

MAY 2025



# YOGA

for One Earth, One Health



Celebrating a Decade of Wellness

## MANN KI BAAT

Prime Minister Narendra Modi's Address to the Nation



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# Prime Minister's Address



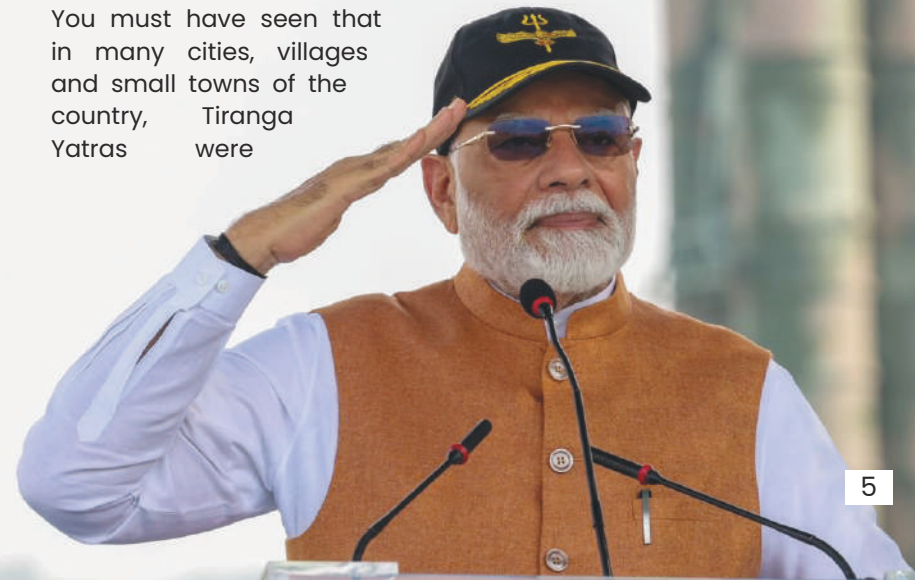
## My dear countrymen, Namaskar

Today the whole country is united against terrorism; filled up with anger and resolve. Today every Indian holds the same resolve that we have to end terrorism. Friends, the valour displayed by our forces during Operation Sindoor has made every Indian proud. The precision and accuracy with which our forces destroyed the terrorist hideouts across the border is amazing. **Operation Sindoor has lent a new confidence and enthusiasm to the fight against terrorism across the world.**

Friends, Operation Sindoor is not just a military mission; it is a picture of our resolve, courage and a transforming India and this picture has infused the whole country with a sense of patriotism and has painted it in the hues of the tricolour. You must have seen that in many cities, villages and small towns of the country, Tiranga Yatras were

organised. Thousands of people came out holding the tricolour, to pay their respects & honour to the country's armed forces. In many a city, a large number of youth came together to become Civil Defence Volunteers... and we saw that the videos from Chandigarh went viral. Poems were being written on social media, songs of resolve were being sung. Little children were creating paintings that carried great messages hidden in them.

I had gone to Bikaner just three days ago. There, children had gifted me one such painting. 'Operation Sindoor'





has influenced the people of the country so much that many families have made it a part of their lives. In Katihar in Bihar, Kushinagar in UP, and many other cities, children born during that period have been named 'Sindoor'.

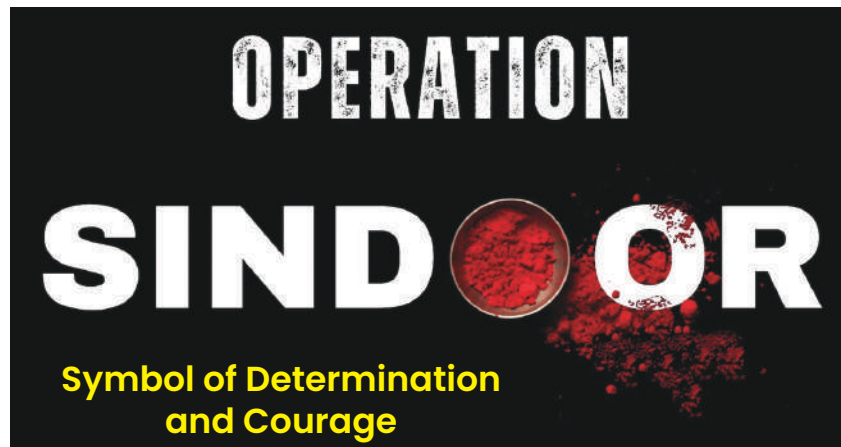
**Friends, our soldiers destroyed terror bases; it was their indomitable courage, along with the power of weapons, equipment and technology made in India. It also included the resolve of 'Atmanirbhar Bharat'. The sweat of our engineers, our technicians, in fact, that of everyone... is involved in this victory. After this campaign, a renewed energy is visible in the whole country regarding 'Vocal for Local'. Many things touch the heart. A parent remarked, "We will now buy toys only made in India, for our children. Patriotism will start from childhood." Some families have taken a pledge, "We will spend our next vacation in some**

beautiful place in the country." Many young persons have taken a pledge to 'Wed in India'... that they would get married in the country itself. Someone also said, "Now whatever gift we will give, it will be made by an Indian artisan."

**Friends, this itself is the real strength of India – 'connection between people and minds... public participation'. I urge all of you too... come, let us take a pledge on this occasion – wherever possible in our lives, we will accord priority to products made in the country.**

**This is not just a matter of economic self-reliance... it is a feeling of participation in nation building.** One step of ours can become a huge contribution to the progress of India.

**Friends,** travelling to a place by bus is such a common thing. But I want to tell you about a village where a bus has reached for the first time. People there had been waiting for this day



for years. And when the bus reached the village for the first time, people welcomed it by playing the Dhol-Nagara. Upon seeing the bus, their joy knew no bounds! There was a paved road in the village... people needed it, but a bus could never run here before. Why... because this village was affected by Maoist violence. This place is in Gadchiroli district of Maharashtra, and the name of this village is Katejhari. This change in Katejhari is being felt in the entire surrounding region. Now the situation here is becoming normal rapidly. On account of the collective fight against Maoism, basic facilities have started reaching such areas as well. The people of the village say that with the arrival of the bus, their lives would become much easier.

**Friends,** in 'Mann ki Baat' we have already discussed the Bastar Olympics held in Chhattisgarh and the Science Lab in Maoist affected areas. The

children here are passionate about science. They are also doing great in sports. Such efforts reflect how courageous the people living in these areas are. These people have chosen the path of improving their lives amidst so many challenges.

**I am also very happy to know that the results of Dantewada district in the 10th and 12th standard examinations have been excellent.** With nearly ninety five percent result, this district topped the 10th standard results. Whereas in the 12th standard examination, this district secured the sixth position in Chhattisgarh. Imagine! Dantewada, where Maoism was once at its peak... today the flag of education is flying high there. Such changes fill us all with pride.

**My dear countrymen, I now want to share a piece of good news related to lions. In just the last five years, the population of lions in Gir, Gujarat has**





increased from 674 to 891. This number of lions that emerged after the lion census is very encouraging. **Friends**, many of you must be wondering how this animal census is conducted! This exercise is very challenging. You will be surprised to know that the Lion Census was conducted in 11 districts, in an area of 35 thousand square kilometres. For the census, the teams monitored these areas round the clock... twenty four hours. Both verification and cross verification were done in this entire campaign. This enabled the counting of lions to be completed with utmost precision.

**Friends**, the rise in the population of the Asiatic Lion shows that when the sense of ownership strengthens in the society, amazing results happen. A few decades ago, the situation in Gir was very challenging. But the people there came together

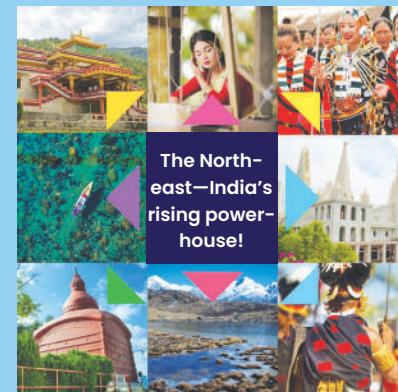
to bring about a change.

Along with the latest technology, global best practices were also adopted there. During this time, Gujarat became the first state where women were appointed as Forest Officers on a large scale. All these have contributed to the results we are seeing today. We will have to remain vigilant and alert like this for wildlife protection.

**My dear countrymen, just a couple of days ago, I went to the first Rising North East Summit. Before that, we also celebrated the 'Ashtalakshmi Mahotsav' dedicated to the strength of the North East. The North East is something extraordinary; its strength, its talent, is really amazing.** I have come to know an interesting story about crafted fibres. Crafted fibres is not just a brand; it is a beautiful confluence of Sikkim's tradition, the art of weaving,

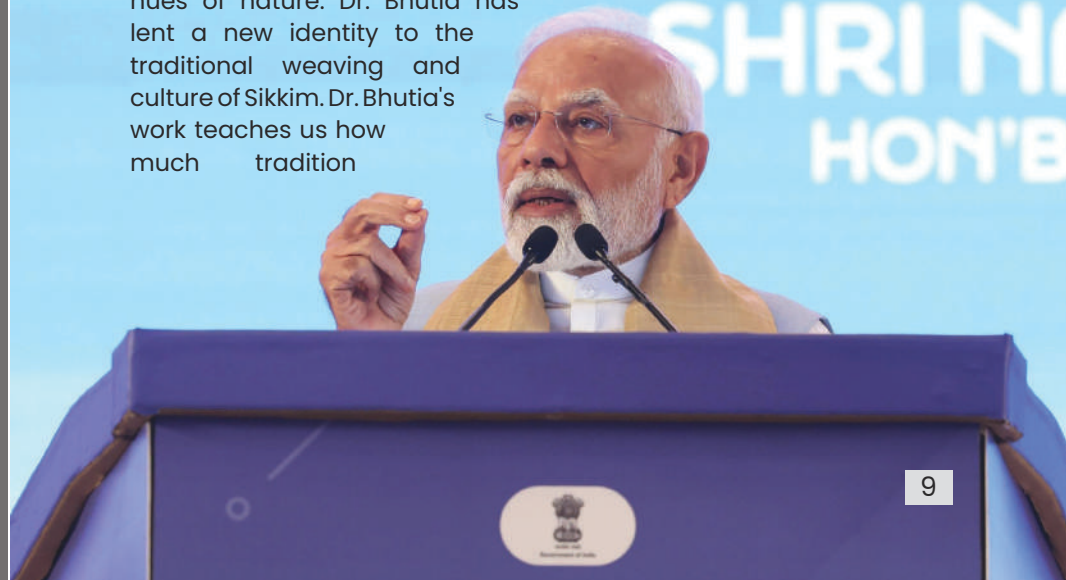
and the sense of fashion today. It was started by Dr. Chewang Norbu Bhutia. He is a Veterinary Doctor by profession and a true Brand Ambassador of Sikkim's culture by heart. He thought... "why not give a new dimension to weaving!" And this thought gave birth to Crafted Fibers. He connected traditional weaving with modern fashion and made it a social enterprise. Now he doesn't just make clothes, he weaves lives. He provides skill training to local people, making them self-reliant. By connecting village weavers, cattle rearers and self-help groups, Dr. Bhutia has created new avenues of employment.

Today, local women and artisans are earning well through their skills. Crafted Fibers' shawls, stoles, gloves, socks... all are made by local handloom. The wool used in it is obtained from the rabbits and sheep of Sikkim. The colors are also completely natural - no chemicals, only the hues of nature. Dr. Bhutia has lent a new identity to the traditional weaving and culture of Sikkim. Dr. Bhutia's work teaches us how much tradition



can attract the world when it is combined with passion.

**My dear countrymen,** today I want to tell you about a wonderful person who is an artist as well as a living inspiration. His name is - Jeevan Joshi; age 65 years. Now imagine, how full of life one who has 'Jeevan' in one's name itself must be. Jeevan ji lives in Haldwani, Uttarakhand. During childhood, polio took away the strength of his legs, but polio could not snatch his courage.



Even though his walking speed slowed down, his mind kept soaring on every flight of imagination. In this flight, Jeevan ji gave birth to a unique art... he named it 'Baget'. In this, he makes beautiful art pieces from the dry bark that falls apart off pine trees. The very bark, which people generally consider useless - becomes a heritage as soon as it comes into Jeevan ji's hands. Every creation of his bears the fragrance of the soil of Uttarakhand. Sometimes it is the folk instruments of the hills, and at times it seems as if the soul of the hills has permeated that wood. Jeevan ji's work is not just art, it is a sadhana.

He has dedicated his entire life to this art. Artists like Jeevan Joshi remind us that no matter what the circumstances are, if the intention is strong, nothing is impossible. His name is Jeevan and he has really shown what it means to live life.



**My dear countrymen, today there are many women who are working in the fields as well as touching the heights of the sky. Yes! You heard it right, now the women of the village are flying drones as Drone Didi and ushering in a new revolution in agriculture.**

Friends, in Sangareddy district of Telangana, women who had to depend on others till some time ago... today those very women are completing the work of spraying pesticides on 50 acres of land with the help of drones. Three hours in the morning, two hours in the evening and the work is done. Neither the scorching sun, nor the danger of poisonous chemicals. Friends, the villagers have also accepted this change wholeheartedly. Now these women are not known as 'drone operators' but as 'sky warriors'. These women are telling us that change comes when technology and determination go together.



**My dear countrymen, less than a month is left for 'International Yoga Day'. This occasion reminds us that if you are still away from yoga, join yoga now. Yoga will change the way you live your life.** Friends, since the beginning of 'Yoga Day' on 21 June 2015, attraction towards it is rising continuously.

This time too, the zeal and enthusiasm among people all over the world with regard to 'Yoga Day' is amply visible. Myriad institutions are sharing their preparations. The pictures of past years have been very inspiring. We have seen that during these years, people in various countries have made Yoga Chain or Yoga Ring. There are many pictures which depict four generations doing yoga together. Many people have chosen iconic places of their city for yoga. You too can think of celebrating Yoga Day in some interesting way this time.

