

Nasha Mukht Bharat

A Collective Resolve



Prime Minister Narendra Modi's
Address to the Nation



Prime Minister's Address



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MEDIA SCAN

My dear Countrymen

Namaskar

I welcome you all once again to this new episode of 'Mann ki Baat'. All of you know that this is a platform where we bring to the fore, new initiatives and discuss the innovative ideas of our fellow countrymen. Many of these ideas are the result of people investing their boundless energy into them.

Friends, some time ago, someone wrote on social media, "On the auspicious occasion of Ashadhi Ekadashi, I am delighted to announce the launch of my initiative to make history interesting." They further explained that the idea is quite simple: visit the website and select any year. There you can easily find out which ruler ruled over what part of India at that time. I found this quite interesting too and thought of learning more about it. I discovered that this work has been done by Shriman Krishna Seshadri, a resident of Mumbai. Interestingly, Krishna ji has kept

the website's name very simple: www.bharatrajya.com The effort he has put in should reach all of you; that is why I thought, why not speak directly to Shri Krishna ji!

Friends, Krishna ji is joining us on the phone.

Prime Minister: Namaste, Krishna ji.

Krishna Seshadri: Namaste, Sir, Namaste.

Prime Minister: My friend, I've learned that you, neither belong to the tech world nor are you a history teacher; yet, you utilised technology to create a website dedicated to history. I am very curious—how did this all come about?

Krishna Seshadri: Thank you, Sir; it is a great privilege to speak with you. To tell you a little about myself: I was an engineer, then I pursued an MBA and entered the field of marketing. However, throughout all this, I maintained a deep interest in history - something I've had since childhood. So, I always wanted



to do something on history – how to make it interesting and I felt there was immense scope for improvement and change in how we teach history... we could present history to reach people as a story.

Prime Minister: Krishna ji, what aspect of Indian history did you feel needed to be known by the maximum number of people?

Krishna Seshadri: Sir, the way Indian history is taught in our schools and colleges often focuses on the perspective of a single empire or kingdom, with those specific empires receiving disproportionate attention. Consequently, we remain unaware of many other great empires—such as the Cholas, the Pallavas, the Karkota dynasty of Kashmir, or the Ahoms, who

preserved their culture and value system in Assam for at least 600 years. So, I decided to create a site that introduces people to these great empires.

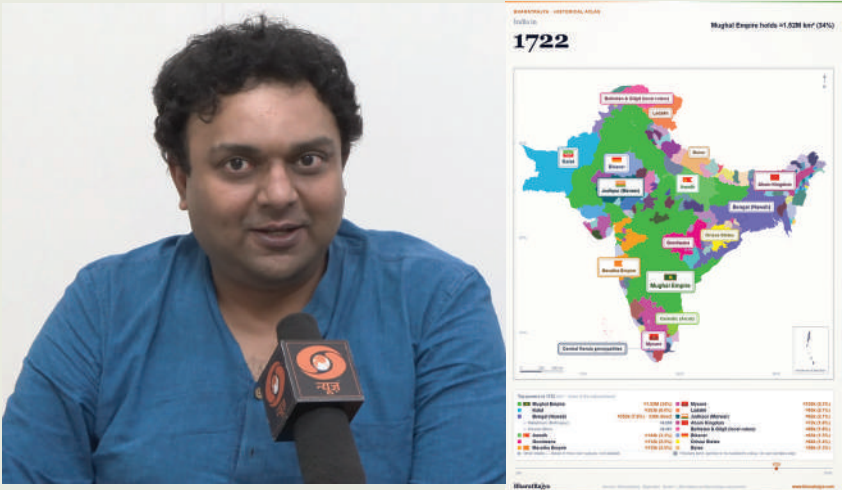
Prime Minister: Krishna ji, you work so hard; let me ask you a hypothetical question. If you had the opportunity to converse with any three figures from Indian history, who would you choose, and why?

Krishna Seshadri: Yes, Sir. First, I would speak to Rajaraja Chola or Rajendra Chola, who was one of the most powerful and significant kings of the Chola Empire Sir. So, I would want to understand the vision behind the establishment of massive Shiva temples like the Brihadisvara Temple or Gangaikonda Cholapuram. Where did that vision and planning come from?

How did the thought occur to them to create something that would inspire people for the next one or two thousand years? So, that is what I would like to know from them. And, the second personality – who, in my opinion, is a highly underrated personality in Indian history – Sir, his name is Hemu. We usually read only two or three lines about him in Indian history.

Krishna Seshadri: We often don't know the fact that Hemu was a common man, an ordinary individual and a merchant, who went on to build an empire; he was not just an empire-builder, but also a military thinker and a military genius who fought 23 battles in his career and won 22 of them. I am very interested in understanding his thought

process and the journey that took him from being an ordinary man to such a great king, Sir. The third figure is a very interesting personality – a woman named Tribhuvan Mahadevi. Her story belongs to the Bhaumakara dynasty of Odisha. Around 850 AD, the neighbouring Pala Empire invaded her kingdom, and her husband – the king was martyred in the battle. Consequently, the empire shrank, and chieftains and leaders began abandoning it; however, Tribhuvan Mahadevi took charge of the administration. She became one of the first independent rulers in Indian history. She not only stabilised the government, but also made it powerful enough to rule over Kalinga and the surrounding region for the next



Krishna Seshadri, Founder, BharatRajya

hundred years. So, these are the three interesting historical personalities I would like to meet, Sir.

Prime Minister: Krishna ji, it seems like you are re-living history now; you've been completely immersed in it. See, I have also viewed your site with great interest, and what I found the most fascinating was the tab allowing people to submit corrections and suggestions. Being open to such constructive feedback is a significant thing in itself.

Have you started receiving suggestions from people? And how do you act upon them?

Krishna Seshadri: Yes, Sir, we receive many suggestions from people. Suggestions generally fall into two categories. One type involves suggesting corrections such as pointing out which king ruled a specific region or nation at a particular time, or clarifying when a specific battle took place. We receive other suggestions such as adding specific features to the website and we consider them all. For instance, if someone suggests that a particular king ruled a specific region during a certain era, we take that suggestion

and cross-reference it with our sources. Someone suggested to us that while we had showcased India as a whole, it would be even better to display information similarly at the regional level; so, we implemented that feature. And then another suggestion led us to create a 'trump card' style feature compiling data and statistics for various empires to make the content more engaging for children. Someone also suggested consolidating these resources so they could be easily downloaded and shared, a feature that we are currently implementing. It's important for us to know that we are bound to make mistakes - we aren't the best. That is precisely why we consciously included a 'correction' tab; we want this to be a collaborative platform where contributions help us build a site that makes history an enjoyable subject for years to come.

Prime Minister: Krishna ji, you have truly accomplished something remarkable. Okay, apart from history, you must be having a lot of other hobbies... or do you engage in other activities as well!

Krishna Seshadri: Well,

actually, Sir, I'm a bit of a boring person.

Prime Minister: (Laughs)

Krishna Seshadri: I'm deeply interested in technology and history, and now that the two have come together, I spend my entire day immersed in that.

Prime Minister: Well, Krishna ji, I extend my very best wishes to you. You have made a good start, and your approach is such that people will connect with it – I am fully confident of that. My best wishes are with you.

Friends, this initiative by Krishna ji will help not only history students, but all of us to learn about our past in an engaging way. If you also have information about such initiatives, please do share it.

My dear countrymen, The 'Nasha-mukt Yuva for Viksit Bharat' campaign is currently



gaining momentum rapidly across the country. Its goal is absolutely clear: Drug-free youth; a Drug-free India.

I am happy that this campaign has not remained merely a formality; many people especially our youth are becoming a part of it in large numbers. After all, this is our collective resolve for the health, happiness, and bright future of India's youth.

Friends, Drug addiction does not just engulf a single individual; the entire family and society have to bear the consequences. I would like to commend those who raise awareness against drugs and step forward to help individuals struggling with addiction. Can you come up with a powerful slogan for a

drug-free India? Can our young musicians create songs that convey the message of a drug-free life? Can students and theatre groups write touching short plays that highlight the dangers of drugs while also showing the path to recovery? Our country has no shortage of excellent content creators. I urge them to create content in various languages that helps society in this endeavor. You can use your creativity as a medium for social change. Do share your efforts on social media using the relevant hashtag. Often, creative efforts prove more impactful than formal campaigns. Let us all play our part in this noble mission to keep India's youth away from drugs and free from addiction. Do share your efforts on social media with the hashtag

#NashaMuktYuva

My dear countrymen, The month of August brings with it myriad hues of patriotism all around. During this time, the spirit of love for the nation intensifies in everyone's heart.

Occasions such as 'National Handloom Day' and the anniversary of the 'Quit India Movement' to 'Partition Horrors Remembrance Day' make this month special. 'Independence Day' and 'National Space Day' fill every countryman with pride. The 'Har Ghar Tiranga' campaign further strengthens this sentiment. This year has become even more special as it marks the 150th anniversary of 'Vande Mataram'. This time, over 8 crore 'Tiranga selfies' were uploaded.

And this celebration of the





Tricolour was not limited to India alone; this year, through the 'Suryapath Tiranga' initiative, our flag embarked on a unique journey across the globe. The Tricolour was hoisted in Suva, Fiji, at the first light of dawn. Subsequently, it was unfurled at Indian Missions and Posts across Asia, Africa, Europe, and eventually San Francisco in America. You can imagine how magnificent those scenes must have been; as the sun traversed across the world, the Indian Tricolour was hoisted in its wake. Such efforts bind society together and deepen our connection with the nation. I extend my heartiest congratulations to everyone involved in these initiatives.

My dear countrymen, From morning till evening, lakhs of women across the streets of our

cities and towns are engaged in their work. Some sell vegetables or fruits, others run tea stalls, while some sell flowers, earthen lamps, and worship materials. Often, a mere lack of capital prevents their businesses from growing further. But now, lakhs of such mothers and sisters are gaining new strength through the 'PM SVANidhi Yojana'. This aspect of 'women empowerment' is not discussed as much as it should be. Women account for approximately 46 per cent of the beneficiaries of the 'PM SVANidhi Yojana'. This means that around 35 lakh women across the country are expanding their businesses by connecting with this scheme.

