

FEBRUARY 2023



eSanjeevani

Over 10 Crore Consultations



MANN KI BAAT

Prime Minister Narendra Modi's Address to the Nation



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Prime Minister's Address



My dear countrymen, Namaskar

I am feeling very happy to join you all in this 98th episode of 'Mann ki Baat'. In this journey towards a century, all of you have made 'Mann ki Baat' a wonderful platform as an expression of public participation. Every month, in millions of messages, the 'Mann ki Baat' of lots of people reaches out to me. You know the power of your mind... Similarly, how the might of the country increases with the strength of the society... this we have seen and understood in different episodes of 'Mann ki Baat'. And I have experienced it – have also accepted it. I remember the day when we talked about encouraging traditional sports of India in 'Mann ki Baat'. Immediately at that time, a wave arose in the country to join Indian

Sports to enjoy them, to learn them. In 'Mann ki Baat', when we referred to Indian toys, the people of the country promoted this too, readily. Nowadays, Indian toys have become such a craze that their demand has increased even in foreign countries. When we spoke of Indian genres of storytelling in 'Mann ki Baat', their fame also reached far and wide. People started getting attracted towards the Indian storytelling genre, more and more.

Friends, you might remember that on Sardar Patel's birth anniversary i.e., 'National Unity Day', we talked of three competitions in 'Mann ki Baat'. Competitions, 'Geet' – Patriotic Songs, 'Lullabies' and 'Rangoli' were associated with it. **I am glad to inform you, that more than 5 lakh people from more**



Mann ki Baat

An expression of public participation

than 700 districts across the country have participated in this enthusiastically. Children, adults and the elderly enthusiastically participated and entries have been sent in more than 20 languages. Many many congratulations to all the participants in these competitions from my side. Each one of you, in your own right, is a champion, an art seeker. You all have shown how much love you have for the diversity and culture of your country.

Friends, today on this occasion, it is very natural for me to remember Lata Mangeshkar ji, Lata Didi. Because on the day that this competition had started, Lata Didi had urged the countrymen by tweeting that they must join this endeavour.

Friends, in the lullaby writing competition, the first prize has been won by B.M. Manjunath ji of Chamrajnagar district in Karnataka. He received this award for his lullaby 'Malagu Kanda' written in Kannada. He got the inspiration to write this from the lullabies sung by his mother and grandmother. Listen to it, you will enjoy it too.



(Scan to listen)

“सो जाओ, सो जाओ, बेबी,
मेरे समझदार लाडले, सो जाओ,
दिन चला गया है और अँधेरा है,
निद्रा देवी आ जाएगी,
सितारों के बाग से,



राष्ट्रीय एकता दिवस

2

सपने काट जाएगी,
सो जाओ, सो जाओ,
जोजो...जो..जो..
जोजो...जो..जो..”

Dinesh Gowala, a resident of Kamrup district in Assam, has won the second prize in this competition. The lullaby he has written bears a reflection of the popular craft of the artisans who make clay and pot vessels locally.



(Scan to listen)

कुम्हार दादा झोला लेकर आए हैं,
झोले में भला क्या है?
खोलकर देखा कुम्हार के
झोले को तो,
झोले में थी प्यारी-सी कटोरी!
हमारी गुड़िया ने कुम्हार से पूछा,
कैसी है ये छोटी-सी कटोरी!

Just like songs and lullabies, the Rangoli Competition also turned out to be quite popular. The participants made many beautiful Rangolis, one better than the other. In this, the winning entry proved to be that of Kamal Kumar from Punjab. He made very beautiful Rangoli of Netaji Subhas Chandra Bose and Amar Shaheed Veer Bhagat Singh. Sachin Narendra Avsari ji of Sangli, Maharashtra, in his Rangoli, has depicted Jallianwala Bagh, the massacre and the bravery of Shaheed Udham Singh. Gurudutt Vantekar, a resident of Goa, made a Rangoli on Gandhiji, while Malathiselvam ji of Puducherry also focused on many great freedom fighters. The winner of the patriotic song competition, T. Vijay Durga ji is from Andhra Pradesh. She had sent her entry in Telugu. She has been greatly inspired by Narasimha Reddy Garu ji, the famous freedom fighter of her region. Do listen to this part of Vijay Durga ji's entry.

UNITY DAY COMPETITIONS:
A DISPLAY OF INDIA'S
CULTURAL DIVERSITY
THROUGH JAN BHAGIDARI



3



(Scan to listen)

रेनाडू प्रांत के सूरज, हे वीर नरसिंह!
भारतीय स्वतंत्रता संग्राम के अंकुर
हो, अंकुश हो!

अंग्रेजों के न्याय रहित निरंकुश
दमन कांड को देख

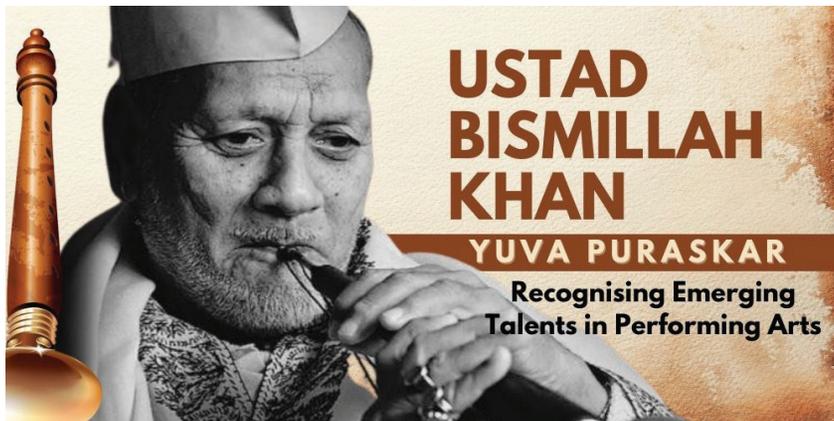
खून तेरा सुलगा और आग उगला!
रेनाडू प्रांत के सूरज, हे वीर नरसिंह!

After Telugu, I will now make
you listen to a clip in Maithili. It
has been sent by Deepak Vats
ji. He has also won a prize in this
competition.



(Scan to listen)

भारत दुनिया की शान है भैया,
अपना देश महान है,



तीन दिशा समुद्र से घिरा,
उत्तर में कैलाश बलवान है,
गंगा, यमुना, कृष्णा, कावेरी,
कोशी, कमला बलान है,
अपना देश महान है भैया,
तिरंगे में बसा प्राण है

Friends, I hope you have liked them. The list of such entries that entered the competition is very long. While visiting the website of the Ministry of Culture, do watch and listen to them with your family – you will be greatly inspired.

My dear countrymen, whether it is about Banaras or the Shehnai or Ustad Bismillah Khan ji, it is natural that my attention will be drawn in that direction. A few days ago, 'Ustad Bismillah Khan Yuva Puraskar' were conferred. These awards were given away to emerging, talented artists in the field of music and performing arts. These, along with the rising



popularity of the art and music world are also contributing to their enrichment. These also include artists who have breathed new life into those instruments, whose popularity was decreasing with time. Listen carefully now to this tune.



(Scan to listen)

Do you know what instrument this is? It could be possible that you may not be aware of it! The name of this musical instrumental mantra is 'Sursingar' and this tune has been composed by Joydeep Mukherjee. Joydeep ji is among the youth honoured with the Ustad Bismillah Khan Award. It had become rare to hear tunes

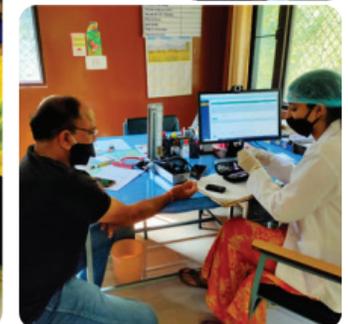
of this instrument since the late 50's and 60's. But, Joydeep is persevering towards making the Sursingar popular once again. Similarly, the efforts of sister Uppalpu Nagmani ji are also very inspiring, who has been awarded in the category of Carnatic Instrumental on the Mandolin. On the other hand, Sangram Singh Suhas Bhandare ji has been awarded for Warkari Kirtan. This list doesn't just pertain to music artistes – V Durga Devi ji has won this award for 'Karakattam', an ancient dance form. Another winner of the award, Raj Kumar Nayak ji, organized the Perini Odissi, which lasted for 101 days in 31 districts of Telangana. Today, people have started knowing him by the name of Perini Rajkumar. Perini Natyam, a dance dedicated to Lord Shiva, was quite popular during the Kakatiya Dynasty. The roots of

this dynasty are still associated with Telangana. There is another award winner—Saikhom Surchandra Singh. He is known for his mastery in making Meitei Pung Instrument. This instrument has connections with Manipur. Pooran Singh is a divyang artist, who is popularizing various music forms such as – Rajula-Malushahi, Nyuli, Hudka Bol, Jagar. He has also prepared many audio recordings related to them. The talented folk music artist of Uttarakhand, Puran Singh ji has also won many awards. Due to the limitation of time, I may not be able to talk about all the awardees here, but **I am sure that you will definitely read about them. I hope that all these artists will continue to inspire everyone at the grassroots towards making performing arts more popular.**

My dear countrymen, in our fast-moving country, the power of Digital India is visible in every corner. Different apps play a big role in taking the power of Digital India to every home. There is one such App, eSanjeevani. Through this App, with tele-consultation,

that is, while sitting far away, through video conference, you can consult a doctor about your illness. **Till now, the number of tele-consultants using this app has crossed the figure of 10 crores. You can imagine!... 10 crore Consultations through video conference.... An amazing bond between patient and doctor – this is a big achievement. For this achievement, I congratulate all the doctors and patients who have availed of this facility. This is a living example of how the people of India have made technology a part of their lives.**

We have seen that in the time of Corona, eSanjeevani App has proved to be a great boon for the people. It also occurred to me.... Why not talk about this in 'Mann ki Baat' with a doctor and a patient, communicate and convey the matter to you all! Let us try to know how effective tele-consultation has been for people. With us is Dr. Madan Mani ji from Sikkim. Dr. Madan Mani hails from Sikkim itself, but did his MBBS from Dhanbad and then did his MD from Banaras Hindu University. He



has provided tele-consultation to hundreds of people in rural areas.

Prime Minister : Namaskar... Namaskar Madan Mani ji.

Dr. Madan Mani : Ji, Namaskar Sir.

Prime Minister : This is Narendra Modi speaking!

Dr. Madan Mani : Yes... Yes Sir.

Prime Minister : You have studied in Banaras.

Dr. Madan Mani : Yes, I have studied in Banaras, Sir.

Prime Minister : Your medical education took place there.

Dr. Madan Mani : Yes... Yes.

Prime Minister: So, did you ever go to see the Banaras of that time when you were there earlier and the changed Banaras of today?

Dr. Madan Mani : Ji Prime Minister ji, I have not been able to visit since I have come back to Sikkim, but I have heard that a lot has changed.

Prime Minister : So, how many years have passed since

you left Banaras?

Dr. Madan Mani : I have left Banaras since 2006, Sir.

Prime Minister : Oh... then you must go.

Dr. Madan Mani : Yes... Yes.

Prime Minister : Well, I called because you are providing great services of tele-consultation to the people of Sikkim, living in remote mountains.

Dr. Madan Mani : Ji

Prime Minister : I would like to share your experience with the listeners of 'Mann ki Baat'.

Dr. Madan Mani : Yes.

Prime Minister : Tell me, how was the experience?

Dr. Madan Mani : It was a great experience Prime Minister ji...The fact is the nearest PHC is in Sikkim... To go there also, people have to board a vehicle and carry at least one or two hundred rupees. And whether a doctor would be available... this is also a problem. So through tele-consultation, we connect directly with people....with people

eSANJEEVANI

DIGITAL VARDAAN FOR A HEALTHY INDIA





from faraway places. The CHOs of Health & Wellness Centres get them connected with us. And they tell us the reports of their old ailments, their present condition... everything.

Prime Minister : That means you transfer the documents!

Dr. Madan Mani : Yes...Yes... We also transfer documents and if they are unable to transfer, they read out and tell us.

Prime Minister : The doctor of the Wellness Center there conveys!

Dr. Madan Mani : Yes, the CHO who lives in the Wellness Center, Community Health Officer.

Prime Minister : And the one, who is a patient tells you about his difficulties directly.

Dr. Madan Mani : Yes, the patient also tells us about his difficulties. Then after seeing the old records, if we want to know

any new things. For example, one has to auscultate someone's chest... if his feet are swollen or not? If the CHO has not seen it, then we tell him to go and see whether there is swelling or not, look at the eyes, whether he has anaemia or not, if he has cough, then auscultate the chest and find out whether there are sounds there or not.

Prime Minister : Do you talk through voice call or do you also use video call?

Dr. Madan Mani : Yes, we use video call.

Prime Minister : So, you see the patient as well.

Dr. Madan Mani : Can see the patient also, Sir.

Prime Minister : What feeling does the patient get?

Dr. Madan Mani : The patient likes it because he can see the doctor closely. He is confused

whether his medicine has to be increased or decreased, because most of the patients in Sikkim are diabetic and hypertension-prone and how far he will have to go to find a doctor to change the medicine for diabetes and hypertension. But through tele-consultation, it is available there and medicine is also available through 'Free Drugs' initiative in the Health & Wellness Center. So, the patient avails of the medicine from there itself.