Friends, the government

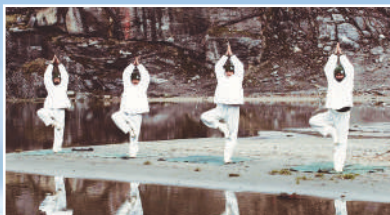
of Andhra Pradesh has started YogAndhra Abhiyan. Its objective is to develop the yoga culture in the entire state. Under this campaign, a pool of 10 lakh people practising yoga is being created. I will get an opportunity to participate in the 'Yoga Day' program in Visakhapatnam this year. I am happy to know that this time too our young friends are going to perform yoga at iconic places related to the heritage of the country. Many youth have pledged to create a record and become a part of the Yoga Chain. Our Corporates too, are not lagging behind in this. Some institutions have set aside a separate place for yoga practice in their offices. Some start-ups have set up 'office yoga hours'. There are also people who are preparing to go to villages and teach yoga. This awareness of people about health and fitness gives me immense joy.

**Friends, along with 'Yoga Day', something has happened**



in the field of Ayurveda as well, which you will be very happy to know about. Just yesterday, i.e. on 24th May, an MoU was signed in the presence of WHO Director General and my friend Tulsi Bhai. Along with this agreement, work has started on a dedicated traditional medicine module under the International Classification of Health Interventions. This initiative will help in making AYUSH reach maximum number of people across the world in a scientific manner.

Friends, you must have seen blackboards in schools, but now 'sugar boards' are also being installed in some schools – not blackboard, but sugar board! The aim of this unique initiative of CBSE is to make children aware of their sugar intake. By understanding how much sugar should be consumed and how much sugar is being consumed,



children have started choosing healthy options themselves. This is a unique effort and its impact will also be very positive. It can prove to be very helpful in inculcating healthy lifestyle habits from childhood. Many parents have appreciated it and **I believe that such initiatives should also be taken in offices, canteens and institutions. After all, if there is health, there is everything. Fit India is the foundation of a strong India.**

**My dear countrymen, how can it be possible that there is talk of clean India and the listeners of 'Mann ki Baat' stay behind?** I have full faith that all of you are strengthening this campaign at your own level.

But today I want to tell you about an example where

the resolve for cleanliness conquered even insurmountable challenges. Just imagine, a person is climbing snowy mountains, where it is difficult to breathe, there is danger to life at every step and still that person is engaged in cleaning there. Something similar has been done by members of our ITBP team. This team went to climb the world's most difficult peak, Mount Makalu. But friends, they didn't just climb the mountain... they added another mission of 'cleanliness' to their goal. They took up the task of removing the garbage lying near the peak. Just imagine, the members of this team brought down more than 150 kg of non-biodegradable waste with them. Cleaning at such a height is not an easy task. But this shows that where





there is determination, the path is created automatically.

**Friends, another important topic related to this is – paper waste and recycling.** A lot of paper waste is generated in our homes and offices every day. Perhaps, we consider it normal, but you will be surprised to know that about a fourth of the country's landfill waste is related to paper. Today, there is a need for every person to think in this direction. I am happy to know that many Start-Ups of India are doing excellent work in this sector. In many cities like Visakhapatnam and Gurugram, many Start-Ups are adopting innovative methods

of paper recycling. Some are making packaging boards from recycled paper, others are making newspaper recycling easier through digital methods.

In cities like Jalna, some Start-Ups are making packaging rolls and paper cores from 100 percent recycled material. You will also be inspired by knowing that recycling one ton of paper saves 17 trees from being cut and thousands of litres of water is saved. Just think, when mountaineers can bring back waste under such difficult conditions, we too should definitely contribute to recycling by separating paper in our homes or offices. When every citizen of the country thinks what better one could do for the country, only then can we bring about a big change, together.

**Friends, recently Khelo India Games were a big hit. Five cities of Bihar hosted the Khelo India games.** Matches of different categories were held there.



The number of athletes who reached there from all over India was more than five thousand. **These athletes have praised the Sporting Spirit of Bihar and the warmth shown by the people of Bihar.**

**Friends,** the land of Bihar is very special. Many unique things happened here in this event. This was the first edition of Khelo India Youth Games, which reached the whole world through the Olympic channel. People from all over the world saw and appreciated the talent of our young players. I congratulate all the medal winners, especially the top three winners – Maharashtra, Haryana and Rajasthan.

**Friends, a total of 26 records were made in Khelo India this time.** In the Weight Lifting competitions, the brilliant performances of Asmita Dhone of Maharashtra, Harshvardhan Sahu of Odisha and Tushar Chaudhary of Uttar Pradesh won everyone's heart. Sairaj Pardesi

of Maharashtra went on to create three records. In athletics, Qadir Khan and Sheikh Zeeshan of Uttar Pradesh and Hansraj of Rajasthan performed brilliantly. This time Bihar also won 36 medals. Friends, the one who plays, blooms. The tournament holds great significance for Young Sporting Talent. Such events will further enhance the future of Indian sports.

**My dear countrymen, the 20th of May was celebrated as 'World Bee Day'; a day which reminds us that honey is not just sweetness; it is also an example of health, self-employment and self-reliance.** During the last 11 years, a sweet revolution has taken place in beekeeping in India. 10-11 years ago, honey production in India was around 70-75 thousand metric tons in a year. Today it has increased to around 1.25 lakh metric tons. That is, **there has been an increase of about 60% in honey**



**production. We have become one of the leading countries in the world in honey production and export. Friends, National Beekeeping and 'Honey Mission' have a big role in this positive impact.** Under this, thousands of farmers associated with beekeeping were imparted training, equipment and their direct access to the market was created.

**Friends,** this change is not only visible in figures; it is also clearly visible on the ground level in the villages. There is an example of Korea district of Chhattisgarh, where tribal farmers have created a pure organic honey brand named 'Sonhani'. Today that honey is being sold on many online portals including GeM, that is, the hard work of the village is now going global. Similarly, thousands of women and youth in Uttar Pradesh, Gujarat, Jammu & Kashmir, West Bengal and Arunachal Pradesh have become honey entrepreneurs.

Friends, now work is being done not only on the quantity of honey but also on its purity. Some start-ups are now certifying the quality of honey with AI and digital technology. The next time you buy honey, do try the honey made by these honey entrepreneurs. Try to buy honey from a local farmer; from a woman entrepreneur as well. Because every drop of it contains not only taste but also the hard work and hopes of India. This sweetness of honey is the taste of a self-reliant India.

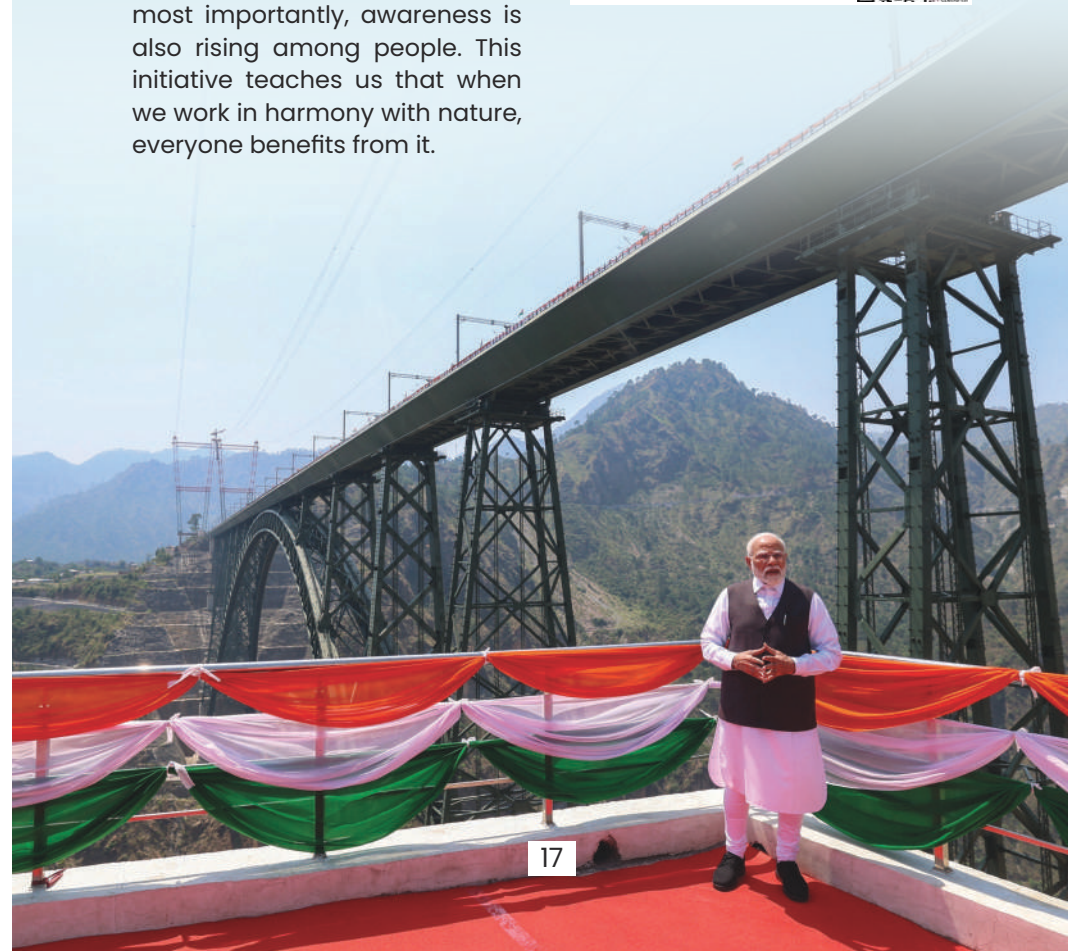
**Friends,** while we are talking about the efforts of countries related to honey, I would like to tell you about another initiative. It reminds us that the protection of honeybees is not just a protection of the environment, but also that of our agriculture and future generations. Here's an example of the city of Pune, where a beehive was removed from a housing society - perhaps on account of security reasons or fear. But this incident forced

someone to think something.

A young person named Amit decided that bees should not be removed but they should be saved. He learnt himself, researched on bees and started adding others too. Gradually he formed a team, which he named Bee Friends i.e. 'Bee Mitra'. Now these Bee Friends transfer beehives from one place to another in a safe manner, so that people are not in danger and the honeybees also stay alive. The effect of this endeavour of Amit ji has also been great. Honeybee colonies are being saved. Honey production is increasing, and most importantly, awareness is also rising among people. This initiative teaches us that when we work in harmony with nature, everyone benefits from it.

**My dear countrymen,** that's all for this episode of 'Mann ki Baat'. Keep sending me the achievements of the people of the country and their efforts for the society. We will meet again in the next episode of 'Mann ki Baat'... we will discuss many new topics and new achievements of countrymen. I am waiting for your messages. Thank you very much. Namaskar.

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







# MANN KI BAAT

*Special Mentions by Prime Minister*





# Operation Sindoor

## A Tale of Indian Power, Resolve, and Balance

“Friends, Operation Sindoor is not just a military mission; it is a picture of our resolve, courage and a transforming India and this picture has infused the whole country with a sense of patriotism and has painted it in the hues of the tricolour.”

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

“Operation Sindoor stands out as a unique response and redefines the conventional paradigms connected with the national security doctrines. Steering away from a conventional approach, the calibrated and precise targeting of the hideouts and bases of the terrorists while ensuring no collateral damage and without crossing the International Border or the LoC demanded an array of capabilities.”

—Dr Samir V. Kamat  
Secretary DD (R&D) and  
Chairman DRDO

Sometimes, history writes its most crucial chapters in silence—yet so impactfully that the whole world takes notice. Operation Sindoor is one such chapter, where India not only showcased its military strength but also conveyed a clear message to the world: India is a nation that not only responds to challenges but also decides the terms on which it will respond.

Operation Sindoor is the name of a tri-service mission in which the Indian Army, Air Force, and Navy jointly executed their responsibilities under a coordinated strategy. This was not merely a military action—it was a precise, planned, and multi-layered tactical effort that demonstrated India is not just a reactive nation but one capable of shaping and controlling complex situations.

The Indian Air Force displayed its technological superiority and combat skills during the

operation. Equipped with state-of-the-art fighter jets like Rafale and highly accurate weapon systems, they launched precise strikes on terrorist hideouts. This was not just an attack; it was a clear message that India is fully capable of responding to any form of aggression.

India's Air Defense systems also played a vital role. Advanced systems like S-400, Barak-8, and Akash missile systems ensured complete security of the nation's skies. Any intrusion—whether on land or in the air—would now be nothing more than a technical misstep, met with swift and decisive Indian action.

On the ground, the Indian Army established resolution, discipline, and courage. Their

strategic deployment and vigilance along the Line of Control and other sensitive zones were not just examples of military preparedness, but a symbol of the nation's commitment to sovereignty. The message was crystal clear: any hostile intent toward India's borders would have severe consequences.

The Indian Navy also played a significant role in Operation Sindoor. Through calculated deployment across the Indian Ocean, it maintained strict surveillance over enemy movements. Aircraft carriers, warships, and submarines worked in tandem to ensure that any threat via sea routes was completely neutralised. In





addition, naval reconnaissance aircraft provided real-time information to the Air Force and other intelligence agencies. The Navy's preparedness turned the Indian Ocean into an impenetrable security shield.

The operation made extensive use of modern technologies such as electronic warfare, AI-based surveillance, and satellite data. India introduced a new operational doctrine—swift, balanced, and precise—for target identification and neutralisation.

While the armed forces held the front lines, India's diplomatic machinery was equally active. Global partners like the U.S., France, Russia, and Gulf countries quickly realised that India's action was a legitimate step in self-defense and against terrorism. As a result, not only did India receive widespread support, but

potential international backlash remained minimal.

Operation Sindoor was not merely a military victory; it symbolised India's confidence, restraint, and sovereign decision-making. It sent a strong message: India believes in peace, but when it comes to defending its land, people, and dignity, it will take all necessary steps—planned, ethical, and decisive.