Friends, Babita Sharma ji from Ghaziabad is an excellent example of this. Babita ji used



to run a small stall selling items for worship such as flowers, earthen lamps, incense sticks, and coconuts, thereby contributing to her family's livelihood. She worked very hard, but capital was needed to grow the business. She received financial assistance through 'PM SVANidhi'. She increased her stock and expanded her business. Her customer base and income grew, and gradually, her small roadside stall transformed into a proper shop.

Friends, The story of T.S. Ningamma ji from Bengaluru is also very inspiring. Ningamma ji and her husband started a small venture selling idli, dosa, and sambar. The business took off, but capital was required to take it to the next level.

Ningamma ji also received

support from 'PM SVANidhi'. She upgraded her cart, began purchasing supplies in bulk, and added new items to her menu. As customers and earnings increased, the family's financial situation improved. Today, she is able to provide a better education for her three children.

When a woman's business grows, the future of her entire family advances along with it. Children receive a better education, household needs are met, and the woman's self-confidence is strengthened. This is, indeed, a living example of 'women's empowerment.' I extend my best wishes for a bright future to all the sisters involved in street vending.

My dear countrymen, Cleanliness has a remarkable quality. When the resolve to

keep a place clean becomes the people's own commitment, the transformation is not limited merely to tidiness; it completely changes the identity of that place. Such efforts towards cleanliness in various parts of the country constantly inspire us. There is a village named Patwai in Rampur, Uttar Pradesh. Two friends there, Akash and Rohan, noticed that their local area had become littered with filth. That was all it took; Akash and Rohan picked up garbage bags and set out to clean the area. Gradually, other young people joined them, and a team was formed – named 'Clean-up Patwai.' These youths have cleaned four Ganga ghats so far and removed over a tonne of plastic waste. They have also cleaned numerous ponds and

public spaces.

Friends, Similar inspiring scenes of cleanliness and public participation were witnessed during the recent Shri Amarnath Ji Yatra. Thousands of sanitation workers toiled day and night to serve pilgrims along the arduous routes. During this year's pilgrimage, more than 400 metric tonnes of waste were collected and processed. There was one aspect of this effort that I particularly appreciated: pilgrims themselves became active participants in this cleanliness drive. Over 16,000 pilgrims took a pledge for cleanliness; more than 10,000 were awarded the 'Responsible Yatri' certificate. A unique experiment also took place here: dung from the horses and mules used during the pilgrimage was

Swachhata: A People's Movement





WOMEN TURNING SMALL BEGINNINGS INTO BIG POSSIBILITIES

converted into biogas, and this clean energy was used to light the 'Swachh Jyot'. In essence, cleanliness became a form of service and faith during this holy pilgrimage to Baba Barfani.

Friends, Whether it is our villages or cities, our rivers or pilgrimage sites—their identity is shaped by our conduct. And when cleanliness becomes a part of that conduct, the beauty of the place is further enhanced.

My dear countrymen, Sometimes a small hobby opens the door to great possibilities in life. The journey of Vesalu Puro from the Phek district of Nagaland is a case in point. Vesalu ji grew up in a farming family; she had watched her parents farm since childhood and had a deep love for flowers. In 2021, she began cultivating flowers on a small scale, driven

by this very passion.

Gradually, she began to see a possibility in it. She observed that there was a constant demand for flowers, whether for weddings or other festivals. Vesalu decided to take her hobby further. Along the way, she received training in scientific flower cultivation from the local Krishi Vigyan Kendra. Then she planted thousands of gladiolus bulbs on just a quarter-acre of land. In her very first attempt, over 5,000 flowers bloomed. Friends, this success marked a new beginning for Vesalu. She took her flower cultivation efforts further. Flowers that once remained confined to local markets are now traveling from Nagaland to cities like Delhi and Mumbai. Vesalu Puro ji's journey demonstrates that when a passion is combined with hard

work and proper guidance, it can pave the way for new possibilities.

My dear countrymen, There are many people around us who initiate a small effort, and by and by, that effort transforms the lives of countless others. There is a village named 'Dhodrokusum' in the Debrigarh region of Odisha. Until a few years ago, Maithili Bhue ji from this village would visit the forest almost daily—sometimes to gather firewood, at other times to collect Mahua flowers and Kendu leaves, or to harvest bamboo shoots and other forest produce. The forest met many of the needs of her family and numerous others in the area; however, Maithili ji then became associated with Debrigarh Eco-Tourism. This

marked a shift in her relationship with the forest, taking it towards a new direction.

Forest conservation now became a means of livelihood for her. Friends, this transformation in Maithili ji's life inspired other women as well. Today, more than 60 women are actively involved in forest conservation. Some have taken up the responsibility of protecting wildlife, others are engaged in developing grasslands, and some are contributing to eco-tourism activities.

Friends, Maithili ji and these sisters from Debrigarh have demonstrated that it is possible to protect nature while also achieving prosperity in life. The efforts of all these sisters serve as a great inspiration for all of us.



Friends, Today the flight of our daughters' dreams is soaring from the earth to outer space. And you will be proud to know that India is bringing together thousands of daughters who are nurturing such dreams, from across the globe. This initiative is named 'Mission ShaktiSAT.' Through it, 12,000 girl students from 108 countries are getting the opportunity to learn satellite technology and to advance in the field of innovation. On August 23rd – National Space Day, a wonderful glimpse of this mission was seen in Greater Noida, Uttar Pradesh. The second phase of Mission ShaktiSAT was launched at the Gautam Buddha University. On this occasion, around 100 female students from India and various other countries came

together. Students selected from India's remote regions are also participating.

The goal of this entire initiative is truly special: preparations are underway to send a satellite developed entirely through the participation of female students into lunar orbit. Friends, I am confident that many of these students will carve out a distinct identity for themselves in the fields of science, technology, and innovation in the future.

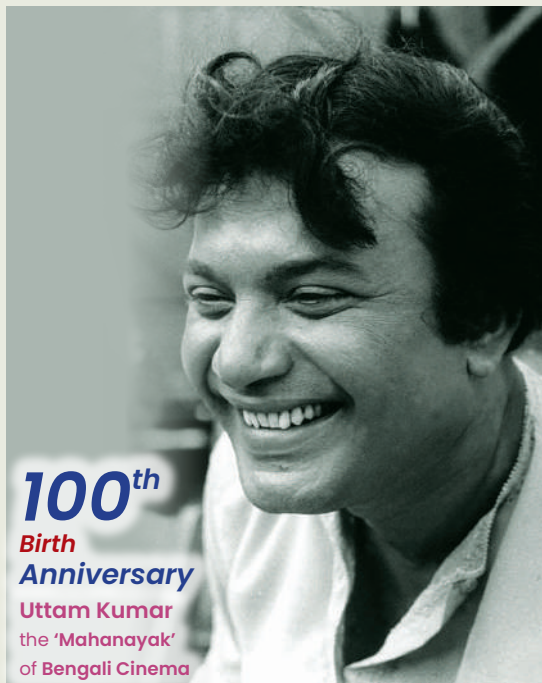
My dear countrymen, The avocado fruit is creating quite a buzz these days. Hardly anyone knew about this fruit in the past; both its value and demand were low, but today it is frequently seen on dining tables. It has become a preferred choice in the health and premium markets.



This is also very helpful for our farmer brothers and sisters. There's an example of Varadaraj ji from Kadappa in Andhra Pradesh. He had been cultivating tomatoes and bananas on his farm for years. One day, he saw an avocado crop at a friend's farm. Subsequently, he gathered information about it on YouTube. So far, he has produced nearly 4 tonnes of avocados. Today, he

supplies them directly to local shops. The new crop, scientific advice, and direct marketing have completely transformed the earnings from his small farm. Chandrashekharan ji, a farmer from Kodaikanal in Tamil Nadu, started growing avocados on half a hectare of land. It is fetching him good prices, and his income has increased. In Chikkamagaluru, Karnataka, some farmer brothers and sisters have even planted avocados amidst their coffee plantations.

This allows them to earn additional income alongside coffee and black pepper.



Friends, we often hear about the avocado toast in city restaurants, but through this very avocado, our innovative farmers have discovered a new recipe for earning. In other words, the avocado from our own country has enhanced the taste of your toast while simultaneously boosting the farmers' income.

My dear countrymen, In just a few days, on September 3rd, we will celebrate the birth centenary of the legendary Uttam Kumar. Friends, Uttam Kumar was a versatile actor who became deeply embedded in people's hearts through



his acting. Film lovers believe that Satyajit Ray wrote the entire script for the film 'Nayak' (The Hero) with Mahanayak Uttam Kumar in mind. Shriman Satyajit Ray had remarked that he possessed remarkable emotional depth alongside great dignity. He worked very hard to bring his characters to life. Uttam Kumar ji was known not only for his natural ease, but also for his philanthropy. His life offers another great lesson: Never give up. Although his early films did not fare well, he remained focused on his work. It was this dedication that enabled him to reach such great heights. Friends, I recall passing by Uttam Kumar ji's house while doing a roadshow in Kolkata. Someone there even gifted me a photograph of him. I once again

pay tribute to the legendary Uttam Kumar ji; he will forever reign in our hearts.

"Mahanayak Uttam Kumar cheerodin maanusher hridaye Raj Korben"

My dear countrymen, Our festivals and celebrations not only uphold our traditions, but also provide us with opportunities to connect with one another. In the coming days, we are set to celebrate several more significant festivals. The holy festival of Janmashtami falls on September 4th. We will also celebrate Vishwakarma Puja in September. On this occasion, we should honour the artisans, craftspeople, and Vishwakarma friends in our communities. Deepawali is also approaching in a few months, and preparations for it are already gradually

underway. **During this festive season, I once again urge you to be 'Vocal for Local.'** Being 'Vocal for Local' does not merely mean buying earthen lamps; the vision behind it is much broader.

Whatever item we purchase for our homes, do ensure to see that it is made in India. The path to India becoming self-reliant will be paved only by taking pride in products made in India. It is also our responsibility to convey this message to as many people as possible. Our friends from the creative world, influencers, and celebrities also have a significant role to play in that. I urge you to personally embrace the 'Vocal for Local' spirit and inspire others to do the same.

