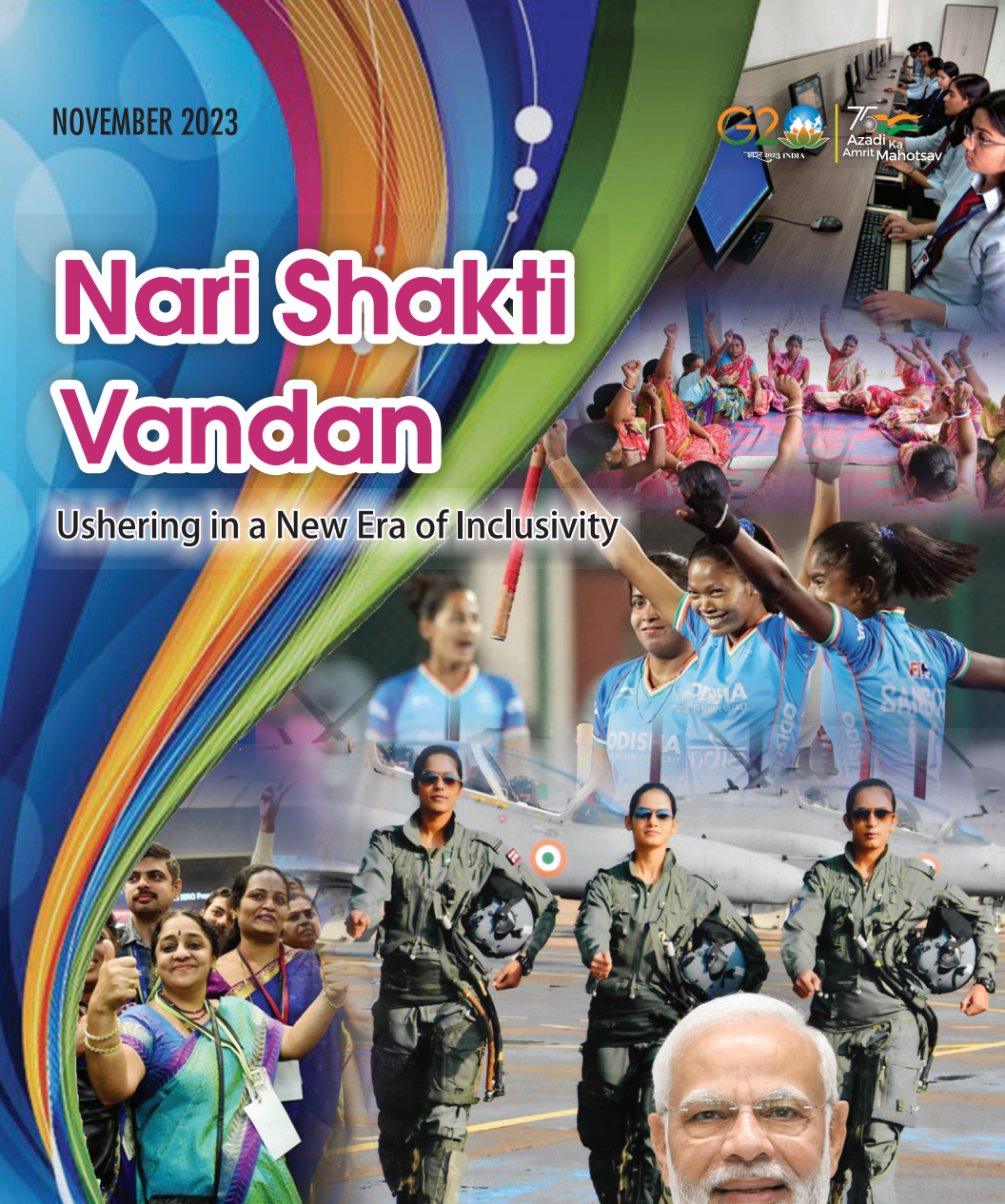


NOVEMBER 2023



Nari Shakti Vandan

Ushering in a New Era of Inclusivity



MANN KI BAAT

Prime Minister Narendra Modi's Address to the Nation



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Prime Minister's Address



My dear countrymen, Namaskar

Welcome to 'Mann ki Baat'. But, we can never forget this day, the 26th of November. It was on this very day that the country had come under the most dastardly terror attack. Terrorists had made Mumbai shudder... along with the entire country. But it is India's fortitude that made us surmount the ordeal; we are now quelling terror with full ardor. I pay homage to all of them who lost their lives in the Mumbai attack. Today, the country is in remembrance of those bravehearts who made the supreme sacrifice during the attack.

