this art form further and take it forward to the next generations."

Despite several artists knowing this art form, it is my father who showed interest to take it forward. My father has taken efforts to preserve this art form and I learned from him. It has become our profession. My family has been collectively working to preserve this art form. I will continue this art form and I am ready to teach it to the interested persons."



Abujhmadia Tribe of Chhattisgarh

Butluram Mathra, from the Abujhmadia tribe in Chhattisgarh, leads a group of 30 to 35 individuals, providing them with employment. Together, they craft musical instruments from bamboo, incorporating various forms of tribal art onto them. They then showcase their traditional folk dance and music performances in instead of across different parts of the country, beautifully showcasing the authenticity and timelessness of their indigenous art form to the world.



Butluram Mathra

"I am working in the fields of bamboo craft and dance. Currently, I am running a bamboo crafts business, providing employment to artisans. In the dance field, I am collaborating with thousands of artists. I have also presented dance performances in various Prime Minister schemes, such as 'Meri Maati Mera Desh,' 'Har Ghar Tiranga,' and 'Beti Bachao Beti Padhao,' and have contributed to their promotion. I want to convey a message to people to showcase their talents in the field of arts."



International Voices

Preserving Indian Art and Culture

...Friends, these examples of India on foreign soil show how amazing the power of Indian culture is. It is continuously attracting the world towards itself.

"Wherever there is art, there is India"

"Wherever there is culture, there is India"

Today people across the world want to know India... want to know the people of India. Hence I have a request to make to all of you... to promote such cultural initiatives around you share them with #CulturalBridges.

Prime Minister Narendra Modi in his 115th address of Mann ki Baat

As India's timeless culture spreads across continents, its art forms become a powerful bridge to connect hearts and minds. Whether it's the intricate footwork of Bharatanatyam in Peru, the eloquent retelling of the Ramayana in Arabic, or the meditative flow of Odissi in South America, Indian classical arts are fostering a universal language that speaks to the soul. In his recent Mann ki Baat address, Prime Minister Narendra Modi underscored this cultural impact.



"It's very important to make translations and understand each other. India and Kuwait have old relations and we need to understand each other more. I realised that Arabic books didn't have complete scriptures of the Ramayana and Mahabharata. There's something very special about all Indian legends. The best thing is the story which tells everything - the Indian philosophy, science, and imagination which is not anywhere else. I was shocked to know why we didn't know such great legends. After reading the Ramayana and Mahabharata, I was convinced that it's number one in the world, and that's the truth."

-Abdullateef Al-Nisf, Publisher of Ramayana and Mahabharata in Arabic language, translated by Abdullah Al-Barun, Kuwait



"The past 24 years have not been easy for both my family and my students. We have had to make many sacrifices. There were many moments I could see them giving up. However, hearing my name on a platform like 'Mann ki Baat' grounds my faith in the presence of Natyarasa, pushing me to carry on moving forward."

-Herlinda González, Bharatanatyam Guru, Lima, Peru



"I really hope I am able to bring Odissi to every corner in Peru, especially to the children. I want to encourage people to see Indian classical art forms as a way to connect your mind, body and spirit and also as a way to tell your own story. I really hope I can share all that knowledge and ancient wisdom I have experienced in India to my community while I myself relearn about the ancient knowledge and ancient wisdom of Peru."

-Maria Laura Valdez, Odissi Dancer, Arequipa, Peru



Animating India's Growth

The Rise of the AVGC-XR Sector

“ India’s animation characters, animation movies, on account of content and creativity are being loved all over the world. You might have noticed that from the Smartphone to the cinema screen, gaming console to virtual reality, animation is omnipresent. India is on the way to ushering in a new revolution in the world of animation.”

–Prime Minister Narendra Modi
(in 'Mann ki Baat' address)

“The Indian animation industry stands at a crossroads. With a solid foundation in outsourcing, it is now primed to explore original content creation. Although challenges remain, the growth of digital technologies, a robust talent pool, and Government support offer ample opportunities for the sector’s expansion.”

–P. Jayakumar
CEO, Toonz Media Group

The Animation, Visual effects (VFX), Gaming, Comics, and Extended Reality (AVGC-XR) sector has emerged as a transformative force in India's economic landscape. This industry has shown impressive growth in recent years and has positioned itself as a "Sunrise sector", promising significant contributions to both national development and global influence. With its unique capability to project Indian culture to a global audience, connect the diaspora, foster tourism, and stimulate direct and indirect job creation, the AVGC-XR sector plays a vital role in shaping the nation's future.

India's skilled workforce and cost-effective solutions have attracted international interest, making the country a hub for high-end, skill-based activities. Recognising the potential of the AVGC-XR sector, the Government has taken proactive measures, including the formation of an AVGC Task Force. To propagate

the employment potential of the sector, both demand and supply need to be stimulated by creating more employment opportunities and simultaneously increasing the number of employable professionals working within the sector. Therefore, there exists a critical need to implement a holistic policy to support the AVGC-XR sector in realising its true potential and making India a leading global player. This task force proposed the creation of a National AVGC-XR Mission aimed at fostering an integrated approach for the sector's growth. The recommendations were categorised into four main strategies:

- a. Domestic Industry Development for Global Access
- b. Developing Talent ecosystem to realise

Demographic Dividends

c. Enhancing Technology & Financial Viability for Indian AVGC Industry

d. Raising India's soft power through an Inclusive growth

To implement these strategies, the "Create in India" challenges were launched as part of the WAVES Summit, with Prime Minister Narendra Modi underscoring their significance during his 'Mann ki Baat' address. It places a strong emphasis on nurturing talent through educational programs aligned with international standards, cultivating world-class animators, illustrators, CG artists, and game developers. From animation and gaming to music and emerging technologies, these challenges are designed to inspire and empower





participants to explore new horizons, showcase their talents, and contribute to India's evolving narrative in the global media and entertainment industry. From seasoned professionals to enthusiastic amateurs, WAVES 2025 invites all to take part in this extraordinary journey, where creativity meets opportunity and where the future of entertainment takes shape.

The Government has also championed the National Centre of Excellence (NCoE) for AVGC-XR, which stands as the cornerstone of the ecosystem. Named as the Indian Institute of Creative Technology (IICT), this institution is tasked with offering

specialised training programs to equip both novices and experts with cutting-edge skills, encouraging multidisciplinary research involving computer science, engineering, design, and art to foster innovation.

Modelled after prestigious institutions like the IITs and IIMs which have produced some of the world's finest technical and managerial talents (some of them leading the big giants like Google, Microsoft, etc), the institution will focus on developing creative skills and knowledge.

Additionally, it will also prioritise the development of Indian Intellectual Property (IP)

that reflects the country's rich cultural and historical heritage, thus catering to both local and international audiences. It functions as an incubator, supporting startups and early-stage businesses with resources and expertise while acting as an academic and production accelerator.

The integration of AVGC in the education sector further exemplifies its potential, making learning more interactive and engaging through animated content and gamified teaching tools. The success of films like Baahubali and RRR has shown how Indian cinema can redefine storytelling, blending history and fantasy with advanced visual effects. This shift has inspired similar productions such as PS-1

and Kalki. The FICCI-EY 2024 report notes that India now holds the second-largest anime fan base in the world, with an estimated contribution of 60% to the projected global growth in anime interest.

With the 'Create in India' campaign prioritising indigenous talent and encouraging innovative content made in India for both domestic and international markets, the country is poised to be a significant contributor to the global AVGC-XR domain. The vision of 'Make in India, Make for the World', aligns with India's aspiration to amplify its cultural footprint while simultaneously driving economic growth, creating employment, and elevating its position in the global media and entertainment industry.