Friends, There must be many people around you who are bringing about significant change in society through their small yet impactful efforts. Do write about them for 'Mann ki Baat'. The experiences you share could become a source of new inspiration for someone, somewhere in the country. I look forward to your suggestions and experiences.

Thank you very much.

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



MANN KI BAAT

Special Mentions by Prime Minister





BharatRajya

India's Forgotten Kingdoms find a Digital Home



For generations, Indian history has often been encountered through static textbook maps and exhaustive lists of dates. Millions of students have absorbed the past as a sequence of isolated, localised empires, rarely seeing a synchronised, pan-India picture. Krishna Seshadri—an engineer who later pursued an MBA and transitioned into marketing harboured a fifteen-year dream to change that dynamic. He envisioned a dynamic digital atlas that would let anyone watch the history of the Indian subcontinent move, rise, overreach, and shift across time.

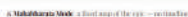
This vision culminated in **BharatRajya** (bharatrajya.com), an interactive historical atlas spanning centuries of political development across roughly a thousand districts. Yet, the path from a long-standing personal interest to a fully functional public tool required bridging a significant technical gap.

The platform directly addresses a fundamental missing piece in traditional education: the synchronised all-India view. Standard curricula often present history from the lens of one dominant region at a time, leaving gaps regarding who ruled elsewhere simultaneously. Seshadri pointed out that while dominant northern powers received massive focus, significant dynasties like the Cholas, the Pallavas, the Karkota dynasty of Kashmir, and the Ahoms of Assam who preserved their culture and governance for nearly six centuries, were frequently left out of mainstream awareness.



This fresh approach caught national attention when Prime Minister Narendra Modi highlighted the initiative on the 137th episode of 'Mann ki Baat'. The Prime Minister commended the platform's ability to make history engaging for everyone, noting how picking any year reveals who governed which region at that time.

As Seshadri candidly shares,



he was passionate about history, believing firmly that when taught as stories, people carry it with them for life, whereas reducing it to dates causes people to question why the subject exists. What he lacked for fifteen years was technical coding capability:

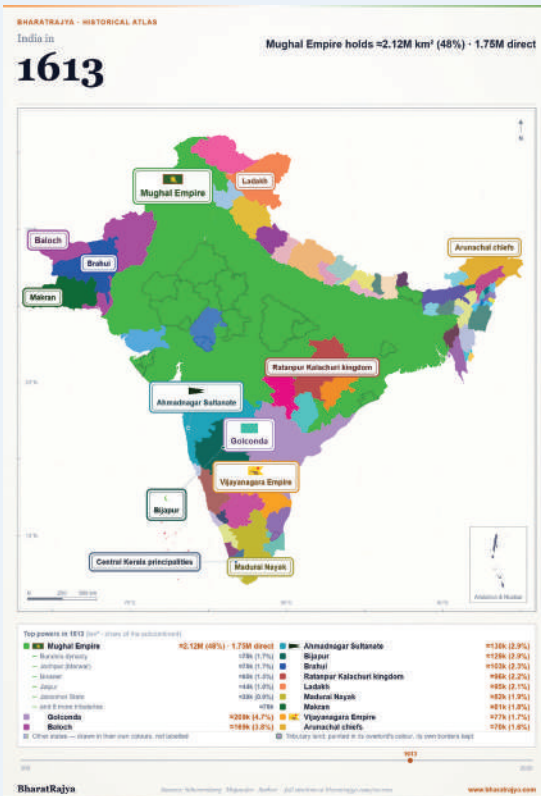
"The idea was there. I knew exactly what I wanted. What I lacked was the technical skill to turn any of it into something real."

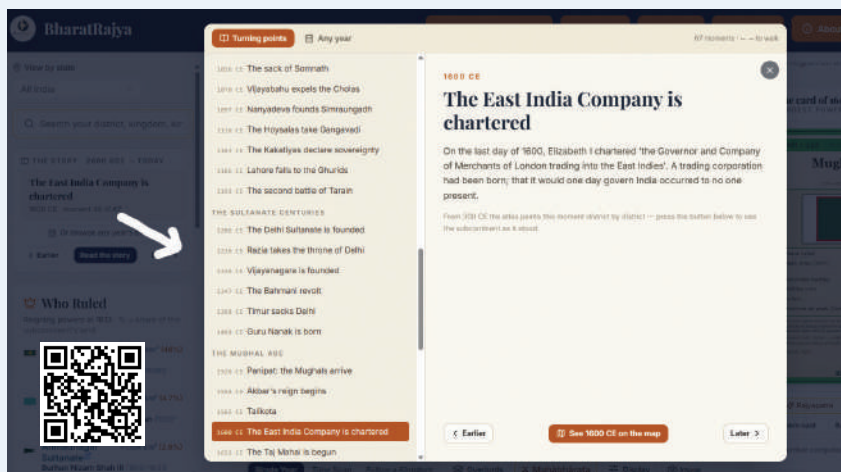
The emergence of generative AI, bridged this technical gap. Seshadri built the complex platform line by line, prompt by prompt, through iterative AI-assisted debugging sessions. AI enabled a non-developer to construct an interactive web architecture that processes temporal and territorial data across roughly a thousand districts.

Recognizing this achievement, Prime Minister Narendra Modi commended the AI-powered project on 'Mann ki Baat', noting how it makes exploring India's past accessible to everyone.

How to Explore History on BharatRajya

The website is designed to be simple, interactive, and fun for anyone, whether you are a student, preparing for exams, or just curious about your hometown. Here is how you can use it:





- **Use the Time Slider :** At the heart of the website is an interactive timeline. You can click and drag a slider across different years to watch empires grow, shrink, or completely disappear across the map.
- **Pick a Specific Year :** If you want to know who was ruling India in a particular year like 1600, you can type or select that exact year. The map will show you every kingdom and ruler present across different regions at that very moment.
- **Search by Region or Kingdom :** You can focus on a single region or kingdom (like the Cholas, the Marathas, or the Ahoms of Assam) to trace

how their territory expanded or changed over decades.

- **Click on Districts :** The map breaks down territory into local districts rather than just massive regions. Clicking on a district reveals historical details, major battles, regional capitals, and local timelines tied to that specific area.

Dedicated to the memory of his late aunt, Kalpana Chitti, BharatRajya represents an earnest, open-source endeavor inviting students, UPSC aspirants, and history enthusiasts to assemble and refine a shared understanding of India's past.

Nasha Mukht Yuva for Viksit Bharat



India's youth which is over 65 per cent of the population under the age of 35 represent the nation's greatest asset in its journey towards Viksit Bharat@2047. Recognising that this demographic strength can only translate into national strength if the country's young citizens remain physically fit, mentally sound, and free from addiction, the Government of India has placed the fight against substance abuse at the centre of its youth policy. The 'Nasha Mukht Yuva for Viksit Bharat Sankalp Abhiyaan', launched by Prime Minister Shri Narendra Modi on 2 August 2026, marks the most ambitious expression of this resolve yet.

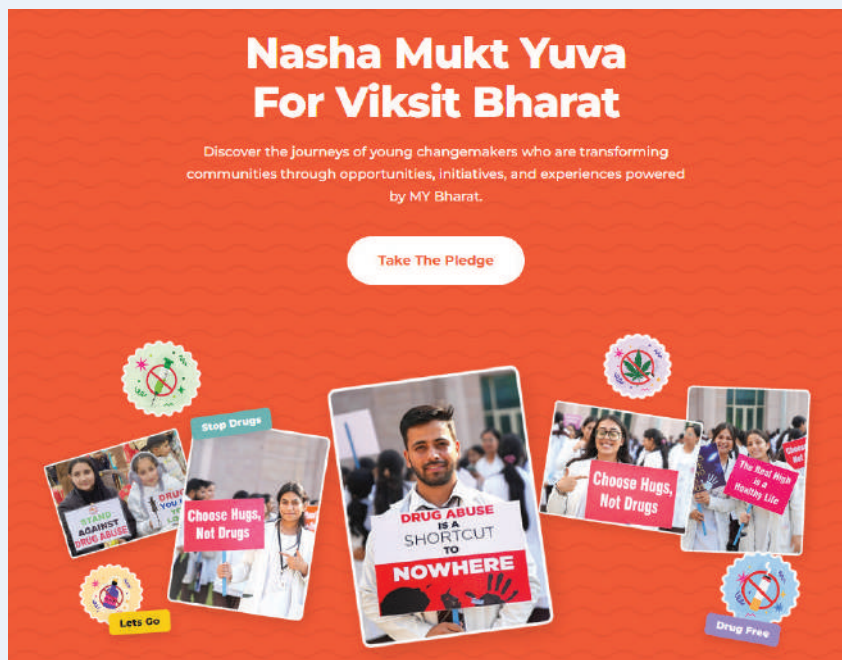
From Pilot to National Movement

The campaign did not emerge overnight. Its roots lie in a pilot project launched in Kashi (Varanasi), supported by more than 125 spiritual organisations and numerous NGOs under the Kashi Declaration—an initiative that combined scientific awareness, spiritual energy, and cultural

conviction to address addiction among youth. Encouraged by its success, the Government scaled the idea into a full national project. On 2 August 2026, the Prime Minister addressed a nationwide video conference connecting over one crore young citizens from more than 28,000 locations, calling on “every citizen, especially our youth,” to join the movement. Nearly 10,000 locations across the country held simultaneous pledge ceremonies, with over one crore youth taking the Nasha Mukti Pledge and committing to serve as Nasha Mukta Yuva Volunteers.

A 100-Week Jan Bhagidari Movement

What distinguishes this campaign from conventional awareness drives is its sustained architecture. Conceived as a 100-week people's movement, it will see youth-led activities organised every Sunday spanning sports competitions, walkathons, meditation sessions, cultural programmes, art competitions, and nukkad nataks (street plays) to continuously draw in new participants and keep the message alive at the grassroots. Outstanding volunteers and



organisations will be recognised at the 50th, 75th, and 100th week milestones, reinforcing the spirit of public service. Union Minister of Youth Affairs & Sports, Dr. Mansukh Mandaviya, described the initiative as a milestone in realising the vision of Viksit Bharat@2047, noting that MY Bharat the Government's youth engagement platform connecting over 2.3 crore young people has been mobilised to carry the movement forward, much as Jan Bhagidari transformed Swachh Bharat and Fit India into mass successes. On the digital front, My Bharat platform has opened creative avenues for youth participation, including essay writing on

"Imagine a Nasha Mukht Future," slogan competitions, folk songs, and nukkad natak contests.