Prime Minister : Well Madan Mani ji, you know that the patient has a tendency that until the doctor comes; until the doctor sees him; he is not satisfied and the doctor also feels that he will have to see the patient. Now, since all the consultations there are done through telecom, what does the doctor feel; what does the patient feel?

Dr. Madan Mani : Ji... we also feel that if the patient feels that he should see the doctor, then whatever things we want to

see, we, by speaking to CHO, in the video only, ask to see. And sometimes, by coming close to the patient in the video itself, we see the problems he is facing; if someone has a skin problem, then he shows us through the video itself. So, those people remain satisfied.

Prime Minister : And later after treating him, does he get satisfaction... what does he feel? Are patients getting well?

Dr. Madan Mani : Yes, they get a lot of satisfaction. We also get satisfaction, Sir. Because I am currently in the Health Department and simultaneously do tele-consultation... it is a very good and pleasant experience for me to see the patient along with the file.

Prime Minister : On an average, how many patients would be there through tele-consultation cases?

Dr. Madan Mani : So far I have seen 536 patients.

Prime Minister : Oh... that means you have mastered it a lot.

Dr. Madan Mani : Yes, it feels good.

Prime Minister : Okay, I wish

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WEEK 2022



you all the best. By using this technology, you are doing such a great service to the people living in the remote forests and mountains of Sikkim. And it is a matter of joy that such a good use of technology is being made even in the far-flung areas of our country. Fine... many congratulations to you from my side.

Dr. Madan Mani : Thank You!

Friends, it is clear from the words of Dr. Madan Mani how eSanjeevani App is helping them. After Dr. Madan ji, we now join another Madan ji. This is Madan Mohan Lal ji, a resident of Chandauli district of Uttar Pradesh. Now it is also a coincidence that Chandauli is also adjacent to Banaras. Come, let us know from Madan Mohan ji what his experience as a patient regarding eSanjeevani has been!

Prime Minister : Madan Mohan ji, Pranam!

Madan Mohan ji : Namaskar, Namaksar, Sir!

Prime Minister : Namaskar! Well, I have been told that you are a diabetic patient.

Madan Mohan ji : Yes...yes

Prime Minister : And you take help of technology regarding your illness through tele-consultation!

Madan Mohan ji : ji..ji

Prime Minister : As a patient, I want to listen to your experiences, so that I would like to convey to our countrymen how the people living in our villages can use today's technology. Tell me, how do you do it?

Madan Mohan ji : It is like this Sir, hospitals are far away and when I got diabetes, I had to travel 5-6 kms away to get the treatment done...to consult. And since the arrangement has

been made by you, means that I go now, I am examined, it also makes us talk to doctors from outside and also provides us medicines. It is of great benefit to me and other people are also benefited by it.

Prime Minister : So every time is it the same doctor that sees you or the doctors keep changing?

Madan Mohan ji : They discuss our case with another doctor when needed.

Prime Minister : And the guidance that doctors give you, you get full benefit from it?

Madan Mohan ji : We are benefited. We have a great benefit through that. And the people of

the village also benefit from it. Everyone there asks that brother, we have BP, we have sugar; get us tested, check us and tell us about the medicine. And earlier, they used to go 5-6 kilometres away... there used to be long queues... there used to be queue in Pathology. There used to be a loss of an entire day's time.

Prime Minister : Meaning, your time is also saved.

Madan Mohan ji : And money was also wasted and here all services are being done free of cost.

Prime Minister : Well, when you see the doctor in person, in front of you, a trust is formed.

Okay... here's a doctor, he has checked my pulse, my eyes... he has also checked my tongue. So it's a different feeling. Now, if they do tele-consultation, do you get the same satisfaction?

Madan Mohan ji : Yes, there is satisfaction. I feel that they feel our pulse, check with a stethoscope, and I feel very happy that well...Such a good arrangement has been made by you... We earlier had to go there with difficulty, paying for transport fare...Had to line up in a queue there...Now, we are getting all the facilities sitting at home.

Prime Minister : Well, Madan Mohan ji, I wish you all the best. Even at this stage of age, you have learned technology, you use technology. Tell others too so that their time is saved... money too is saved and through whatever guidance they get, medicines can also be used in a better way.

Madan Mohan ji : Yes, of course!

Prime Minister : Fine, my best wishes to you Madan Mohan ji.

Madan Mohan ji : Sir, you have made Banaras, Kashi Vishwanath Station, developed it. Our congratulations to you on that!

Prime Minister : I thank you. What have we made? The people of Banaras have made Banaras. Otherwise, we have

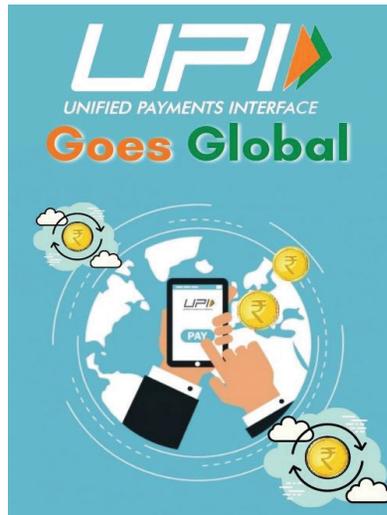


been called by Mother Ganga to serve Mother Ganga, that's all, nothing else. Ok ji, many best wishes to you. Pranam ji

Madan Mohan ji : Namaskar Sir!

Prime Minister : Namaskar ji!

Friends, eSanjeevani is becoming a life-saving App for the common man of the country, for the middle class, for the people living in hilly areas. This is the power of India's digital revolution. And today we are seeing its effect in every field. You also know the power of India's UPI. Many countries of the world are drawn towards it. **Just a few days ago, UPI-PayNow link has been launched between India and Singapore. Now, people of Singapore and India are transferring money from their mobile phones in the same way as they do within their respective countries. I am glad that people have started taking advantage of it. Be it**



India's eSanjeevani App or UPI, these have proved to be very helpful in raising the Ease of Living.

My dear countrymen, when a species of bird, a living being, which is going extinct in a country is saved, it is discussed all over the world. There are many such great traditions in our country which had disappeared,



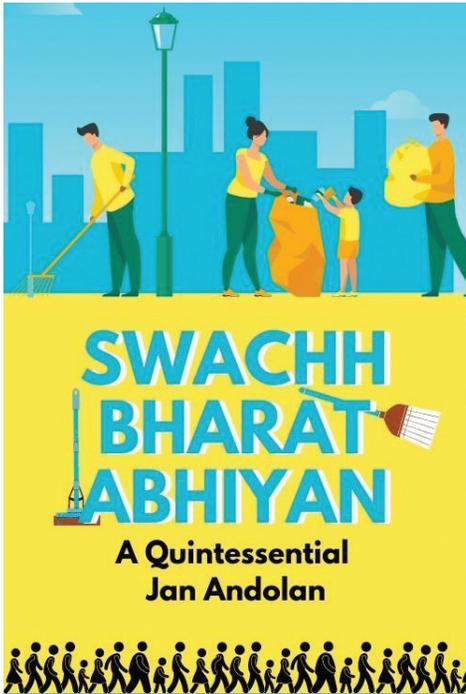
Reviving India's Forgotten Tradition

had been removed from the minds and hearts of the people, but now efforts are being made to revive them with the power of public participation, so for discussing that... What better platform than 'Mann ki Baat'.

What I am going to tell you now will make you really happy... you will be proud of our heritage. Shriman Kanchan Banerjee, who lives in America, has drawn my attention to one such campaign related to the preservation of heritage. I congratulate him. **Friends, this month, 'Tribeni Kumbho Mohotshav' was organized in Bansberia of Hooghly district in West Bengal. More than eight lakh devotees participated in it...But do you know why it is so special? It is special, since this practice has been revived after 700 years. Although this tradition is thousands of years old, but unfortunately this festival which used to take place in Tribeni, Bengal was stopped 700**

years ago. It should have been started after independence, but that too could not happen. Two years ago, the festival has been started again by the local people and through 'Tribeni Kumbho Porichalona Shomiti'. I congratulate all the people associated with its organization. You are not only keeping alive a tradition, but are also protecting the cultural heritage of India.

Friends, Tribeni in West Bengal has been known as a holy place for centuries. It finds mention in various Mangalakavya, Vaishnava literature, Shakta literature and other Bangla literary works. Various historical documents suggest that this region was once a centre of Sanskrit, education and Indian culture. Many saints consider it a holy place for Kumbh Snan on Magh Sankranti. In Tribeni, you will find many Ganga ghats, Shiva temples and ancient buildings decorated



connect our youth with the golden past of the country. There are many other such practices in India, which need to be revived. I hope that the discussion about them will definitely inspire people in this direction.

My dear countrymen, Swachh Bharat Abhiyan has changed the meaning of public participation in our country. If something related to cleanliness takes place anywhere in the country, people certainly inform me about it. That's how, my attention was drawn to a cleanliness campaign by the youth of Haryana. There is a village in Haryana –

Dulheri. The youth here decided that Bhiwani city has to be made exemplary in terms of cleanliness. They formed an organization called Yuva Swachhta Evam Janseva Samiti. The youth associated with this committee reach Bhiwani at 4 in the morning. Together, they run cleanliness drives at different places in the city. These people have so far cleared tons of garbage from different areas of the city.

with terracotta architecture. Kumbh Mela was organized here last year to restore the cultural heritage of Tribeni and revive the glory of Kumbh tradition. Seven centuries later, the three-day Kumbh Mahasnan and the fair have infused a new energy into the region. A large number of people participated in the Ganga Aarti, Rudrabhishek and Yajna that took place every day for three days. Various ashrams, mutths and akhadas were also included in the festival this time. Various genres related to Bengali traditions such as Kirtan, Baul, Gaudiya Nritya, Shree-Khol, Poter Gaan, Chhau-Nach, became the center of attraction in the evening programmes. **This is a very commendable effort to**

Friends, 'Waste to Wealth' is also an important dimension of the Swachh Bharat Abhiyan. Kamala Moharana, a sister from Kendrapara district of Odisha, runs a self-help group. The women of this group make many things like baskets and mobile

stands from milk pouches and other plastic packing materials. This is becoming a good source of income for them along with ensuring cleanliness. **If we resolve, we can make a huge contribution towards a clean India. At least we all should take a pledge to replace plastic bags with cloth bags. You will see, how much satisfaction your resolution will give you, and also inspire other people.**

My dear countrymen, today you and I joined together and once again talked about many inspirational topics. We listened to everything, sitting with family and will now hum it throughout the day. The more we talk about the industriousness of

the country, the more energy we derive. Moving with this very energy flow, today we have reached the milestone of the 98th episode of 'Mann ki Baat'. **Holi festival is just a few days from today. Happy Holi to all of you. We have to celebrate our festival with the resolve of 'Vocal for Local'. Don't forget to share your experiences with me too. Till then, I take leave of you. Next time we will meet again with new topics. Thank you very much, Namaskar!**

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





MANN KI BAAT

Special Mentions by Prime Minister



Mann ki Baat

An Expression of Jan Bhagidari

“ In this journey towards a century, all of you have made ‘Mann ki Baat’ a wonderful platform as an expression of public participation. Every month, in millions of messages, the ‘Mann ki Baat’ of lots of people reaches out to me. ”

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

“Prime Minister Narendra Modi’s unique initiative, ‘Mann ki Baat’, has been widely termed as a radio revolution, which finds its base in Jan Bhagidari. It has become an important tool to connect with the people and build Governance of trust and inclusiveness.”

J.P. Nadda
MP, Rajya Sabha

It is rightfully said that, “history abounds in instances of leaders moving crowds with the power of words.” It is the first time ever, in the history of India’s dynamic democracy, that an elected leader of the state has established a direct, two-way communication with the citizens of the country, to learn about the pulse of India.

‘Mann ki Baat’, which translates to ‘voice of the heart’, is a unique and first-of-its-kind radio programme, aired once a month, where Prime Minister Narendra Modi addresses the citizens of India. Launched in 2014 with the aim of reaching out to the common people across the length and breadth of the nation, ‘Mann ki Baat’ is broadcast on All India Radio, the largest radio network and broadcasting organization in the world, with a network of 262 radio stations, Doordarshan and various social media platforms, catering to a vast spectrum of the socio-economically and culturally diverse populace.

“Mann ki Baat is a movement to connect with every Indian and build a better future for our country.” These words by Prime Minister Narendra Modi truly

capture the essence of ‘Mann ki Baat’. Since its inception, ‘Mann ki Baat’ has been a powerful tool for fostering the spirit of Jan Bhagidari (public participation) for nation-building and has evolved into a platform for the people of India to voice their opinions and participate in the development of the nation. Spanning over eight years, with a plethora of letters written to the Prime Minister each month, ‘Mann ki Baat’ is a reflection of the collective strength, resolve, and aspirations of 130 crore Indians.

Through this initiative, the Prime Minister not only informs, educates, inspires, urges, and extols about everything that can contribute to nation-building, but also allows citizens from all walks of life to express their opinions, concerns, and suggestions on a range of topics, as he shares them on this monthly broadcast and brings the voices of the people to the forefront.