My family members, this day, the 26th of November is extremely significant on one more account. It was on this very

day in 1949 that the Constituent Assembly had passed and adopted the Constitution of India. I remember... in the year 2015, when we were celebrating the 125th birth anniversary of Baba Saheb Ambedkar, a thought had struck the mind to observe the 26th of November as Constitution Day. And since then, every year, we have been celebrating this day as Constitution Day. I extend my best wishes to all countrymen on the occasion of Constitution Day. And together we shall certainly attain the resolve of a developed India, prioritising citizens' duties.

Friends, all of us know that the Constitution took 2 years 11 months and 18 days for coming into being. The oldest member in the Constituent Assembly was Shri **Sachidananda Sinha** Ji. The



Sachidananda Sinha

Draft of our Constitution came up after close study of the Constitution of over 60 countries; after long deliberations. After readying the Draft, before the final structure shaped up, over 2000 Amendments were reincorporated in it. **Even after the Constitution came into force in 1950, till this day, a total of 106 Amendments have been carried out in the Constitution.** In consonance with the times, circumstances and requirements of the country, various Governments carried out Amendments at different times. But this too has been a misfortune that the Constitution's first Amendment pertained to curtailing the Freedom of Speech and Freedom of Expression. Whereas, through the 44th Amendment, the wrongs committed during the Emergency had been duly rectified.

Friends, it's again inspiring

that out of the same members of the Constituent Assembly who were nominated, 15 were women. One such Member was Hansa Mehta Ji, who raised her voice for the sake of rights and justice to women. During that period, India was one of the countries whose Constitution enabled Voting Rights to women. In the process of nation building, collective development is possible only with support from everyone. It's a matter of inner satisfaction for me that in adherence to the farsightedness of the framers of the Constitution, the Parliament of India has now passed the Nari Shakti Vandan Act. The Nari Shakti Vandan Adhiniyam is an example of the Sankalp Shakti, the strength of the resolve of the Democracy. This will provide a fillip to the pace of accomplishing our resolve of a developed India.



Hansa Mehta

My family members, when the people at large take charge of nation building, no power in the world can stop that country from moving forward. Today, it is clearly visible in India that many transformations are being led by the 140 crore people of the country. We have seen a direct example of this during this festive season. Last month, in 'Mann ki Baat', I had laid emphasis on 'Vocal for Local' i.e. buying local products. Within the last few days, business worth more than Rs 4 lakh crore has been done in the country on Diwali, Bhaiya Dooj and Chhath. And during this period, tremendous enthusiasm was seen among the people in buying products 'Made in India'. Now even our children, while buying something at the shop, have started checking whether 'Made in India' is mentioned on them or not. Not only that, nowadays, people do not forget to check the Country of Origin

while purchasing goods online.

Friends, just as the very success of 'Swachh Bharat Abhiyan' is becoming its inspiration; the success of 'Vocal for Local' is opening the doors to a 'Developed India - Prosperous India'. This campaign of 'Vocal for Local' strengthens the economy of the entire country. The Vocal for Local campaign is a guarantee of employment. This is a guarantee of development; this is the guarantee of balanced development of the country. This provides equal opportunities to both urban and rural people. This also paves the way for Value Addition in local products, and if ever, there are ups and downs in the global economy, the mantra of Vocal for Local also protects our economy.

Friends, this sentiment towards Indian products should not be limited to festivals only.



The wedding season as well has commenced now. Some trade organisations estimate that there could be a business of around Rs 5 lakh crore during this wedding season. While shopping for weddings, all of you should give importance to products made in India only. And yes, since the topic of marriage has come up, one thing has been troubling me off and on for a long time... and if I don't open up my heart's pain to my family members, who else do I do it with? **Just ponder... these days a new milieu is being created by some families to go abroad and conduct weddings. Is this at all necessary? If we celebrate the festivities of marriages on Indian soil, amid the people of India, the country's money will remain in the country. The people of the country will get an opportunity to render some service or the other at your wedding... even poor people will tell their children about that occasion. Can you extrapolate on this mission of 'Vocal for Local'? Why don't we hold such**

wedding ceremonies in our own country? It is possible that the kind of system you want may not be there today, but if we organise such events, systems will also develop. This is a topic related to very big families. I hope this pain of mine will definitely reach those big families.