Institutional Backbone: NAPDDR and Nasha Mukht Bharat Abhiyaan

The youth mobilisation is anchored in a wider institutional framework led by the Ministry of Social Justice & Empowerment (MoSJE), the nodal ministry for drug demand reduction. Its National Action Plan for Drug Demand Reduction (NAPDDR) supports prevention, treatment, and rehabilitation through Integrated Rehabilitation Centres for Addicts, Community-based Peer Led Interventions, and District De-Addiction Centres, while the





Nasha Mukta Bharat Abhiyaan (NMBA), launched in 2020 and extended to all districts since August 2023, drives awareness at the grassroots. The Ministry's first national survey found that more than 7 crore individuals in India are affected by substance use disorder, including nearly 1.2 crore children and 58 lakh women. In response, treatment and rehabilitation infrastructure has expanded significantly: the number of persons seeking treatment rose by 294 per cent, from 2.08 lakh in 2020 to over 8.20 lakh in 2025, supported by 768 de-addiction centres nationwide and a toll-free helpline, 14446, which has received 4.69 lakh calls.

A Whole-of-Society Effort

The campaign's underlying philosophy rejects both denial and stigma. Families are encouraged to seek medical help openly rather than

concealing addiction for reasons of social prestige, while those recovering from substance abuse are to be met with respect rather than judgment, in recognition of the courage such recovery demands. Colleges and universities have also been urged to weave discussions on the dangers of drug abuse into regular teaching and to lead anti-drug movements on their campuses.

Taken together, these efforts from the Prime Minister's direct appeal to the institutional groundwork of NAPDDR and NMBA to the creative energy channelled through MY Bharat—reflects a coordinated national resolve. A drug-free youth is not merely a public health goal rather, it is rather a precondition for the confident, capable, and productive citizenry that Viksit Bharat@2047 demands.

SURYAPATH TIRANGA

A flagship initiative under **Har Ghar Tiranga 2026**

Har Ghar Tiranga

Dedicated to the Spirit of Vande Mataram
9 to 17 August 2026

MISSION OR POST NAME



“Over the past few years, the ‘Har Ghar Tiranga’ campaign has united the entire nation with a remarkable spirit. This year too, let us carry forward the ‘Har Ghar Tiranga’ campaign with great enthusiasm.”

— Narendra Modi
Prime Minister

This Independence Day witness a global relay of the Tiranga following the rising sun across the globe

The Tricolour was first hoisted at dawn in Suva, Fiji, and subsequently unfurled across 54 Indian Missions and Posts, creating a remarkable flag-hoisting chain spanning more than 19 hours and geographically linking the Pacific, Asia, Africa, Europe and the Americas.



High Commission of
India, Suva, Fiji



Embassy of India
Hanoi, Vietnam



High Commission of India
Kuala Lumpur, Malaysia



Embassy of India
Tashkent, Uzbekistan



Embassy of India
Abu Dhabi, UAE



Embassy of India
Riyadh, Saudi Arabia



Embassy of India
Moscow, Russia



Embassy of India
Tel Aviv, Israel



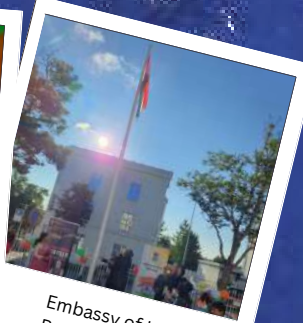
High Commission of India
Pretoria, South Africa



Embassy of India
Paris, France



High Commission of India
London, United Kingdom



Embassy of India
Reykjavik, Iceland



Embassy of India
Brasilia, Brazil



Embassy of India
Georgetown, Guyana



The Consulate General of India
San Francisco, USA

PM SVANidhi Scheme

An Initiative to Empower Women Street Vendors



Every day, millions of women work tirelessly from morning till evening on the streets of our cities and towns. Some sell fresh fruits and vegetables, some run roadside tea stalls, while others sell flowers and religious offerings to support their families. There is no shortage of dreams or determination in these women, but often the lack of even a small amount of capital holds back the growth and potential of their businesses.

Highlighting this issue in his 'Mann ki Baat' programme, Prime Minister Narendra Modi explained how the 'PM SVANidhi Scheme' is proving to be a lifeline for millions of these mothers and sisters. One of the scheme's greatest achievements is that women account for nearly 46 per cent of its total beneficiaries. Today, around 3.5 million women across the country are expanding their businesses with the help of these collateral-free loans and becoming financially self-reliant.



From Struggle to Success: The Story of Babita Sharma from Ghaziabad

When a woman's business grows, it not only improves her own financial situation, but also transforms the economic well-being and future of her entire family. Babita Sharma of Ghaziabad is a shining example of this. Despite facing difficult circumstances, she did not give up and with the support of PM SVANidhi carved out her own path to success.

Recalling the challenging period during the lockdown and how she began her journey, Babita says:

"My husband passed away before the lockdown. I had children to look after and a small roadside stall. During the lockdown, shops were not



Babita Sharma

allowed to open, and I had to face many difficulties. There were times when we did not even have enough food at home. That was when one of my brothers told me about PM SVANidhi. I got



the card made and received a loan of Rs.10,000. With that money, I restarted my shop, and gradually, my business picked up."

This journey which began with Rs.10,000 did not stop there. Babita made effective use of the successive benefits offered under the scheme and continued to expand her business:

"Once I repaid the Rs.10,000 loan, I got a loan of Rs. 20,000. I invested that money in my shop, which helped me provide better care and support for my children. After that, I received a loan of Rs.50,000, with which I was able to build a permanent shop. Today, any woman can benefit from this scheme without needing any recommendation or influence. I want all women to

come forward without hesitation and become self-reliant with the help of this scheme."

From a Street Cart to Shop: The Journey of T.S. Ningamma from Bengaluru

The story of T.S. Ningamma who sells idlis, dosas, and South Indian dishes in Govindarajanagar, Bengaluru, also proves that when access to capital comes at the right time, even the smallest business can turn into a great success. Recalling the burden of high interest rates and the challenges of finding a suitable place during the initial phase, Ningamma says:

"Earlier it was very difficult to arrange capital. I used to borrow money at interest and it would take me two to three years to repay it. The BBMP authorities



T.S. Ningamma



would also take away our carts several times, so I had to change locations nearly five or six times. But through PM SVANidhi, I received a loan of Rs.10,000 which I repaid within just nine months without the burden of high interest. This made things much easier for me.”

Like Babita, Ningamma also expanded her business significantly by availing loans of Rs.20,000 and Rs.50,000, transforming the standard of living of her family in the process:

“After receiving the Rs.50,000 loan, I expanded my business further. I bought equipment to make paranthas and dosas and also hired workers. As the number of customers increased, I saved money and purchased half a site also. I educated my children and got my daughter married. Now my children are also well settled. Today I can proudly say that I no longer face any financial difficulties.”

To inspire other women her clear message is:

“We should make use of whatever facilities the government provides. If we repay our loans properly, the government also recognizes our efforts and provides us with greater support. Women should make use of these opportunities to become self-reliant.”

The success stories of millions of women like Babita Sharma and T.S. Ningamma are the most vivid and grassroots examples of women’s empowerment. The PM SVANidhi Scheme is not merely a loan of a few thousand rupees; it is the capital that is enabling women to secure dignified livelihoods, build self-confidence, and create a better future for their children. When a woman becomes economically empowered, the entire nation is truly empowered.



Manoj Sinha

Lieutenant Governor, Union
Territory of Jammu and Kashmir

WHEN SEVA MEETS SWAGHHATA

**A CLEANER SHRI
AMARNATH JI
YATRA- 2026**

Shri Amarnath Ji Yatra is a powerful symbol of faith, devotion, and togetherness. Every year, thousands of pilgrims travel to the Holy Cave, passing through a region that is both spiritually significant and environmentally delicate to pay obeisance to Baba Barfani. Located at an altitude of about 3,888 metres, the Holy Cave lies in one of the most sensitive Himalayan ecosystems. This makes the Yatra not only a sacred pilgrimage, but also a shared responsibility to keep the mountains clean, safe, and protected. This vision guided our approach to Shri Amarnath Ji Yatra (SANJY-2026). We went beyond traditional sanitation measures to build a sustainable, zero-landfill system where the administration, sanitation workers, volunteers, local communities, and pilgrims worked together as partners.

At the start of SANJY-2026 preparations, I had directed all concerned departments to make sanitation and waste management a core part of the Yatra. Our goal was to ensure a clean, safe, and spiritually fulfilling pilgrimage while safeguarding the fragile Himalayan environment.

The appreciation of these collective efforts by Hon'ble Prime Minister Shri Narendra Modi Ji during the 137th episode of 'Mann ki Baat' has brought national recognition to an endeavour that belongs to the thousands of people who worked silently behind the scenes.

A Himalayan Sanitation Mission

From Lakhanpur to the Baltal and Pahalgam routes, a robust sanitation and waste-management network supported Shri Amarnath Ji Yatra. Nearly 70 km of tracks were kept clean, with over 8,000

toilet and bathing facilities and 15 waste-management centres serving pilgrims. More than 400 metric tonnes of waste were scientifically processed during the Yatra, while awareness campaigns helped reduce waste generation. A structured waste-segregation system, recycling measures, wastewater treatment, water ATMs, and the distribution of around 1.5 lakh cloth bags promoted a cleaner and greener pilgrimage. A pilgrimage begins with faith, but its true spirit is reflected in **Niswarth Seva (selfless service)** along the way.

The Unsung Heroes of the Mountains

In the most remote stretches of Shri Amarnath Ji Yatra, where vehicles could not reach, mules became crucial partners in carrying segregated waste for safe processing. On high-altitude routes such as MG Top situated at 14,000 feet, they served as the vital link in keeping the mountains clean. Equally important were the sanitation



workers. More than 7,100 personnel worked in shifts, often in harsh weather and around the clock, to maintain clean tracks, functional facilities, and effective waste management. Though their efforts often went unnoticed, they were the backbone of a clean and dignified Yatra of Baba Barfani.