Over the years, ‘Mann ki Baat’ has transformed into a catalyst for change in the society.

From inspiring the entire nation with the eternal saying ‘Cleanliness is next to Godliness’ as the Prime Minister launched the Swachh Bharat Campaign with a significant success rate today; urging mass participation for the Har Ghar Tiranga Campaign making it India’s largest citizen engagement campaign; turning the Azadi Ka Amrit Mahotsav from a Government initiative into a Jan-Andolan; to motivating people for the COVID-19 vaccination drive making it the world’s largest vaccination drive with a landmark delivery of over 200 crore vaccines; ‘Mann ki Baat’ has successfully grown from being just a radio programme to a reflection of India’s holistic development and an expression of public participation.





Over successive episodes, the messages delivered by the Prime Minister in the programme have become mass movements (Jan Andolans) in a matter of few weeks. It can be evinced in the success of some indigenous industries, whose fame reached far and wide through people's efforts after the Prime Minister brought them to light in his 'Mann ki Baat' addresses. Be it the promotion of traditional sports like Kho-kho and Kabaddi in the Khelo India Games, or the adoption of UPI in every nook and corner of the country; be it encouraging the Indian toy industry and creating a massive demand for the same, even in foreign countries, or highlighting the traditional Indian art forms and genres of storytelling and attracting masses from across the country to grasp this ancient

Indian knowledge; be it giving the clarion call for becoming 'Vocal for Local' or inspiring the Indians to take 'Local to Global' resulting in rising exports of products like Khadi and Indian honey; 'Mann ki Baat' has inspired the masses to march towards Aatmanirbharta in India.

'Mann ki Baat' has, time and again, strengthened the age-old values of democracy in India. It has brought to light the stories of many Indians who have showcased the true spirit of Jan Bhagidari for national development, in their own little ways, and contributed to the nation's success. This is first-of-its-kind radio show which is hosted by the Prime Minister and runs on the ideas, aspirations, hopes, and contributions of the people of India towards building the New India of their dreams.

The collage features seven distinct graphics:

- INDIAN INDIGENOUS TOYS:** A graphic showing various colorful Indian toys like rag dolls and wooden toys.
- LOCAL GOES GLOBAL:** A graphic with a globe and a lion, stating "India achieves record of \$400 Billion Goods Exports for the first time!" and "MAKE IN INDIA".
- Swachh Bharat Mission:** A graphic showing a person cleaning a public area with a broom.
- INDIAN FAIRS:** A graphic with a fairground scene and the text "CONNECTING SOCIETY WITH ITS ROOTS".
- TAKE YOUR PRECAUTION DOSE AGAINST COVID-19:** A graphic showing hands holding a syringe.
- HAR Ghar TIRANGA:** A graphic featuring the Indian national flag.
- VOCAL FOR LOCAL WITH KHADI:** A graphic showing a traditional wooden spinning wheel.
- CASHLESS DAY OUT:** A graphic showing a person using a smartphone and a card, with the text "BHIM" and "Making India Cashless".
- World Desires 'Made In India':** A graphic showing musical instruments like a tabla and a sitar, with the text "Huge spike in India's Exports of Musical Instruments".

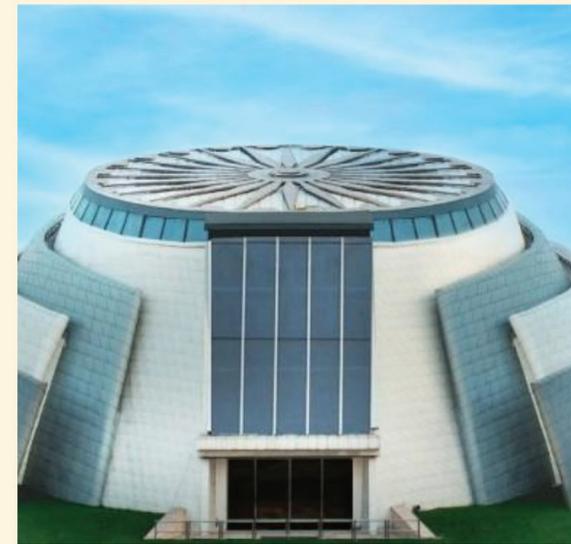
Prime Minister's Clarion Calls for Strengthening Jan Bhagidari



“Whatever portal you design online; whatever content you create, try to make it in all the languages recognized by the United Nations. There are many such countries in the world where English is neither spoken nor understood. Promote your information keeping such countries in mind as well. I am sure that soon, AYUSH startups from India, with better quality products, will reign all over the world.”



“The 18th of May, International Museum Day will be celebrated all over the world. In view of this, I have an idea for my young friends. Why not visit a local museum with your circle of friends during the upcoming holidays? Do share your experience with #MuseumMemories. By doing so, you will also awaken curiosity about museums in the minds of others.”



“I would like all of you, and especially the youth, to know about this campaign and also bear responsibility for it. If there is any history related to the freedom struggle in your area, if there is a memory of a freedom fighter, you can also connect it with Amrit Sarovar. Let us take a pledge to conserve water and save a life in the Azadi Ka Amrit Mahotsav. We will save water drop-by-drop and save every single life.”

“In places where there was no good internet facility till a few years ago, now there is also the facility of payment through UPI. Looking at the experiences of Sagarika, Preksha and Anandita, I would also urge you to try the experiment of 'Cashless Day Out', definitely do it. I would like you to share any experiences related to the power of digital payment and the startup ecosystem. Your experiences can become an inspiration to many other countrymen.”



“You should also take out time to visit one such historical station in your vicinity. You will get to know in detail about pages from the history of the freedom movement that you have not been aware of. I urge the students of the nearby school, and the teachers to take the small children of their school to the station and narrate the whole chain of events to those children.”
“I also have a suggestion that from the 2nd of August to the 15th of August, all of us can place the tricolour in our social media profile pictures.”



“If you also know a Divyang friend, know their talent, then with the help of digital technology, you can bring them to the fore in front of the world. Divyang friends must also join such endeavours!”



“Let us all together make Indian toys more popular all over the world. Along with this, I would also like to urge the parents to buy more and more Indian toys, puzzles and games.”



“The youth must visit the fairs and share the pictures on social media as well. Through this, people will get to know about our traditional fairs. In the next few days, the Culture Ministry is starting a competition, where those who send the best pictures of the fairs will also be rewarded. So, visit the fairs, share their pictures, and maybe you will get rewarded too.”



Strengthening Democracy through Jan Bhagidari



J.P. Nadda

Member of Parliament, Rajya Sabha

Jan Bhagidari, or people's participation, is the cornerstone of any thriving democracy. A democracy can only be successful if it ensures that the voices of its citizens are heard, their concerns are addressed, and their participation is encouraged. The active involvement of people in decision-making processes is essential for the growth and development of any society.

Prime Minister Narendra Modi's unique initiative, 'Mann ki Baat' has been termed widely as a radio revolution, which finds its base in Jan Bhagidari. Designed to address the citizens of India on various topics, ranging from social problems to environmental challenges and technological advancements, 'Mann ki Baat' has become an important tool to connect with the people and build governance of trust and inclusiveness.

As the Prime Minister

mentioned in his recent 'Mann ki Baat' address, "Mann ki Baat has established itself as a wonderful platform for an expression of public participation." equipping people with the ability to initiate a dialogue with the Government and further contribute towards the growth and development of the country.

Over the last 98 episodes, 'Mann ki Baat' has encouraged the spirit of 'Jan Bhagidari' and 'Jan Andolan' in India. Be it mass campaigns exhibiting the spirit of public participation like Beti Bachao Beti Padhao or Swachh Bharat Abhiyan; or messages that turned into mass movements upon PM's clarion calls such as Amrit Sarovar or 'Vocal for Local', 'Mann ki Baat' has time and again given an impetus to the reformist streak of the Prime Minister and the collective power of the citizens for building a new, developed, and self-reliant India.

Every month, lakhs of Indians communicate directly with the Prime Minister and share their *Mann ki Baat* with him through their letters, emails and messages. The 'Mann ki Baat' programme also demonstrates how the society's power transforms into the strength of the nation.

We all witnessed how the clarion call given by the Prime Minister to promote India's traditional games and sports exhorted youth across the nation to learn and play our indigenous games and sports, it led to a sports revolution in the country. Similarly, in one of his 'Mann ki Baat' addresses, Prime Minister Narendra Modi appealed to the



nation to promote Indian toys and make our children aware about India's rich cultural and traditions attached to toy-making. The motive behind this was not just to promote traditional Indian toys but also to reduce our dependence on toy imports, particularly those from China. The appeal of the Prime Minister worked wonders, as today India's imports of toys has not only reduced considerably, but it has also revived and flourished our very own toy industry and helped Indian artisans to earn a living. In one of the 'Mann ki Baat' address, the Prime Minister drew the nation's attention towards India's unique art of storytelling, and today it has become famous.

The Prime Minister also tried to connect people with the birth anniversaries of our icons to make them relevant and appealing. For instance, on the birth anniversary of Sardar Patel, which is celebrated as 'Ekta Diwas', the Prime Minister started three contests - song writing, *lori* and *rangoli* on patriotism - to engage with the people across the country. It turned out to be a rage among the countrymen, particularly the youth, as a whopping 5 lakh plus people from over 700 districts participated in these.

We all have also seen the success of 'Har Ghar Tiranga Abhiyan'. Under the leadership of Prime Minister, the entire nation - from east to west and from

north to south - unitedly made this a unique spectacle. All these are shining examples of the Jan Bhagidari which Modiji has developed by using the powerful medium of radio.

Embodying the spirit of 'Sabka Saath, Sabka Vikas', Prime Minister's 'Mann ki Baat' has successfully created a two-way communication channel.

In India, jan bhagidari is an indomitable force to reckon with and has yielded unimaginable positive results, setting an example for the world. Proof of the strength of jan bhagidari is the 'over 2 billion COVID-19 vaccination' record, which was no mean feat to achieve in 18 months, but we did it. Creating awareness as well as encouraging participation and behaviour change is how The Prime Minister tapped on 'Mann ki Baat' for this historic milestone amidst the pandemic and many others, demonstrating unshakable faith in public participation even from the remotest of regions in India.

Not only has 'Mann ki Baat' ushered in a wave of social change in the country, but it has also demonstrated the transformative power of individuals towards the development of a Sashakt, Atmanirbhar Bharat, carrying through the clarion call of the Prime Minister into the Amrit Kaal i.e., participation of all leads to the prosperity of all.

UNITY IN CREATIVITY COMPETITIONS

*A celebration of the India's art, culture, music
and Jan Bhagidari*

**“Amrit Mahotsav must be filled with colours of
art, culture, songs, and music**

–Prime Minister Narendra Modi

To commemorate 75 years of the India's Independence, the Ministry of Culture organized three unique competitions nationwide, from Tehsil/Taluka level to national level, upholding the spirit of 'Ek Bharat Shreshtha Bharat'.

The initiative was announced by Prime Minister Narendra Modi in his 'Mann Ki Baat' address in October 2021, where he requested entries from 31st October to mark the National Unity Day in India through robust public participation, showcasing the essence of #UnityInCreativity.

3 UNIQUE COMPETITIONS WERE:



**Deshbhakti Geet
(patriotic song)
Writing**



Rangoli Making



**Lori (lullaby)
Writing**



More than
5 Lakh
people participated
enthusiastically

Entries from over
700 districts
across the country

Children, adults
and the elderly sent
entries in over
**20
languages**

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WINNERS & THEIR CREATIVE EXPRESSION:

The Prime Minister also brought to light people's creative expression and displayed a few winning entries in his 'Mann ki Baat' address, highlighting the vision and creative drive of each of the winners. The winning entry by B.M. Manjunath, a resident of Chamrajnagar District in Karnataka, 'Malagu Kanda' written in Kannada, was inspired by his mother and grandmother. The lullaby submitted by Dinesh Gowala, a resident of Kamrup District in Assam, bore a reflection of the popular craft of the artisans who make clay and pot vessels locally.

Similarly, for the rangoli competition, entries from different States with different names and themes were submitted, with every region having its own unique way of representing its traditions, folklore and practices. Kamal Kumar from Punjab made a very beautiful rangoli of Netaji Subhas Chandra Bose and Amar Shaheed Veer Bhagat Singh, while Sachin Narendra Avsari from Sangli, Maharashtra made a rangoli depicting the Jallianwala Bagh, the massacre, and the bravery of Shaheed Udham Singh.

Deshbhakti Geet Writing also saw vast participation and inspiring entries in varied languages of India. Greatly inspired by Narasimha Reddy Garu, the famous freedom fighter of her region, T. Vijay Durga, Andhra Pradesh sent her entry in Telugu and won the first prize.

These three unique competitions have indeed endeavoured to bring people of India closer to their roots and portrayed the diverse cultural expression of India. The overwhelming response is a testament to the love and pride people have for their culture and traditions, and displays the patriotic zeal of the citizens, marking the grand success of the 'Azadi ka Amrit Mahotsav' in India.

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In the Words of the #UnityInCreativity Competition Winners...