This operation is a testament to India's evolving worldview, advanced military capabilities, and growing stature on the global stage. It proved that India is no longer just a major South Asian power but a poised, balanced, and determined global force.

## India's Defence Self Reliance: Redefining National Security



**Dr Samir V. Kamat**  
Secretary DD (R&D) and  
Chairman DRDO

There are defining moments and events in history which transform the outlook and perceptions and bring out new dimensions. For India as a nation, the mistake of adversaries in undertaking the killing of innocent tourists on 22 April '25 at Pahalgam will remain etched as the defining event. The formidable capability of the nation and steely resolve to respond reflects a new 'India' willing to ascend the escalatory ladder at will and punish the perpetrators showcased the political will and unmatched proficiency of defence forces to the world.

Operation Sindoor stands out as a unique response and redefines the conventional paradigms connected with the national security doctrines. Steering away from a conventional approach, the calibrated and precise targeting of the hideouts and bases of the terrorists while ensuring no collateral damage and without crossing the International Border or the LoC demanded an array of capabilities. This included intelligence gathering, surveillance, target acquisition and selecting the right mix of punitive strikes to inflict visible and irreparable damage. At the same time, safe-guarding of own assets and neutralising potential threats remained a priority.

The maze of military capabilities in such a scenario hinged on Air Defence and aerial delivery systems from drones to missiles along with active EW systems which proved to be the nerve centre to keep firm control of operations. The indigenous capabilities proved to be the first line of defence wherein not only the attempts of the



adversary to engage targets in our territory were detected but also effectively neutralised by countering with an Integrated Counter UAS (Unmanned Aerial Systems) Grid and Air Defence Systems. The Air Defence Systems, combining assets from the Army, Navy, and primarily the Air Force, performed with exceptional synergy. These systems created an impenetrable wall, foiling multiple attempts by adversary to retaliate. The Integrated Air Command and Control System (IACCS) of the Indian Air Force brought all these elements together, providing the net-centric operational capability vital for modern warfare. The success of the DRDO AKASH weapon system which is a Short-Range Surface to Air Missile to protect vulnerable areas and vulnerable points from air attacks has been well demonstrated.

The capability to inflict punitive damage on identified targets across the border was undertaken by a mix of missiles including Brahmos, variety of drones and loitering munitions all emanating from capabilities assiduously built in under the vision and umbrella of the ambitious yet focussed Atmanirbhar approach to build National Security. The remarkable feature of all systems was the flawless performance and reliable operational validation resulting in achieving the military aims of the defence forces. All the attacks were stopped by India's robust Air Defence Systems and platforms designed to neutralise drones.

Indian-made technology like long-range drones and accurate targeting systems helped make this operation a success.

The precision, lethality and



the capabilities of these weapon systems displayed, reaffirms the resolve to invest in indigenous defence technologies as a way to achieve strategic independence. The trajectory of growth in the Indian defence industry ecosystem is in sync with the goals of positive indigenisation and technology maturity. It also reflected the contribution of various stakeholders in this defence eco-system, from private entrepreneurs, start-ups, industries to the PSUs. The enhanced investment in R&D both within the government and private industry is suitably timed to exploit the potential of emerging and disruptive technologies. Combat evaluation of systems has given us an opportunity to review our preparedness and recalibrate

the priorities to meet and mitigate the evolving challenges.

Operation Sindoor while emphatically achieving the objectives spelt out by the leadership has reinforced the confidence of the nation in the policies and vision of India's defence selfreliance towards redefining national security. This is going to transform the entire ecosystem in accelerating the 'Atmanirbhar Bharat' dream of our Hon'ble Prime Minister and strengthening military capabilities besides spurring economic growth. This also marks the synergy visible as a whole of Nation approach, be it the academia, R&D, industry private and government and the vibrant MSMEs and start-ups and augurs well in our journey towards a "Viksit Bharat".





# OPERATION SINDOOR

## Symbol of Indigenous Power

'Operation Sindoor' has become not just a military mission but a living proof of India's self-reliant defence capability. The indigenous weapons and machineries used in this operation have made the world aware of India's technological advancement and strategic thinking.

### BrahMos Supersonic Cruise Missile

The BrahMos missile is one of the fastest supersonic cruise missiles in the world. Its power was demonstrated to the world when India used it effectively in Operation Sindoor. It can be launched from land, sea and air, making it extremely versatile. The missile can hit targets with pinpoint accuracy while evading radar detection at extremely high speeds.



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### Akash Air Defence System

Akash is an indigenously developed surface-to-air missile system. It strikes enemy targets with extreme precision under 'radar-based command guidance'. This system played an important role in foiling Pakistan's drone and missile attacks. This system is capable of accurately targeting aircraft up to 45 km away at an altitude of 18,000 meters. It also has the capability to counter ballistic aerial targets.

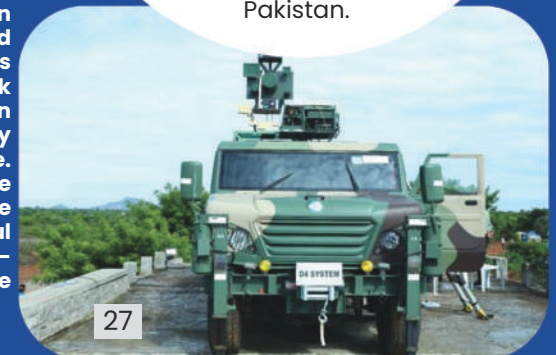


### D-4 Anti-Drone System

D-4 is a man-portable anti-drone system designed to thwart enemy drone attacks. This system neutralises enemy drones with the help of jamming. The radars and RF infrared sensors attached to it work in a 360-degree angle. In this operation, this system played an important role in neutralising the swarm of drones launched by Pakistan.



In addition, with the technical help of ISRO and DRDO, data obtained from satellites and AI based targeting were used in this operation, which increased the accuracy and effectiveness of the operation. The work of coordination between drone and missile technology becomes easy due to these. The coordinated use of all these indigenous systems made 'Operation Sindoor' successful and demonstrated India's self-reliant defense capabilities at the global platform.



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# This Summer Vacation

## Ghumo India!

“After this campaign, a renewed energy is visible in the whole country regarding ‘Vocal for Local’... Some families have taken a pledge, “We will spend our next vacation in some beautiful place in the country.”... Someone also said, “Now whatever gift we will give, it will be made by an Indian artisan.” Friends, this itself is the real strength of India – ‘connection between people and minds... public participation’. I urge all of you too... Come, let us take a pledge on this occasion – wherever possible in our lives, we will accord priority to products made in the country. ”

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

As the summer sun rises high and schools close their doors for a much-needed break, families across India begin planning their annual getaways. This year, instead of looking outward, the call is clear and meaningful – Ghumo India!

### Why Ghumo India?

India is not one destination, it's a hundred countries rolled into one. It is a living museum of heritage, tradition, nature, and innovation. From snow-capped mountains and golden deserts to lush forests and pristine beaches, India is a treasure trove waiting to be experienced, not just seen.

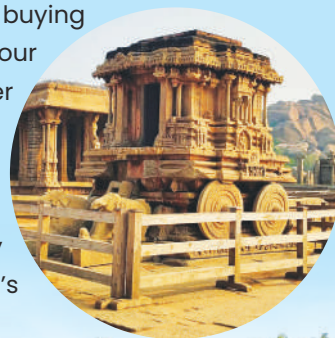
Whether it's the timeless ghats of Varanasi, the festivities of Gujarat, the aromatic spice plantations of Kerala, or the living root bridges of Meghalaya, every state, every city has something unique to offer. Travelling within India connects us not only to our roots but also to the extraordinary people who

preserve our heritage through their traditions, cuisine, music, art, and craft.

### Support ‘Vocal for Local’ Along the Way

Across India, local artisans, craftspeople, farmers, and entrepreneurs keep centuries-old traditions alive through their work. For example, Phulkari embroidery continues to be handcrafted by skilled women in Punjab. The Northeast is known for its distinctive spices and pickles, made by local communities. From Pashmina shawls in Kashmir to blue pottery in Rajasthan and Kanchipuram sarees of Tamil Nadu to Patta Chitra handicrafts of Odisha, each region brings its own heritage to life.

Choosing to stay in homestays run by local families, dining at traditional eateries, and buying directly from artisans not only enriches your travel experience but also helps empower local economies. This connection between travellers and communities is at the heart of the Vocal for local initiative, which contributes to support community livelihoods and helps preserve India's







diverse traditions for future generations.

### **Explore, Experience and Empower**

Through Dekho Apna Desh, the Government of India is spotlighting lesser-known destinations and culturally rich circuits and the places that offer authentic experiences without overcrowding. It's about sustainable tourism that respects nature and supports communities.

This initiative is also a chance to teach young minds the importance of heritage, sustainability, and self-reliance. For children, such trips are not just fun, they're full of learning, empathy, and inspiration.

Imagine your family learning a traditional craft, hiking through nature trails guided by local experts, or joining a cooking workshop that celebrates native ingredients. These are not just vacations, they are

unforgettable, authentic Indian experiences that educate, empower, and enrich.

### **A Journey of Pride**

Travelling across India is a journey of the heart. You don't need a passport, just a curious spirit. You return not just with souvenirs but with stories of local heroes, flavours you've

never tasted before, languages you've never heard, and smiles that stay with you long after the journey ends.

So, this summer, let's take the road less travelled. Let's discover the India we read about in textbooks and hear about in stories. Visit a new state, discover a hidden gem, listen to folk tales, try new cuisines, and bring back not just memories, but pride.

Let your holiday fuel not only joy but also growth. Your footprints lead to progress, because when you explore India, you empower India.





# Gir Lion – Resurgence Story



**Dr AP Singh, IFS**

Principal Chief Conservator  
of Forest & Head of the Forest  
Force, Gujarat

The Asiatic Lion population in Gujarat's Gir landscape has achieved a remarkable milestone, growing from 674 individuals in 2020 to 891 in 2025 a significant increase of 217 lions (32.20%). This impressive recovery is a testament to a multi-faceted conservation strategy implemented by the Gujarat Forest Department (GFD), supported by the Government

of Gujarat and Government of India, and crucially underpinned by the deep cultural connection and active participation of local communities.

Key policies driving this success include comprehensive habitat improvement, such as the annual removal of invasive alien species like Lantana and Cassia tora. Recognising water scarcity as a critical factor, the GFD strategically augmented water points, predominantly utilising sustainable solar pumps and windmills to ensure year-round water availability for wildlife. Managing the inevitable human-wildlife conflict has been prioritised through measures like providing farmers with protective machans, deploying fully equipped Rapid Response Teams (RRTs) for swift intervention and ensuring timely, streamlined compensation for livestock loss.

Significant advancements in veterinary care have been pivotal. The GFD upgraded existing facilities and established new, well-equipped

Wildlife Rescue Centres and Lion Hospitals across the landscape, complemented by four specialised Lion Ambulances. Future-proofing this effort, a state-of-the-art Gir Wildlife Health and Treatment Centre and a National Referral Centre for Wildlife are under development. Recognising the foundation of the food chain, grassland

restoration through site-specific cleaning and controlled rotational burning has boosted herbivore prey populations. Protection has been fortified via strengthened wireless communication, extensive fireline creation (1170 km) and strategic rapid response teams (RRT) placement and deploying over 100 patrol vehicles and bikes. Embracing technology, the Gir Hi-Tech Monitoring Unit (established 2019) utilises advanced tools like radio-telemetry, e-GujForest data, microchips and the Gir Speed

Monitoring System for scientific management.

The landmark Project Lion, announced by the Prime Minister, provides a comprehensive framework focusing on habitat security, community livelihood, global disease expertise and inclusive conservation. Administrative reorganisation created the Shetrunji Wildlife Division for better eastern landscape management. Efforts to increase the wild prey base include sambar breeding centres and translocations to establish a viable prey



population in the secondary habitat at Barda Wildlife Sanctuary. Finally, mitigating a major threat, approximately 50,000 open wells in wildlife corridors have been secured with parapet walls.

The accuracy of the 2025 population figure (891) stems from a meticulously conducted census using the Direct Beat Verification Method across a vast 35,000 Sq. km. area. The landscape was divided into 8 regions, 32 zones, 112 sub-zones and 735 sampling units, each surveyed by a trained team equipped with GPS, cameras and communication gear. Crucially, GPS-enabled tracking and GIS spatial analysis, involving buffer zones around sightings, rigorously eliminated duplicate counts. Transparency was ensured by involving independent observers, wildlife experts and NGO volunteers, with over 3254 personnel participating in this massive, scientifically robust exercise. First time the village Sarpanchs and other local leaders of surrounding villages of Gir forests were involved in this exercise. Community participation is the bedrock of Gir's success. Locals

take immense pride in coexisting with the lions. Programs like the Vanya Prani Mitra (over 400 local wildlife volunteers) provide vital frontline support in conflict resolution, rescue and awareness. Eco-guides foster tourist awareness and generate local income.

The Gir Samvad Setu initiative builds trust by resolving community issues locally. Nature Education Camps sensitise youth, while the massive participation in World Lion Day (reaching 18.89 lakh people in 2024) demonstrates profound community mobilisation. Incorporating traditional ecological knowledge further enriches conservation planning. The inclusion of women forest officers since 2007 has significantly strengthened efforts, enhancing community engagement (especially with rural women), contributing directly to wildlife monitoring and rescue, leading education outreach and bolstering law enforcement patrols.

Despite this success, challenges persist for long-term sustainability, including changing land use, forest fires, invasive weeds, human-



wildlife conflict, traffic hazards on roads/railways and disease risks. The GFD addresses these through robust protection against poaching and calamities, proactive habitat and conflict management, eco-development initiatives (clean energy, livelihood support), strong law enforcement (wildlife crime cells, informant networks), specialised strategies (research, advanced veterinary care), infrastructure improvements (speed breakers, reduced train speeds) and continuous awareness campaigns.