Seva Without Barriers

The sanitation mission of this year's Yatra was built on





inclusion. Dedicated Pink toilets and bathing facilities, managed by local Kashmiri women and sanitation workers, ensured safe and dignified services for female pilgrims. Persons with disabilities, including Shafaqat Hussain and Javid Ah of Kupwara, became part of the sanitation workforce, demonstrating that dignity of labour and the spirit of Seva know no barriers. Their contribution reflected a Jammu & Kashmir where everyone can play a meaningful role in a shared purpose. I believe true seva is measured by what we contribute.

From Swachhata as Service to Swachhata as Seva

Infrastructure alone cannot

create a clean pilgrimage. A truly clean holy Yatra requires a change in behaviour.

That is why SANJY-2026 placed the Yatri at the centre of the Swachhata mission. Through the Cleanliness Pledge and the Responsible Yatri initiative, pilgrims were encouraged to become custodians of the Himalayan environment. More than 16,000 pilgrims took the cleanliness pledge, while over 10,000 received the Responsible Yatri certificate.

Swachhata transcended an administrative service delivery exercise and evolved into a shared responsibility and an expression of faith. Every pilgrim who chose to dispose of waste responsibly contributed to this collective effort. Such small acts of Seva, repeated by thousands, helped foster a lasting culture of cleanliness and respect for the sacred Himalayas.

Innovation in the Service of the Himalayas

Shri Amarnath Ji Yatra showed how tradition and innovation can work together for





a cleaner pilgrimage. Digital tools such as QR-enabled feedback systems, real-time reporting apps, and AI-based multilingual guides improved service delivery and pilgrim engagement.

At the same time, sustainable initiatives like reusable utensil banks, waste-to-briquette projects, biogas generation from mule dung, and awareness campaigns promoted responsible waste management. The “Gandhi Stick” encouraged pilgrims to pick up litter without direct contact. These efforts proved that technology is most valuable when it supports people, preserves nature, and strengthens collective responsibility.

A Model Beyond the Yatra

The experience of SANJY-2026 offers lessons far beyond Shri Amarnath Ji Yatra. It showed that large pilgrimages can be managed sustainably through advance planning, scientific waste management, technology, and active public participation. Even in challenging Himalayan terrain, practices such

as source segregation, resource recovery, waste-to-energy initiatives, and community involvement delivered strong results. Going forward, we will further strengthen monitoring systems, expand sustainable waste solutions, and continue investing in the welfare and capacity of sanitation workers.

Hon’ble Prime Minister’s recognition in ‘Mann ki Baat’ is an honour not merely for the Government of Jammu & Kashmir, but for every sanitation worker, administrator, volunteer, local resident, service provider and pilgrim who contributed to this collective endeavour.

The true measure of SANJY-2026 is not the amount of waste managed or the tracks cleaned, but whether we leave the Himalayas better than we found them. Its success lies in inspiring every devotee of Baba Barfani to recognise that faith and responsibility go hand in hand and that protecting the mother nature is an essential part of holy pilgrimage.

THE SPIRIT OF SWACHHATA PATWAI'S COMMUNITY STORY

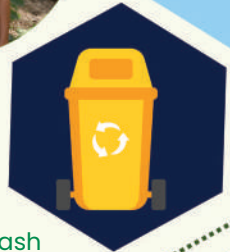


In his 137th 'Mann ki Baat' address, the Prime Minister spoke of Patwai, a village in Rampur, Uttar Pradesh, where two friends turned their frustration with a littered Ganga ghat into a cleanliness movement. *"The ghat is the pride of our village, but it was dirty,"* says Akash Yadav. *"Taking photos and complaining would not help. We would have to do it ourselves."*





Rohan Dev,
Patwai, UP



What started as Akash and Rohan picking up trash soon grew. "People used to laugh," Akash recalls, "but when we posted a few videos on Instagram, more friends joined in. Today we are more than 15 young people." Together, the team 'Clean-up Patwai' has cleared four Ganga ghats and removed over a tonne of plastic.



Aakash, Patwai, UP

The real struggle, Akash says, isn't money or manpower: "**The hardest thing is changing people's mindset.** People do clap, but the next day they throw the same garbage again." Still, being named in 'Mann ki Baat' changed something. "The whole of Patwai was happy. Now everyone feels proud."

His message: "Don't wait for the government. Pick up one sack, clean one drain."



Nature, Enterprise and Empowerment

Stories of Women Changemakers



When women transform their interests, skills and local resources into opportunities for livelihood and community development, it becomes a matter of pride for the whole nation. Their journeys create pathways to empowerment. The stories of Vesalu Puro from Phek district, Nagaland, and Maithili Bhue from Odisha's Debrigarh region, highlighted by the Hon'ble Prime Minister, reflect two such journeys. While Vesalu has developed her passion for flowers into a floriculture enterprise, Maithili has found dignity and economic independence through forest conservation and eco-tourism. Their experiences depict how individual initiative can inspire wider community participation and contribute.

From Flower Cultivation to Enterprise

For Vesalu Puro, farming has always been part of life. Growing up in a farming family, she developed a deep love for flowers, which inspired her to



Vesalu Puro

begin floriculture in July 2021. Recognising the steady demand for flowers during weddings and festivals, Vesalu decided to explore commercial cultivation. Training from Krishi Vigyan Kendra (KVK), Phek, helped her learn scientific methods, including soil preparation, crop management and improved growing practices. Support from CSIR-NEIST (Council of Scientific and Industrial Research - North East Institute of Science and Technology), Jorhat, under the CSIR Floriculture Mission, further enabled her to adopt protected cultivation through a polyhouse. Describing the role of training, she explains, "These experiences helped me combine traditional farming knowledge with modern techniques."

Her early experience with gladiolus flower proved encouraging. After planting thousands of bulbs on a quarter-

acre of land, she witnessed more than 5,000 flowers bloom during her first attempt. Recalling the significance of her first harvest, Vesalu shares, "Seeing the first flowers bloom and successfully selling the harvest gave me confidence that flower cultivation could become a viable livelihood. It encouraged me to experiment with more varieties."

Vesalu's journey, however, was not without challenges. Weather conditions, heavy rainfall, issues related with transportation, infrastructure and market-access presented difficulties. She overcame these through continuous learning, experimentation and adaptation, supported by guidance from KVK Phek and CSIR-NEIST.

Her flowers, once sold primarily in local markets, gradually began reaching cities. Explaining this transition, she says, "It has been exciting but





Maithili Bhue

challenging. Cut flowers are delicate and highly perishable, and transportation from a hill region can be difficult. Through social media, customer networks and word of mouth, my flowers gradually reach markets outside Nagaland, including Delhi and Mumbai.” Vesalu also sees floriculture as an opportunity for women and farming families to diversify their incomes. She observes, “With proper training, technology and market access, it can create meaningful opportunities in Nagaland.” Her journey illustrates how a personal interest, when supported by technical guidance, and

knowledge, can develop into a promising enterprise.

From Forest Dependence to Conservation-Led Livelihood

In Odisha's Debrigarh region, Maithili Bhue of Dhodrokusum village represents another dimension of women's empowerment. Earlier, she regularly visited the forest to collect firewood, Mahua flowers, Kendu leaves, bamboo shoots and other forest produce, which supported her family's needs. In 2023, motivated by the Debrigarh authorities, including the Divisional Forest Officer, she joined Debrigarh Eco-Tourism as an employee. Explaining her transition, Maithili shares, “ Since joining at Debrigarh, I manage the Zeropoint Restaurant and train other women community members joining Debrigarh Eco-tourism & protection works.”

Her new role brought a significant change in her relationship with the forest. Reflecting on this transformation,





she says, "It is a positive interaction with forest now. Earlier I used to enter forest only to collect forest produce, and my relationship with the Forest Department was often marked by conflict over access and restrictions. Now the same forest is providing me round the year income and has made me earn my livelihood with dignity."

Initially, some villagers and women friends questioned her association with the Forest Department. However, her consistent work and year-round income gradually changed their perceptions. Recalling this experience, she says, "But gradually when they saw me go to work everyday and earn my livelihood round the year, they also started joining ecotourism and other related activities."

Today, more than 60 women are involved in forest conservation activities in the Debrigarh region. Their contributions include wildlife protection, grassland development and eco-tourism.

Growing Together with Nature

The journeys of Vesalu Puro and Maithili Bhue demonstrate how determination, knowledge and institutional support can transform local opportunities into meaningful livelihoods. While Vesalu has nurtured her passion for flowers into a growing enterprise, Maithili has discovered dignity and economic independence through forest conservation and eco-tourism. Their experiences highlight how women's participation can contribute not only to individual and family well-being, but also to wider community development and environmental protection. From the flower fields of Nagaland to the forests of Odisha, these women exemplify the spirit of women empowerment, showing how small beginnings, when supported by perseverance and collective participation, can inspire a lasting change.



Dr. Srimathy Kesan
Founder & CEO,
Space Kidz India,
Mission Director - Mission
ShakthiSAT

MISSION

ShakthiSAT

FOR GLOBAL PEACE AND GIRL POWER

Mission ShakthiSAT was conceived with a simple but powerful belief: space exploration must be inclusive, collaborative and accessible to young minds across the world. For me, the most important question was never how many satellites we could build, but how many young girls we could inspire to believe that they too could become scientists, engineers, researchers, innovators and leaders shaping humanity's future in space.

The satellite is an outcome of the mission; the transformation of girls is its deeper purpose. Mission ShakthiSAT is a movement, not merely a satellite mission.

Its philosophy is rooted in 'Sabka Saath, Sabka Vikas', together we build, transform and grow. After the success of AzaadiSAT, built by 750 girls from rural villages across India, we realised that girls across the world often face similar barriers. We therefore created a platform where girls even from remote regions in the world can learn space technology and discover their potential.

The mission is equally inspired by 'Vasudhaiva Kutumbakam', the belief that the world is one family. By bringing girls from 108 countries together through one peaceful space endeavour, Mission ShakthiSAT seeks to turn this philosophy into action. The number 108 also carries distinctive astronomical and cultural significance, traditionally associated with approximate relationships involving the Earth, Sun and Moon. At its heart, Mission ShakthiSAT is about women empowerment across aerospace, space science, engineering and technical leadership.