International Animation Day

Honouring the Art and Legacy of Animation in India



International Animation Day (IAD), observed annually on October 28, was established in 2002 by ASIFA (International Animated Film Association) to honour the art of animation globally. ASIFA, a member of UNESCO, initiated this day to promote the significance and influence of animation in cultural and artistic storytelling.

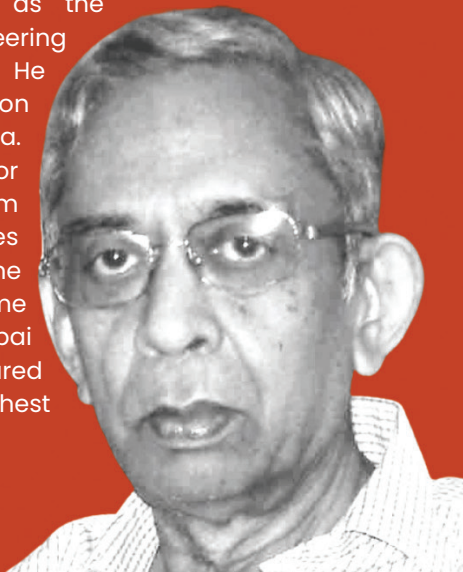


What is Animation?

Animation is a filmmaking technique by which still images are manipulated to create moving images. In traditional animation, images are drawn or painted by hand on transparent celluloid sheets (cels) to be photographed and exhibited on film.

Father of Indian Animation

Ram Mohan (1931–2019), celebrated as the "Father of Indian Animation," was a pioneering animator, title designer, and educator. He began his career in 1956 at the Cartoon Films Unit of the Films Division of India. Mohan won the National Film Award for the Best Non-Feature Animation Film twice for *You Said It* (1972) and *Fire Games* (1983). In recognition of his lifetime contributions, he received the Lifetime Achievement Award at the 2006 Mumbai International Film Festival and was honoured with the Padma Shri, India's fourth-highest civilian award, in 2014.



India's first major animation film

The *Banyan Deer* marked a significant milestone as the first major animated film produced by the Films Division of India (FDI) in color. Established in 1948 with the mission of capturing India's diverse narratives on film, the FDI expanded its scope within a decade by creating the Cartoon Film Unit, recognising animation as an effective educational tool for children.

The story of *The Banyan Deer* centers on a compassionate golden deer who leads his herd. In a selfless act, he volunteers to face execution to save a mother deer from being sacrificed to a human king known for his passion for hunting. The king, moved by the deer's bravery and empathy, spares not only the golden deer but the entire herd.

This tale was chosen by the FDI due to its profound moral teachings, reflecting values deeply embedded in Indian culture. Additionally, the story's connection to Buddhism—a tradition rooted in India—paired with the country's rich artistic heritage, provided a wellspring of inspiration for the creative team.



Doordarshan spoke to Harinarian Rajeev, the award-winning animator and filmmaker whose work Prime Minister Narendra Modi also applauded in his 115th Mann Ki Baat address.



I still can't believe it, but I can tell you the advantage it had. I've seen the significant impact of our work—more people are now reaching out, eager to become animators. Many didn't even know an animation industry existed in India, so it's been eye-opening for them. I've been able to guide them, showing the industry's rapid growth and inspiring future talent, which benefits the country.

In animation, constant learning and adaptability are essential as new technology and innovations emerge. Even when he recognised me, he was actually recognising the entire animation visual effects community. A huge thanks to him because it had a huge impact. It created a lot of buzz.

—Harinarian Rajeev, the award-winning animator and filmmaker

Indian Animation Industry and the World: Evolution, Growth, and Future Prospects



P. Jayakumar
CEO, Toonz Media Group

require innovation, investment, and creativity.

Evolution of the Indian Animation Industry

India's animation journey began in the early 1990s, primarily focused on 2D animation for Western outsourcing projects. As digital technologies advanced in the 2000s, Indian studios rapidly adopted CGI and 3D animation, expanding their capabilities. Major players like Toonz Animation and Reliance MediaWorks produced content for Hollywood films such as *The Jungle Book* and *The Chronicles of Narnia*.

By the 2010s, India had evolved into a hub not only for outsourced services but also for original animation content. The rise of streaming platforms like Netflix, Amazon Prime, and Disney+ opened new doors, giving Indian animated content international visibility and fostering further growth.

Key Drivers of Growth

Several factors are propelling the rapid expansion of India's

animation sector:

1. Cost-Effectiveness: India's lower production costs have made it an attractive outsourcing destination for global studios, providing high-quality animation at competitive prices.

2. Growing Demand for Content: The global surge in streaming services has led to an increased demand for animated series and films. Indian studios are now producing original content for these platforms, further fuelling industry growth.

3. Government Support: The Indian Government has launched several initiatives, such as the AVGC (Animation, Visual

Effects, Gaming, and Comics) policy, offering tax incentives and infrastructure support. The approval for the National Centre for Excellence in AVGC will foster skill development and infrastructure enhancement.

4. Talent Pool: India's talent pool is a key strength, with highly skilled animators, artists, and tech professionals trained in globally recognised techniques. This pool has grown increasingly versatile, enabling studios to handle more sophisticated projects.

Adapting to New Technologies

Indian studios have rapidly adopted emerging technologies like CGI, VR, AR, and motion capture to elevate their



productions. CGI, now a staple in Indian animated films, allows for high-quality, visually engaging content. Studios like Green Gold Animation and Toonz Media have used CGI to produce content for both domestic and international markets.

Motion capture is also being utilised to create realistic character animations. While VR and AR are still in their infancy in India, they hold immense potential, especially in interactive gaming and storytelling, areas where Indian studios are starting to experiment.

Education and Training for Global Markets

To meet the increasing demand for skilled animation professionals, India's educational

landscape has evolved. Leading institutions like the National Institute of Design (NID), Whistling Woods International, and Toonz Academy offer specialised courses in animation, VFX, and gaming, integrating industry-standard software and techniques into their curriculums.

Moreover, partnerships between Indian schools and global studios have created internship opportunities, allowing students to gain practical experience and develop skills that meet international standards.

Challenges in Expanding Globally

Despite growth, the Indian animation industry faces a few significant challenges:

1. Perception of Outsourcing:



Indian studios are often seen as outsourcing providers rather than creators of original content. This perception limits the global recognition of India's creative capabilities.

2. Budget Constraints:

Producing high-quality original content requires substantial investment. Competing with Hollywood's large budgets remains a significant challenge for many Indian studios.

3. Quality Consistency: While the quality of Indian animation has improved, maintaining consistency across projects, especially with tight deadlines and limited budgets, continues to be a hurdle.

Prospects for Original Indian Content

The future is promising for Indian animation, particularly in the creation of original content with global appeal. Shows like *Mighty Little Bheem* on

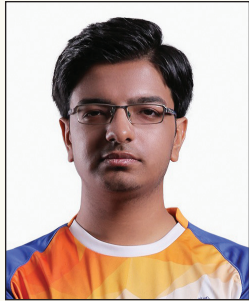
Netflix have proven that Indian animation can captivate global audiences. Moving forward, Indian studios could focus on universal themes and culturally rich narratives that distinguish them from global competitors.

By combining India's rich folklore with modern storytelling techniques, studios can carve a unique space for themselves in the global animation industry.

Conclusion:

The Indian animation industry stands at a crossroads. With a solid foundation in outsourcing, it is now primed to explore original content creation. Although challenges remain, the growth of digital technologies, a robust talent pool, and Government support offer ample opportunities for the sector's expansion. With continued creativity and investment, India can build a lasting presence in the global animation landscape.