While the Gir model cannot be copied wholesale, its core principles – deep community

engagement (Vanya Prani Mitra, Samvad Setu, mass awareness), landscape-level management, advanced scientific monitoring and technology integration, effective human-wildlife conflict mitigation, proactive wildlife healthcare, continuous training and targeted beneficiary schemes (like well-securing) offer invaluable, adaptable lessons for conserving other endangered species across India. The story of Gir is one of unwavering dedication, scientific application, technological embrace and most importantly, a powerful partnership between people and wildlife.



# Ashtalakshmi Mahotsav to Rising Summit

## Spotlight on North East's Transformational Journey

“My dear countrymen, just a couple of days ago, I went to the first Rising North East Summit. Before that, we also celebrated the 'Ashtalakshmi Mahotsav' dedicated to the strength of the North East. The North East is something extraordinary; its strength, its talent, is really amazing.”

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

Northeast India dances to its unique rhythm – a living mosaic of tribal traditions, whispered folktales, and landscapes that steal your breath. This isn't just a region, but eight distinct worlds woven together: Assam's monsoon-kissed tea gardens, Mizoram's blue-green hills rolling like ocean waves, Manipur's shimmering lakes mirroring ancient martial arts, Nagaland's warrior dances shaking the festival grounds. Here, grandmothers still sing creation epics while young artists remix them into street murals. The air thrums with bamboo xylophones and electric guitars, with the scent of smoked bamboo shoots and fresh betel nut.

New Delhi recently hosted two landmark events that perfectly encapsulated India's dual commitment to cultural preservation and economic transformation – the Ashtalakshmi Mahotsav (December 6–8, 2024) and the Rising North East Investors Summit (May 23–24, 2025). These back-to-back celebrations

showcased the nation's unique ability to honor its spiritual roots while continuously pursuing developmental goals.

### Divine Foundations: Ashtalakshmi Mahotsav 2024

The inaugural Ashtalakshmi Mahotsav at Bharat Mandapam, Delhi marked a watershed moment in cultural diplomacy. It aimed to showcase the beauty, diversity, and promise of the eight states of Northeast India—Assam, Arunachal Pradesh, Meghalaya, Manipur, Nagaland, Mizoram, Tripura, and Sikkim. Known as the 'Ashtalakshmi,' these states represent the eight forms of prosperity as embodied by the goddess Lakshmi: Prosperity, Opulence, Purity, Wealth, Knowledge, Duty, Agriculture, and Animal Husbandry.

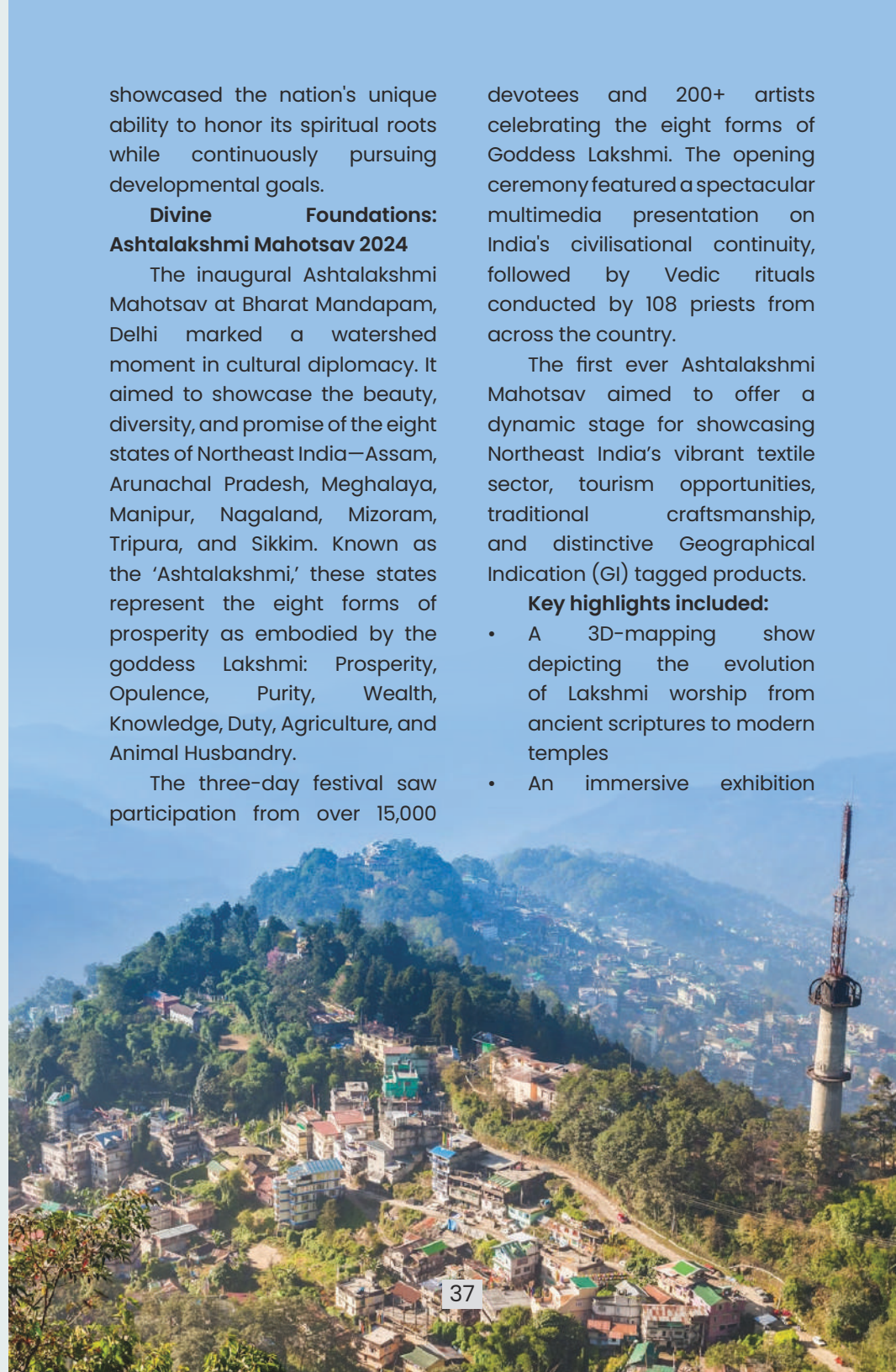
The three-day festival saw participation from over 15,000

devotees and 200+ artists celebrating the eight forms of Goddess Lakshmi. The opening ceremony featured a spectacular multimedia presentation on India's civilisational continuity, followed by Vedic rituals conducted by 108 priests from across the country.

The first ever Ashtalakshmi Mahotsav aimed to offer a dynamic stage for showcasing Northeast India's vibrant textile sector, tourism opportunities, traditional craftsmanship, and distinctive Geographical Indication (GI) tagged products.

### Key highlights included:

- A 3D-mapping show depicting the evolution of Lakshmi worship from ancient scriptures to modern temples
- An immersive exhibition





of temple architecture featuring scale models of 25 major Lakshmi temples

- Launch of the "Digital Ashtalakshmi" initiative to preserve temple traditions through blockchain technology

The presence of 50+ artisans from northeastern states displaying traditional Lakshmi-inspired textiles, created an early cultural bridge to the then upcoming Investors Summit.

#### **Economic Resurgence: Rising North East Investors Summit 2025**

Five months later, the same venue transformed into a powerhouse of economic diplomacy during the Rising North East Investors Summit. The summit attracted ₹1.25 lakh crore

in investment commitments, with 63% earmarked for green energy and sustainable infrastructure projects.

#### **Groundbreaking announcements included:**

- North East Grid Connectivity Project: ₹28,000 crore investment to integrate the region with ASEAN power markets
- Bamboo Industrial Parks: Seven new facilities approved across the region with Japanese collaboration
- Digital Northeast 2.0: Partnership with Cisco to establish AI innovation hubs in all state capitals
- Organic Corridor: 1,200 km supply chain network linking Sikkim's farms to Bangladesh markets



The summit's "Cultural Economy Pavilion" notably featured replicas of the Ashtalakshmi displays from December, demonstrating how spiritual tourism could drive economic growth. In total, 14 MoUs were signed specifically for developing temple tourism circuits in the Northeast.

#### **The Road Ahead**

This innovative fusion of tradition and progress positions India's Northeast not just as a gateway to ASEAN, but as living proof of India's civilisational-economic continuum. These two events may well be remembered as the moment when India perfected its unique growth formula – where temples and trade, spirituality and sustainability, become two sides of the same developmental coin. While the Mahotsav established

the spiritual foundation for prosperity, the Investors Summit delivered concrete pathways for materialising that prosperity.

The Ashtalakshmi Mahotsav and Rising North East Investors Summit together highlighted the Northeast's evolution from cultural heartland to economic frontier. The Mahotsav first showcased the region's spiritual heritage and artisanal traditions, while the Summit transformed this cultural capital into concrete opportunities – attracting investments in green energy, organic agriculture, and spiritual tourism. This strategic pairing proved how the Northeast's ancient wisdom and natural bounty are now fueling its modern development journey, creating a unique model where tradition and progress walk hand in hand.

# Rising North East: Why the Northeast Holds the Keys to a \$30 Trillion Economy



**Jyotiraditya M. Scindia**

Union Minister

Ministry of Communications &  
Ministry of Development of North  
Eastern Region

In the bustling markets of Dubai, people reach for a strange treat: the golden Queen pineapple from Tripura. Its sweetness brings to mind monsoon-kissed hills and tribal wisdom passed down through the years. Eleven years ago, who would have thought that this fruit from a remote part of India would be served at Middle Eastern tables? But here we are: Close to 10,000 tons of

Tripura's pride traveling across continents. The story isn't only about pineapples. This is about a region, rising and awakening!

Because of Hon'ble Prime Minister Shri Narendra Modi Ji's leadership, the Northeastern Region (NER) once relegated to the corners of the Indian Development paradigm is shedding its peripheral skin to emerge as the nation's eastern gateway. From trade routes of ancient Kamrup, where the Arthashastra praised Suvarna Hudyaka (the gold-threaded silk 'red as the sun'), to today's semiconductor fabs promising silicon dreams, the region is rewriting its own destiny. In India's pursuit of becoming a \$30 trillion economy and Viksit Bharat by 2047, few regions will be as consequential as this awakening giant.

Eleven years ago, when Shri Narendra Modi Ji was sworn in as the Prime Minister, India accelerated and the Northeast resurged. The PM provided a new lens and declared the

Northeast as the "Ashtalakshmi" of India. In the very first few months of taking office, he was on ground in the Northeast. At the time, few outside the region noticed. Fewer still understood the significance. However, that visit, and the promises made on that soil, marked the beginning of a decade-long mission: to transform the Northeast from a neglected corner into a national frontier of growth, security, and international opportunity.

In terms of financial commitment, the transformation of the Northeast under Prime Minister Modi's leadership is anchored by historic levels of investment. Over ₹6.2 lakh crore has been funneled into the region through 10% Gross Budgetary Support by Central ministries. Infrastructure investments alone have exceeded ₹5 lakh crore. The tax devolution to NER states has grown multifold, reaching ₹5.74 lakh crore, while Grants-in-

Aid have nearly doubled to ₹5.66 lakh crore. From Bhupen Hazarika Setu, Bogibeel Bridge, or Silchar-Shillong four-lane expressway, India's first high-speed corridor in hilly terrain; each project exemplifies government's ability to deliver complex connectivity solutions in challenging geographies. The recently completed Bairabi-Sairangrail line in Mizoram connects Aizawl to the national railway network, bringing us closer to our 2027 target of linking all of the eight capitals by rail. With ₹80,000 crore invested in railways and the number of airports in the region doubling from 9 to 17, the Northeast has transitioned from being perceived as 'landlocked' to becoming 'land-linked' and future-ready.

While infrastructure laid the foundation, what truly defines this transformation is the renewed investor confidence in the eight





states. This emerged as a direct result of the stable governance, visionary leadership, and enabling policies championed by PM Modi. This foundational shift set the stage for the Rising Northeast Investors Summit 2025, inaugurated by the Prime Minister himself. It marked a defining milestone for the 4.5 crore citizens of the Northeast and was a decisive step towards achieving the aspirations of 140 crore Indians collectively.

The response has been overwhelming. Investment proposals worth over ₹4.3 lakh crore were received across sectors as diverse as the region itself: agriculture, agri-tech, hospitality, tourism logistics, renewable energy, sports, and services. Over 80 countries participated, including strategic partners like Japan and the European Union. Foreign ambassadors and global investors attended the Summit alongside India's top industrialists and entrepreneurs, underscoring global recognition of the Northeast as the next hub of opportunity for their enterprises and for the promise of Viksit Bharat.

To further sustain this momentum generated, the Ministry of Development of North

Eastern Region (MDoNER) has facilitated the establishment of Investment Promotion Agencies (IPAs) in all eight states to provide single-window clearances and seamless investor support. Eight Chief Minister-led High-Level Task Forces are driving regional strategies across Sectors, tailored to unique strengths of each state. Together, these marquee initiatives and policy frameworks signal that the Northeast has moved beyond potential—it is now primed for accelerated economic ascent. These policies and measurable initiatives also align with PM Modi's tri-fold doctrine: Act East, Act Fast, and Act First.

The region has now become the gateway to Southeast Asia and a critical anchor for our larger Indo-Pacific strategy. With its unique geographic proximity to international cities, the Northeast is the vital corridor for India's economic diplomacy and trade integration. Here's the geographic poetry that changes everything: while a Mumbai businessman takes two days to drive to Chennai, his counterpart in Guwahati can practically see Singapore from his office window—metaphorically stating. With cities like Guwahati and Agartala being geographically

closer to Southeast Asian hubs than to Indian metros, the case for eastward economic integration becomes compelling. This enhanced connectivity is being reinforced by specialised infrastructure such as upgraded air cargo facilities to support the export of high-value products unique to the region. Projects like the India-Myanmar-Thailand Trilateral Highway, the Kaladan Multi-Modal Transit Transport Project, and the operationalisation of Sittwe Port form a cohesive strategy to physically, commercially, and culturally connect the region to Southeast Asia and beyond.