The Journey

The journey began by identifying 108 countries and building a network of 108 women leaders, who became Mission Ambassadors, or 'Devis,' for their respective nations. The young participants became the 'Shakti,' delegates of their countries and members of a global community united by science. The outreach covered six continents, including countries often underrepresented in major space initiatives such as Grenada, the Bahamas, Saint Kitts and Nevis, Lesotho and Eswatini.

A comprehensive educational foundation was developed with 21 modules and 550 hands-on activities, with contributions from academic experts and professors from India and international institutions. The curriculum was technically vetted by senior ISRO scientists and accredited by IN-SPACe, and made freely available through the Zoho learning platform in English, French, Spanish and Portuguese.

Students learned satellite systems, spacecraft technology, payloads, communications and mission planning. One Shakti from each participating country was selected for intensive training and hands-on experience in India. From 22nd to 31st August, selected Shaktis and Devis came together at Gautam Buddha University, Greater Noida, for technical training, leadership development, cultural exchange and international collaboration. India was represented by 20 girls from diverse backgrounds, from a carpenter's daughter to the child of a house help demonstrating that talent exists everywhere when opportunity is provided.

A rigorous 45-hour training programme introduced students to spacecraft development through interactions with ISRO and IN-SPACe scientists. They worked with the Engineering Model of the Low Earth Orbit Satellite, experienced payload





integration, and by Day 6 had built the structural architecture of the satellite intended for the Moon.

But the true impact of Mission ShaktiSAT can be seen in the lives behind these numbers. In Ethiopia, Gelila received the news of her selection shortly before suffering the devastating loss of her father, her greatest supporter. Despite her grief and the temptation to remain behind, she chose to travel to India, honouring her father's belief in her. Today, she is using her

training to build and lead a space and deep-tech learning community in her home nation.

In Benin, a 15-year-old girl, the 24th child in a large family, defied expectations by rapidly grasping advanced space technology concepts. She later presented a detailed report directly to her

country's President, advocating for greater inclusion of young women in deep-tech and space.

For girls from remote villages in Bhutan and Myanmar, the mission represented their first journey beyond their villages. They stepped onto an international platform, trained alongside peers from around the world and returned carrying scientific knowledge and a new vision for their communities. These are only a few of the 108 stories. Each girl carries a different struggle, a different dream and a





different definition of success. Yet together, they demonstrate the multiplier effect of opportunity.

The journey has been a two-year penance and was certainly not easy. Coordinating an initiative across 108 nations brought challenges in language, geography, time zones, educational infrastructure, technical capabilities and finances. International payloads also had to operate within a common spacecraft architecture requiring standardisation, documentation, testing, integration and quality assurance. Yet the purpose goes beyond technical knowledge.

For me, the greatest achievement of Mission ShakthiSAT will not simply be the spacecraft we build or the distance we travel. It will be the girl who returns to her community and inspires another girl to dream. India has always connected knowledge with a

larger human purpose—from the legacy of Nalanda to our achievements in space. Mission ShakthiSAT carries that spirit forward.

I am deeply grateful to the Hon'ble Prime Minister for recognising Mission ShakthiSAT and giving the dreams of these young daughters a voice before the nation. I also sincerely thank the Ministry of Information and Broadcasting for giving us the opportunity to share this story through the 'Mann ki Baat' booklet. When girls receive education, opportunity and the confidence to dream, they transform not only their own lives, but their families, communities and nations. Mission ShakthiSAT is our promise to this generation to give them the knowledge to dream, the opportunity to build, the courage to lead and the wings to fly.

From Avocado to Agricultural Prosperity

A New Income Opportunity for Farmers



Until some time ago, avocado was a fruit that perhaps few people in India had even heard of. Today, it has become a preferred choice in the country's premium markets and among health-conscious consumers. We are talking about the avocado, also known as the 'butter fruit'. Prime Minister Narendra Modi recently mentioned this in his 'Mann ki Baat' programme, highlighting how this fruit is emerging as an excellent commercial crop for progressive farmers in the country. Farmers in southern India are growing avocados alongside their traditional crops, not only increasing their incomes, but also setting an excellent example of agricultural diversification.

From Struggle to Innovation: Varadaraj Reddy from Andhra Pradesh

The story of Varadaraj Reddy, a farmer from Andhra Pradesh's Kadappa district, is proof of how a timely change in farming practices can transform a farmer's fortunes. Losses and uncertainty associated with traditional crops such as bananas and tomatoes compelled him



Varadaraj Reddy

to think differently and explore new possibilities. Recalling his disappointment and the decision to choose avocado, Varadaraj Reddy says:

"I have been farming for the past 15 years. Earlier, we used to grow bananas, sweet lime and tomatoes, but often, one profitable year was followed by two years of losses. My income was barely enough to meet my family's needs and cover the

cost of investment. Repeated crop failures had left me so disheartened that I was even considering giving up farming and starting a new line of work. That was when I felt I should grow something that could provide people with nutritious food. After the COVID-19 pandemic, people had become much more conscious about their diets. So, I decided to grow protein-rich avocados."

Varadaraj gathered information from the Indian Institute of Horticultural Research (IIHR), Bengaluru, and planted 300 avocado saplings on his farm. By using drip irrigation and organic farming practices, he has produced 4 tonnes of avocados this year. He says:

"Before the crop was ready, I was worried about finding a market, but the situation is very good now. Depending on the size



of the fruit, I am getting a price of ₹90 to ₹120 per kilogram. The maintenance cost for this crop is very low. Farmers who wish to cultivate avocados should definitely consider doing so, but first, they should understand their soil and climate conditions thoroughly."

A New Opportunity in Coffee Plantations: Abhijit Pai of Karnataka

In Karnataka, Chikamagaluru is renowned for coffee cultivation. However, farmers in the region are also facing challenges posed by climate change and wildlife. In response, coffee planter Abhijit Pai has started cultivating avocados as an intercrop among his coffee plants. Explaining the benefits of this new option, Abhijit says:

"In recent times, climate change and shifting weather patterns have affected the



Abhijit Pai

production of traditional fruits. A considerable amount of fruit is also lost due to wild animals such as monkeys. In such circumstances, we decided to try butter fruit as a commercial crop. It also has a good shelf life. After harvesting, the fruit can easily be kept for 10 to 15 days for sale in the market." He further explains:

"We are growing it as an



intercrop in our coffee plantation. It provides shade to our main crop while also becoming an excellent source of additional income for us. At present, we are selling the fruit to local traders, but if avocado is cultivated commercially on a larger scale, it could yield very promising results."

The Right Guidance, Growing Income: P. Chandrasekaran of Tamil Nadu

In Kodaikanal, Tamil Nadu, P. Chandrasekaran began cultivating avocados on just half a hectare of land and has significantly increased his income by adopting scientific farming practices. Speaking about the importance of proper guidance and disease management, he says:

"In the beginning, I faced diseases such as root rot and dieback. These diseases became more prevalent when heavy rainfall increased soil moisture. However, with horticultural techniques and scientific guidance, I learned how to prune the plants and manage diseases effectively. I also learned that avocados contain vitamin K, potassium and good cholesterol which are in high demand in the market." Speaking about market trends and the increase in his income, P. Chandrasekaran says:

"Avocado yields are at their best from August to December.



P. Chandrasekaran

During the initial months, the fruit sells for ₹80 to ₹100 per kilogram, but later, the price can rise to as much as ₹150 per kilogram. The income from this cultivation is helping us significantly with our family expenses, our children's education, and the medical care of our elderly family members."

The expensive 'avocado toast' served at restaurants in cities is no longer just a symbol of an urban lifestyle. Innovative farmers in South India have turned it into a new 'recipe' for increasing their incomes. By leveraging scientific guidance, building direct links with markets, and understanding changing consumer demand, these farmers are not only diversifying their agricultural practices, but also setting a new example of prosperity in the farming sector.

"I shall go to the top, to the top, to the top"



Debasish Sen Sharma
Professor & HOD, Department
of Screenwriting, SRFTI

UTTAM KUMAR

THE ETERNAL HERO OF BENGALI CINEMA

This is an iconic statement delivered by Arindam Chatterjee, a role played by Uttam Kumar in Satyajit Ray's Magnum Opus 'Nayak' (1966). In a curious case of a cinematic narrative where the real and the reel character merge into each other with blurry borders of realism, Uttam Kumar not only reached the 'top', but became a name synonymous to every Bengali household. The extraordinary stardom that he has experienced was not only confined to his lifetime, but continued even after four decades of his death. In fact, the day of his death (24th July, 1980) witnessed a mass hysteria and grief in Bengal, especially in the city of Kolkata where crowds poured onto the streets, public transport was disrupted, shops closed and thousands gathered outside the hospital and along the roads, struggling to come to terms with the loss of Bengal's most beloved film star. Bengal did not merely lose an actor; it had lost a part of its collective identity – of romance, hope and charm.

Born as Arun Kumar Chattopadhyay in 1926, Uttam Kumar's journey to superstardom was anything but easy. His early years in cinema were marked by failures, financial uncertainty and repeated setbacks. Several of his initial

films failed, and the young actor struggled to find his place in an industry where establishing oneself was difficult. Yet these disappointments strengthened rather than destroyed his determination. He continued to work, observe and develop his craft.

The turning point came with Sarey Chuattar in 1953, opposite Suchitra Sen. Its success transformed both the actors and gave Bengali cinema one of its most successful screen partnerships. Uttam Kumar and Suchitra Sen became the defining romantic pair of an era, creating a style of screen romance that audiences embraced passionately.

Film analysts describe the 'phenomeon' of Uttam Kumar as the product of a 'time' that Bengal was going through. It was a time of post-Partition Bengal which was facing displacement, poverty, and a loss of identity. Uttam Kumar's films offered an emotional refuge, projecting a world of grace, stability, and romantic hope

that contrasted sharply with the grim reality outside the cinema halls. He became the boy next door as well as our ideal brother, friend and of course lover. The charm of his voice, the ease of his gaze and the magic of his smile - all added to the making of this charismatic stardom. He was a surprise mix of a near-yet-so-far phenomenon in our lives, someone who is extraordinarily emotionally accessible, yet a man out of our reach.