Gaming Sector in India



Tirth Hiren Mehta
2018 Asian Games Bronze Medalist (Esports-Hearthstone), and Game Developer

The gaming sector in India has undergone a seismic shift in recent years. What was once considered a casual pastime is now recognised as a viable career path, both in game development and as professional esports athletes. This digital revolution has two sides that go parallelly: the game development industry and the esports industry.

The game development industry of India has seen rapid advancement, thanks to the tech-savvy population and the various initiatives taken under the leadership of Prime Minister Narendra Modi. 'Digital India' and 'Make in India' initiatives have encouraged tech giants and various start-ups to

explore game development - allowing India to step into one of the world's fastest-growing industries. With mass-scale internet penetration, affordable and accessible smartphones, and a sharp-minded youth - India is on the path to becoming a major player in the gaming field.

Several Made in India games have made a major impact internationally. Titles like 'Raji: An Ancient Epic' have been celebrated for featuring the rich Indian culture and mythology, along with modern graphics and gameplay mechanics. Games serve as a great way to capture the attention of the youth: and the same can be utilised for the benefit of the globe. Games are being used in various fields such as medicine, economics, education, military, ecology, and more - to solve real-world problems.

Even though game development was quickly adopted by India, Esports took quite a while to get going. Esports refers to organised, competitive video gaming where players or teams compete against each other for prizes and glory. The term faced challenges in its acceptance itself, as many equated esports to be the same as real-money gambling like Rummy, or Teen Patti, while others equated it to

casual games such as Ludo. The youngsters had to put in a lot of effort and dedication to make the term known and respected by the mass public. The breakthrough came in 2018 when Esports was included in the Asian Games 2018 as a demonstration event.

Since then, the industry has expanded quite a bit. International organisers and sponsors utilising the massive market potential of Indian gamers, specifically for mobile games, have made the industry bloom. Yet, a young kid often faces difficulties explaining the term to their parents - something that still requires awareness.

The impact of visionary leadership has been massive - not only from a technical perspective but from a mental perspective as well. When Prime Minister Narendra Modi discusses the gaming sector with the frontrunners and promotes the gaming field of India, it opens the eyes of the masses. The mass becomes aware of the gaming and the esports

industry, and that in itself, is the major factor towards the bright future that India possesses in the field.

In the end, I would like to mention some things that I believe have scope for improvement. The industry is filled with hard-working youth, who often sacrifice their mental health to achieve their goals. The lack of focus on mental health is tackled by large organisations, but small or medium-scale organisations still have a long way to go. Moreover, the term esports needs to be distinguished from real-money games such as Rummy, Fantasy games, or Teen Patti. Meshing these two distinct fields together is a major negative factor for both the esports field and the game development industry. I am confident that with Prime Minister Narendra Modi talking and discussing games and gaming in India, these challenges will soon be overcome. With that, I look forward to seeing India thrive and become the Digital Nation that we are all working towards.





MACE - MAJOR ATMOSPHERIC CHERENKOV EXPERIMENT

A Symbol of Atma Nirbhar Bharat in Mega-Science activities
Installed at India's first Dark Sky Reserve situated in Hanle



WHAT IS IT?

Major Atmospheric Cherenkov Experiment or MACE is a cutting-edge gamma-ray telescope for very high energy astronomy.

It is indigenously developed by the Bhabha Atomic Research Centre and is installed at a specially selected location in Ladakh.

WHAT WILL IT DO?

The MACE telescope, due to its high sensitivity, will be able to detect gamma-rays from supernova remnants, pulsars and micro-quasars. It will also peep into the centres of distant galaxies hosting supermassive black holes and will be able to discover the high energy processes occurring around it.

The MACE telescope will be used to search for the dark matter in the Universe and unravel its mysteries.

WHAT MAKES IT SPECIAL?

MACE is currently the largest Cherenkov telescope in Asia. It is the highest altitude observatory among similar facilities in the world.

The site has been carefully chosen for its unique scientific advantages as Hanle offers extremely low light pollution required for gamma-ray observations.

The longitudinal advantage of its location, enables MACE to observe sources invisible to other parts of the world.



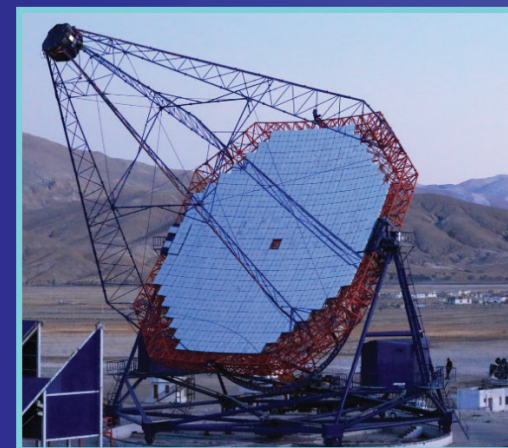
DO YOU KNOW?

- ★ Highest in the World: Installed at 4270 m above the sea level, MACE is the world's highest imaging atmospheric Cherenkov telescope (IACT) based telescope
- ★ Among the Largest: MACE (21 m diameter) is the second largest telescope in the world after HESS-II (28 m diameter) at Namibia, Africa

HOW IS IT HELPFUL TO INDIA? AND TO THE WORLD?

The MACE telescope will enable the national and global astronomy community to carry out multi-messenger coordinated observations and provide a broader platform for exchange of ideas and collaboration.

MACE telescope will also provide employment opportunities and boost infrastructure development at Hanle. With the MACE telescope, Indian gamma-ray astronomy forays into a new era.



Asia's largest Imaging Telescope MACE in Ladakh: Made in India, Built for the World



Dr. Ajit Kumar Mohanty
Secretary, Department of
Atomic Energy & Chairman,
Atomic Energy Commission

Since ancient times, India has led global astronomical research, contributing foundational principles to the field. Dr. Homi Bhabha, father of the Indian nuclear programme, pioneered the study of cosmic-ray air showers, and the Major Atmospheric Cherenkov Experiment (MACE) now continues India's legacy in the pursuit of scientific excellence.

MACE is a cutting-edge, indigenously developed gamma-ray telescope situated in the Himalayan desert of Hanle, Ladakh. Set up by the Bhabha Atomic Research Centre (BARC) of the Department of Atomic Energy (DAE), MACE propels India into the global forefront of

high-energy astrophysics.

With a 21-meter-diameter reflector, MACE is currently the largest imaging telescope in Asia. Located at an altitude of 4,300 m above sea level, MACE is also the highest observatory of its kind in the world.

The MACE site has been carefully chosen for its unique scientific advantages. Hanle hosts India's maiden Dark Sky Reserve and offers extremely low light pollution required for gamma-ray observations. Being among a few large-size imaging gamma-ray telescopes, MACE fills an important longitudinal gap due to its strategic geographical location at Hanle. The site, however, poses some unique challenges too. The astronomers and technicians brave extreme weather conditions, with temperatures dropping below $-30\text{ }^{\circ}\text{C}$ and oxygen levels below 60% of sea level, ensuring the year-round functioning of the Observatory.

The MACE telescope is an exemplary outcome of the spirit of AtmaNirbhar Bharat. Its components and sub-systems are indigenously developed by BARC, leading to several achievements and technological spin-offs. The metallic mirror facets with extraordinary optical quality have been developed for

the first time in the country using diamond turning technology in collaboration with the industry partners. The custom-designed high-resolution imaging camera, comprising state-of-the-art signal processing electronics and a high-speed data acquisition system, is also a technological marvel. The drive system of MACE is able to orient the 180-tonne large mechanical structure in any direction precisely within 90 seconds. MACE represents the first major step in developing an indigenous world-class high-altitude gamma-ray observatory. The highly sensitive MACE telescope will be able to detect gamma-rays from supernova remnants, pulsars, and microquasars. MACE will be able to study the centres of distant galaxies hosting supermassive black holes and discover the high-energy processes occurring around them.