My family members, another big trend has been seen during this festive season. This is the second consecutive year when the trend of buying some goods through cash payments on the occasion of Deepawali is gradually on the decline. That means, people are making more and more digital payments now. This is also very encouraging. You can do one more thing. Decide for yourself that for one month you will make payments only through UPI or any digital medium and not through cash. The success of the digital revolution in India has made this absolutely possible. And when one month is over, please share your experiences and your photos with me. I wish

INTELLIGENCE, IDEA, INNOVATION

THE HALLMARK OF INDIAN YOUTH



you all the best in advance from now itself.

My family members, our young friends have given another significant good news to the country, which is going to fill all of us with pride. **'Intelligence, Idea, Innovation' is the hallmark of Indian youth today. A continuous rise in their intellectual properties through the combination of technology - this in itself is an important facet of progress in enhancing the capability of the country. You will be pleased to know that there has been an increase of more than 31 per cent in patent applications by Indians in 2022. The World Intellectual Property Organization has released a very interesting report. This report shows that this has never happened earlier even in**

the top 10 countries that are at the forefront in filing patents. I congratulate my young colleagues for this wonderful achievement. I want to assure my young friends that the country is with you at every step. After the administrative and legal reforms made by the Government, today our youth are engaged in innovation on a large scale with renewed energy. If compared with the figures of 10 years ago... today, our patents are getting 10 times more approvals. We all know that patents not only increase the Intellectual Property of the country; they also open doors to newer opportunities. Not only that, it also enhances the strength and potential of our startups. **Today, the spirit of innovation is being promoted among our school children as well. Atal Tinkering Lab, Atal**

A POTPOURRI OF CELEBRATIONS

Upholding the Linguistic and Folk Heritage of India



Innovation Mission, Incubation Centres in colleges, Startup India campaign... the results of such relentless efforts are in front of the countrymen. This too, is a direct example of India's youth power; India's innovative power. Moving ahead with this fervour, we shall achieve the vision of a developed India and that is why I say again and again, 'Jai Jawan-Jai Kisan', 'Jai Vigyan-Jai Anusandhan'.

My dear countrymen, you might remember that some time ago in 'Mann ki Baat', I had discussed about the large number of fairs being organised in India. Then the idea of a competition also came to mind in which people would share photos related to fairs. The Ministry of Culture had organised a Mela Moments Contest in connection with the same. You would be pleased to know that thousands of people participated in it and many people also won prizes. Rajesh Dhar ji, resident of Kolkata, won the award for his amazing

photo of a balloon and toy seller at Charak Mela. This fair is very popular in rural Bengal. Anupam Singh ji received the Mela Portraits Award for showcasing Holi at Varanasi. Arun Kumar Nalimela ji was awarded for showing an attractive aspect related to 'Kulasai Dussehra'. Similarly, a photo showing the devotion of Pandharpur was included in the most liked photo, which was sent by a gentleman from Maharashtra, Shriman Rahul ji. In this competition, there were many pictures of local dishes visible during the fairs. In this, the picture by Alok Avinash ji, resident of Purulia, won an award. He had showcased the food of rural areas of Bengal during a fair. A picture by Pranab Basaakji, in which women are enjoying Kulfi during the Bhagoriya festival, was also awarded. Rumela ji had sent a photo of women tasting Bhajiya in a village fair in Jagdalpur, Chhattisgarh - that was also awarded.