“As a child, I grew up listening to loris (lullabies) that many women sing for their children to put them to sleep. I grew up in a village near Chikkanur Gram. Getting recognition for my lori comes as a huge surprise to me and my entire village. Moreover, when I heard that my lori will be played on Akashvani AIR, it filled my heart with pride. It was a lori song titled 'Malagu Kanda' by my mother and grandmother, and the appreciation it got from the Prime Minister in 'Mann Ki Baat' at the crucial time of 'Azadi ka Amrit Mahotsav' makes me express my heartfelt gratitude to the Prime Minister and the people of this country!”

B.M. MANJUNATH, KARNATAKA (LULLABY COMPETITION)

“I was extremely happy to learn that the Prime Minister mentioned my lullaby entry for the Unity in Creativity competitions, organized by the Ministry of Culture, in his 'Mann ki Baat' address. It is truly an honour for me to win the second prize in this competition at the national level and I was very excited to come to Delhi and receive this prize”

DINESH GOWALA, ASSAM (LULLABY COMPETITION)



“When the Prime Minister announced patriotic competitions in his 'Mann Ki Baat' programme, I was very keen on participating in the Rangoli Competition. Artists from around 750 districts across India participated in it, making it over 5,16,000 participants. Proper screening of entries at three levels was done. First at the district level, then State, and then at the national level. I was extremely happy when I heard that my rangoli has won the first prize at the national level. The theme given for rangoli was patriotism and unity. I had chosen the theme of patriotism and created a rangoli with Bhagat Singh and Subhas Chandra Bose. On February 26th, the Prime Minister announced the winners and it filled my heart with pride to see my work and my picture being displayed on such a large platform. I believe this was a wonderful initiative taken by the Prime Minister to teach generations about India's rich culture and history, and promote the different cultures of every state.”

KAMAL KUMAR, PUNJAB (RANGOLI COMPETITION)

“I am extremely happy to have won the first prize in the Rangoli Competition organized by the Ministry of Culture, under 'Azadi ka Amrit Mahotsav'. It was my honour that the Prime Minister mentioned me and my rangoli, which he liked, in his 'Mann Ki Baat' address. In his program, artists working in different fields were mentioned and it is a matter of pride for me that I was one of them. I would like to thank him for creating such a big platform for artists from small villages to come forward and share their work, making the entire nation proud of them.”

SACHIN NARENDRA AVASRI, MAHARASHTRA (RANGOLI COMPETITION)

“I am very happy to receive the third prize in the national competitions conducted by the Ministry of Culture under 'Azadi ka Amrit Mahotsav'. I chose the topic patriotism and my rangoli had shown Gandhiji in black and white and a child who was in colour. This depicts how our freedom struggle was and how we are experiencing the transformation today.”

GURU DUTT VANTEKAR, GOA (RANGOLI COMPETITION)



“When I saw the ads for these AKAM competitions, I decided to write a patriotic song. The topic was local freedom fighters/ unsung heroes of freedom, and thus, taking inspiration from our past, I wrote a song on our local hero, Koilkuntla hero, Uyyalawada Narasimha Reddy. I was very happy when my song won the first prize in the competition and I felt proud and delighted beyond imagination, especially because my song was in Telugu and I was elated that a Telugu song got such recognition. The Prime Minister also played my song and appreciated it in 'Mann Ki Baat', which is the most unforgettable achievement for me in this lifetime. It is great to see that through these competitions, my work has been appreciated and Uyyalawada also got the recognition he deserves, and I would like to thank the Prime Minister for that.”

VIJAYA DURGA, ANDHRA PRADESH (PATRIOTIC SONG COMPETITION)



“In the competition conducted by the Ministry of Culture, I submitted a patriotic song with the lyrics written in Maithili language and was honoured to win a prize of 4 lakh rupees for the same. Recently, the Prime Minister mentioned this in his 'Mann ki Baat' address and that gave me a lot of motivation. I am happy to see that, today, many such opportunities are being given to people from across India and the Prime Minister is himself recognising the talent of people and bringing it forward on a national platform.”

DEEPAK VATS, UTTAR PRADESH (PATRIOTIC SONG COMPETITION)

USTAD BISMILLAH KHAN YUVA PURASKAR

Honouring the Contribution of Talents
Enriching India's Art and Music World

Prime Minister Narendra Modi often talks about India's culture and the role of youth in taking forward the gamut of India's traditional performing arts. In the 98th episode of 'Mann ki Baat', he talked about Ustad Bismillah Khan Yuva Puraskar.

Sangeet Natak Akademi, the national academy of Music, Dance and Drama, and the apex body of the performing arts in the country, selected 102 artists of India who have made a mark as young talents in their respective fields of the performing arts. The awards were given jointly for the years 2019, 2020 & 2021. A four-day festival of music, dance and drama was held in February 2023 in New Delhi.

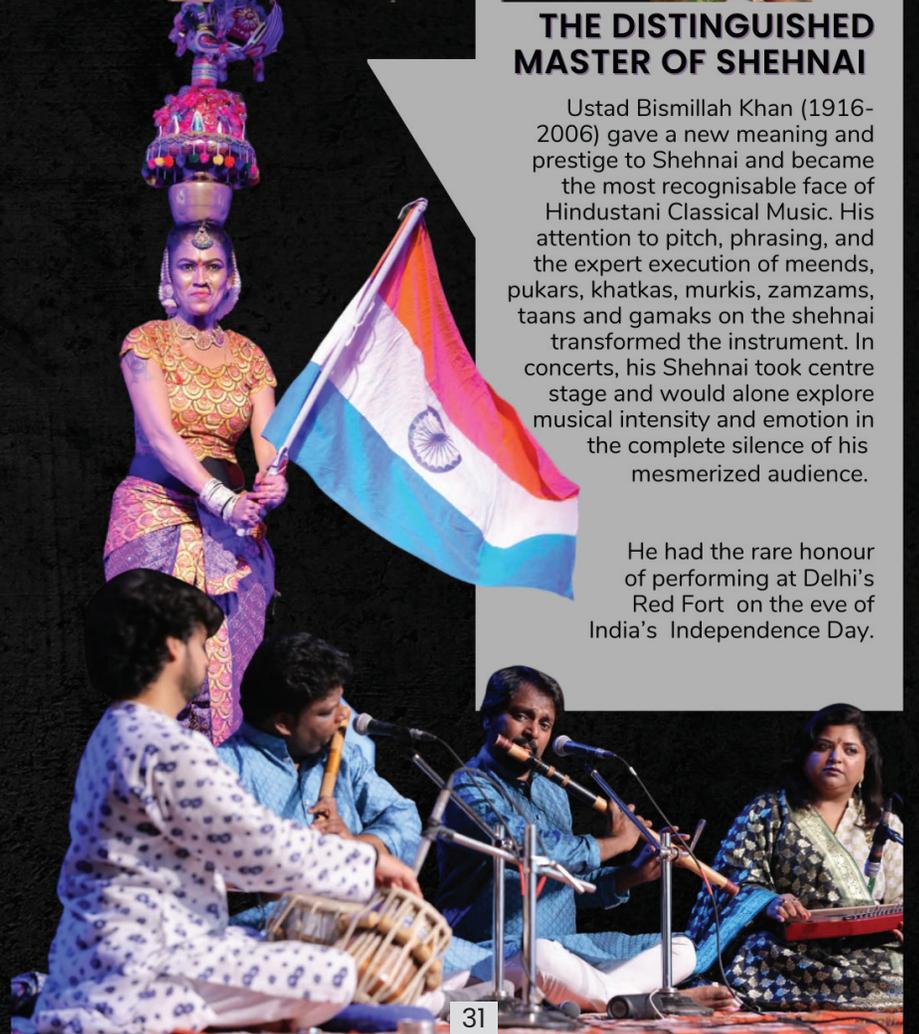
Ustad Bismillah Khan Yuva Puraskar was instituted by Sangeet Natak Akademi to award artists who have demonstrated conspicuous talent in the fields of music, dance and drama. Outstanding practitioners of Music, Dance, Theatre, and Traditional folk/tribal art forms are conferred with the Puraskar. This award is given to artists up to the age of 40 years to encourage young talents with national recognition so that they work with greater commitment and dedication in their chosen fields. The Yuva Puraskar carries a purse money of Rs 25,000, an Angavastram and a plaque.



THE DISTINGUISHED MASTER OF SHEHNAI

Ustad Bismillah Khan (1916-2006) gave a new meaning and prestige to Shehnai and became the most recognisable face of Hindustani Classical Music. His attention to pitch, phrasing, and the expert execution of meends, pukars, khatkas, murkis, zamzams, taans and gamaks on the shehnai transformed the instrument. In concerts, his Shehnai took centre stage and would alone explore musical intensity and emotion in the complete silence of his mesmerized audience.

He had the rare honour of performing at Delhi's Red Fort on the eve of India's Independence Day.



Winners Speak...

"It is indeed an honour for me and the people of Manipur that Prime Minister Narendra Modi mentioned my name in 'Mann ki Baat'. My family has served the people of Manipur by fixing leather straps of Pung for many generations, since my great-great grandfather's time. We never thought that the Sangeet Natak Akademi would recognise our skills and give me this honour. My appeal to younger generations is to continue whatever profession you choose with dedication and discipline. Success will automatically come to your fate one day."

-Saikhom Surchandra, Ustad Bismillah Khan Yuva Puraskar 2019

"I feel very happy that today Modiji took the name of a Divyang person living in a remote area in his 'Mann ki Baat' program. I have got this award for promotion of Uttarakhand Folk Music such as Rajula-Malushahi, Nyuli, Hudka Bol, Jagar. "

-Puran Singh, Ustad Bismillah Khan Yuva Puraskar 2021

"When I heard the Prime Minister take my name on 'Mann ki Baat', I got emotional. I thought that what I have been doing for so many years has been an achievement. It will give us an inspiration to go ahead and do even better work because the culture of our country is very rich that we have to take to the whole world. Sursingar is one such instrument which was mentioned in our scriptures but after 1950-60s it had completely disappeared. In the Gharana I come from, the Semiya Shahjahanpur Gharana, this instrument has played a very important role in the past and now we are trying to revive it little by little. The Prime Minister is giving respect to all the artists from all over the country, many programs are going on, he is promoting many artists. Wherever I have gone to perform, I have seen that the youths is taking interest in India's culture. Indian music is in very safe hands in future."

-Joydeep Mukherjee, Ustad Bismillah Khan Yuva Puraskar 2019

"I have been doing this Perni Natyam since childhood. My Guru sent me to his Guru, Kala Krishna Kumar ji, where my journey with Perni Natyam started. Since then, I have never given up and kept working hard, today I am standing here because of Ustad Bismillah Khan Award. The very next day after receiving the award, Modiji had also congratulated us on Twitter. I am very happy that the young people have got such a good voice. The Prime Minister thinks about the youth and I am very happy and thankful to him. I also want to thank the Government for supporting so many young people and artists that will help the country progress a lot. I request the Government of India to keep Perni Natyam under classical dance and we will try and move forward to do this dance in the whole nation."

-Rajkumar Nayak, Ustad Bismillah Khan Yuva Puraskar Award 2020

"When Prime Minister Narendra Modiji took my name in the popular program 'Mann ki Baat' for Warkari Kirtan, then I got calls from my friends and felt very proud that such a great personality took my name today. I thank Prime Minister Modi a lot for this."

-Sangram Suhas Bhandare, Ustad Bismillah Khan Yuva Puraskar 2021

"Receiving Ustad Bismillah Khan Yuva Puraskar for Carnatic Instrumental was a joyous moment. This is the first time Sangeet Natak Akademi conferred this award for Mandolin; so, I am really blessed and it's a great moment for me. Further, Prime Minister Narendra Modi ji also mentioned my name in 'Mann ki Baat'. I am very thankful to him for choosing me and highlighting my profession. It is a big motivation and a great honour for me. I hope that this would encourage and motivate others to come up and take up our traditional arts."

-U Nagamani, Ustad Bismillah Khan Yuva Puraskar 2021





Sandhya Purecha

Chairman, Sangeet Natak Akademi

Our Traditional Arts are Representative of Indian culture

‘साहित्यसङ्गीतकलाविहीनः साक्षात्पशुः पुच्छविषाणहीनः’ – If a human being is devoid of literature, music, and art, then his state is that of an animal. At Sangeet Natak Akademi, we are taking the same idea forward. The first of the ‘Panch Pran’ given by Prime Minister Narendra Modi was that we should be proud of our heritage, and he is teaching our young generation to do the same. To promote this, Ustad Bismillah Khan Yuva Puraskar is being given by Sangeet Natak Akademi to honour the emerging talent.

The Prime Minister’s mention of Ustad Bismillah Khan Yuva Puraskar in his ‘Mann ki Baat’ program will prove to be helpful for the youth as it will give them great encouragement. I express my gratitude to the Prime Minister for encouraging the young generation so much. He recognized the

contribution of youth in Digital India, Economy, Health, Swachh Bharat Abhiyan as well as in the field of arts where the youth power of India has given a lot of boost to folk music, dance and art. All the artists are elated that the result of their dedication, hard work and their practice in their respective fields, has come in the form of praise from the Prime Minister himself. They are excited and feel encouraged to do good work. I feel that the youth have got this message that they have to keep taking Indian art and heritage forward.