It is in this context that MDoNER's Rising Northeast Investors Summit 2025, rises from an economic congregation to a declaration of strategic intent. It is that bold prologue of India Acting East, and inviting our investors to Act First and Act Fast. As the global economy pivots towards Asia, there is an unmistakable first-mover advantage for those who engage with this rising frontier now. As India approaches its centenary of independence, the Northeast tale becomes increasingly important to the national narrative. As the eight capitals of the Northeast prepare to integrate into global value chains and corridors stretch towards the Pacific, the region is rising. And a New India rises with it.





# Crafted Fibers

## Tradition Combined with Modernity

Crafted Fibres, pioneered by Dr Chewang Norbu Bhutia, is a Sikkim-based initiative that beautifully merges the state's traditional weaving heritage with contemporary fashion. Founded with a deep respect for local craftsmanship, the initiative represents a remarkable blend of tradition, sustainability, and innovation.

Let's take a sneak peek into their journey



### Empowering Local Communities

It has transformed lives by providing sustainable income opportunities for Sikkim's artisans, particularly women. Through skill development and market access, the initiative has boosted financial independence, preserved traditional techniques, and fostered community pride.

*"The success of local artisans fosters a sense of pride and cultural identity, inspiring younger generations to continue traditional crafts, thus preserving our rich cultural heritage."*

### The Choice of Natural Fibres

Using natural fibers allowed him to honor the ancient practices of Sikkimese weaving and craftsmanship, which have been passed down through generations.

*"Wool, in particular, has been an integral part of the region's traditional livelihood, as it is sourced locally from hardy yak and sheep breeds well-adapted to the Himalayan climate..."*

*"Wool's warmth and durability symbolize resilience and the harmony between the people and their rugged mountain landscape. Moreover, natural fibers like silk, hemp, and organic cotton reflect Sikkim's commitment to sustainability and eco-conscious living."*



### Challenges and Triumphs

Building the enterprise presented numerous challenges, a few of them include, trying to preserve authenticity while innovating, managing limited access to resources and technology, tapping the market and creating awareness about traditional, eco-friendly products, supporting artisans and ensuring fair compensation.

### Vision for the Future

*"Overall, Crafted Fibers aims to create a ripple effect — empowering individuals, strengthening communities, and promoting the timeless crafts of Sikkim in a modern, sustainable way."*



### Rejoicing in Recognition

*"When my efforts and dedication to the handloom sector were acknowledged on national television by the Prime Minister during 'Mann ki Baat', I felt an overwhelming sense of pride and validation... This recognition made me realise that our traditional crafts and the artisans behind them are valued and appreciated at the highest levels of our country... More than anything, I felt inspired to work harder — knowing that my journey and the efforts of countless artisans are contributing to a larger movement of cultural pride and economic empowerment."*

Dr. Chewang Norbu Bhutia





# Celebrating India's Changemakers

In every era, there are some people who give a new direction to the society with their passion and hard work. They lay the foundation of big changes and revolutions with their small efforts. These people give us the confidence that change is born from the extraordinary resolutions of common citizens.

We are talking about some such inspiring people who have set an example in their respective fields. Jeevan Joshi of Haldwani, while battling polio, gave birth to a unique art called 'Baget'. In this, he creates beautiful art works from the dry bark falling from pine trees. The 'Drone Didi' of Telangana has brought about a technological revolution in the world of agriculture and the ITBP soldiers have hoisted the flag of cleanliness by climbing Mount Makalu, one of the most difficult peaks in the world. These people have shown that if the intention is true, then nothing is impossible.



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**While 100 liters of water mixed with medicine is required to spray on one acre of land, a drone needs only 10 liters. Spraying medicine manually causes health problems like irritation in the eyes, but drones do not pose such a risk. Proper spraying of medicine also results in better crop yield.**

**-Anita (Drone Didi), Sangareddy, Telangana**

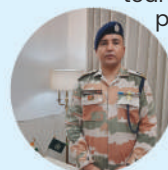


**I want to spread the art that I have to more people so that this art can survive and also become a way for employment. It is also very good from the environmental point of view. All our products are eco-friendly.**

**-Jeevan Joshi, Artist, Haldwani, Uttarakhand**



The glaciers are melting very fast, so we decided to bring back all the non-biodegradable things from there (Mount Makalu) so that we can keep the glaciers safe for our future generations. I think that such campaigns being conducted by the Uniformed Forces will definitely inspire the common citizens to maintain cleanliness in their daily lives. Hon'ble Prime Minister Shri Narendra Modi ji praised our campaign in 'Mann ki Baat', due to which all the members of our team are feeling proud.



**-Anoop Kumar, Deputy Commandant, ITBP**



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# Yoga for All

## Celebrating a Decade of Wellness

“Friends, since the beginning of 'Yoga Day' on 21 June 2015, attraction towards it is rising continuously. This time too, the zeal and enthusiasm among people all over the world with regard to 'Yoga Day' is amply visible.”

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

“The theme of IDY 2025— 'Yoga for One Earth, One Health'— reflects the inclusive spirit adopted during India's G20 Presidency. It resonates with the core spirit of Yoga that connects individual well-being, social harmony and global ecological health.”

—Prataprao Jadhav  
Minister of State (I/C ) of  
Ayush & Minister of State for  
Health and Family Welfare

The seeds of International Day of Yoga (IDY) were sown on 27th September 2014, when Prime Minister Narendra Modi addressed the 69th session of the United Nations General Assembly (UNGA). He called for the adoption of an International Day of Yoga, highlighting yoga as an invaluable gift of India's ancient tradition, one that embodies unity of mind and body, thought and action, harmony between man and nature. The idea resonated globally, and on 11th December 2014, the United Nations designated June 21 as International Day of Yoga, with a record of 177 countries co-sponsoring the resolution.

The first celebration was held on June 21, 2015. This inaugural event set two Guinness World Records: one for the largest yoga session with 35,985 participants and another for the most

One invaluable and sustainable asset that India is sharing with the world is yoga. With the Hon'ble Prime Minister's unwavering efforts, Yoga has transcended borders, evolving into a global phenomenon and a subject of immense



## Personality

nationalities, 84, participating in a single yoga event. Since then, every year on this day, millions across the globe unroll their yoga mats in unison, celebrating IDY, which is a global recognition of India's ancient wellness tradition. What began as a vision articulated by Prime Minister Narendra Modi has transformed into a worldwide movement for health, peace, and unity.

Each year, IDY is celebrated with a central theme that guides global events and discussions. Unveiled by Prime Minister Narendra Modi in his 120th 'Mann ki Baat' address, the theme for 2025 is 'Yoga for One Earth, One Health' which beautifully captures the interconnectedness of personal well-being and planetary health.

Rooted in the idea of holistic living, the theme emphasises how yoga not only nurtures the body and mind but also inspires a more balanced and sustainable lifestyle.

To commemorate an inspiring decade of observing International Day of Yoga, the Ministry of AYUSH has curated a series of activities under ten signature events, namely, Yoga Sangam, Yoga Bandhan, Yoga Park, Yoga Samavesh, Yoga Prabhav, Yoga Connect, Harit Yoga, Yoga Unplugged, Yoga Mahakumbh and Yoga Samyoga. Out of these events, the flagship signature event is Yoga Sangam, the remaining nine events are intended to build momentum and generate excitement leading up to it. Yoga Sangam is



योग-संगम  
Yoga Sangam



योग पार्क  
Yoga Park



योग-प्रभाव  
Yoga Prabhava



हरित-योग  
Harit Yoga



योग-महाकुम्भ  
Yoga Maha Kumbh

India has become the diabetes capital of the world. Research studies supported by the Ministry of Ayush are underway to explore ways to reduce diabetes, achieve its complete reversibility. Other non-communicable





योग-बन्धन  
Yoga Bandhan



योग-समावेश  
Yoga Samavesh



योग कनेक्ट  
Yoga Connect



योग अनप्लग्ड  
Yoga Unplugged



संयोग  
Samyoga

set to be organised as a nationwide mass yoga demonstration at 1,00,000 locations based on the Common Yoga Protocol (CYP) on the 21st June.

However, its meaning goes beyond the mere display of yoga, incorporating the core themes of National Integration, Health and Wellness, Cultural Heritage, Awareness and Accessibility.

Yoga Bandhan involves exchange of delegates of different partner countries for the practice of yoga. Yoga Park aims to transform existing parks in rural panchayats and urban municipalities into dedicated yoga parks in collaboration with local authorities. Yoga Samavesh is grounded in the principles of inclusivity and accessibility, with a focus on addressing the unique needs of specific groups such as senior citizens, pregnant women, children, and individuals with special needs. Yoga Prabhava aims at researching and assessing a decade-long impact of IDY. Yoga Connect is a hybrid Global Yoga Summit featuring renowned yoga experts worldwide aiming to foster dialogue, collaboration, and idea exchange on the evolving landscape of yoga and wellness. Harit Yoga blends yoga with eco-friendly activities like tree planting and cleanliness drives to promote environmental awareness and sustainability. Yoga Unplugged is designed to encourage the youngsters through youth festivals, online and offline activities like e-poster contests, photography contests etc. Yoga Maha Kumbh is a week-long festival-

style celebration of yoga across 10 cities, culminating on International Day of Yoga with themed events and mass participation. A cross-disciplinary platform, Samyoga, aims at promoting integration of yoga with traditional and modern medicine through expert-led events.

With more than 8 crore pledges made on the Ministry of AYUSH portal, the International Day of Yoga has grown from a

visionary idea into a powerful global movement that unites millions in the pursuit of health, harmony, and holistic well-being. The 2025 celebrations, guided by the theme "Yoga for One Earth, One Health," not only honour the ancient roots of yoga but also embrace its relevance in addressing contemporary challenges of personal and planetary health.



# Boardrooms Becoming Yogshalas

Many youth have pledged to create a record and become a part of the Yoga Chain. Our corporates too, are not lagging behind in this. Some institutions have set aside a separate place for yoga practice in their offices. Some start-ups have set up 'office yoga hours'. There are also people who are preparing to go to villages and teach yoga. This awareness of people about health and fitness gives me immense joy.

—Prime Minister Narendra Modi in 'Mann Ki Baat' address

In the 'Mann Ki Baat' address, while urging listeners to join yoga if they haven't yet, Prime Minister Narendra Modi highlighted the significance of practicing yoga at the workplace appreciating how some institutions and companies have created separate yoga spaces and others have set up dedicated time for yoga in their offices. This reflects how health and mindfulness are becoming integral to modern work culture making the employees not only healthier, but happier also.



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## Reduces Work-related Stress & Anxiety

Yoga activates the body's relaxation response, helping regulate stress hormones and calming the mind, making it easier to handle workplace pressures.

## Boosts Productivity

By improving focus, mental clarity, and mood, yoga helps employees stay energised and efficient throughout the day.

## Improves Posture

Regular stretching and mindful movement correct poor posture, strengthen core muscles, and reduce back and neck pain caused by long hours at the desk.

## Enhances Team Bonding

Group yoga sessions encourage a sense of unity and shared experience, improving collaboration, trust, and morale within teams.

## Promotes Work-Life Balance

Yoga improves emotional regulation and mindfulness, helping employees better manage their time, stress, and personal responsibilities.

## Lowers Absenteeism

A healthier workforce means fewer sick days; yoga supports physical and mental well-being, reducing burnout and absenteeism.

## Supports Emotional Intelligence

Yoga cultivates self-awareness and empathy, which are essential for navigating interpersonal dynamics in the workplace.

## Aligns Corporate Culture with Wellness

Embracing yoga signals a commitment to employees' well-being, building a healthier, more positive and sustainable workplace culture.



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Here are some key benefits of integrating yoga into office spaces:



# Yoga for One Earth, One Health: The Emerging Global Power of Wellness



**Prataprao Jadhav**

Minister of State (I/C) of Ayush &  
Minister of State for Health and  
Family Welfare

With the establishment of the Ministry of Ayush in the year 2014, India's traditional healthcare systems, especially Yoga, have witnessed an unprecedented revival on the global stage. At the 69th session of the United Nations General Assembly in September 2014, the Hon'ble Prime Minister of India, Shri Narendra Modi, proposed that

June 21 be celebrated worldwide as International Yoga Day. In line with the approval of this proposal, in December 2014, the centuries-old Indian tradition gained a decisive turning point when the United Nations officially adopted Yoga, giving it the shape of an international wellness movement.

India's proposal to celebrate June 21 as International Day of Yoga (IDY) received record support from 177 member nations, which gave it global recognition. The first International Yoga Day was observed on June 21, 2015. Over the past decade, IDY has not only enhanced the global acceptance of Yoga but has also transformed it into an effective tool of international health diplomacy and grassroots public welfare.

## **International Yoga Day: Globalisation of Yoga**

International Yoga Day has played a central role in bringing yoga into the global mainstream. The participation of 135 countries and over 235.4 million people in IDY 2023 is a testimony to the fact that the event has grown from a symbolic celebration to a mass movement. Initiatives

like "Ocean Colour of Yoga" and "Yoga Bharatmala" have shown that yoga can be adopted in every geographical and social context—proving its universality and inclusiveness.

Hon'ble Prime Minister rightly said in the 120th edition of 'Mann ki Baat': "It is a matter of pride for all of us that today there is growing interest in Yoga and traditional medicine across the world. A large number of youth are adopting Yoga and Ayurveda as a great medium of wellness."

The growing acceptance of Yoga and Ayurveda across the world testifies to their universal relevance and appeal. The Prime Minister also highlighted international groups such as Somos India — meaning "We are India" in Spanish — which are playing an important role in this global movement. This dedicated group has been promoting Yoga and Ayurveda in Spanish-speaking countries

for the last decade. In 2024 alone, it has engaged nearly 9,000 people through various events and educational programmes, as well as translated a number of useful materials into Spanish, reflecting the growing global confidence in India's traditional health systems.