Friends, through 'Mann ki Baat', today I request

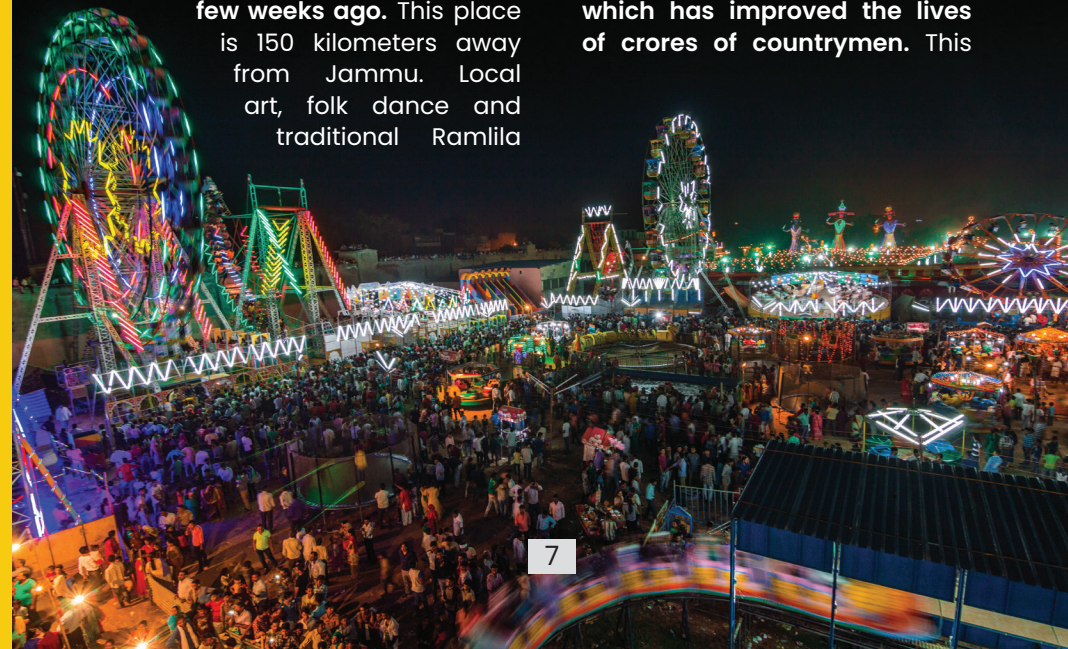
every village, every school, every panchayat to organise such competitions regularly. Nowadays, the power of social media is immense... technology and the mobile have reached every home. Be it your local festivals or products, you can make them global through them as well.

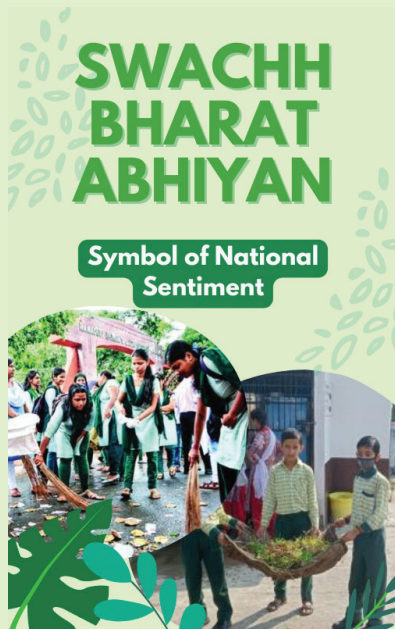
Friends, just like the fairs held in every village, various dances here also possess their own heritage. There is a very famous dance in the tribal areas of Jharkhand, Odisha, and Bengal which is called 'Chhau'. 'Chhau' festival was organised in Srinagar from 15 to 17 November with the spirit of 'Ek Bharat Shreshtha Bharat'. Everyone enjoyed the 'Chhau' dance in this programme. A workshop was also organised to impart training in 'Chhau' dance to the youth of Srinagar. Similarly, 'Basohli Utsav' was organised in Kathua district a few weeks ago. This place is 150 kilometers away from Jammu. Local art, folk dance and traditional Ramlila

were organised in this festival.

Friends, the beauty of Indian culture was felt in Saudi Arabia also. This month, an event named 'Sanskrit Utsav' was held in Saudi Arabia. This was unique in itself, since the entire programme was in Sanskrit. Dialogues, music, dance, everything in Sanskrit, in which the participation of the local people was also seen.

My family members, 'Swachh Bharat' has now become a favorite topic of the entire country. It, of course, is my favorite topic as well and as soon as I receive any news related to it, my mind veers towards it... and it is natural for it to certainly find a mention in 'Mann ki Baat'. The Swachh Bharat Abhiyan has changed people's mindset regarding cleanliness and public hygiene. Today this initiative has become a symbol of the national spirit, which has improved the lives of crores of countrymen. This





campaign has also inspired people from different walks of life, especially the youth, for collective participation. **One such commendable effort has been observed in Surat. A team of youth has started 'Project Surat' there. Its aim is to make Surat a model city which becomes an excellent example of cleanliness and sustainable development.** Under this effort, which commenced as 'Safai Sunday', the youth of Surat earlier used to clean public places and the Dumas Beach. Later, these people also got involved wholeheartedly in cleaning the banks of the Tapi river. And you will be happy to know that within no time the number of people associated with this has risen to more than 50 thousand.