‘Sursingar’, which had completely disappeared from our musical tradition, is being taken forward by Joydeep Mukherjee; the feminine power that we have not seen till date in Mandolin is being represented by Nagamaniiji; Warkari Kirtan which no one could

have imagined being awarded was appreciated—all these have been recognised by the leader of the nation himself. There were many folk dances like Karakattam, Perini Odissi, and the instrument Meitei Pung which found a place in ‘Mann ki Baat’. And today, we can see a surge in enthusiasm among young artists across the country to move forward in their field. I have received so many messages from people asking me to express their gratitude to the Prime Minister for mentioning their names in ‘Mann ki Baat’.

The second vow of the Prime Minister was that the young generation should contribute to the development of the nation and they should be fully involved in this goal. Our soft power is our culture and if we have to take this power forward, our youth has to be associated with it. And for this reason, Sangeet Natak Akademi organized Amrit Yuva Kala Mahotsav. Under this, events are being organized for young artists

in 75 places for 75 days. In this, all kinds of art, be it folk music, dance or puppetry, and artists, from all tribes are encouraged to perform. Ustad Bismillah Khan Yuva Puraskar is also being given as an encouragement to those artists who have been associated with their art for over two to three decades and are moving forward. Today, our young generation is moving ahead in the fields of science, mathematics and engineering along with taking the responsibility of preserving their nation’s artistic heritage.

It has been said in our scriptures that ‘नृत्यम संस्कृति वर्धनम्’—all arts do the work of promoting and preserving culture and values. Along with this, Sat-Chit-Anand i.e., Brahmanand is attained because we don’t dance for others, we don’t sing for others – we do that for our soul, and that’s why we keep on doing its complete sadhana. Every Indian art encourages the spirit of ‘कर्मण्येवाधिकारस्ते मां फलेषु कदाचन’ (Karmanye Vadhikaraste





Maa Phaleshu Kadachana). A person should keep on doing one's work and in this sense, Swami Vivekananda had also given a message to the youth - 'उत्तिष्ठत जाग्रत प्राप्य वरान्निबोधत' (Utishtat Jagrat Prapya Varannibodhat) - which means 'arise, awake and stop not till the goal is reached.' Indian arts are associated with all these messages, so Indian art is unique in itself.

The puppeteers in India also do an important job of passing on our Indian morals and values of Ramayana, Mahabharata and other spiritual tales to the next generation through the art of storytelling. Today's generation wants to know about their history - be it through puppets, dance or music, the younger generation wants to connect with their culture. This is the strength of our art that they showcase Indian culture.

My first task in this organization was to start the Amrit Yuva Kala Mahotsav. In our upcoming programs also, we will connect with school and college students and organize interactions with our senior artists so that our new generation can understand our diverse art and Indian culture.

Scan the QR code to know Dr. Sandhya Purecha's views on the revival of traditional artforms of India by the Government



Ustad Bismillah Khan Yuva Puraskar: Great Encouragement for the Youth

“ Our traditional arts, especially the art of philosophy, which include sculptures, paintings, our festivals, our weaving, embroidery, our dance, our music and our literature, are all so connected. It is only now that people are understanding what I called Nritya Yoga years ago. The image of our Nataraja, his idol, is that of a yogi but that portrayal of yoga is dynamic. People think that yoga is just sitting and doing asanas, which it is but at the very initial stage of yoga. But as we go higher, our dance connects us to our whole being. You can see our tribal dances, our folk dances, or listen to our music - it is as if our whole consciousness dances. This enchants the whole world and that is the charm of our culture.

Ustad Bismillah Khan Yuva Puraskar is the result of the practice, perseverance and hard work of the young award-winning artists. This award will encourage artists and inspire them to move

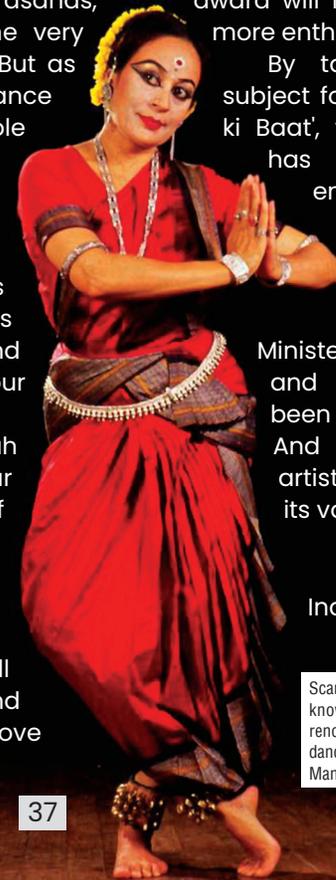
forward in their fields. When we were at that age, there were no such awards for us and we had to make our place through practice, perseverance and hard work in our society, in our country, and in the world. I feel that today's young generation, which is technologically enabled, dominates social media, and at the same time does not ignore the value of perseverance, practice and hard work, this award will fill them with a lot more enthusiasm.

By talking about this subject for so long in 'Mann ki Baat', the Prime Minister has given a lot of encouragement to the artists and their field of art. In reviving the art sectors, the Prime Minister's 'Mann ki Baat' and this award have been great contributors. And today's young artists also understand its value. ”

Sonal Mansingh

Indian classical dancer,
Rajya Sabha MP

Scan the QR to know the views of renowned Odissi dancer Sonal Mansingh



eSanjeevani

A Digital Vardan for Healthy India

“eSanjeevani is becoming a life-saving app for the common man of the country, for the middle class, for the people living in hilly areas... Till now, the number of tele-consultants using this app has crossed the figure of 10 crore. This is the power of India's digital revolution.”

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

"Prime Minister Narendra Modi's mention of eSanjeevani will help the app gain more traction and increase its usage. As more people become aware of the app's benefits, it will lead to greater trust and adoption."

Dr. Randeep Guleria
Chairman of Internal
Medicine, Medanta and
former Director, AIIMS

The COVID-19 pandemic has brought about unprecedented challenges in the healthcare sector across the globe and drastically changed the way healthcare is delivered across the world. However, India, which had already laid down the groundwork for digital transformation through its flagship initiative, Digital India, was quick to respond and launched apps like Aarogya Setu and Co-WIN. These apps enabled people to assess their risk of infection and boosted the world's biggest vaccination drive. It was at this time that the country decided to launch the world's largest Government led tele-medicine platform, i.e., eSanjeevani and also made rapid progress in the field of the digitalization of health records.

eSanjeevani was launched by the Ministry of Health and Family Welfare in November 2019. It is a national tele-medicine service that allows doctors to provide medical consultations to patients from remote locations, reducing the need for physical visits to the hospital. The eSanjeevani service is available in two variants, eSanjeevani



Ayushman Bharat-Health and Wellness Centre (AB-HWC) and eSanjeevani OPD.

eSanjeevani AB-HWC, the first vertical, endeavours to bridge the rural-urban digital health divide by providing assisted tele-consultation. This vertical operates on a hub-and-spoke model wherein the 'Ayushman Bharat-Health and Wellness Centres' AB-HWC (HWCs) are set up at the state level and act as spokes, which are mapped with the hub, comprising doctors and specialists at the zonal level. eSanjeevani OPD is the second vertical, which caters to citizens in both rural and urban areas alike. It uses technology like smart phones, tablets, etc. to enable accessible doctor consultations at the patient's residence, regardless of their

location.

eSanjeevani has come as a boon for people residing in rural and remote locations of the nation. Earlier, the residents had to travel kilometers to reach the hospital. They had to wait in long queues, lose their daily wages due to absence at work, and spend money on transport fares and tests. But with a service like eSanjeevani, now people can get expert consultation right at their home, without spending any money. Moreover, the COVID-19 pandemic was also the time when people suffered from many mental health issues, like depression, as almost the whole world was isolated as a precautionary measure. During such a time, eSanjeevani became a safe space for people to consult psychiatrists and heal



10,01,17,675
Patients Served



5,10,702
Patients Served (max.) In
One Day



1,15,234
Health and Wellness
Centres Enabled



15,731
Hubs Enabled



1,152
Online OPDs Hosted

*As on 16.02.23

themselves. In a way, eSanjeevani has also opened a new door towards mental wellbeing for all those who would, otherwise, not seek professional help due to

various taboos attached to the topic.

With 10 crore consultations provided to the people from various corners of the country, eSanjeevani has garnered the distinction of being the world's largest Government owned telemedicine platform in just 3 years. Considering the importance of digitization of health records for making management of health better and easier, eSanjeevani also helps patients generate an Ayushman Bharat Health Account (ABHA) number, which is a 14-digit unique ID of a patient that links their health records across multiple systems and stakeholders. Till date, around 30 crore ABHA IDs have been created and integrated with the National Digital Health Ecosystem, out of which more than 45,000 ABHA IDs have been generated via the eSanjeevani app.

eSanjeevani is a prime example of how digital initiatives taken by the Government of India are revolutionizing the healthcare sector in the country. By enabling remote consultations, eSanjeevani is making healthcare services accessible to people in rural and remote areas. The success of eSanjeevani has demonstrated the potential of digital initiatives in achieving universal health coverage and making healthcare services more accessible, efficient, and affordable for each and every Indian.

eSanjeevani App

HOW TELEMEDICINE WORKS?

Download the eSanjeevani app on your device and follow these steps 

Registration and token generation

- Verify mobile number using OTP
- Fill patient registration form
- Request for a token
- Upload health records, if any
- Receive patient ID and token on SMS

1

Login

- Wait for SMS to login
- Login with patient ID

2

Waiting Room

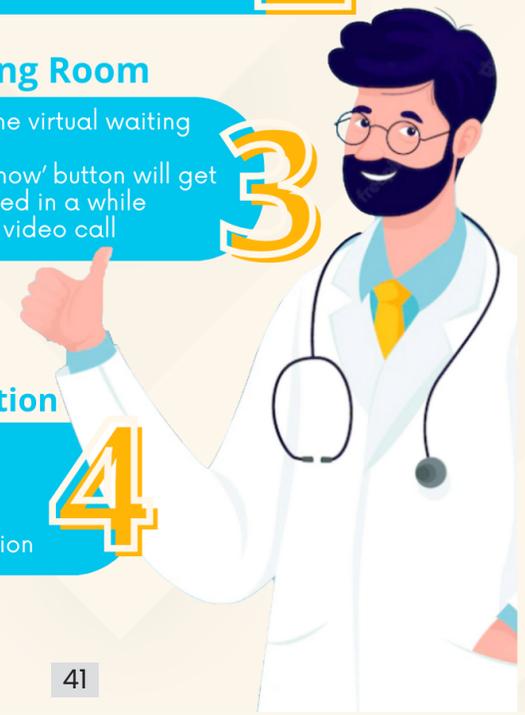
- Enter the virtual waiting room
- A 'call now' button will get activated in a while
- Start a video call

3

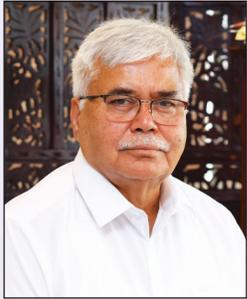
Consultation

- Consult the doctor
- Get instant e-prescription

4



Unified Health Interface: Enabling Seamless Delivery of Digital Health Services in India



R.S. Sharma
Former CEO,
National Health Authority

The Unified Health Interface (UHI) is one of the foundational layers in the Ayushman Bharat Digital Mission (ABDM) stack that focuses on the discoverability and delivery of health services. While the current ABDM building blocks enable the interoperable exchange of personal health data and provide registries for doctors, patients, and health facilities, UHI leverages these building blocks to provide a seamless end-to-end experience for the users.

It is intended to be an open network within the ABDM ecosystem, enabling the interoperable transaction of digital health services like tele-

consultation. UHI will make it easier for different stakeholders to communicate when utilising different solutions, similar to how UPI is used in payments. Using the UHI-enabled end user applications, patients can search, book, and avail of services given by a variety of health service providers via any application of their choice through the UHI gateway. For example, the doctor available on the ABC platform cannot provide tele-consultation to a patient using the XYZ platform. UHI shall enable all these platforms to interact with each other through open protocols and, in turn, provide a seamless experience. This contrasts with the existing method of delivering digital health services, which requires patients and clinicians to do business through a single platform or application. With UHI, they can continue functioning with their respective digital platforms and can still transact and be part of healthcare service delivery. Healthcare professionals will also benefit from their extended visibility to potential patients present on different platforms.

Currently, citizens can book an online consultation with any doctor, book a physical appointment with any doctor, find a blood bank near them,



book lab tests at their doorstep, or avail of an ambulance pick-up or drop-off. Around ten health applications, such as Driefcase, Pristyn Care, Practo, Lybrate, Paytm, and Aarogya Setu on the end-user side, and Medibuddy, Bajaj Finserv, Pristyn, and the Government's flagship apps Co-WIN and ORS on the health service provider's end have integrated successfully with UHI, preparing for a market launch. The Government's national tele-consultation service, eSanjeevani has also become ABDM-enabled and offers huge value to the UHI network with its coverage across most public health facilities.

Aarogya Setu, which was primarily a contact tracing application, is being refurbished into a health and wellness reference application for citizens to avail themselves of multiple health services facilitated

through UHI. Co-WIN is being repurposed as 'DocMitra', a light-weight health management information system for small doctor clinics and nursing homes. It will facilitate doctors in scheduling their appointments, providing tele-consultation services through UHI, writing e-prescriptions, and managing their clinical practice efficiently.