MACE underlines technological excellence in building systems for ground-based gamma-ray astronomy and opens up an entirely new front in India. During its commissioning,

MACE successfully detected interesting astrophysical phenomena associated with the transient outbursts in a number of active galaxies located far away from our Milky Way galaxy. MACE is poised to contribute significantly to multi-messenger astronomy and international collaborations, opening avenues to explore the highest energies in the universe, which may address fundamental questions in cosmology, astrophysics, and cosmic-ray research.

Beyond science, MACE promotes local employment, boosts infrastructure around Hanle, and enhances the region's status as an astronomical hub and prime destination for astrotourism. It inspires scientific curiosity among young minds in Ladakh and nationwide. MACE operates on clean energy from a dedicated solar power station installed at the site.

MACE ushers in a new era for Indian gamma-ray astronomy and represents a significant stride in establishing mega-science facilities for the Viksit Bharat.



Strategic Strength

India's Growing Influence in Defence Exports



Ajay Kumar

Former Defence Secretary,
Distinguished Visiting Professor,
IIT Kanpur

In 2023-24, India's defence exports soared to over Rs 21,000 crore, reaching more than 100 countries with equipment like Akash and BrahMos missiles, artillery guns, HAL's Dornier aircraft, and naval vessels—an impressive 15-fold rise from Rs 1,600 crore in 2016-17. This shift is the result of strong Atmanirbharta in defence policy under Prime Minister Narendra Modi. The benefits of defence exports extend well beyond economic gains, showcasing a nation's high-tech capabilities and fostering strategic alliances grounded in shared security interests and mutual support. They signal technological leadership and build partnerships that endure as defence equipment typically lasts several decades. India's recent export

surge positions it as a reliable, non-expansionist *Vishwamitra* for defence platforms as well as components and sub-systems.

Defence exports are highly regulated to prevent sensitive equipment from reaching unauthorised entities, with export licenses granted only after thorough verification of the end-user and purpose. Key regulations include the Foreign Trade (Development and Regulation) Act 1992, the Arms Act 1959, and India's commitments to international treaties like the MTCR, the Australia Group, and the Wassenaar Arrangement. The DGFT maintains the 'Munitions List', and export of these items requires a DGFT license. Under the 'Arms Act'—which defines a wide array of materials as arms and ammunition—a Ministry of Home Affairs (MHA) license is required. In essence, clearance from many regulators is required, i.e., the Army, Navy, Air Force, Intelligence Bureau, MHA, Ministry of External Affairs (MEA), Department of Defence Production (DDP), and Ministry of Commerce (MoC). The problem earlier was that for DGFT, defence exports were a minor but complicated part of their much bigger export mandate, while MHA prioritised national security over exports. Consequently,



approvals took months or even years.

Major streamlining of processes in 2018 changed all this. Based on a proposal from DDP, DGFT agreed to delegate its powers for issuing defence export authorisations to DDP. Based on another proposal from DDP, MHA agreed to delegate its powers and functions under Section 10 of the Arms Act 1959 to DDP. Armed with these delegations, DDP introduced a streamlined SOP on November 1, 2018, for defence export permissions. Additionally, an online portal was launched, linking all agencies with strict timelines and transparency on response times. This resulted in approvals being granted in days and weeks. In 2019, the DDP streamlined exports further by introducing an Open General Export License, encouraging global defence OEMs to outsource to India. Within years, defence exports surged.

The impressive growth numbers do not account for equally impressive growth in exports of non-licensed defence and aerospace items. Global OEMs developed over 400 suppliers in India during these years while others expanded their facilities. The corporatisation of the Ordnance Factory Board in 2020 led to their

units seeking export markets. Munitions India Ltd. received major orders for explosives and ammunition. Some private firms began exporting even before they got domestic orders, showcasing their quality and global acceptance. Additionally, some IDEX startups expanded their operations in the U.S. and other markets.

India's impressive defence export growth is only the beginning. The global defence and aerospace industry is set to reach \$1.4 trillion by 2030. To sustain this momentum, India's strategy should emphasise harnessing favourable geopolitical dynamics, to position India among the top five defence exporters over the next decade. To achieve this, the following could be considered:

The Government and armed forces should actively promote defence exports from Indian companies as part of state policy as is being done by other countries.

The Government-to-Government sales mechanism should be created to simplify procurement for foreign Governments.

Defence LOC (Line of Credit) should be aligned with the unique characteristics of the defence industry, where there are often only one or two vendors for each product.



Empowering Digital India

Strengthening Cybersecurity for a Safer Future

“Dial the national cyber helpline 1930, Report on cybercrime.gov.in, inform family and police, preserve evidence. ‘Stop’, then ‘Think’, and then take ‘Action’, these three steps will become the protector of your digital security.”

–Prime Minister Narendra Modi
(in ‘Mann ki Baat’ address)

“It is worth mentioning here that the mention of Digital Arrest by the Hon’ble PM in his ‘Mann ki Baat’ programme has proved to be a turning point in the fight against cybercrime as it has taken the awareness message to length and breadth of the country.”

–Rajesh Kumar
CEO, Indian Cybercrime
Coordination Centre, Ministry
of Home Affairs

In this era of advanced digital technology, almost everyone, from a school or college-going student to the officials of Government organisations and multinational companies, depends on their phones and computer systems. This dependency is marked by the fact that all the data, personal and professional, are stored in these systems with internet connectivity, irrespective of how sensitive the information is. With all the data being laid on the internet even with the passwords, there is always a threat of cyber-attacks, the cases of which have been increasing over the years. With such increasing cases of cybercrime, it becomes very crucial to strengthen the measures of digital security.

Referred to as ‘Digital Nagriks,’ Indian citizens are increasingly weaving the internet into their daily lives, using it for essential activities like business transactions, education, financial dealings, and accessing Government

services online. As per an annual report for the financial year 2023-2024, released by the Telecom Regulatory Authority of India (TRAI), there has been a surge in the number of internet subscribers in India. Total number of internet subscribers (Digital Nagriks) increased from 88.1 crore at the end of March 2023 to 95.4 crore at the end of March 2024 with a yearly rate of growth of 8.3%, leading to the addition of 7.3 crore internet subscribers in the last year. Such a boost over the past several years has been a fruitful result of the Digital India

Programme launched on July 1, 2015 by the Prime Minister, Shri Narendra Modi.

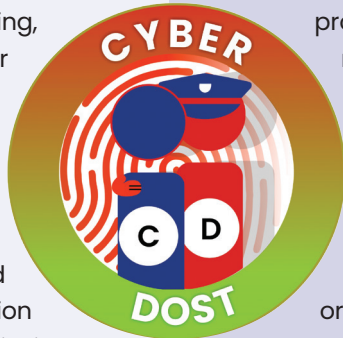
With the increased number of internet subscribers in the country comes a challenge of digital security. The National Crime Records Bureau (NCRB) compiles and publishes the statistical data on crimes in its publication “Crime in India”. The latest published report is for the year 2022. As per the data published by the NCRB, cases registered under Fraud for Cyber Crime during the year 2020, 2021, and 2022 are 10395, 14007,



and 17470 respectively. The data draws our attention towards the rising number of cybercrimes.