Every year, people from different cultures across the world find a common global platform through IDY to connect over yoga. This strengthens India's soft power and redefines yoga as an inclusive, scientific and evidence-based practice.

## **One Earth, One Health': An Integrated Approach**

The theme of IDY 2025—'Yoga for One Earth, One Health'—reflects the inclusive spirit adopted during India's G20 Presidency. It resonates with the core spirit of Yoga that connects individual well-being, social harmony and global ecological health. This approach reinforces the idea that health is not just



the absence of disease but a balance between the individual, society and nature. By promoting this integrated approach, the theme highlights the role of Yoga in addressing global health challenges through preventive, drug-free measures.

#### **Yoga Andhra Abhiyan: Inclusiveness in practice**

Launched under the motto of 'One Earth, One Health', Yoga Andhra Abhiyan is an excellent example of implementing this global vision at the state level. Launched in Andhra Pradesh, this Abhiyan has ensured special participation of youth, rural areas and deprived communities. There has also been participation of corporate sector in this.

In the 122nd edition of 'Mann ki Baat', the Prime Minister praised this initiative of Andhra Pradesh and said that this campaign is a strong effort to spread yoga among the people in the state. The aim of this campaign is to



create a network of 10 lakh new regular yoga practitioners, which inspires the states of India to play a leading role in the global wellness movement.

To take Yoga to the masses and ensure participation of every section, community and region, Ministry of AYUSH has conceptualised Yoga Sangam – one of the 10 flagship events of IDY. So far, more than 30,000 organisations have joined the initiative, conducting yoga activities at more than one lakh locations across the country. This is one of the largest global wellness campaigns in the history of India, which shows how easily Yoga can be adopted in diverse socio-cultural environments.

#### **Integration of Traditional Medicine and Modern Health Systems**

Yoga is now being promoted not in isolation but as an integrated traditional system – incorporating AYUSH systems such as Ayurveda, Siddha, Unani,

Homeopathy and Naturopathy. India has established AYUSH Information Cells in 39 countries and strengthened collaboration with more than 50 countries. Also, 104 seats in colleges are offered every year to foreign students to come to India and study Yoga, Ayurveda and other AYUSH systems.

These effective initiatives have promoted education, research and medical services in the field of integrative health globally. Indian and foreign institutions are now also jointly offering courses that integrate yoga practice with Ayurvedic diet and lifestyle—promoting a systems-based approach to holistic health.

#### **Collaboration with World Health Organisation: Global reach of Yoga and AYUSH**

In a significant step towards global integration of traditional medicine, a historic agreement was signed between the Ministry of AYUSH and the World Health Organisation (WHO) on 24 May 2025. Under this, a special traditional medicine module will be developed in the International Classification of Health Interventions (ICHI) of the World Health Organisation. The Prime Minister has described this initiative as a major effort to present AYUSH systems in a scientific and standardised form to the whole world. The acceptance of Yoga all over the world has now paved the way for



establishing all AYUSH systems on the international platform.

#### **Committing to 'One Earth, One Health'**

Over the past decade, the Government of India has elevated Yoga from being a national heritage to a global health solution. Through landmark initiatives like International Yoga Day, transformative campaigns like the Yoga Andhra Abhiyan, and partnerships with global organisations like the World Health Organisation, Yoga today stands at the intersection of tradition, science, and policy. Its integration with Ayurveda and other indigenous systems offers a holistic and sustainable roadmap for global well-being—a true reflection of the vision of this year's theme, 'Yoga for One Earth, One Health.' Let's! Let us together realise the dreams of the Prime Minister through Yoga and take the country's health scenario to new heights.



# Sweet Awareness: How Sugar Boards are Revolutionising Student Nutrition



**Dr Sanjeev Sharma**

Member Secretary  
National Commission for  
Protection of Child Rights

National Commission for Protection of Child Rights (NCPCR) is a statutory body under the aegis of Ministry of Women and Child Development, Government of India, constituted to protect rights and entitlements of children as per Constitution of India and as enshrined in the United Nations Convention on the Rights of the Child. NCPCR plays a key role in monitoring various aspects of health, nutrition, education and overall well-being of children

of the country. NCPCR has been engaged in policies and processes involving protecting rights of children for adequate access to standards of health and nutrition.

According to the International Diabetes Federation (IDF) Atlas, an estimated 589 million adults aged 20–79 years are living with diabetes as of 2024. This number is expected to rise significantly in the coming years, posing a major public health challenge. The World Health Organisation (WHO) further estimates that 77 million Indian adults over the age of 18 are suffering from diabetes and nearly 25 million individuals with pre-diabetes are at high risk of developing diabetes. This emerging trend underscores the urgent need for early intervention across all age groups.

This alarming trend is largely driven by high sugar consumption, often fueled by the easy availability of

sugary snacks, beverages, and processed foods, particularly within school environments. According to the World Health Organisation (WHO), both adults and children should limit their daily sugar intake to not more than 25 grams (approximately six teaspoons). Regular and excessive intake of high-fat, sugar, and salt (HFSS) foods contributes significantly to obesity, which is a major risk factor for type 2 diabetes, high blood pressure, heart disease, and other non-communicable diseases (NCDs). Beyond physical health, children affected by obesity may also experience psychological consequences, including low self-esteem, depression, and social isolation.

School years are a dynamic period of growth and

development, where children experience key physical, mental, emotional and social changes. In other words the foundations of good health and sound mind are laid during the school age period. Keeping in view, to prevent health risk in children from early childhood and to ensure good health and overall well-being of children of the nation, NCPCR has issued an advisory to CBSE, ICSE and State Education Boards for establishing “Sugar Boards” in their affiliated schools. These ‘Sugar Boards’ are visual displays that are aimed at educating students about the risks of excessive sugar intake. These boards should depict essential information, including the recommended daily sugar intake, the sugar content in commonly consumed foods





(unhealthy meals such as junk food, aerated drinks and packed juices, etc.), health risks associated with high sugar consumption, and healthier dietary alternatives. Following this, CBSE has recently issued a circular to all its affiliated schools for establishing 'Sugar Boards' in the schools.

The Hon'ble Prime Minister, Shri Narendra Modi Ji in 122nd episode of 'Mann ki Baat' has lauded this initiative. The words from Hon'ble Prime Minister have inspired the schools all over India and there is a vigorous response from them.

'Sugar Board' initiative very

well aligns with the larger goals of the 'Fit India' Movement as schools are the first formal institution after home where physical fitness is taught and practiced. This unique initiative of NCPCR will contribute significantly for promoting a healthier school environment and safeguarding the health and well-being of children. This step would help inculcate healthy lifestyle habits in children from an early age, promote informed food choices and long-term health and well-being, underlining the importance of a 'Fit India'.

Schools may face several



challenges in implementing health-centric educational tools like 'Sugar Boards.' These include addressing behavioral resistance, overcoming difficulties in changing established dietary habits, and educating both students and parents about healthier choices. Making safe, nutritious food options appealing to children is another significant hurdle, especially when it comes to the availability of healthy snacks and meals in school canteens and at home. Continued follow-up through initiatives such as parent-teacher meetings could play a crucial role in reinforcing these efforts and ensuring long-term impact.

For mitigating these challenges, it is important that school authorities should promote consumption of a 'safe and balanced diet' in the schools as per the guidelines

issued by the National Institute of Nutrition. Nutritionists and dietitians may be engaged by the school authorities to assist in the preparation of menus for the children, periodically. School canteens should not serve junk food laden with excessive calories and sodium. They should follow the guidelines of FSSAI to limit the sale of foods high in fat, sugar, and salt (HFSS) within school premises.

The Sugar Board initiative by the National Commission for Protection of Child Rights (NCPCR) is a commendable first step toward reducing health risks among children in India. Nationwide adoption and implementation of this initiative can have a far-reaching impact and significantly contribute to 'Fit India' movement.



# From Trash to Treasure

## Revolutionising Paper Recycling

“In many cities like Visakhapatnam and Gurugram, many Start-Ups are adopting innovative methods of paper recycling. Some are making packaging boards from recycled paper, others are making newspaper recycling easier through digital methods.”

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

Paper waste management has become a pressing environmental issue in India as the country's population grows and consumption patterns shift. With increasing demand for packaging, education, and print materials, India is generating more paper waste than ever before. While paper is recyclable, much of it ends up in landfills. However, this avoidable contribution to environmental degradation can be fixed with effective management of paper:

### **Rising Paper Consumption and its Environmental Impact:**

India consumes approximately 16 million tonnes of paper annually, and projections indicate this figure could rise to 30 million tonnes by 2027. Despite this high consumption, the country's paper recovery rate is estimated at only around 30%, compared to the global average of nearly 58%. This constitutes nearly 26% of municipal solid waste

in urban landfills. When disposed off improperly, it not only occupies valuable landfill space but also generates methane,

a potent greenhouse gas. Additionally, producing paper from virgin pulp is resource-intensive, requiring large amounts of water and energy. As quantified by Prime Minister Narendra Modi, “... Recycling one ton of paper saves 17 trees from being cut and thousands of litres of water is saved”, significantly reducing environmental burdens.

**Inefficient Recycling Practices:** India's paper industry increasingly relies on recycled fiber, which constitutes about 70-75% of the country's paper and paperboard production.



This translates to a demand of nearly 20 million tonnes of waste paper annually. Problems like inefficient manual collection, lack of

source segregation, and contamination of paper waste create a gap between demand and supply and hamper the efficacy of recycling processes. However, as stated by Prime Minister Modi, “In many cities like Visakhapatnam and Gurugram, many Start-Ups are adopting innovative methods of paper recycling. Some are making packaging boards from recycled paper, others are making newspaper recycling easier through digital methods.”

**Government and Industry Initiatives:** Overcoming the



challenges, India has introduced initiatives aimed at improving paper waste management. The Swachh Bharat Mission-Urban (SBM-U 2.0), launched in 2021, focuses on enhancing waste segregation and integrating informal waste workers into formal collection systems. Digital platforms like Recykal are also emerging, streamlining the collection and trade of recyclable paper, connecting generators of waste with recyclers, and increasing proficiency in the recycling value chain. PM Modi also mentioned in his 'Mann ki Baat' address, "In cities like Jalna, some start-ups are making

packaging rolls and paper cores from 100 percent recycled material."

#### **Pathways to Improvement:**

To improve paper waste management in India, a multifaceted approach is essential. Enhancing collection and segregation systems through mechanisation and community participation is crucial. Policy interventions like Extended Producer Responsibility (EPR) can motivate businesses to manage their paper waste more effectively by holding them accountable for the entire lifecycle of their products. Public awareness campaigns



are also key to encouraging households and businesses to separate paper waste at the source, improving the quality of recyclables.

Investing in advanced recycling technologies will further increase the capacity to process different grades of paper waste, including contaminated materials. With concerted efforts from the government, businesses, and citizens, India can enhance its paper waste management systems, reduce environmental impacts, and promote sustainable practices that align with its growing economy.





## My Paper Waste Management Checklist

Answer with a quick **YES** or a **NO**:

*Do you use the paper (in any form) mindfully?*

*Do you discard the used paper consciously?*

*Now, if your answer to any one of the two aforementioned questions is a 'no', then you need to convert it to a 'yes' for the good of the environment. As Prime Minister Narendra Modi said in his 122nd episode of 'Mann ki Baat' address, "We too should definitely contribute to recycling by separating paper in our homes or offices. When every citizen of the country thinks what better one could do for the country, only then can we bring about a big change, together."*

*So, here is a checklist to help you with mindful paper consumption and waste management for your practical application:*

## At Home

- ☐ I choose digital bills and subscriptions whenever possible.
- ☐ I use both sides of paper for notes, lists, and drawings.
- ☐ I reuse newspapers and magazines for storage or crafts.
- ☐ I keep a dedicated bin for paper waste at home.
- ☐ I locate and use the nearest recycling center to drop off paper waste.
- ☐ I buy paper products made from recycled materials.
- ☐ I avoid unnecessary printing and use digital notes or reminders.
- ☐ I use cloth towels or napkins instead of paper alternatives.

## At the Office



- ☐ I print only when absolutely necessary.
- ☐ I set the printer to default double-sided (duplex) mode.
- ☐ I use digital tools for storage, collaboration, and communication.
- ☐ I repurpose used one-sided paper for drafts, notes, and internal communication.
- ☐ I place paper waste only in the designated recycling bin.
- ☐ I make sure not to contaminate paper recycling with food or plastic.
- ☐ I encourage my team to use recycled paper and adopt paper-light practices.
- ☐ I place paper waste in clearly marked recycling bins and avoid mixing it with other waste.



# KHELO INDIA 2025

## RISING STARS



Friends, recently Khelo India Games were a big hit. Five cities of Bihar hosted the Khelo India games. Matches of different categories were held there. The number of athletes who reached there from all over India was more than five thousand...Friends, the land of Bihar is very special. Many unique things happened here in this event. This was the first edition of Khelo India Youth Games, which reached the whole world through the Olympic channel. People from all over the world saw and appreciated the talent of our young players. I congratulate all the medal winners, especially the top three winners - Maharashtra, Haryana and Rajasthan.



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

India's biggest celebration of youth sports etched a historic chapter in 2025 as the Khelo India Youth Games (KIYG) were hosted in Bihar, a land known for its rich cultural legacy and historic significance. From 4th to 15th May, the spirit of sportsmanship and youthful energy lit up five major cities - Patna, Rajgir, Gaya, Bhagalpur, and Begusarai along with New Delhi, bringing together young talent from across the country.