This model, under UHI, is an ideal example of enabling interoperable health services like tele-consultation as well as building public-private partnerships with purpose. In the long run, UHI will increase accessibility, quality, and efficiency by allowing patients to access numerous digital health services from any platform of their choice, giving India the prowess to advance in terms of how digital health services are provided effectively, even at the last mile.



Dr. Randeep Guleria

Chairman of Internal Medicine, Medanta and former Director, AIIMS

eSanjeevani App: Bringing Healthcare to Your Doorsteps

India, during the COVID-19 pandemic, became a flag-bearer of innovation. While even the most developed countries of the world were struggling, India came up with various innovations to make healthcare services more accessible to the citizens. Today, India's healthcare sector is undergoing a massive transformation and eSanjeevani is at the forefront of this change. With its outreach extending to the whole nation, eSanjeevani is helping people consult experts from the big cities without physically traveling to the hospitals.

This is especially beneficial for people residing in the rural areas, who previously had to travel to distant locations for consultation, incurring

additional expenses in travel and lodging in larger cities, as well as losing wages. They can now easily obtain consultations and follow-ups from the comfort of their own homes by using the app. It has also benefited patients suffering from chronic illnesses such as diabetes, high blood pressure, kidney problems, and so on. Non-communicable diseases are on the rise in India, and they necessitate frequent check-ups. eSanjeevani has solved this issue by bringing healthcare to their homes.

Along with many benefits, the eSanjeevani app has addressed one of our country's most pressing healthcare challenges: shortage of doctors in the rural and remote areas. The density of doctors in the

tier-1 cities of India is highest and it reduces as we move towards the tier-2, tier-3 and remote areas. Due to the lack of doctors in such areas, people usually resort to home remedies or self-medication, which does not help them cure and can even be harmful. People can now easily access doctors via their mobile devices, thanks to the introduction of eSanjeevani. The app is helping them in getting the right consultation, diagnosis, medication and follow-ups. The app is filling the gap of human resources in the rural and remote areas of the country.

According to the Prime Minister's recent 'Mann ki Baat' address, more than 10 crore people have used this app to consult doctors. When we look at the breakdown of this number, we can easily see that people in rural areas have benefited the most from it. This has made a significant difference in the lives of people who live in remote areas or who are unable to visit hospitals due to their condition.

The future of tele-medicine in India is very bright. In coming times, the number of consultations through apps like eSanjeevani is bound to increase. Many new technologies have simplified patient care. During the pandemic, for example, most patients used variable

devices such as oximeters to check their saturation pulse and communicated with doctors via mobile phones. Similarly, patients can now monitor their ECGs at home and send them to doctors via phone without even leaving their homes. I believe that if eSanjeevani is integrated with these technologies, we can ensure a proper diagnostic and therapeutic system through the app, and take it even further.

The mention of eSanjeevani by Prime Minister Narendra Modi will help the app gain traction and use. eSanjeevani app has set a precedent for innovation in the healthcare sector and has shown that even during challenging times, India can come up with innovative solutions to make healthcare services more accessible to the citizens.

Scan the QR code to know Dr. Randeep Guleria's views on the future of tele-medicine in India.





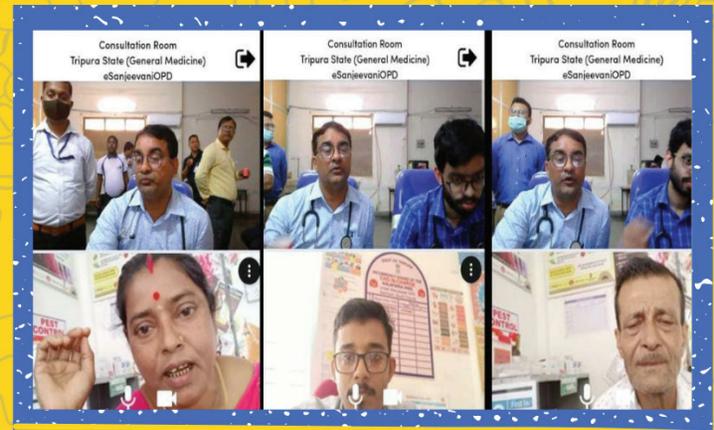
REVOLUTIONIZING HEALTHCARE DELIVERY IN INDIA

The Impact of eSanjeevani App

In our rapidly growing country, the power of Digital India is visible in every corner. Different applications are playing a big role in taking the spirit of Digital India to every doorstep. eSanjeevani is one such app that has made health consultation hassle-free and efficient. eSanjeevani is a tele-consultation app which has made it possible for patients and doctors to connect with each other through video calls. The app has come as a boon for both doctors and patients, especially during the COVID pandemic times.

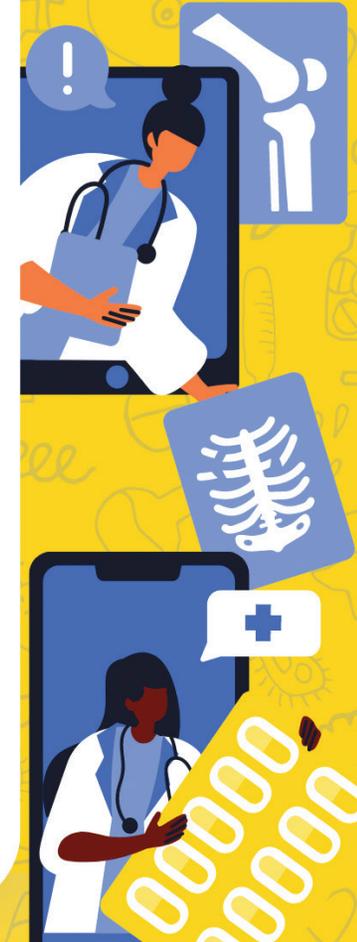
rupees to reach their nearest PHC and many times, due to absence of doctors at the PHC, they fail to get the consultation that they needed. In Sikkim, we have more people suffering from diabetes and hypertension. This is another factor that makes it difficult for them to travel to and from the PHC again and again. But, with e-Sanjeevani, the doctors, sitting in cities, are also able to connect with these people over a video call and help them with their recovery.”

The Prime Minister, in his recent 'Mann ki Baat' episode, interacted with Dr. Madan Mani from Sikkim, who has provided hundreds of e-Sanjeevani tele-consultations to people in rural areas of his State. During his conversation, Dr. Mani mentioned that the eSanjeevani app has come as a big aid in his field as today, doctors are able to provide their services to even those villages where there are no Public Health Centres (PHCs) available. Talking about his State, he mentioned, “There are villages in Sikkim where people have to pay at least 100-200



In order to know the patients' experience of using eSanjeevani, the Prime Minister also interacted with Shri Madan Mohan from Chandauli district of Uttar Pradesh. During his detailed conversation about the app, Madan Mohan mentioned, “I am diabetic. The nearest hospital from my home is around 5-6 kilometres away. Even at the hospital, I had to wait for hours in the queue and many times, due to the non-availability of the doctor, I had to come back and go again the other day. But ever since the launch of eSanjeevani, I never come back home without treatment. The health workers at the hospital examine the patients, they make us talk to the doctors through video call and after proper consultation, they give us medicine without any cost. This app is of great benefit to me and many other patients like me.”

eSanjeevani app is becoming a life-saving app for the common man of India. It has brought about a paradigm shift in the healthcare delivery by leveraging the power of technology and enabling remote consultation between patients and doctors. By providing easy access to healthcare services, the app has helped bridge the gap between urban and rural areas and has made the healthcare services more equitable. Truly, eSanjeevani app is paving the way for a healthier India.



Unified Payments Interface

Heralding A New Era of Payments Across the World

“The power of India’s digital revolution...Today, we are seeing its effect in every field. You know the power of India’s UPI. Many countries in the world are drawn towards it. Just a few days ago, the UPI-PayNow link was launched between India and Singapore. Now, people in Singapore and India are transferring money from their mobile phones in the same way they do within their respective countries. I am glad that people have started taking advantage of it. UPI... [has] proved to be very helpful in raising the Ease of Living.”

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

"The UPI-PayNow linkage is a significant milestone in the development of an infrastructure for cross-border payments which closely aligns with the G20’s financial inclusion priorities of driving faster, cheaper and more transparent cross-border payments."

-Dilip Asbe
MD & CEO, NPCI

Year 2016 - National Payments Corporation of India (NPCI) launched a unique, real-time, mobile-enabled system called the Unified Payments Interface (UPI). Fast forward to 2023, this Made-in-India retail payment interface has gone global with its official linkage to Singapore’s PayNow in a first-of-its-kind collaboration between two countries.

A collaboration between the Reserve Bank of India (RBI) and the Monetary Authority of Singapore (MAS), the new linkage will help users make convenient, safe, instant, and cost-effective real-time cross-border person-to-person (P2P) remittances using their respective mobile apps. Funds held in bank accounts or e-wallets can now be transferred to and from India using just the UPI ID, mobile number, or Virtual Payment Address (VPA).

As per the Ministry of External Affairs, the population of Indian diaspora in Singapore is around 6.5 lakh. This landmark step will benefit them, especially the migrant workers, students, small businesses, and enterprises, and will bolster the trade and remittance flow between the two countries. According to a World

Bank report in December 2022, remittances from Singapore to India were on track to breach the USD 100 billion mark in 2023, making it the fourth highest remitting nation to India, accounting for 5.7 per cent of all inbound remittances.

UPI is a revolutionary, user-friendly, real-time payment solution that facilitates inter-bank transactions and has enabled greater digital payment adoption in India. According to the International Monetary Fund (IMF), India’s digital payment volume has climbed at an average annual rate of about 50 per cent over the past five years, and its expansion has been even more rapid (about 160 per cent annually) in UPI.

UPI is now one of the most preferred payment solutions in India, with over a billion transactions every month. UPI transactions in India account for 75 per cent of the total digital

payments. According to the NPCI, UPI transactions registered in FY 21-22 were 4,500 crore, showing eight times growth in the last three years and 50 times growth in the last four years. A whopping 7,400 crore of transactions were done using UPI in 2022, and UPI transactions reached a record of Rs. 803.6 crore in January 2023 alone.

UPI’s core function is to support easy and secure money transfers between bank accounts. It does this by adding multiple bank accounts into a single mobile application, allowing for seamless fund transfers and merchant payments. It also enables ‘peer to peer’ and ‘peer to merchant’ collection requests, which can be scheduled and paid as requested.

UPI has been a game changer for India’s digital payment ecosystem. It is





increasingly being recognised as a means of achieving financial inclusion and ensuring that economic benefits reach the bottom of the pyramid, thus ensuring ease of living. Areas that, till a few years ago, did not have a stable internet facility are today reaping the benefits of UPI. From flourishing businesses to modest street vendors and kirana stores across the country, UPI is helping everyone with payments and transactions.

The JAM trinity of Jan Dhan, Aadhaar, and Mobile, coupled with UPI, has helped India make rapid strides towards digital payments. In March 2022, RBI introduced UPI for feature phones, UPI123Pay, which is expected to connect 400 million users in distant rural areas. Services such as UPI Lite (for faster and simpler low-value transactions without the need of a PIN or internet), the move to link credit cards with UPI, allowing the use of UPI ID as a payment option for IPO, NPCI guidelines allowing NRIs in ten countries to access UPI services using their international mobile numbers, and the proposal to permit all inbound travellers to India to use UPI for their merchant payments, have made India's digital payment ecosystem a truly inclusive space.

The Prime Minister recognises the potential of digital progress as being central to a fair and inclusive future. Thus, a key emphasis of the Prime Minister has been on

A joint-effort of RBI, Monetary Authority of Singapore (MAS)



Enables real-time cross-border remittance transactions between India & Singapore



Daily transaction limit - ₹60,000/day (equivalent to around SGD 1,000)



Only P2P remittances for the purposes of 'Maintenance of Relatives Abroad' & 'Gift' are allowed



Participating banks

India: Axis Bank, DBS Bank India, ICICI Bank, Indian Bank, Indian Overseas Bank, SBI



Singapore: DBS Bank Singapore, Liquid Group (Non-Bank Financial Institution)

ensuring that the benefits of UPI are not limited to India alone, but that other countries benefit from it too. The UPI-PayNow linkage closely aligns with the G20's financial inclusion priorities of driving faster, cheaper, and more transparent cross-border payments.

NIPL (NPCI International Payments Limited) has undertaken various initiatives across nations to enable cross-border acceptance of BHIM UPI QR at merchant establishments. It has gained acceptance in Singapore (March 2020), Bhutan (July 2021), and the UAE and Nepal (February 2022). Nepal, in fact, became the first foreign country to deploy UPI as its payment platform. NIPL has signed an agreement with Singapore-based Liquid Group to enable UPI QR-based payments in 10 countries across north and south-east Asia. NIPL has also entered into a partnership with a European payments facilitator, Worldline,

"India's progress in digitalization and financial inclusion is becoming increasingly well-known outside the country. The India-Singapore UPI-PayNow link will provide a useful template for linking UPI with payment systems of other countries, to achieve more such cross-border financial connectivity, regionally and globally."