All Cybercrimes are not of the same kind. Enlisted on the National Cyber Crime Reporting Portal, some of the cybercrimes are child pornography or child sexually abusive material (CSAM), cyberbullying, cyberstalking, cyber grooming, online job fraud, online sextortion, vishing, sexting, smishing, SIM swap scam, Debit/Credit card fraud, impersonation and identity theft, phishing, spamming, ransomware, viruses, worms & trojans, data breach, denial of services/distributed DoS, website defacement, cybersquatting, pharming, cryptojacking, online drug trafficking, espionage et cetera. Cybercriminals are actively involved in such unlawful activities.

To deal with these challenges of cybercrime incidents in the country, the Government of India has taken a number of initiatives. In January 2004, the Ministry of Electronics & Information Technology formed the Indian Computer Emergency Response Team



(CERT-In), which is the national nodal agency for responding to computer security incidents as and when they occur. Its objective is to secure India's cyberspace. It also operates the Cyber Swachhta Kendra (Botnet Cleaning and Malware Analysis Centre). The center also provides detection of malicious programs and free tools to remove the same along with cyber security tips and best practices for citizens and organisations.

In January 2020, to intensify the mechanism of dealing with cyber-crimes in a comprehensive and coordinated manner, the Ministry of Home Affairs, Government of India, set up the 'Indian Cyber Crime Coordination Centre' (I4C) as an attached office to deal with all types of cyber-crime in the country. The 'National Cyber Crime Reporting Portal (NCRP)' (<https://cybercrime.gov.in>) has been launched, as a part of the I4C, to enable Digital Nagriks to report incidents relating to all types of cyber-crimes, with a special focus on cyber-crimes against women and children. I4C is instrumental in blocking more

than 2,95,000 fake SIM cards, more than 46,000 IMEI, more than 2800 websites/URLs, and 595 Mobile Applications through its module Joint Cybercrime Coordination Team (JCCT) Management Information System. National Cyber Crime Helpline number, 1930, is helping citizens register online financial frauds.

As internet usage continues to expand rapidly in India, thanks to initiatives like the Digital India program, the need for robust cybersecurity measures has grown more urgent. The Government of India, through

agencies like the Indian Cyber Crime Coordination Centre (I4C) and initiatives such as CERT-In and the National Cyber Crime Reporting Portal, is leading efforts to secure digital infrastructure and address the complex landscape of cyber threats. However, the fight against cybercrime requires continued collaboration, vigilance, and technological advancement. By empowering citizens with tools and resources to report and prevent cybercrimes, India is paving the way for a safer, more resilient digital future for all its 'Digital Nagriks.'



DIGITAL SELF-DEFENSE

WHAT YOU NEED TO KNOW ABOUT CYBER SAFETY



In an age where digital threats are on the rise, Prime Minister Narendra Modi's recent 'Mann ki Baat' address underscored the dangers of the "Digital Arrest" scam, a tactic that has deceived people from all walks of life into surrendering their hard-earned money out of fear. He reassured listeners that no legitimate investigative agency will ever initiate an inquiry through a phone or video call, urging everyone to remember the three essential steps to safeguard themselves online: "Stop – Think – Take Action."



People from every class and age group fall victim to Digital Arrest. People have lost lakhs of rupees earned through their hard work, out of sheer fear. Whenever you receive such a call, don't be scared. You should be aware that no investigative agency ever inquires like this through a phone call or a video call. I am enumerating the three steps to Digital Security. These three steps are – 'Stop – Think – Take Action'.



–Prime Minister Narendra Modi in his 115th address of 'Mann ki Baat'

What to do ?

- D** Dial the National Cyber Helpline 1930
- R** Report on cybercrime.gov.in
- I** Inform family and police
- P** Preserve Evidence



DO YOU KNOW?

India has marked a significant milestone in its cybersecurity efforts by achieving top Tier i.e. Tier 1 status in the Global Cybersecurity Index (GCI) 2024, published by the International Telecommunication Union (ITU).

India ranks 2nd in terms of the highest number of internet users in the world.

Nearly half of the world's real-time digital transactions are happening in India.

National Critical Information Infrastructure Protection Center (NCIIIPC) protects the critical information infrastructure in the country.

The Personal Data Protection Act by the Union Government protects Indian citizens from global breaches.

The 1930 helpline for cybercrime is tollfree and provides support in all the Indian states and union territories.

Highlighting Digital Arrest Scam and How to Stay Safe on the Internet



Rajesh Kumar

CEO, Indian Cybercrime
Coordination Centre, Ministry of
Home Affairs

'Digital Arrest' is a cybercrime where fraudsters impersonate officials from agencies like the CBI, ED, or Supreme Court to instill fear and coerce victims for money. Through video calls, victims are falsely accused of serious crimes, such as human trafficking or money laundering. The perpetrators keep victims under constant video surveillance, pressuring them to transfer funds as 'financial scrutiny,' 'bail,' or

'bribe' payments. This scam manipulates victims through fear, isolation, and psychological pressure, leading to substantial financial losses.

It has been observed that the Digital Arrest scams have their origins in Southeast Asia and also in India (generally carried out through Skype and now increasingly on WhatsApp video calls).

Modus Operandi of Digital Arrest-

i. Victim receives an IVR call from a spoofed Indian or international number, impersonating officials like TRAI, RBI, CBI, ED, etc.

ii. The caller transfers the line, claiming serious allegations such as money laundering to instill fear.

iii. Victim is asked to install Skype or use WhatsApp, with calls lasting hours to days.

iv. Victims are isolated from external support.

v. Fraudsters use visual

props like uniforms and forged IDs.

vi. Victim transfers funds under the guise of scrutiny, bail, or bribes.

vii. Victims may be blackmailed using recorded video.

viii. Funds are laundered through mule accounts, illicit aggregators, and crypto.

From time-to-time, changes in the modus operandi are noticed, e.g., due to action by Microsoft in respect of Skype accounts, the perpetrators in Southeast Asia are now shifting to WhatsApp calls for committing Digital Arrest.

NCRP Data on Digital Arrest:

As per reported complaints on the National Cybercrime

Reporting Portal www.cybercrime.gov.in during the year 2024 alone, more than 60,000 complaints on Digital Arrest have been received with a reported defrauded amount of more than Rs 1600 crores.

Action Taken by I4C

The Indian Cyber Crime Coordination Centre (I4C) has launched various measures against Digital Arrest scams. In May 2024, alerts on blackmail and digital arrest scams were issued via PIB, and I4C's Threat Analytics Unit has consistently reported such threats to law enforcement agencies. Under Section 79(3)(b) of the IT Act, I4C blocked 1,705 Skype IDs and 59,101 WhatsApp accounts, and held meetings with MeitY,

DoT, and IB in August 2024 to coordinate on IP blocking.

For telecom misuse, I4C flagged 20.8 lakh suspect SIM cards, blocking 6.5 lakh SIMs and 1.3 lakh IMEIs. Data on 91,383 PoS agents was also shared with Law Enforcement Agencies. In banking, 6.75 lakh mule accounts were frozen, and hotspots of misuse were mapped on the Samanvaya Portal. I4C has further engaged WhatsApp and Microsoft to curb platform misuse in scams.

Awareness Initiatives by I4C:

I4C has launched extensive

awareness initiatives to combat Digital Arrest scams. Regular social media posts are shared via CyberDost, the official I4C handle. Newspaper ads were published across national and regional publications. Digital displays at railway stations and airports from September to October also helped spread awareness. A campaign on Prasar Bharati included 30-second radio spots and podcasts. Social media influencers promoted awareness posts, garnering 5 million views, while Delhi Metro announcements and All India



Radio sessions further extended outreach. Additionally, I4C collaborates with state and UT police to maximise impact.