His versatility lies in the range of characters he has





portrayed. From romantic heroes in *Saptapaadi* and *Harano Sur* depicting tenderness and passion, to a successful film star in *Nayak* with contradictions, from serious and morally complex roles in *Chiriakhana* and *Jatugriho* to historical character in *Antony Firangee*, his performances ranged from idealistic lovers and family men to flawed, introspective, and psychologically complex individuals, demonstrating his extraordinary acting range and enduring appeal.

His collaboration with Satyajit Ray in *Nayak* was particularly significant. In one memorable exchange, Arindam reflects on the nature of his success: "I am

an actor. I act." The apparent simplicity of the statement acquires deeper meaning in the context of the film. The role was almost autobiographical in its irony. It is said that Ray agreed to make the film *Nayak* only with the condition of Uttam Kumar playing the lead role, despite the fact that Soumitra Chatterjee was his favourite actor. The film got recognition in Berlin Film Festival where Uttam Kumar received a standing ovation for his impeccable performance. After his death, Ray's comment on him still resonates in the minds of his million fans, "There isn't – there won't be another hero like him."

His contribution goes beyond acting in the Bengali film industry.





The industry literally survived for decades based on his stardom and popularity. Signing Uttam Kumar in a film was like having a minimum guarantee of return for any producer. He was a real saviour, a 'guru' to all the technicians, countless of them were benefited by him in multiple ways. He formed 'Shilpi Sansad', a cine foundation to help poor artists and technicians and also personally worked in many films without remuneration to ensure that the technicians get their salary properly. His philanthropy and activism also made him a cult during his time. Uttam Kumar did not simply play heroes. For

generations of Bengalis, he became the very idea of one.

On that July day in 1980, Kolkata stood still because a beloved actor had died. But the screen hero did not disappear. Every time an old Uttam Kumar film plays, every time a familiar smile appears on screen, and every time a new generation discovers Nayak, he returns. An excerpt of a dialogue from the film *Nayak* sums up his importance and contribution in the Bengali film industry.

Jyoti: "Tell me what the movie has, except for you?"

Arindam: "I'm in it. Isn't that enough?"



Vocal for Local'

'Festival Economy and the Resolve for Self-Reliance'

In India, festivals are not merely symbols of our faith and traditions; they also provide us with a significant opportunity to connect deeply with one another and economically empower those at the bottom of the social pyramid. At this time of the year, when a series of festivals begins one after another, it marks not only a season of joy and celebration, but also an important milestone for our 'festival economy.'



Janmashtami

Sacred festivals such as Shri Krishna Janmashtami are celebrated with great enthusiasm in every corner of the country. Such festivities bring renewed energy and vibrancy to our markets.



Vishwakarma Puja

The month also marks the observance of 'Vishwakarma Puja'. This festival is a special occasion to honour and express our gratitude to the artisans, craftspeople, and Vishwakarma community members around us, who make an important contribution to nation-building through their skills and hard work.



Preparations for Deepawali

With the conclusion of these major festivals, preparations for Diwali across the country also gradually begin to gather momentum. At this time, the significance of the 'Vocal for Local' campaign, which promotes indigenous products, becomes especially important. It is essential to understand clearly that the scope of 'Vocal for Local' is not limited merely to buying earthen diyas from potters during Diwali rather, its vision is much broader and more forward-looking.

Prioritising Local Products

During the festive season, we purchase a wide range of items from home decor to various products for everyday use. At this time, our collective responsibility is to ensure that whatever we buy from the market is made in India by our own people. The path towards making India completely self-reliant can be paved only by taking pride in and embracing indigenous products.



The importance of Every Citizen

Every section of society has an important role to play in taking this message to every citizen. In particular, people from the 'creative world', social media influencers, and well-known personalities should come forward and take responsibility for raising public awareness.



Important Role

When we all come together to give priority to local products during this festive season, it will light the true lamps of happiness in the homes of our local artisans and give India a new economic strength.







MAANN KI BAAAT

Media Scan

CALL FOR ACTION!

13th Edition



I urge them (Content Creators) to create content in various languages that helps society in this endeavor (Nasha Mukht Bharat).

Let us all play our part in this noble mission to keep India's youth away from drugs and free from addiction. Do share your efforts on social media with the hashtag #NashaMukhtYuva

During this festive season, I once again urge you to be 'Vocal for Local.' ... Whatever item we purchase for our homes, do ensure to see that it is made in India.

There must be many people around you who are bringing about significant change in society through their small yet impactful efforts. Do write about them for 'Mann ki Baat'.





Baljyant Jay Panda

@Pandalay

PM Modi lauds "Mission ShaktiSAT" in Mann Ki Baat; 12,000 girl students from 108 nations to build satellite for lunar orbit

[aninews.in/news/national/...](https://aninews.in/news/national/)

via NaMo App

PM Modi lauds "Mission ShaktiSAT" in Mann Ki Baat; 12,000 girl students from 108 nations to build satellite for lunar orbit

ANI NEWS AUGUST 31, 2023



PM Modi during the 137th episode of "Mann Ki Baat", highlighted India's growing leadership in space technology and heaped praises on the "Mission ShaktiSAT" initiative. He said, "Through this mission, 12,000 girl students from 108 countries are getting the opportunity to learn satellite technology and advance in the field of innovation." He emphasized that the initiative is not just limited to urban centres but is reaching the most remote corners of the country.



Dr. Sukanta Majumdar

@Dr.SukantaBJP

Today, at Indira Gandhi Memorial High School in Dum Dum, I joined Hon'ble @BJP4India National General Secretary Shri @sunilbansalbjp Ji and other distinguished Karyakartas in listening to the 137th episode of Hon'ble Prime Minister Shri @narendramodi Ji's "Mann Ki Baat."

"Mann Ki Baat" continues to serve as a powerful platform for connecting with the people of India, celebrating the nation's achievements, and bringing inspiring stories and voices from every corner of the country to the forefront.

It remains a meaningful reflection of Jan Bhagidari and the collective spirit of a confident, self-reliant and progressive India.



G. Kishan Reddy

@kishanreddytp

In the 137th episode of Mann Ki Baat, Hon'ble Prime Minister Shri @narendramodi Ji highlighted the inspiring journeys of Babita Sharma ji from Ghaziabad and T.S. Ningamma ji from Bengaluru, showing how timely financial support under PM SVANidhi can help women expand their businesses and improve their families' livelihoods.

The PM SVANidhi Yojana is giving new strength to lakhs of street vendors across the country. Women account for approximately 46% of the scheme's beneficiaries, with around 35 lakh women using its support to grow their businesses. When a woman's business grows, the future of her entire family advances along with it.

#MannKiBaat



Pijush Hazarika

@Pijushhazarika

PM Modi Urges Citizens To Embrace 'Vocal For Local' During Festive Season In 137th 'Mann Ki Baat'

news18.com/amj/india/pm-m... via NaMo App



Piyush Goyal

@PiyushGoyal

संगठित खोज में प्रधानमंत्री @Narendramodi जी का देशवासियों से Vocal For Local का आग्रह...

#MannKiBaat



Rajul Pandya

@rajulpandya

From hobby to livelihood: PM Modi highlights Nagaland flower grower Vesalu Puro in Mann Ki Baat

nagalandtribune.in/from-hobby-to-...

via NaMo App

From hobby to livelihood: PM Modi highlights Nagaland flower grower Vesalu Puro in Mann Ki Baat

NAGALAND TRIBUNE AUGUST 31, 2023



PM Modi highlighted the story of Vesalu Puro, a flower grower from Phek district of Nagaland, in the 137th episode of Mann Ki Baat. He said Puro's journey demonstrated how a small hobby can open the door to significant economic opportunities. In 2021, she began cultivating flowers on a small scale, initially driven by her passion. He pointed out that flowers which were once confined largely to local markets are now being transported from Nagaland to major cities.

Shivendrasinh A Bhonsle @Shivendrasinje11

Translated from Marathi [Show original](#)

'Mann Ki Baat' is a program of the Honorable Prime Minister Narendra Modi ji, which is a symbol of his people-oriented leadership.

The live broadcast of Honorable Modi ji's 'Mann Ki Baat' program was organized at Satara Suruchi. On this occasion, we were present with our family and listened to Modi ji's thoughts. On this occasion, all office-bearers, workers, and citizens were present.

[Mann Ki Baat, Narendra Modi, BJP4India, KSR Global Aquarium, Sindhudurg, BJP4Maharashtra, RavindraChavan4MahaBJP]

Sunil Deodhar @Sunil_Deodhar

Listened to Prime Minister Shri @narendramodi ji's 'Mann Ki Baat' with the young volunteers of the upcoming #NESTFest2026.

More than 20,000 young people have already registered to attend this exciting celebration of youth, energy and nation-building.

An inspiring interaction with the voice of the nation and the enthusiasm of India's youth! 🇮🇳



Tulla Veerender Goud @TVG_BJP

Watched PM Shri @narendramodi ji's 'Mann Ki Baat' programme at Booth Nos. 459 and 460 in Hastinapuram Division, Rangareddy District, along with @BJP4Telangana President Shri @N_RamchanderRao Ji, Rangareddy Urban District President Shri @Vsr_Vanipally Ji, and other leaders and karyekartas.

The Prime Minister's message on India's progress, promoting Swadeshi products and supporting local businesses was truly inspiring.

The Kaipullai @thekaipullai

Something extraordinary actually happened today.

Stuff so extraordinary, that even if it comes as a dream, you dismiss it as something that is impossibly improbable.

Thanks to your support and blessings, today I had the ultimate honor and privilege of having a conversation with our honorable Prime Minister on Mann Ki Baat about [BharatRajya.com](#)

I still can't believe that he actually spoke to me, asked me about the website, its features and some questions on general history too. I am still in a daze.

For an amateur builder like me, I don't think there is a greater recognition or validation than this.

This conversation has given me enough motivation to take BharatRajya to the next level and make it the ideal history reference and visualization website for everyone.

Thank you @narendramodi ji, for encouraging people like us and inspiring us to achieve greater heights.

These is one conversation I will not forget in this lifetime. Or maybe even the next.

And rest assured sir, I won't let you down.