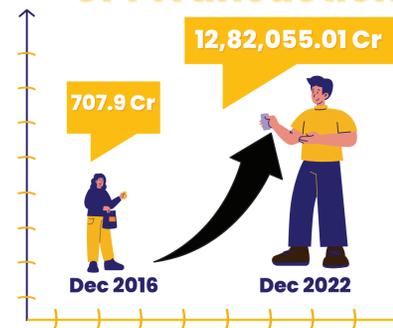
P. Kumaran

High Commissioner of India to Singapore

to enable merchants' point-of-sale (POS) systems in Europe to accept payments from UPI. India is in talks with central banks and payment service providers of around 30 countries for the adoption of UPI, and France, Oman, and the UK have already signed MoUs for the same.

Affordable, accessible, convenient, efficient, safe, and secure – India's UPI has taken the world by storm. Fuelled by progressive Government reforms like the promotion of open stack technology and a separate law for Payment and Settlement Systems have had a catalyzing impact on India's Fintech ecosystem, which has emerged as one of the fastest-growing ecosystems in the world. These, supported by the Prime Minister's visionary leadership, have been instrumental in driving globalisation of India's best-in-class digital payment infrastructure. The day is not far off when UPI will be a world standard.

Exponential Rise in UPI Transactions



Digital Payment Infrastructure in India

United Payments Interface

Powers multiple bank ACs into a single mobile app of any participating bank/non-bank TPA



Bharat Interface for Money

A mobile app for easy and quick payment transactions using UPI



Immediate Payment Service

Real-time interbank electronic fund transfer service capable of processing P2P, P2A, & P2M transactions



Aadhaar Enabled Payment System

Allows online interoperable financial inclusion transactions at Point of Sale (MicroATM)



National Automated Clearing House

Web-based centralised system for banks, financial institutions, corporations and Govt, facilitating interbank high volume electronic transactions



RuPay

Indigenously developed payment system that supports issuance of debit/credit/prepaid cards by banks in India

National Financial Switch

Largest interoperable network of ATMs in India, facilitating convenience banking



Bharat Bill Payment System

An integrated bill payment system offering interoperable and accessible bill payment service

National Electronic Toll Collection (FASTag)

An easy & convenient digital payment mechanism for toll payments using RFID technology



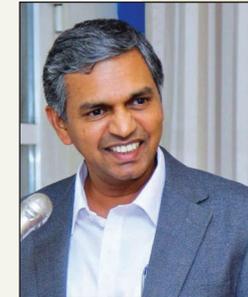
e-RUPI

Person & purpose-specific digital payment solution issued as a prepaid QR code/SMS-based electronic voucher



*99#

An USSD-based digital payment & banking service availed by dialing *99#



P. Kumaran

High Commissioner of India to Singapore

Cross-Border Financial Inclusion with UPI-PayNow

India and Singapore are linked by cultural, trade, and people-to-people relations, spanning many centuries. Today, we are strategic partners with a vibrant, multi-dimensional relationship that has expanded to many areas of politics, economics, and security. The last few years have seen the relationship scaling new heights, in new and emerging areas such as Fintech, digital connectivity, Green Economy, skill development, and SMART cities.

One recent example of such bilateral cooperation for the benefit of the common man was highlighted by Prime Minister Narendra Modi in his 'Mann ki Baat' address of 26th February, 2023. India's UPI and Singapore's PayNow have now been linked together. Our Prime Minister, along with Prime Minister of Singapore, Lee Hsien Loong, witnessed the commercial launch of this pathbreaking initiative to link the two systems.

In the first stage, we understand that this facility will be available on a pilot basis to individuals onboarded to the programme. It will then be

expanded by the end of this month to include more consumers and more use-cases, to cover larger sections of the population. Once fully implemented, it will allow low-cost and real-time transfer of money from Singapore to India and vice-versa, between bank accounts or e-wallets on the two sides. As the Prime Minister noted, this will greatly help the Indian diaspora in Singapore, especially migrant workers, students, and also tourists, and bring the benefit of digitization and Fintech to the common man.

India's progress in digitalization and financial inclusion is becoming increasingly well-known outside the country. The India-Singapore UPI-PayNow link will provide a useful template for linking UPI with payment systems of other countries, to achieve more such cross-border financial connectivity, regionally and globally.

Scan the QR code to know P. Kumaran's views on the benefits of UPI-PayNow.



Envisioning UPI's Global Serviceability



Dilip Asbe

Managing Director & CEO
National Payments Corporation
of India (NPCI)

The announcement of the linkage of India's Unified Payments Interface (UPI) with Singapore's PayNow is a watershed moment for cross-border transactions, not only for the two countries but for the entire globe. UPI-PayNow linkage will aid fast, hassle-free, secure, real-time P2P remittances and cut cross-border transaction fees, boosting digital connectivity and interoperability.

The linkage is a significant milestone in the development of an infrastructure for cross-border payments, which closely aligns with the G20's financial inclusion priorities of driving faster, cheaper and more transparent cross-border payments. The benefits are manifold. First is speed, as the money gets remitted across the border using the real-time payment systems in a few

seconds. This is similar to the user experience of transferring money within the country. Second is security. Beneficiary account validation ensures payment to the intended recipient. There is no need for the recipient to share his/her bank details to the sender to send money.

Third is convenience. Indian consumers can now receive money directly from Singapore through UPI ID and Indian consumers can send money to Singapore using the mobile number/Virtual Payment Address (VPA) of the recipient. Fourth is cost, as the average cost of the cross-border remittances from Singapore to India would be considerably lesser than the prevailing market prices.

India has witnessed a paradigm shift in its digital landscape with the introduction of UPI in 2016. UPI has become the most popular digital payment method in India. If we look at some facts, the total number of UPI transactions increased from 0.1 billion in December 2016 to 75 billion in February 2023. The total value of UPI transactions also increased from Rs. 1.9 billion in December 2016 to Rs. 12.36 trillion in February 2023.

As per recent data available, India received over USD 100 billion from expats working overseas. India has been a consistent number one player in inward remittances globally. Outward remittances are growing and have a promising future. This space is fragmented and runs on dated infrastructure. Positioning

UPI for enabling real time inward and outward remittances is an important service to the citizens of the country as well as the citizens of the world. Currently, these transactions are routed through Money Transfer Operators (MTOs), Bank Bilaterals and SWIFT – not the most cost effective and optimal way of receiving money.

Based on the Remittance Prices Worldwide report of September 2020, the global average cost of remittances was 6.75 % in Q3 2020. Making cross-border remittances real-time by linking the payment systems available in both countries shall significantly bring down the cost of inward and outward remittances. This is also a stated objective under the G20 agenda.

The Government and the Reserve Bank of India have taken several initiatives to take NPCI's payments stack global. The India Stack Global website www.indiastackglobal.com was launched by the Hon'ble Prime Minister in July 2022 to further this initiative. The initiative will not only enable India to export software but also help Fintechs from India to enable their businesses overseas. BHIM UPI QR has been available in several countries since long for P2M payments. But the direct linkage with the domestic payment system of Singapore is landmark as it is going to change the way money is moved between two

countries, making it real-time, cost-effective, transparent on charges, and most importantly, providing the access to most of the digital banking customers of both the countries, thus ticking the box for all objectives laid out by G20 for cross-border remittance.

Owing to the success of UPI in India, many countries, apart from having it as a payment option, have shown intent to deploy the interface as their payment systems. Deployment of UPI can enable countries to have a self-sufficient, next-gen and cost-efficient digital payment infrastructure, which can aid economic growth and financial inclusion, without any dependency on foreign standards that restrict merchant payment growth. While the transparency in transactions can lead to better tax compliance, a robust system like UPI can also emerge as an enabler of fintech incubation for job creation and driving modernisation of the countries' economies. A platform like UPI, with necessary regulations from the Central Bank, can truly transform the payment landscape in the country.

India's UPI and the Digital India initiative of the Prime Minister have set an example for the entire world of how significant changes can be brought by leveraging digital technologies to drive economic growth, improve access to Government services, and empower citizens.



TRIBENI KUMBHO MOHOTSAV

Restoring the Glorious Tradition of Kumbh in Bengal

The Prime Minister has always charged the youth of the country to reclaim India's cultural heritage and 'Tribeni Kumbho Mohotsav' mentioned in his 'Mann ki Baat' is a recent example of this. Brought to life again after 700 years by the efforts of the Tribeni Kumbh Parichalana Samity, the three-day fair of Kumbh Mahasnan, Ganga Aarti, Rudrabhishek and Yajnas was organised in the Hooghly district of West Bengal.

More than eight lakh devotees participated in it. Various ashrams, mutths and akhadas were also included in the festival this time and a myriad of Bengali traditions such as Kirtan, Baul, Gaudiya Nritya, Shree-Khol, Poter Gaan, and Chhau-Nach were the main attractions of the evening programmes.

In Hinduism, Kumbh Melas are considered one of the major pilgrimages and festival and Triveni is the confluence of three mythological rivers with a rich history of reverence. Triveni in West Bengal has been known as a holy place for centuries which finds mention in various Mangalakavya, Vaishnava literature, Shakta literature, and other Bangla literary works. In Triveni, many Ganga ghats, Shiva temples and ancient buildings decorated with terracotta architecture can be found.

Various historical documents suggest that this region was once a centre of education and culture. Many saints consider it a holy place for Kumbh Snan on Magh Sankranti.



TRIVIA

The Tribeni Kumbho Mohotsav might not have been called a Kumbh mela during its origin but there is a reason why it is called a Kumbh mela today. Astrologically, during the last day of the month of Magh, the Sun transits from Makar rashi to Kumbh rashi, and when that happens the Kumbh Sankranti takes place. This Sankranti was famous all over the country before and even today in which thousands of people take bath in the holy river.





Kanchan Banerjee

Author and MD, Boston Center of Excellence for Health and Human Development

Tribeni Kumbho Mohotsav : A Symbol of Cultural Heritage and Spirituality

Recently we had a great Kumbh Mahotsav in Triveni, in the Hooghly district of West Bengal. Many people are interested behind the history of this mela, ever since the Prime Minister mentioned it in his 'Mann ki Baat'. During the research of my recently published book 'The Crash of a Civilization', I found that much of our history has been distorted by the colonials and other invaders. And when I came to Bengal, it was difficult to find information about the place from the early 1300s to 1500s. I found that 200 years of history is nearly missing! Digging further into the research, I came to know that Triveni, Bansberia and Saptagram have a tremendous history.

The Triveni Sangam of Ganga, Saraswati and Yamuna was also called Dakshin Prayag. While searching for the reason behind this name, we found that there used to be big melas in that

area during the Paush Sankranti and the Maghi Sankranti. Paush Sankranti, which is celebrated grandly in the Ganga Sagar Mela near the Bay of Bengal, and the Maghi Sankranti, which is now called the Kumbh mela was a big event in the Triveni region.

We also found that around the year 1298, there was an invasion in that area by the Turkic forces and they tried to take over the prosperous Saptagram, which was a business and educational hub and a city of temples. Local kings fought them off bravely but when they returned around 1313-1315 the Turkic forces took over the region and destroyed the temples. And this mela never happened again for nearly 700 years. So, last year in 2022, we started this Kumbh Snan Mela Mahotsav in Triveni, which received a tremendous response. The mela was organised extravagantly and the three-day event witnessed

a great footfall. Historically, this area is very significant for Bengal and we want to regain that identity.

We have revived the Kumbh mela majorly for two reasons. Firstly, to connect with our past and *parampara*. Secondly, to transform the local area which was earlier a prosperous city like Varanasi. We want the town to prosper again. We also want to see Triveni as a heritage city, both in terms of spiritual growth and local economic growth. We want people from all over the world to come and see our tradition and support this effort that we have taken. The power of India lies in *adhyatmikta* and that is the core of our heritage and civilization.

I was elated when the Prime Minister mentioned this mela during his 'Mann ki Baat'. The efforts of the Government, under the leadership of Shri Modi, are highly laudable when it comes to reviving heritage—our *parampara*, our culture and our history. The Prime Minister, on many occasions, talks about different traditions, arts and cultures, and brings out some unknown parts of our Indian heritage. He not only has a vision

for our economic development, but also for our heritage, much of which is hidden, lost or corrupted. I think the Prime Minister has taken a very exceptional stand to bring back the history and heritage of our country into the minds of the people. And we are trying to do the same. There are certain performing art forms in Bengal that are slowly fading away and we are trying to keep them alive by bringing them to the forefront. Gaudiya Nritya, a very special dance form of Bengal which is being lost to time, the Chhau dance and the Shree Khol instrument which was played by none other than Shri Gourang Mahaprabhu, are some of the similar traditions that were displayed during the Mahotsav every evening, which was loved by the audiences.

This was the first time that I witnessed this mela and there were many great moments from it. The moment when the *shiva linga* was immersed in water and then the sadhus jumped into the water was an amazing scene that Triveni has not seen in years. It was amazing to see how the new generation is ready to take the heritage of India forward. India is witnessing a cultural and spiritual awakening.