The confidence of the team increased with the support received from the people, after which they also embarked upon the task of collecting garbage. You will be surprised to know that this team has cleared lakhs of kilos of garbage. Such efforts made at the grassroots level can bring huge changes.

Friends, another piece of information has come in from Gujarat itself. A few weeks ago, 'Bhadaravi Poonam Fair' was organised at Ambaji. More than 50 lakh people came to this fair. This fair takes place every year. The most significant aspect about it was that the people who came to the fair conducted a cleanliness campaign across a large part of Gabbar Hill. This campaign to keep the entire



area around the temples clean is very inspiring.

Friends, I always say that cleanliness is not a campaign for a day or a week but it is an endeavour to be implemented for life. We also see people around us who have devoted their entire lives to issues related to cleanliness. Loganathan ji, who lives in Coimbatore, Tamil Nadu, is incomparable. During his childhood, he often used to get perturbed on seeing the torn clothes of poor children. After that, he took a vow to help such children and started donating a part of his earnings to them. When there was shortage of money, Loganathan ji even cleaned toilets so that the needy children could be helped. He has been engaged in this task with complete dedication for the last 25 years and till now has helped more than 1500 children. I once again commend such efforts. Many such efforts taking place across the country

not only inspire us but also ignite the will to do something new.

My family members, one of the biggest challenges of the 21st century is 'Water Security'. Conserving water is no less than saving life. When we perform any work with this spirit of collectivity, we also achieve success. An example of this is the 'Amrit Sarovar' being built in every district of the country. The more than 65 thousand 'Amrit Sarovars' that India has developed during the 'Amrit Mahotsav' will benefit forthcoming generations. Now it is also our responsibility to ensure that wherever 'Amrit Sarovar' have been built, they should be regularly looked after so that they remain the main source of water conservation.

Friends, amidst such discussions on water conservation; I also came to know about the 'Jal Utsav' held in Amreli, Gujarat. There

WATER SECURITY



CRUCIAL RESPONSIBILITY FOR INDIA

is also a lack of perennially flowing rivers in Gujarat, hence people have to depend mostly on rain water. During the last 20-25 years, after the efforts of the Government and social organisations, the situation there has definitely changed. And hence 'Jal Utsav' has a big role there. During the 'Jal Utsav' held in Amreli, there were efforts to enhance awareness among the people on 'water conservation' and conservation of lakes. In that, water sports were also promoted and brainstorming was also done with experts on water security. The people participating in the programme liked the tricolor water fountain very much. This water festival was organised by the foundation of Savjibhai Dholakia, who made a name for himself in the diamond business of Surat. I congratulate everyone involved in this and wish them all the best for doing similar work for water conservation.

My family members, nowadays, the importance of skill development is finding

Empowerment through Expertise INDIA'S SKILL NARRATIVE



acceptance all over the world. When we teach someone a skill, we not only give the person that skill; we also provide a source of income. And when I came to know that an organisation has been engaged in skill development work for the last four decades, I felt even better. This institution is in Srikakulam, Andhra Pradesh and its name is 'Bejjipuram Youth Club'. Focusing on skill development, 'Bejjipuram Youth Club' has empowered around 7000 women. Most of these women today are doing some work or the other on their own. This organisation has also helped the children trapped in child labour to get out of that vicious cycle by teaching them some skill or the other. The team of 'Bejjipuram Youth Club' also taught new skills to the farmers associated with Farmer Producer Organisations i.e. FPOs, which has empowered a large number of farmers. This youth club is also spreading awareness in every village regarding cleanliness. It has also helped in the construction of many toilets.



'Mann ki Baat'

Fostering Entrepreneurial Initiatives

I congratulate and appreciate all the people associated with this organisation for skill development. Today, such collective efforts are needed for skill development in every village of the country.

Friends, when there is a collective effort towards a goal, the level of success also rises higher. I want to share with all of you an inspiring example of Ladakh. You certainly must have heard about the Pashmina Shawl. Ladakhi Pashmina is also being discussed a lot for some time now. Ladakhi Pashmina is reaching the markets around the world under the name of 'Looms of Ladakh'. You will be surprised to know that more

than 450 women from 15 villages are involved in weaving them. Earlier they used to sell their products only to the tourists coming there. But now in this era of Digital India, the products made by them have started reaching different markets in the country and the world. That means our local is now becoming global and on account of that, the earnings of these women have also increased.