It is worth mentioning here that the mention of Digital Arrest by the Hon'ble PM in his 'Mann ki Baat' programme has proved to be a turning point in the fight against cybercrime as it has taken the awareness message to length and breadth of the country.

Action on the part of citizens:

Citizens are advised to be alert and spread awareness about Digital Arrest. They should be aware that Police Authorities, the Central Bureau of Investigation (CBI), the

Narcotics Department, Reserve Bank of India (RBI), Enforcement Directorate and other Law Enforcement Agencies never interrogate over video calls.

On receipt of such calls, the citizens should immediately report the incident on cybercrime helpline number 1930 or www.cybercrime.gov.in for assistance. If they receive any such suspicious calls, the number should be blocked and reported immediately on the 'Report & Check Suspect' segment of the NCRP portal. Citizens are advised to follow the I4C official social media handle CyberDost to remain updated and alert against cybercrime like Digital Arrest.

Playgrounds of Heritage

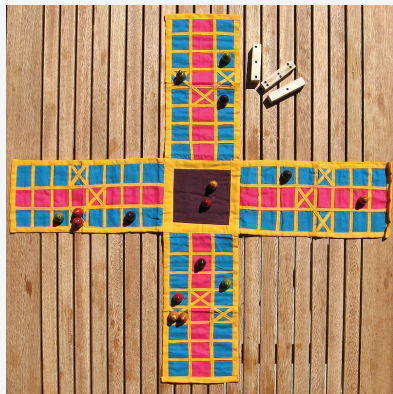
Exploring India's Indigenous Games

“ In many schools, sometimes children are made to perform yoga on one day and sometimes aerobics on another day... on yet another day, sports skills are worked upon, on some days, traditional games like Kho-Kho and Kabaddi are being played, and its impact too is fabulous. There is a rise in attendance; the children's concentration is improving and the kids are enjoying it too. ”

—Prime Minister Narendra Modi
(in 'Mann ki Baat' address)

India, with its vast cultural tapestry, is home to a plethora of indigenous games that reflect the traditions and values of its diverse regions. These games, passed down through generations, offer more than just entertainment; they are an integral part of India's social, educational, and cultural fabric. They not only provide opportunities for physical activity and mental stimulation but also embody the values, skills, and philosophies of the communities from which they originate. Many of these games are centuries old, deeply embedded in Indian history, and are often linked to rituals, festivals, and community celebrations.

These games include outdoor activities, team sports, board games, and even mental puzzles that require concentration and strategy. While some of these games, like Kabaddi, Kho-Kho, or Ludo, are now widely recognised both within and outside India, many others—such as Lagori, Gilli Danda, and Pachisi—have deep regional roots and are still played in rural and remote



areas, though they may be lesser known in urban settings.

What makes these games particularly special is their connection to the people and cultures they come from. For instance, Kabaddi, with its origins in ancient India, is not just a sport but a display of physical strength, agility, and teamwork, reflecting the spirit of rural communities. Similarly, Ludo, based on the ancient game Pachisi, carries within it lessons on fate, strategy, and the consequences of choices, teaching players important life lessons.

The re-introduction of traditional sports has led to a resurgence of Indian culture. In recent years, Government

initiatives like the Khelo India Programme and the Fit India Movement have played a crucial role in revitalising and promoting traditional and indigenous games in India. These initiatives aim to foster a culture of physical fitness and well-being among citizens, while also encouraging the preservation of India's rich sporting heritage.

There are a number of indigenous sports being played in different States as per their culture and tradition. Indigenous games of Mallakhamb, Kalaripayattu, Gatka, Thang-Ta, Yogasana and Silambam have been identified under Khelo India for promotion. Grants are sanctioned for infrastructure



development, equipment support, appointment of coaches, training of coaches and scholarships under this Component. In addition, Mallakhamb, Kalaripayattu, Gatka, Thang-Ta and Yogasana were also included in the recently concluded third edition of Khelo India Youth Games at Panchkula, Haryana.

Launched in 2018, The Khelo India programme has revived the sports culture in India at the grass-root level by building a strong framework for all sports played in our country and establishing India as a great sporting nation. The program conducts state and national-level competitions, offers scholarships to young athletes,

and organises grassroots training camps. It seeks to nurture indigenous games like Kabaddi, Kho-Kho, and Wrestling, while also reviving lesser-known regional games, by creating platforms for young talent to showcase their skills.

By integrating indigenous games into the broader fabric of India's sports ecosystem, Khelo India not only ensures the preservation of these traditions but also aligns with the vision of Ek Bharat Shreshtha Bharat—a program launched by the Indian Government to promote national integration, mutual understanding, and cultural harmony across states and regions. Through sports, and



particularly traditional games, the country can bridge regional divides, celebrate diversity, and strengthen the collective identity of a united India.

Indigenous games are inherently aligned with the objectives of the Fit India Movement, which emphasizes the importance of physical activity in daily life. These games promote heart health, agility, strength, and mental resilience. For instance, Kalaripayattu, an ancient martial art, enhances physical fitness while teaching discipline and focus. Similarly, Mallakhamb improves balance and flexibility, making it an excellent exercise for individuals of all ages.

Integrating indigenous games into school curriculums and community programs have also enhanced awareness and participation. Such initiatives not only promote fitness but also instill a sense of cultural pride and identity among young people.

These playgrounds of heritage serve as a foundation for a healthier, more connected community, where the joy of traditional games paves the way for a brighter future. Through these efforts, one can ensure that the rich tapestry of India's indigenous sports continues to thrive, promoting both fitness and cultural identity for generations to come.



Uniting India Through Fitness and Wellness

The Indian Government's initiatives in promoting fitness, health, and yoga have made significant strides in improving the well-being of its citizens. Through programs like Fit India Movement and the promotion of yoga, the Government has fostered a culture of physical activity across various demographics.

These schemes are integrated into schools, encouraging young minds to adopt healthy habits early. Fitness campaigns like marathons and yoga initiatives help common people embrace holistic health practices, making fitness accessible and integral to daily life.

Run for Unity

Organised annually on October 31, the Run for Unity commemorates the legacy of Sardar Vallabhbhai Patel, whose efforts in uniting over 560 princely states post-independence established the foundation of modern India. This event, involving schools, colleges, and local communities, is observed in cities across India, not only in the capital. It celebrates the spirit of unity and resilience in the country, encouraging Indians to stay fit while paying tribute to the 'Iron Man of India.'



“Today, India stands strong before the world on the path to becoming a leader in every field, with its foundation laid by Sardar Patel. The Run for Unity is not just a resolution for the unity of the country; it has now become a commitment toward a Viksit Bharat.”



Nearly 8,000 people from various organisations have gathered here in Delhi for the Run for Unity. The enthusiasm of the youth, children, and students we see here is truly a symbol of India's vigor.”

-Amit Shah, Minister of Home Affairs of India

Marathon in Paradise

The Srinagar Marathon, part of the Jammu & Kashmir Tourism Department's efforts to attract global attention, was designed not only as a fitness event but also as an initiative to showcase the scenic beauty of Kashmir. Marathons like these strengthen India's image as an accessible and peaceful tourist destination.

Over 1700 runners from across the country and 12 foreign nations participated in the 42 km full marathon and 21 km half marathon. The event's participation from runners worldwide highlights Kashmir's transformation into a hub for adventure sports, supporting both local tourism and broader tourism goals.



“The marathon is incredible. A large number of people are excited about it, and it has been a wonderful experience—running in paradise. This event will also play a significant role in promoting tourism and sports. Participants from various countries joined the marathon, making it a truly global event.”



People are eager to visit Kashmir, and an event like this sends a powerful message to the world that people from all over are coming here to participate, which is a tremendous achievement.”