SWACHH BHARAT MISSION

Driving its success through Jan Bhagidari

“
Jan Bhagidari (public participation) has provided a new energy in the development of the country and Swachh Bharat Mission is an example of this.
”

Swachh Bharat Mission, launched on 2nd October 2014, is a nationwide cleanliness drive initiated by the Hon'ble Prime Minister to address the issue of sanitation and hygiene. The campaign aims to make India open defecation free, build toilets in every household, and promote a clean and healthy environment for all citizens.

Public participation has been a crucial aspect of the Swachh Bharat Mission since its inception. The campaign has focused on involving citizens, both from rural and urban areas, to drive the message of cleanliness and promote behavioural changes towards a cleaner and healthier environment. The Prime Minister, in his recent 'Mann ki Baat', also highlighted two distinct stories of public participation from Dulhedi, Haryana and Kendrapada, Odisha.



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SOME INITIATIVES TAKEN TO PROMOTE PUBLIC PARTICIPATION

Swachh Bharat Pledge is a commitment taken by the citizens to contribute towards cleanliness and hygiene in their surroundings. It turned out to be successful in creating a sense of responsibility among citizens towards their environment and has contributed towards improving the cleanliness and hygiene of the nation.

Swachhta Pakhwada is a 15-day campaign organised twice a year with an aim to create awareness among citizens and mobilise public participation towards achieving a cleaner and healthier India. It involves activities such as cleanliness drives and workshops organised across the country.

Swachhta App, a mobile application, that allows citizens to give feedback and report on the cleanliness-related issues. The application has been instrumental in facilitating quick action by local authorities and has helped to create a sense of accountability among citizens towards cleanliness.

Involvement of schools and educational institutions have promoted the habit of cleanliness and hygiene among the younger generations. Many schools have integrated cleanliness and hygiene education into their curriculum and organise various activities such as cleanliness drives, tree plantation drives, waste management workshops.

Swachh Survekshan, world's largest urban sanitation and cleanliness survey, has been instrumental in fostering a healthy competition among towns and cities towards creating cleaner spaces. The survey has also generated awareness amongst all sections of the society about the importance of working together towards making their surroundings better places to reside in.

Public participation has been a crucial aspect of the Swachh Bharat Mission. The campaign has leveraged technologies, schools and educational institutions and citizen's dedication to promote cleanliness and hygiene in their communities. The Swachh Bharat Mission has shown that with collective efforts and public participation, we can soon achieve our goal of a clean and healthy India.



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Yuva Swachhta and Janseva Samiti: Youth leading Swachh Bharat Abhiyan

Swachh Bharat Abhiyan launched by Prime Minister on 2nd October, 2014 has today become an inspiration for the youth of the nation. Recently, in his 'Mann ki Baat' address, the Prime Minister shared the ground story from Dulheri village of Bhiwani district in Haryana, where a team of youth under the banner 'Yuva Swachhta and Janseva Samiti' (YSJS) has taken the responsibility of cleaning their village and surrounding urban areas.

*The team of Doordarshan talked to **Shri Pawan Kumar Saini**, the President of Yuva Swachhta and Janseva Samiti.*

"We have been working for cleanliness for the past 3 years. We not only focus on cleaning our village, but we also do cleanliness drives at district and state-level. Recently, we conducted a massive cleanliness drive in Bhiwani and Gurugram. The Prime Minister's mention of our work in a program like 'Mann ki Baat' has motivated us. We want to thank him for praising our work and giving a spot to our small village on a national platform. After his praises, we are even more inspired to carry our drive further with more zeal."

While talking to Doordarshan, **Master Bansi Lal**, a teacher and a motivator for the team of YSJS talked about the inception and

work of the Samiti, "I have always been interested in social work. That's what I teach my pupils too. When Shri Pawan Saini noticed my work, he approached me for advice. I told him that if he is determined enough, he too can make a team of hundreds of people and do great work for the society. Soon after that, he started working towards cleanliness and formed his team. Today, he is being praised for his work at national level. The dedication of YSJS is such that they are always willing to work towards the cause of cleanliness irrespective of the time. It is a matter of immense pleasure for me that today, because of their dedication, my village is being recognized by the Prime Minister himself on a national platform."

Shri Ghanshyam Saraf, MLA (Bhiwani) also thanked the Prime Minister for motivating the youth across the nation by highlighting the selfless work done by the youngsters of YSJS. The members of the Samiti, Shri Nathuram Jangra and Shri Deepak, thanked the Prime Minister for motivating them and recognizing them at such a big platform.

Scan the QR code to know about the cleanliness initiative taken by the youth of Dulheri village in Haryana



Waste to Wealth: Self Help Groups Driving the Success of Swachh Bharat Abhiyan

Self Help Groups (SHGs) have played a crucial role in the success of Swachh Bharat Abhiyan since its inception. The SHGs have not only actively promoted awareness on hygiene and cleanliness, but have also popularized innovative methods of turning waste into wealth. Recently in his 'Mann ki Baat' address, the Prime Minister mentioned the praiseworthy work done by **Kamala Moharana** from Kendrapada district of Odisha.

Kamala Moharana runs an SHG, where women use the waste plastic from milk pouches and packing materials and convert them into beautiful products like baskets, mobile stands, etc. This has not only become a good source of income for the women, but it is also helping in ensuring cleanliness in their locality.

The team of Doordarshan talked to Kamala Moharana to know more about her initiative.

"People in my locality made fun of me when I started this initiative to promote Swachh Bharat Abhiyan. I have a clear vision, which is to convert daily waste into daily usable items.

Several women joined me in this movement. We started preparing products and participated in several fairs and exhibitions to sell those products. Our aim is to create awareness on cleanliness and create a plastic-free environment."

Talking about the mention of her work by the Prime Minister, Kamala Moharana said, "I never expected the Prime Minister himself would praise my work one day. When I heard it, my joy had no bounds. Today, I feel so proud that I have incorporated Swachh Bharat Abhiyan into my profession. Soon after the episode of 'Mann ki Baat' was aired, many people came to congratulate me. I felt happy."

The story of Kamala Moharana is a perfect example of the positive impact of SHGs on Swachh Bharat Abhiyan. By turning waste into wealth, she is not only helping the women generate income and become a part of Atmanirbhar Bharat, but also contributing towards a cleaner India. With such dedicated citizens, the dream of Swachh Bharat will soon be realized.





MANN KI BAAT

Media Scan



Sulabh International Social Service Organisation 1,118 followers

Hon'ble Dr. **Bhimeshwar Pathak** founder, Sulabh Sanitation and Human Rights Movement, was the Chief Guest at the Hon'ble Prime Minister Shri **Narendra Modi**'s 98th 'Maan Ki Baat'. Organised by Blitz India, his heart-to-heart reach out to the citizenry is a popular programme that's broadcast over, All India Radio, DD News and DD National on the last Sunday of every month. In the episode today, on the occasion of the upcoming Holi festival, the Hon'ble PM said that we all vowed to celebrate the festivals with a stress on 'vocal for local', among the host of issues that he shared his views on.

#maankibaat

K.Annamalai @annamalai_k

Our Hon PM today congratulated Karagattam dancer V. Durga Devi avl Salem for winning the Ustad Bismillah Khan Yuva Puraskar Award- an award to identify and encourage outstanding young talents in performing arts. (3/3)

...IA DEVI JI HAS WON THIS AWARD FOR NT DANCE FORM, 'KARAKATTAM'

...IA DEVI JI HAS WON THIS AWARD FOR NT DANCE FORM, 'KARAKATTAM'

Kendrapada District - କେନ୍ଦ୍ରପାଡ଼ା ଜିଲ୍ଲା @KendrapadaIN

Thanapati SHG of Gulnagar GP in #Kendrapada district. 'Waste to Wealth' is also an important dimension of the Swachh Bharat Abhiyan. Kamala Moharana from Our #KendrapadaDistrict of Odisha, runs a self-help group.

PM @narendramodi during #MannKiBaat କେନ୍ଦ୍ରପାଡ଼ା ଜିଲ୍ଲା #Kendrapada

...IA DEVI JI HAS WON THIS AWARD FOR NT DANCE FORM, 'KARAKATTAM'

...IA DEVI JI HAS WON THIS AWARD FOR NT DANCE FORM, 'KARAKATTAM'

Indian Diplomacy @IndianDiplomacy India government organization

In #MannKiBaat today, PM @narendramodi talked about the recently launched real time payment linkage between UPI of #BernisaalBaahat and PayNow of Singapore.

Singapore is the 1st country with which cross border P2P payment facility has been launched.

cutt.ly/433cB0r

Ashwini Vaishnav @AshwiniVaishnav

Over 10,00,00,000 tele-consultations! 🎉🎉🎉 on e-Sanjeevani app.

#MannKiBaat

Dr. S. Jalshankar @DRSjalshankar Feb 26

India government official

PM also highlighted the role played by Shri Kanchan Banerjee, who lives in America, in a campaign related to the preservation of heritage

PMO India @PMOIndia Feb 26

India government organization

Protecting the cultural heritage of India. #MannKiBaat

Himanta Biswa Sarma @himantabiswa

My heart was filled with pride as Adarniya PM Shri @narendramodi ji in his #MannKiBaat program referred to a popular Assamese lullaby sung by Shri Dinesh Gowala. Grateful for recognising our local talent.

Congratulations Shri Gowala.

Smriti Z Irani @smritiirani

ଡିଜିଟାଲ କେନ୍ଦ୍ରପାଡ଼ା ଜିଲ୍ଲାର କରଣା କରଣା ମହାଭାରତୀ ଏକ ପୃଥ୍ୱୀ ସମ୍ଭାବକ ଗୋଷ୍ଠୀ ଚଳାଇଛି । ସେ ଅବଦାନରା ବସ୍ତୁ ପୁରୁକର ପୁରୁକ ଦ୍ୟବହାର କରି #WasteToWealth ମଡେଲ ତିଆରି କରିପାରିଛନ୍ତି ।

#MannKiBaat ରେ ପ୍ରଧାନମନ୍ତ୍ରୀ @narendramodi କ'ଣ କରାଯାଇ ଉପରେ ଚୋଇଥିବା ଚର୍ଚ୍ଚା ଅନ୍ୟ ମହିଳାଙ୍କୁ ଯୋଗ ଦେଇଛନ୍ତି ।

Translate Tweet

Indra Hang Subba @IndraHangSubbat

I am delighted to see Dr Madan Mani Dhakal from my parliamentary constituency #Sikkim featured today in 98th edition of #MannKiBaat. His contribution have largely benefited the people of our state. My deepest gratitude to Hon'ble PM @narendramodi ji.

HEALTH OF SIKKIM

Dr. Madan Mani Dhakal Joint Director Health Service interacts with Hon'ble Prime Minister in "Maan Ki Baat with the Nation" regarding esanjeevani a web based Tele Consultation service running successfully with 17200 plus tele consultation till date in Sikkim through our teleconsultation Hub and Spokes.

PM Modi's Mann Ki Baat with the Nation, February 2023

Prime Minister Narendra Modi's Mann Ki Baat with the Nation, February 2023Su...

Elets eHealth 5,387 followers

Prime Minister #NarendraModi claimed that initiatives like the #eSanjeevani programme had ensured access to medical care for citizens living in remote parts of the nation in the 98th episode of his regular radio speech #MannKiBaat.

Read more: <https://bit.ly/3xWgQ9u>

Ashish Kuvellar Senior Director at C-DAC

Today's Mann Ki Baat by Hon. PM Narendra Modi featured e-Sanjeevani, an integrated telemedicine solution developed by C-DAC. This is a proud moment for all C-DACians and we are thankful to the Hon. PM for his encouragement. This is yet another example of how technologies developed by C-DAC are silently touching citizen's lives. The video can be watched here (watch 13m45s onwards): <https://lnkd.in/dN73cGzu>

e-Sanjeevani portal can be accessed here: <https://esanjeevani.in/>

ONE SUCH APP IS E-SANJEEVANI, THIS APP FACILITATES TELECONSULTATION MEANING...

Narendra Modi - 18K viewers

C-DAC India @cdacindia

@cdacindia eSanjeevani mentioned in today's episode of #MannKiBaat

Digital India @DigitalIndia Feb 26

The power of #DigitalIndia is visible in every corner. Different apps play a big role in taking the power of Digital India to every home. - PM @narendramodi at #MannKiBaat

794 views

MY DEAR COUNTRYMEN, 0:02 / 1:12

4:17 PM - Feb 26, 2023 - 364 Views

Digital India @DigitalIndia

The power of #DigitalIndia is visible in every corner. Different apps play a big role in taking the power of Digital India to every home. - PM @narendramodi at #MannKiBaat

ONE SUCH APP IS E-SANJEEVANI, THIS APP FACILITATES TELECONSULTATION MEANING...

2:15 PM - Feb 26, 2023 - 3,432 Views

Suvendu Adhikari স্বসুন্দর অধিকারী @SuvenduWB Feb 26

Tuned into Hon'ble PM Shri @narendramodi Ji's #MannKiBaat at Nandigram. Hon'ble PM referred to Tribeni Kumbh Mahotsav of Hooghly, WB while elaborating about restoring our glorious heritage. He also wished the citizens in advance for Holi; the festival of colours.

ONE SUCH APP IS E-SANJEEVANI, THIS APP FACILITATES TELECONSULTATION MEANING...

5,696 views

1:36 / 2:20



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