Vishwajit Rane @visrane

Spent the morning among the nagriks and artisans of Usgao today, ahead of the Hon'ble PM Shri @narendramodi ji's Mann Ki Baat address, as part of our continued Jan Sampark outreach. Interacted with our talented Ganesha idol makers who are busy this season ahead of Ganesh Chaturthi, and reaffirmed my appreciation for the skill, patience and dedication they bring to this sacred craft every single year.

As a mark of support to our local artisans, distributed compressor painting machines to our Ganesh idol makers at Usgao today. These machines will bring greater efficiency to the painting and finishing of Ganpati idols, easing the workload of our craftsmen while helping preserve this beautiful traditional art for generations to come.

Encouraged our artisans to continue choosing clay idols, in line with the vision shared by the PM in Mann Ki Baat. Every clay idol bought from a local potter is a step towards a stronger Vocal for Local Go, it protects our rivers, sustains our traditional artisans, and keeps our culture rooted in our own soil. This is the spirit of Atmanirbhar Bharat lived out in our own villages.

Grateful for the warmth of Usgao's nagriks and proud to stand with our artisans who carry this tradition forward.

Jan Bhagidari, Jan Vishwas. Building a Viksit Goa, one ward at a time.

67

- **डिप्लम-सोल्डर**: सोल्डर घाटी की स्थापना और एडोक्सरों को ठीक कर की बाल्सींग
- **टेरा की न्यू पब्लिस मिनी**: 12 इंचर लम्बाई के मिनिमम स्लिफ्ट का डिजाइन

**आठ करोड़ से अधिक
तिरंगा संस्थाएं अजलाते**
किस गरीब ने तिरंगे के सम्मान में



उत्तम कुटुम्ब और 'पढ़े मातरस' का किम्वद्वान्त शिक्षा

सम्राटों को अंगरेज लाजपत की लीजो वर ठगसर

[illegible][illegible]

117



सोनाटा शादत लीए राखवर्ड

[illegible]

ਹੰਦੇ ਸ਼ਾਬਲਸ਼ਾ

زمزم

یہ ویڈیو سٹائیلیزڈ ہے اور جی کھت NT414.46 خنکو مائی طریقے سے پڑھیں کیا ہے

‘मन की बात’ में पीएम

”وول فالولکل کو عوامی مہم بنائیں: وزیراعظم مودی کی ”من کی بات“

[illegible]

‘नशा-मुक्त युवा, नशा-मुक्त भारत’ से ही देश होगा सुरक्षित और मजबूत, परिवार को बचाएं

LEADER NAMES: _____

छोटे से शुरू
रखल सकते



से
है

पिंटम बोर्डों के उपयोग को जारी रखने के लक्ष्य पर
प्रो. रा. लोका जीवित से एक छोटी संख्या का
समर्थन नहीं देता है। उपयोग के पैटर्न के

भारतराज्य

एक नया नव

असम-गोवा के मुंबई के न...
को। सोम मोर्चे ने व को
की, बलिष्ठ फोन पर हूँ

नकाई है। इसका उद्देश्य
अलग और राज्य नहीं

गुरुद्वारा से बहुत लम्बा
होना के साथ छोटे-छोटे
गुरुद्वारा की छोटी-छोटी

डॉट कॉम
वाचार
क्या रोषादी से बातचीत
हल बनने काम की होगी
वादावी को देश-दुनिया
सामने भी सजात किया
ज्या ने भरपूर ही इंतजार
ने अखबार और लिखवात
मौजे से सज्जाने के लिए
क खुशियाँ में बसाइए लौटने
ने है। आता हज्ज जल
नय नय की में बसाइए
मौजे ही इंतजार की एक
से लोभी तक पहुँचा है।

वर्षा 2001 में उपलब्ध होती
है और इसका उपयोग
करके इसका अनुमान

अवकाश किसका?

पेंशनर मेरे ही के कागज कि-
 को बड़ी खुश है। इस फल
 जानना था। इसकी कोमल
 लक्ष्मी अनाई ही डारिनी
 रहा है। आज यह स्वयं
 पेंशन बन गया है। लहारे
 भी तो खुल्लू मधुपदम है।
 परदावाज का उलटपलट
 भी टपटप और कल्लो को
 लल्लो है अपने रंगीनी के
 फलान देखी। हाँके बाद
 जानकारी लुटरी है।
 अनाईको के उलटपलट

તાલુકા જાણીશોર અડધો-અડધો સેક્ટરમાં અને પેન્સી લાગેલો સેક્ટરમાં વોટરો જોડાશે' એ જાણ કરાવેલું છે.

बड़े फल की खेती के लिए मददगार

आजकाल अमलाखी फल या फो फल कायदा की कई तरह और मूल्य दोनों कम हो गए हैं और इससे किसानों को नुकसान हो रहा है। इसी कारण फल की खेती करने वाले किसानों को फल की खेती के लिए सरकार द्वारा मददगार योजना शुरू की गई है। इस योजना के तहत किसानों को फल की खेती करने में मदद दी जाएगी।

प्रायः काल में खुली रहती है।
काल में खुली रहती है।
काल में खुली रहती है।

छोटे से स
खुल सकते
संभावनाओं

से आई र

सुख पुरानी से बहुत कमजोर था। 2001 में उपर्युक्त वाली हडिक के बाग जमीनें खरीद कर पूरन पुराने की सुधारना की। धीरे-धीरे उसने हमारे एक सम्मान प्रियाई के लगे लगे। उस पुरानी की लोम लोमना की रहनी है। वीरम लोमनी के लोम लोमना बाहरी जोर लोमनी की लोमनी पर लोम लोमना के लोम लोमना

તપસવી જીવિતમાં એક - અમલો કરવા જે સુદૃઢ રહેતી હોઈ।
 લેખિકા એ પેલી જાણને મળાડેને જાણેને જો 'પૈરમ
 સમર્થિય યોગ્ય' જે જાઈ લાંબા વિષય રહેતો હોઈ। જીવિતમાં
 સમર્થિય લોકોના જે કાંઈ વસ્તુનો જોડાઈ જાતે જાણે જાતે જાણે
 હોઈ, મિત્રોની જોડાઈ સમર્થિય। 'પૈરમ સમર્થિય યોગ્ય' જે
 જો લખાવેલો તે વસ્તુ ના પ્રતિષ્ઠા જીવિતમાં હોઈ।

Mann ki Baat: PM Modi calls for united front against drug abuse

दिव्य हिमाचल

देवभूमि का सर्वाधिक लोकप्रिय मीडिया

अगस्त में देखने को मिलते हैं देशभक्ति के अनेक रंग,
'मन की बात' में बोले PM मोदी



पीएम मोदी ने 'मन की बात' में कहा, 'नशे मुक्त योवा-उकस्त बिहार' महम पुरे
मलक में डुर पकड़ रही है

HT Hindustan Times

In Mann ki Baat, PM Modi highlights women empowerment, drug-free Bharat campaign



"देश में यंग क्रिएटर्स की कमी नहीं", 'मन की बात' के
137वें एपिसोड में बोले PM मोदी



गाजियाबाद की बबीता शर्मा की मेहनत के मुरीद
हुए PM मोदी, 'मन की बात' से बढ़ाया हौसला



मन की बात: PM मोदी बोले- नशामुक्ति पर कंटेंट बनाएं
युवा, तिरंगे के साथ आई 8 करोड़ सेल्फी



Forest conservation through eco-tourism: PM Modi
lauds Odia woman Maithili Bhue on 'Mann Ki Baat'



PM Modi hails Bengaluru vendor
Ningamma in Mann Ki Baat

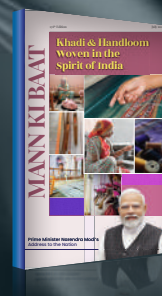
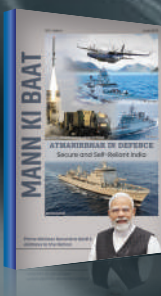
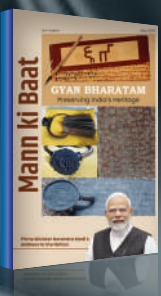
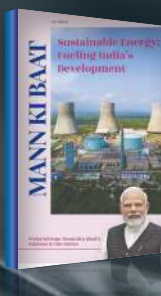
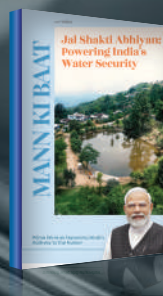
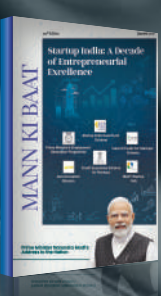
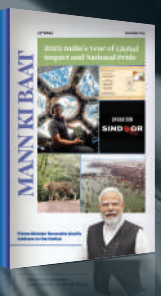
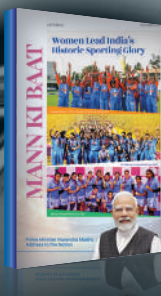
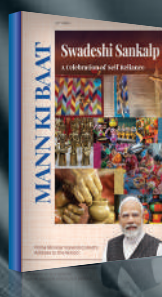
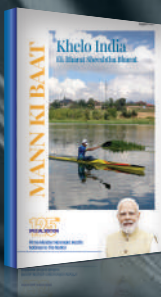
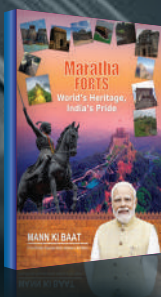
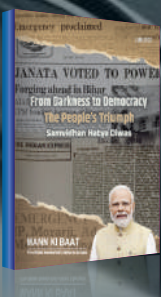
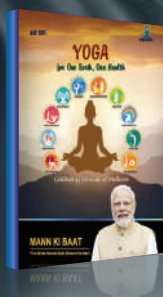


ਪੰਜਾਬ ਟਰਿਬਿਊਨ ਦੈਨਿਕ ਟਰਿਬਿਊਨ

Amarnath Yatra's sanitation, waste management get
national recognition in 'Mann ki Baat'



To read all the editions of
Mann ki Baat
Scan the QR Code



Your feedback and suggestions matter! Write to us at : mkb-mib@gov.in



The 'Nasha-mukt Yuva for Viksit Bharat' campaign is currently gaining momentum rapidly across the country. Its goal is absolutely clear: drug-free youth; a drug-free India.

– Hon'ble Prime Minister Shri Narendra Modi



सत्यमेव जयते

Ministry of Information and Broadcasting
Government of India