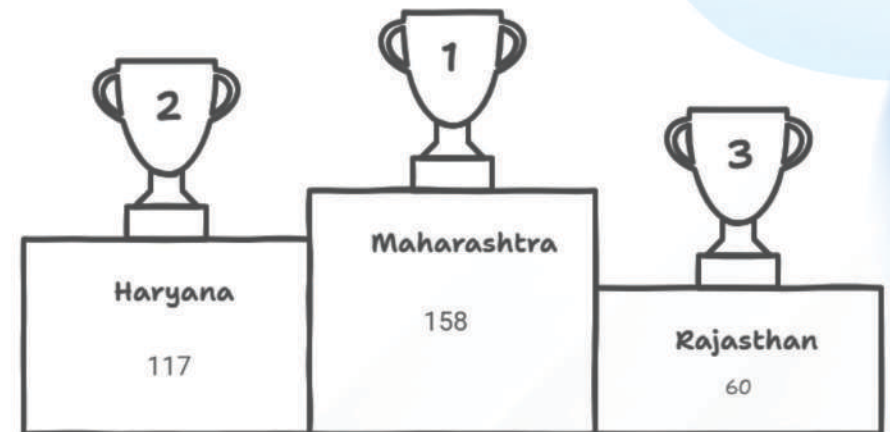
This seventh edition of the Games featured 27 competitive sports and one demonstration event. In a first, Esports was introduced, marking a symbolic merger of tradition and innovation, acknowledging the changing interests of youth and expanding the idea of athleticism into digital realms.

With the participation of over 5,000 athletes, KIYG 2025 emerged as a powerful showcase of excellence and determination, with numerous records shattered and new benchmarks set across various disciplines.



Gajasimha, the mascot of Khelo India Youth Games 2025 in Bihar, is a mix of a lion and an elephant showing strength, wisdom, and courage. The elephant trunk shows Bihar's love for heritage, and the lion body stands for power and confidence.

### MEDAL TALLY





“Being mentioned in the 'Mann ki Baat' address by the Hon'ble Prime Minister was one of the most unforgettable moments of my life. Such recognition from the Prime Minister himself is not just a milestone, it is a profound responsibility. It has inspired me to stay committed, work even harder, and strive to bring more medals to the nation.”

- Asmita Dattatray Dhone, Weightlifting,



“It is a matter of immense pride for me that the Hon'ble Prime Minister mentioned my name in his 'Mann ki Baat' address. I see this as both an honour and a source of inspiration. To the youth of our country, I would like to say- pursue excellence, stay focused, and keep moving forward with determination and purpose.”

- Kadir Khan, Athlete



“I would like to encourage the youth of our country to pursue sports alongside their studies, as sports today offer promising career opportunities and a platform to achieve national and international recognition. With dedication and hard work, you too can become medalist in the upcoming Olympics. Personally, I also want to win an Olympic gold medal for India.”

- Harshvardhan Sahu, Weightlifter



“My message to my young friends is to stay dedicated, work both hard and smart, and maintain a natural, balanced diet. Equally important is building mental strength, which plays a crucial role in any athlete's journey. I encourage you all to strive towards representing India on international sporting platforms and make the nation proud.”

-- Hansraj Dhayal, Athlete



“Getting acknowledged in the 'Mann ki Baat' address by the Hon'ble Prime Minister was an overwhelming moment of joy that I had never imagined. This recognition also reflects the Hon'ble Prime Minister's keen interest in sports and his commitment to nurturing talent in our country. I am truly humbled by his kind words and deeply appreciative of his support.”

- Sheikh Zeeshan, Athlete



“Having my name mentioned by the Hon'ble Prime Minister in the 'Mann ki Baat' address was truly a turning point, like a Sanjeevani that greatly uplifted my spirit and motivation. To the young generation of our country, I would like to say: strive for excellence, aim for the podium, and bring glory to the nation by winning medals at the highest levels of sport.”

- Tushar Chaudhary, Weightlifter



“I feel deeply honoured to have been appreciated in the 'Mann ki Baat' address by the Hon'ble Prime Minister at such a young age. His words have deeply inspired me and reinforced my belief that hard work, dedication, and unwavering commitment never go in vain. This recognition is not only a personal milestone but also a testament to the collective efforts of everyone who has supported and guided me along the way.”

- Sairaj Rajesh Pardeshi, Weightlifter



# Bee Keeping

## A Growing Economic Opportunity

“My dear countrymen, the 20th of May was celebrated as 'World Bee Day'; a day which reminds us that honey is not just sweetness; it is also an example of health, self-employment and self-reliance.”

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

“The honey industry is the best example of sustainability. Honey is good for producers (creates livelihood), good for the environment (increases agricultural production and maintains bio-diversity), good for consumers' health. Very few sectors qualify all these three criteria.”

—Narayanan Renganathan

Chief Procurement Officer,  
Dabur India Limited Chairman,  
India Honey Alliance

Honey is the most popular natural sweetener in the world and the global trade in bee products is worth millions of dollars every year. Due to its diverse use, the worldwide consumption of honey is so huge that supply can barely cope with demand. Bee products are used in various food products and also enjoy extensive use in several industries including medicine, food processing, industrial manufacturing and natural healing. Honey, popular for its taste and flavour, is preferred due to its natural sweetness and chemical properties over processed sugars and other sweeteners in baking, beverages and preparing dishes.

In recent years, India's beekeeping sector has undergone a quiet but powerful transformation, emerging as a high-potential segment of the rural economy. It has now

become a driver of income generation, entrepreneurship, and sustainable farming, becoming a gateway to economic self-reliance and grassroots enterprise.

A decade ago, India was producing about 70,000 to 75,000 metric tons of honey annually, today this figure has risen to approximately 1.25 lakh metric tons, charting a growth of nearly 60%, making it one of the world's leading honey producing countries. Behind this growth is a focused policy ecosystem, market incentives, and rising global demand for natural and organic products.

Another major driving force has been National Beekeeping and Honey Mission (NBHM), launched in 2020 under the Atma Nirbhar Bharat Abhiyan. The mission has aimed at modernising India's beekeeping sector by improving training, infrastructure, and direct market access. Thousands of beekeepers were brought into the







fold through awareness drives, scientific training programs, and distribution of modern equipment.

A major milestone in this economic roadmap was the

launch of Madhukranti, a digital platform developed by the National Bee Board (NBB) to create traceability in honey production. By enabling online registration of beekeepers and honey producers, the platform ensures transparency in the supply chain, checks adulteration, and is building Indian honey as a global trustworthy brand.

What makes beekeeping particularly significant is its multiplier effect on other sectors. Bees aid in crop pollination, yields of fruits, vegetables, pulses, and oilseeds. This means that beyond



honey, beekeeping strengthens the productivity and profitability of Indian agriculture at large. For small and marginal farmers, it offers a low-investment and a high-return source of additional income.

Apart from this, beekeeping is playing a transformative role in promoting rural entrepreneurship. In Chhattisgarh's tribal district of Korea, farmers launched the organic honey brand 'Sonahani', which now sells across national online platforms like GeM which is representative of grassroots enterprise and regional

branding.

Supporting this local economic ecosystem is the government's 'Vocal for Local' push. Encouraging consumers to buy directly from local beekeepers not only boosts rural incomes but also reduces the carbon footprint of transported goods. With platforms like NAFED's Honey Corners and digital integration through e-commerce, Indian honey is making its mark both within and beyond borders.

Beekeeping today stands at the intersection of agriculture, manufacturing, and services.





It enhances productivity, generates employment, promotes sustainable practices, and contributes to export earnings. As India strives for a \$5 trillion economy, sectors like apiculture offer scalable, inclusive, and sustainable growth paths. By strengthening the beekeeping sector through innovation, policy, and enterprise, India is set to fuel its rural prosperity and build a robust and self-reliant economy.

## Sweet Revolution: India's Blooming Apiculture



**Narayanan Renganathan**  
Chief Procurement Officer,  
Dabur India Limited  
Chairman, India Honey Alliance

Honourable Prime Minister Shri Narendra Modi in the recently concluded 'Mann ki Baat' talked about Honey Industry and few success stories across Bharat. He highlighted that honey is not just about sweetness; it is also an example of health, self-employment and self-reliance. Unlike other countries across the world, India has varied agro-

climatic zones, hence India boasts to produce more than 300 varieties of honey, each of which is unique.

### **Honey as Business**

In 2016, Prime Minister Narendra Modi launched Sweet Revolution highlighting "Every drop of honey holds not just taste but the hard work and hopes of India". Results of this 2016 vision are visible now with India's honey production growing by 60% in the last 9-10 years. Honey balance sheet in India is as follows (in Metric Tons):

### **Exports: Aided in Growth of Honey Industry in Last Decade**

In the table given on the next page, it is clearly visible that exports contributed significantly to the growth of Indian Honey Industry in the last 10 years. Contribution of exports to the Indian Honey Industry grew from 36% in 2012-13 to 64% in 2024-25,



Year	Production	Exports	Domestic Consumption*	Export Share	Domestic Share
2012-13	72,300	25,780	46,520	36%	64%
2017-18	105,000	51,550	53,450	49%	51%
2020-21	125,000	60,000	65,000	48%	52%
2024-25#	125,000	80,000	45,000	64%	36%

\* Domestic consumption includes consumption in India + opening/closing stock of honey in India  
# Estimates for 2024-25

fetching vital forex revenue for the Indian economy.

### Domestic Consumption and Role of Consumers in India: Future of Indian Honey Industry

India's domestic consumption peaked during COVID times and from there the domestic consumption nose-dived to pre-2012 period. In India, per capita consumption of honey is very low compared to the global average. Few examples

of per-capita consumption of honey in grams/person/year:

Ayurveda and Honey go hand in glove. Honey is a natural sweetener with health benefits. Replacing a few spoons of sugar with honey will ensure increased domestic consumption, health for consumers in addition to sustainability (to produce 1kg sugar we require 2500 litres of water). Indian consumers need



Country	Per-capita Consumption	Country	Per-capita Consumption
Central African Republic	3500	EU	1000
Ukraine	1150	USA	600
Montenegro	1099	India	32

to play a key role in the future growth of the Indian Honey Industry.

### Sustainability: Core of Honey Ecosystem

-The honey industry is the best example of sustainability. Honey is good for producers (creates livelihood), good for the environment (increases agricultural production and maintains bio-diversity), good

for consumers' health. Very few sectors qualify all these three criteria.

All the produce of honey bee is useful, nothing is wasted. Other than honey from bees, bee wax, bee venom, royal jelly, propolis and bee pollen can be widely used commercially and possess nutritional/health significance. In India, other than the honey industry, other products are not



effectively used or marketed. More importantly all the above products can be produced sustainably without creating harm to honey bees.

### **Institutional Support for Honey Industry in India**

Over the past decade, the National Bee Board (NBB), National Horticulture Board (NHB), Food Safety and Standards Authority of India (FSSAI), Agricultural and Processed Food Products

Export Development Authority (APEDA), and Khadi and Village Industries Commission (KVIC) have significantly contributed to the growth of beekeeping in India through various initiatives aimed at promoting scientific beekeeping, enhancing honey production, ensuring quality, and boosting exports.

One of the most transformative initiatives among these has been the National Beekeeping and Honey Mission



(NBHM), launched to promote the holistic development of apiculture. The mission has played a pivotal role in empowering rural communities by providing structured training, distributing modern equipment, and enabling direct market access for thousands of beekeepers across India.

FSSAI ensured honey purity with better standards. Today India has got one the most stringent and multiple quality parameters compared to other countries globally to ensure authenticity and quality of honey. APEDA facilitated exports and GI tagging. KVIC's Honey Mission empowered 2.5 lakh beekeepers,

generating 11,000 jobs annually, promoting rural livelihoods and ecological benefits.

### **Atmanirbhar Bharat: Honey Producers and Consumers are Core**

Supporting local honey producers aligns with the vision of Atmanirbhar Bharat by strengthening rural economies, and encouraging entrepreneurship. When consumers buy Indian honey, they boost income for small farmers, tribal communities, and women's self-help groups. This promotes local production, job creation, and value addition within the country.



# Harmony with Nature

## The Bee Mitra Way



“...the protection of honeybees is not just a protection of the environment, but also that of our agriculture and future generations.”

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

### Humans and Bees: A Vital Relationship

- **Bees = Key Pollinators**  
Help pollinate flowering plants and crops.
- **Food on Our Plate**  
From fruits to nuts, bees directly impact food variety and availability
- **Nature's Balance Keepers**  
Support biodiversity and healthy ecosystems.

Bees, often seen merely as honey-makers, are in fact crucial allies in sustaining our ecosystem. Their bond with humans goes beyond sweetness—it's about survival and ecological balance. Prime Minister Narendra Modi, in his 'Mann ki Baat' address, also highlighted their vital role in agriculture, biodiversity, and rural livelihoods. Let's look into this essential relationship and hear directly from one of our dedicated Bee Mitras.

### What's Threatening Bees?

- Habitat loss
- Pesticide use
- Climate change
- Monoculture farming

### Why Harmony Matters?

- Strong bee populations = better crop yields
- Supports biodiversity
- Secures food systems
- Strengthens climate resilience

### How We Can Help?

- Plant native, bee-friendly flowers
- Avoid harmful pesticides
- Support organic, diverse farming
- Encourage urban beekeeping
- Spread awareness & educate communities



“ I thank Prime Minister Narendra Modi for highlighting our journey in 'Mann ki Baat' and congratulate him on the success of Operation Sindoor. Our story began in 2012 when a bee hive at our building was destroyed out of fear. I was working in IT then, but the incident deeply moved me. It struck me—everyone wants pure honey, yet no one wants bees around. That thought changed my life. I left my job and began working to save bees. Since then, we've rescued over 17,000 hives. In 2016, I founded Bee Basket, and today we are a team of five.

Every village, taluka, and city should have a Bee Mitra or Madhu Palak, so wild bees are protected—not exterminated. When bees are saved, agriculture is saved—and so is our country.

–Bee Mitra Amit, Pune





# MANN KI BAAT

Media Scan





**Bhajanlal Sharma** @Bhajanlalsharma

माननीय प्रधानमंत्री श्री [@narendramodi](#) जी से खेलों इशिया प्रतियोगिता में रावबहाल के हंसराज सहित देश भर के प्रतिभाशाली खिलाड़ियों का उत्साहवर्धन किया।

[#MannKibaal](#)

Translate post



...MAHARASHITRA'S ASMITA DHONE, ODISHA'S HARSHVARDHAN SAHU AND 4:10 / 0:51

Dr. Mahendra Singh @bjpdrmahendra

#Live: आदरणीय प्रधानमंत्री श्री @narendramodi जी "मन की बात" कार्यक्रम के माध्यम से देशवासियों से संवाद करते हुए

#MannKiBaat

Translate post



MANN KI BAAT

Narendra Modi - 4.65K views 0:02 / 30:43

Narendra Modi @narendramodi

Sharing this month's #MannKiBaat. Do tune in!