-Sunil Shetty, Actor

Yoga for All



Yoga, an ancient practice originating in India, has become a global tool for improving physical, mental, and spiritual well-being. In India, it has become integral to the nation's approach to health, with initiatives like International Yoga Day motivating millions to experience its transformative benefits. These Government efforts have contributed significantly to yoga's worldwide recognition.

Across India, yoga has touched the lives of people of all ages, from children in schools to the elderly, promoting overall wellness, reducing stress, and fostering a sense of balance and peace in daily life. Its widespread practice has brought positive change, making it a vital part of modern health routines.

“When I started practicing Yoga, I found immense relief from ailments like colds and sinus issues by using traditional yogic cleansing practices, like Sutra Neti and Jal Neti. After that, I continued with more yoga practices, which helped my body become healthier and stronger.”



Yoga is the ultimate remedy for both body and mind. Just as medicines work on the body, yoga acts as a remedy on the body, mind, and spirit, promoting physical, mental, and spiritual health.”



-Bal Mukund Singh, six times 'World Champion in Yoga'

Fit India School Week



The Fit India School Week is a nationwide initiative aimed at encouraging schools to promote fitness and physical activities among students. The program emphasises incorporating fitness into school curricula through activities like sports, fitness challenges, and awareness programs. During the Fit India School Week, schools organise a variety of sports and fitness activities for 4-6 days.

The initiative helps in strengthening India's vision of fostering a healthier, active generation by instilling habits of physical well-being from an early age. Schools across the country participate, making fitness a fundamental part of the educational experience.

“Fit India School Week is a wonderful initiative that was launched in 2018. And all us schools very proactively took it up. Integrating fitness into our school system, into our school education.”



As a fit school as Bal Bharti Public School who's been following the fit India School Week year after year, believing in the whole idea of making fitness an integral part of our school curriculum. A message goes out to every school of India that is not part of this movement.”



-Sonia Chhabra, Principal, Bal Bharati Public School, Pitampura



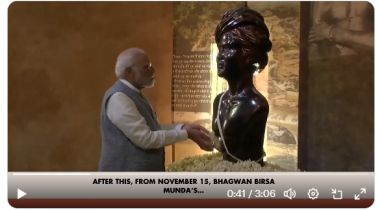
MANN KI BAAT

Media Scan



Amit Shah @AmitShah
देश के दो महापुरुष, सरदार वल्लभभाई पटेल जी और भगवान बिरसा मुंडा जी का एक ही लक्ष्य था - भारत की एकता। देश 31 अक्टूबर से सरदार साहब और 15 नवंबर से भगवान बिरसा मुंडा जी की 150वीं जन्मजयंती समारोह मनाया जा रहा है।

प्रधानमंत्री मोदी जी ने आज **#MannKiBaat** में देशवासियों से दोनों महापुरुषों से प्रेरणा लेने और लोकपुरुष के विचारों एवं कार्यों को **#SARDAR150** व **#BIRSAMUNDA150** व शर्ती आवाज भगवान बिरसा मुंडा जी की शिक्षाओं को **#BIRSAMUNDA150** के साथ साझा करने का आह्वान किया।



CMO Haryana @cmohry
रुको-सोचो-एकशन लो !!
Stop-Think-Take Action...

आज रेडियो कार्यक्रम **#MannKiBaat** में प्रधानमंत्री श्री **@narendramodi** ने हर भारतीय को डिजिटल सुरक्षा के विषय में बताते हुए तीन चरणों की बात की है।

कोई भी सरकारी एजेंसी फोन पर धमकी नहीं देती और न ही Video Call पर पूछताछ करती है।

कानून में Digital Arrest जैसी कोई व्यवस्था नहीं है।

#SafeDigitalIndia



Dharmendra Pradhan @dpradhanbjp

आज प्रधानमंत्री मोदी जी ने "मन की बात" में "Digital arrest" और Digital Fraud" जैसे गंभीर मुद्दे पर बात की। आज के समय में जब हम अधिकतर कार्य ऑनलाइन कर रहे हैं, ऐसे में डिजिटल धोखाधड़ी एक बड़ा खतरा बन गई है। ठग अब न केवल सामान्य कॉल के जरिए, बल्कि वीडियो कॉल, सोशल मीडिया और अन्य ऑनलाइन माध्यमों का उपयोग करके जनता की मेहनत की कमाई को चोटने का षड्यंत्र कर रहे हैं।

ऐसे में, आज प्रधानमंत्री जी ने डिजिटल सुरक्षा के लिए "रुको, सोचो और एक्शन लो" का मंत्र दिया है। यह पहल देशवासियों को सतर्क और जागरूक बनाने के लिए प्रेरित करेगी।

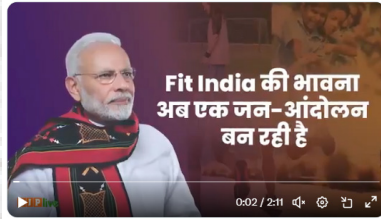
अद्वैत, हम सभी प्रधानमंत्री जी के इस संदेश को गंभीरता से लें, किसी भी संदिग्ध कॉल या लिंक से बचें। किसी धोखाधड़ी की घटना होने पर तुरंत राष्ट्रीय साइबर हेल्पलाइन 1930 पर संपर्क करें या cybercrime.gov.in पर रिपोर्ट करें तथा दूसरों को भी डिजिटल सुरक्षा के लिए प्रेरित करें।

#MannKiBaat



Dr Harsh Vardhan @drharshvardhan
जिस संकल्प को आदरणीय प्रधानमंत्री श्री **@narendramodi** जी ने **#FitIndia** अभियान के माध्यम से हर घर तक पहुंचाने का ज्ञान तैयार किया था, आज वह धरातल पर वाकई में बहुत अद्भुत नजर आता है।
#MannKiBaat में इसका जिक्र करते हुए मोदी जी ने बताया कि कैसे अब देश का हर आयुर्गम अच्छी सेहत को लेकर सतर्क और संकल्पित है।

#StayFit NewIndia
@BJP4India @BJP4Delhi



Shandilya Giriraj Singh @girirajsinghbjp

मां प्रधानमंत्री जी के 'मन की बात' को सुना। उनके विचारों से हमेशा कुछ नया सीखने को मिलता है और समाज सेवा, देशभक्ति और विकास के लिए प्रेरणा मिलती है। उनके शब्दों में देश की उन्नति का सपना और हर नागरिक के जीवन को बेहतर बनाने का संकल्प झलकता है। हमारे देश की संस्कृति, युवाओं की शक्ति, और समाज में सकारात्मक बदलाव लाने के उनके प्रयासों से मैं ऊर्जा मिलती है।

#MannKiBaat

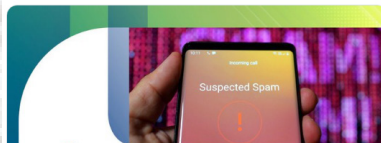


Himanta Biswa Sarma @himantabiswa

Digital safety is paramount, and today's message from Hon PM Shri **@narendramodi** Ji during **#MannKiBaat** is a timely reminder for all.

No genuine investigative agency will ever reach out by phone or video call for official enquiries. Protect yourself from digital fraud by following the 3-step rule: Stop, Think, Take Action.

@PMOIndia



“ Digital arrest के शिकार होने वालों में हर वर्ग, हर उम्र के लोग हैं। लोगों ने डर की वजह से अपनी मेहनत से कमाए हुए लाखों रुपए गवां दिए हैं। कभी भी आपको इस तरह का कोई call आए तो आपको डरना नहीं है। आप को पता होना चाहिए कोई भी जांच agency, Phone call या Video Call पर इस तरह पूछताछ कभी भी नहीं करती।

Jagat Prakash Nadda @JPNadda
आज लाजपत नगर, नई दिल्ली में कार्यक्रमों के साथ आदरणीय प्रधानमंत्री श्री **@narendramodi** जी के **#MannKiBaat** कार्यक्रम के 115वें संस्करण को सुना।

प्रधानमंत्री जी ने इस कार्यक्रम में हमारे महापुरुषों 'पुण्यवर्तक' स्वामी विवेकानंद, 'धरती आबा' बिरसा मुंडा, 'लोकपुरुष' सरदार वल्लभभाई पटेल जी के संदर्भ में जो प्रेरक प्रसंग व्यक्त किए हैं वह अत्यंत मूल्यवान हैं और हमें दिशा प्रदान करते हैं।

अनुसंधान, तकनीक आदि के क्षेत्र में भारतीय युवाशक्ति का वैश्विक योगदान प्रेरित करती हैं। जन-जन को एक सूत्र में पिरोने और विकसित भारत निर्माण के लिए मार्गदर्शन प्रदान करने वाले इस आत्मीय संवाद हेतु मैं मोदी जी का आभार प्रकट करता हूँ।

#MannKiBaat



Manoj Tiwari @ManojTiwariMP

आज के **#MannKiBaat** कार्यक्रम में मोदी जी ने बताया कि इसी वर्ष सरदार पटेल (31Oct) व भगवान बिरसा मुंडा (15Nov) की 150वीं जन्म जयंती वर्ष शुरू हो रही है। इन दोनों महापुरुष ने अलग-अलग चुनौतियां देखीं, लेकिन दोनों का vision एक था देश की एकता।

#Sardar150 और **#birsamunda150** hashtag के साथ हम सबको उनकी गाथायें लिखनी चाहिए 🙏

#MannKiBaat



Nitin Gadkari @nitin_gadkari

'मन की बात' के 115वें संस्करण में आज प्रधानमंत्री श्री **@narendramodi** जी ने अनेकविध विषयों पर बात की और अनेक प्रेरक विचार साझा किए।

उन्होंने देशवासियों को धनतेरस, दीवाली, छठ पूजा, गुरु नानक जयंती और सभी पर्वों की शुभकामनाएं दीं।

पूरे उत्साह के साथ वे खोहार मनाते हुए उन्होंने **#Vocal4Local** का मंत्र याद रखने का और लोगों को के दौरान घर में स्थानीय दुकानदारों से खरीदा गया सामान इस्तेमाल करने का सभी से आह्वान किया।

#MannKiBaat



Col Rajayvardhan Rathore @Ra_THORe
माननीय प्रधानमंत्री श्री **@narendramodi** जी के मन की बात रेडियो कार्यक्रम का सजीव प्रसारण, निम्नलिखित कार्यक्रमों और श्रेष्ठि जनता के साथ देखना, सदैव नई प्रेरणा देता है।

#MannKiBaat



Shivraj Singh Chouhan @ChouhanShivraj

Animation की दुनिया में भारत नई क्रांति करने की राह पर है।

भारत के Gaming Space का भी तेजी से विस्तार हो रहा है।

Indian games भी इन दिनों दुनिया भर में popular हो रहे हैं।

Animation की दुनिया में 'Made in India' और 'Made by Indians' छाया हुआ है।

- आदरणीय प्रधानमंत्री श्री **@narendramodi** जी

#MannKiBaat



Gajendra Singh Shekhawat @gssjodhpur

देहरादून में आज माननीय प्रधानमंत्री श्री **@narendramodi** जी के लोकप्रिय जनसंवाद कार्यक्रम मन की बात से मित्रों-सहयोगियों के साथ जुड़ा।

मन की बात सुनकर कर्म की दिशा निश्चित करने में स्पष्टता मिलती है।

#MannKiBaat





Mann Ki Baat: వాళ్ళ మాటల విని మోసపోవద్దు, అలా చేస్తే మీ డబ్బులు గల్లంతు.. 'మన్ కీ బాత్'లో మోదీ కీలక విషయాలు వెల్లడి

Business Standard

Mann Ki Baat: PM Modi cites 'Chhota Bheem', praises Indian animation sector

Excelsior

Udhampur's Gouri Nath, Anantnag's Firdousa figure in PM's 'Mann Ki Baat'



اینیمیشن کی دنیا میں بھارت کا نیا انقلاب، ڈیجیٹل گرفتاری فریب، جاننے من کی بات میں کیا کیا بولے وزیراعظم مودی



मन की बात में पीएम मोदी ने की अबूझमाड़ की लोक परंपरा और स्वच्छ भारत मिशन की चर्चा

जनसत्ता

'रुको, सोचो और एक्शन लो...', PM मोदी ने मन की बात कार्यक्रम में बताए डिजिटल अरेस्ट से बचने के तीन स्टेप्स

moneycontrol

Mann Ki Baat: PM Modi bats for self-reliance, urges people to buy local products amid festive shopping

NBT नवभारत टाइम्स

डिजिटल अरेस्ट का पहली बार जिक्र, गेमिंग-एनिमेशन में तेजी से विस्तार पर सराहा, जानिए PM मोदी के मन की बात की खास बातें



من کی بات: 'ڈیجیٹل اریسٹ' سے بچنے کے لئے وزیراعظم مودی نے بتائے تین رہنما اصول



مرادآبادشہر کے 550 بوتھوں پر پی ایم مودی کی من کی بات سنی گئی

THE ECONOMIC TIMES

"Stop, Think, Act" against digital arrest: PM Modi shares Mann ki Baat on cyber crimes



PM Modi hails Odisha's heritage in Mann Ki Baat

ThePrint

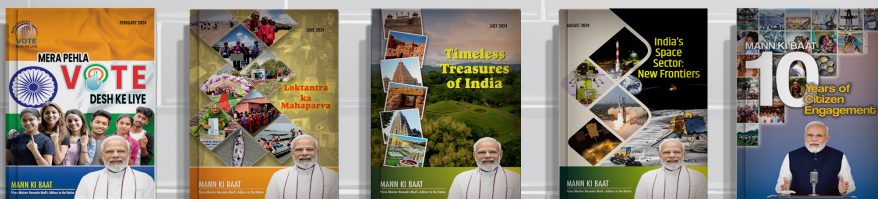
'Mann Ki Baat': PM Modi amazed by Ramayana performance in Laos, says "same devotion, dedication like Indians"

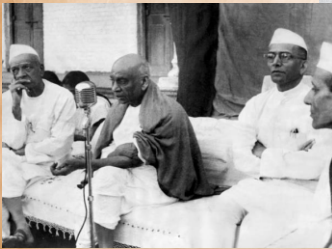
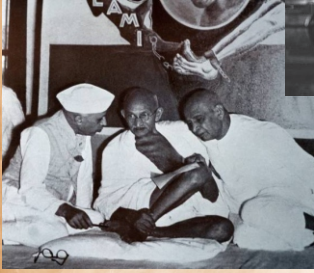
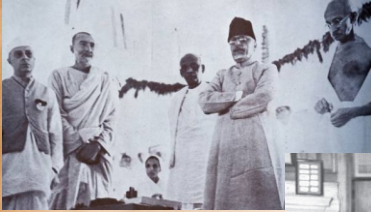


'Atmanirbhar Bharat Campaign Becoming A Mass Movement': PM Modi In 'Mann Ki Baat'



To read all the editions of
'Mann ki Baat',
scan the QR code





Ministry of Information and Broadcasting
Government of India