**Dr Mansukh Mandaviya** @mansukhmandaviya

जो खेलता है, वही खिलाता है...

बिहार के खेलों इंडिया ग्रुप्स में बने अनेकों रिकॉर्ड...

#MannKiBaat

Translate post



**Harsh Sanghavi** @sanghaviharsh

Asiatic lions in Gir grew from 674 to 891 in 5 years.

Gujarat is the first state to appoint many women Forest Officers. Such efforts brought today's positive results.

#Gujarat #MannKiBaat



IN GUJARAT'S GIR, IN JUST 5 YEARS THE POPULATION OF LIONS...

0:44 / 2:17

**Jyotiraditya M. Scindia** @JMA\_Scindia

“ऑपरेशन सिंदूर सिर्फ एक सेय मिशन नहीं, बल्कि भारत के साहस, संकल्प और नए आविष्कार की गूँज है। इस मिशन में हमारी सेनाओं ने जो योद्धा दिखाया, उसने पूरे देश का सिर गर्व से उँचा कर दिया।” - प्रधानमंत्री श्री [@narendramodi](#) जी

#MannkiBaat

Translata post



**K.Annamalai** @annamataluk

In the 122nd episode of #MannKiBaat, our Hon PM Thiru @narendramodavi said that the bravery displayed by our armed forces during Operation Sindoor reflects every Indian's resolution to eliminate terrorism and has made every Indian proud. Operation Sindoor has instilled a new sense of confidence worldwide in the fight against terrorism. (1/7)



INDIA'S BRAVERY DURING OPERATION SINDOOR



OPERATION SINDOOR: A NEW SENSE OF CONFIDENCE



OPERATION SINDOOR: A NEW SENSE OF CONFIDENCE



OPERATION SINDOOR: A NEW SENSE OF CONFIDENCE

 **Kiren Rijju**   
@KirenRijju

#OperationSindoor सिर्फ एक सेन मिशन नहीं है, ये हमारे संकल्प, साहस और बदत  
भारत की तस्वीर है और इस स्वीर ने पूरे देश को देश-भक्ति के भावों से भर दिया है, तिस  
में रंग दिया है: माननीय प्रधानमंत्री श्री @narendramodi जी

#MannKiBaat  
Translate post



TODAY, EVERY INDIAN'S RESOLUTION IS TO ELIMINATE  
TERRORISM 0:26 / 4:58



**Mann Ki Baat**  
@MannKiBaatIMP

देश की धड़कन, हर दित की सुबान - मन की बात

आइर बुड़ें माननीय प्रधनमंत्री श्री [@narendramodi](#) जी के साथ, जब ये साझा करेंगे प्रेस विचार, देशवासियों से जुड़ी कहानियों और भारत की आवाज की बात।

आइर 25 मई 2025, रविवार  
सुबह 11 बजे, जरूर सुनें [#MannKiBaat](#)

विडिओ कऱें: [youtube.com/watch?v=EnefNAN...](https://youtube.com/watch?v=EnefNAN...)

[Translate post](#)



**Mann Ki Baat**

**एक आवाज़,  
जो दिलों को छू  
जाती है...**

0:00 / 0:33

Office of Amit Shah  
@AmitShahOffice

In [#MannKiBaat](#), the PM Shri [@narendramodi](#) ji applauded the ITBP soldiers for summiting the Makalu peak and carrying out a cleanliness drive.



मन्न की बात

ITBP's  
MOUNTAIN  
MISSION

**Piyush Goyal** @PiyushGoyal

हम अपने जीवन में जहाँ भी संभव हो, देश में बनी चीज़ों को ही प्राथमिकता देंगे।

#MannKiBaat

translate post



"WE WILL SPEND OUR NEXT VACATION AT A BEAUTIFUL PLACE IN THE COUNTRY OF INDIA"



**Pushkar Singh Dhami** @pushkardhami

आदरणीय प्रधानमंत्री श्री @narendramodi जी ने 'मन की बात' कार्यक्रम में हस्तनी के श्री जीवन जोशी जी की बरीक कला का जिक्र किया। जीवन जी ने शारीरिक चुनौतियों को मत देकर 'बोट' कला के माध्यम से उत्तराखंड की लोक-संस्कृति और सूजनशीलता को जो रूप दिया है वह अद्वितीय है।

#MannKiBaat  
Translate post



**Sambit Patra** @sambitpatra

आज कई ऐसी महिलाएं हैं जो खेलों के साथ ही अब आसमान की ऊंचाइयों पर काम कर रही हैं।

अब गांव की महिलाएं ड्रोन दीदी बनकर drone उड़ा रही हैं और उससे खेलों में नई क्रांति ला रही हैं।

— प्रधानमंत्री श्री @narendramodi जी

#MannKiBaat  
Translate post



**Shankar Chaudhary** @ChaudharyShankar

Sweet revolution!

India has become one of the leading countries in the world in honey production and export.

#MannKiBaat



**Smriti Z Irani** @smritiirani

बदलाव तब आता है जब तकनीक और संकल्प एक साथ चलते हैं।

गांव की महिलाएं अब 'ड्रोन दीदी' बनकर ड्रोन उड़ा रही हैं और खेलों में नई क्रांति ला रही हैं। ये महिलाएं अब सिर्फ ड्रोन ऑपरेटर नहीं, बल्कि 'Sky Warriors' के नाम से जानी जाती हैं।

#MannKiBaat  
Translate post



**Tejasvi Surya** @TejasviSurya

India's successful Operation Sindoor has ignited a wave of nationalism — from newborns being named 'Sindoor' to youth pledging to embrace Make in India products and exploring India in their vacations.

Listen in to Modi Ji's words from today's #MannKiBaat.



**Pradeep Bhandari (प्रदीप भंडारी)** @pradiplb3

Prime Minister @narendramodi Ji in #MannKiBaat: "Today, the entire nation stands as one—angry, unyielding, and resolute. Every Indian has taken a pledge: terrorism will be crushed, its roots torn out. We will not rest until it is wiped from our soil."

PM Modi delivers the message of a Crushing blow to terrorism!

#OperationSindoor



## Sangareddy's drone didis win Modi's praise at Mann Ki Baat

**PRATHYUSHA NALLELA AND NARENDER PULLOOR I DC HYDRABAD, MAY 25**

Drone enthusiasts from Sangareddy, who learnt operating drones and are using them to spray pesticides on agricultural fields, received a glowing praise from Prime Minister Narendra Modi in his Mann Ki Baat on Sunday.

Fifty women from the district were trained in using drones in agriculture under the Centre's pilot project "Name Drones Didi Scheme" in Sangareddy district.

There is no loss from the sun, no danger of toxic chemicals," Modi added.

Speaking with Jagan Chandra Babu Naidu, Minister for Agriculture, Modi said, "We understand a lady's perspective. For nine days, from 5 am to 3 pm, we had theory classes. After that, we had practical sessions."

After that, we had practical sessions. For nine days, from 5 am to 3 pm, we had theory classes. After that, we had practical sessions. For nine days, from 5 am to 3 pm, we had theory classes. After that, we had practical sessions.

## Operation Sindoor reflection of changing India: PM in 'Mann Ki Baat'

**New Delhi, HST** : It is his first Mann Ki Baat address since Operation Sindoor, Prime Minister Narendra Modi said the operation is a picture of a modernising India, united against terrorism and occupying the significance of 'Namaste Bharat'.

"Today, the entire nation is united against terrorism, united with the spirit of 'Namaste Bharat'," he said. "This is India's true strength — people's emotional connect and participation. Every year, in some places, a pledge is taken on this occasion, wherever people are gathered, we will give priority to produce made in India. This is not just about economic self-reliance. It is a feeling of contributing towards nation-building. One screen became a huge contribution to India's progress," PM Modi said.

He also said, "The spirit of 'Namaste Bharat' is not just about economic self-reliance. It is a feeling of contributing towards nation-building. One screen became a huge contribution to India's progress," PM Modi said.

## मन की बात में प्रधानमंत्री ने ओड़ीशा के भारोत्तोलक की सराहना की

**बरहमपुर, 25 मई (भाषा)।**

प्रधानमंत्री नरेद्र मोदी ने रविवार को 'मन की बात' कार्यक्रम में ओड़ीशा के 16 वर्षीय भारोत्तोलक को प्रशंसा की, जिसने हाल में बिहार में संपन्न हुए खेलों इंडिया युवा खेलों की उड़र 18 वर्षीय में स्वर्ण पदक जीता और नया रिकार्ड बनाया।

हरवर्ष में 49 किग्रा वर्ग में खेल में 88 किग्रा और खेलों एंड जर्क में रिकार्ड 115 किग्रा बज्रन किया रहा।

उद्यम जिससे उनका कुल वजन 203 किग्रा रहा।

उद्यम जिससे उनका कुल वजन 203 किग्रा रहा।

## PM praises Odisha weightlifter on 'Mann Ki Baat' programme

**PRESS TRUST OF INDIA BERSAMUR LOCAL MAY 25**

Prime Minister Narendra Modi on Sunday praised a 16-year-old weightlifter from Odisha, who won two gold medals in the recently concluded India Youth Championships in Bihar.

The 16-year-old, under-49 kg category, lifted 115 kg in the clean and jerk, setting a new record. He has broken the previous record of 102 kg set by Abhishek's Bhatia in 2018.

He has broken the previous record of 102 kg set by Abhishek's Bhatia in 2018.

## PRAISE | PM hails UP Bee Keepers and Athletes in 'Mann ki Baat' "Love for athletes, honeypreneurs"

**UP State Bureau NEW DELHI, MAY 25**

In the latest edition of 'Mann Ki Baat', Prime Minister Narendra Modi commended the achievements of Uttar Pradesh's youth, particularly those athletes who broke national records at the Khelo India Youth Games 2025 held in Bihar. Qadir Khan (Bareilly), Sheikh Zeehaan (Varanasi) and Tushar Chaudhary (Bijnor) earned national recognition for their exceptional performances. The PM also lauded UP's significant progress in honey production.

Chief Minister Yogi Adityanath, attending the NDA

under the Prime Minister's guidance.

CM Yogi also reiterated the state's success in beekeeping through the 'Madhumaya Abhiyan', citing nearly 60% growth in honey production. He described it as a trans-

**Khelo India stars from Bareilly, Varanasi and Bijnor set national records**

formative mission enhancing health, livelihoods, and self-reliance, in alignment with the National Beekeeping and Honey Mission.

Highlighting individual performances, Bareilly's Qadir Khan broke the 49kg record twice representing FR Islamia Inter College. Varanasi's Sheikh Zeehaan, son of an auto driver, claimed triple jump gold under challenging circumstances. Bijnor's Tushar

**Self-Reliance on global stage**

CM Yogi praised PM Modi's remarks on 'Operation Sindoor' via X, calling it a symbol of India's commitment to end terrorism. He highlighted the role of indigenous defence systems and the unity of 140 crore Indians in supporting national security.

Chaudhary, a farmer's son, lifted 286 kg to win in weightlifting's 82 kg category. CM Yogi congratulated each athlete personally.









मन की बात में पीएम मोदी ने की यूपी के युवाओं की तारीफ, खेल के मैदान से शहद उत्पादन तक की सराहना

आसराउला

Mann Ki Baat: प्रधानमंत्री मोदी ने 'शुगर बोर्ड' पहल की सराहना की, बोले- बच्चों में बढ़ रही स्वास्थ्य जागरूकता



Honey production: شہد کی پیداوار میں اضافے سے پی ایم مودی خوش، کہا- ”یہ محسّاس آتم زبھر بھارت کا ذائقہ ہے“

Business Standard

Mann ki Baat: PM Modi hails role of 'Made in India' tech in Op Sindoor

DECCAN Chronicle

Mann ki Baat: PM Modi lauds Andhra's 'YogAndhraAbhiyan'



PM MODI MANN KI BAAT - پی ایم مودی - آپریشن سندھور بدلتے ہوئے بھارت کی تصویر ہے

Hindustan Times

Maoism, Yoga Day, Operation Sindoor: What PM Modi talked about in 'Mann Ki Baat'



'ऑपरेशन सिंदूर बदलते भारत की तस्वीर', मन की बात कार्यक्रम में बोले PM Modi

mint

In 'Mann Ki Baat', PM Modi mentions Uttarakhand-based artist Jeevan Joshi

NDTV

मन की बात का 122वां एपिसोड: PM मोदी ने छत्तीसगढ़ के दंतेवाड़ा का किया जिक्र, बोले-वहां शिक्षा का लहरा रहा परचम'

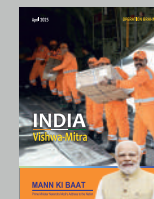
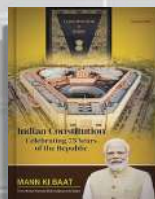
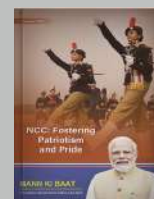
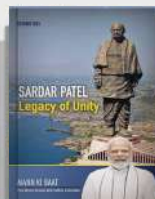
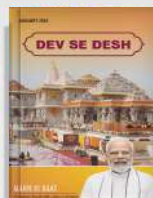
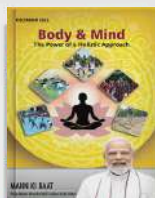
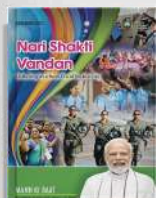
THE ECONOMIC TIMES

Mann ki Baat: PM Modi hails 'Made in India' defence power and tech in Operation Sindoor



Mann ki Baat: Operation Sindoor not just military mission but face of changing India, says PM Modi







Ministry of Information and Broadcasting  
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