Friends, such successes of women power are present in every corner of the country. There is a need to bring such examples to the fore as much as possible. And what could be better than 'Mann ki Baat' to convey this? So you too share such examples with me as much as possible. I will also try my best to bring them to you.



My family members, in 'Mann ki Baat' we have been discussing such collective efforts which have brought about major changes in the society. Another achievement of 'Mann ki Baat' is that it has made radio more popular in every household. On MyGov, I have received a letter from Ram Singh Baudh ji of Amroha in Uttar Pradesh. Ram Singh ji has been engaged in the work of collecting radio sets for the last several decades. He says that after 'Mann ki Baat', people's curiosity about his Radio Museum has increased further. Similarly, inspired by 'Mann ki Baat', Teerthdham Prerna Teerth near Ahmadabad has organised an interesting exhibition. More than a 100 antique radios from India and abroad are displayed here. Here, all the episodes of 'Mann ki Baat' done till now can be heard. There are many more examples, which show

how people got inspired by 'Mann ki Baat' and started their own enterprise. One such example is that of Varsha ji of Chamarajanagar, Karnataka, who was inspired by 'Mann ki Baat' to stand on her own feet. Motivated by an episode of this programme, she started the work of making organic fertiliser from bananas. This initiative of Varshaji, who is very fond of nature, has also brought employment opportunities for other people.

My Family Members, tomorrow the 27th of November, is the festival of Kartik Purnima. 'Dev Deepawali' is also celebrated on this day. And I always feel like witnessing 'Dev Deepawali' of Kashi. This time I'll not be able to go to Kashi but I am definitely sending my best wishes to the people of Banaras through 'Mann ki Baat'. This time too, lakhs of lamps will be lit on

the Ghats of Kashi; there will be a grand Aarti; there will be a laser show... lakhs of people from India and abroad will enjoy 'Dev Deepawali'.

Friends, tomorrow, on the day of the full moon, is also the **Prakash Parv of Guru Nanak Dev ji**. **Guru Nanak ji's precious messages are inspiring and relevant even today, not only for India but for the whole world. They inspire us to be simple, harmonious and dedicated towards others.** Our Sikh brothers and sisters all over the world are seen following the teachings of Guru Nanak Dev ji about the spirit of service and acts of service. I convey my very best wishes to all the listeners of 'Mann ki Baat', on the Prakash Parv of Guru Nanak Dev ji.

My family members, that's all this time with me in 'Mann ki

Baat'. Eventually, 2023 is moving towards its end. And like every time, you and I are also thinking that look...this year has passed so quickly. But it is also true that this year has been a year of immense achievements for India, and India's achievements are the achievements of every Indian. I am glad that 'Mann ki Baat' has become a powerful medium to highlight such achievements of Indians. Next time, we will talk to you again about the many successes of our countrymen. Till then, I take leave of you.

Thank you very much.
Namaskar.

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



MANN KI BAAT

Special Mentions by Prime Minister



Resonance of Progress

India's Women at the Forefront

“The Nari Shakti Vandan Adhiniyam is an example of the Sankalp Shakti, the strength of the resolve of the Democracy. This will provide a fillip to the pace of accomplishing our resolve of a developed India.”

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

The backbone of societal progress, women, wield unparalleled influence in shaping India's destiny. Empowering women goes beyond just achieving gender equality; it serves as a driving force for the progress of an entire nation. India's dynamic growth hinges on harnessing the full potential of its female population. From boardrooms to rural landscapes, women catalyse innovation, drive economic prosperity, and nurture social cohesion. Their empowerment isn't just a moral obligation; it's an economic necessity, enhancing workforce diversity, stimulating creativity, and ensuring a balanced societal tapestry. The Nari Shakti Vandan Act 2023 is a legislative stride towards acknowledging, respecting, and celebrating the power and potential of women in India.

Enacted with the vision of recognising the invaluable contributions of women across various domains, the Nari Shakti Vandan Act serves as a platform to honour and commemorate the achievements of women who have made remarkable strides in diverse fields, breaking barriers, and inspiring generations. The Act seeks

to reserve 33% of seats in Lok Sabha and State Legislatures for women, witnessing a turning point in Indian democracy. At its core, the Act aims to elevate the status of women in society by encouraging their participation and recognising their accomplishments. It also endeavours to promote gender inclusivity, ensuring equal opportunities for women across sectors. Moreover, the Nari Shakti Vandan Act stands as a testament to the Indian Government's unwavering commitment to ensuring equal rights and opportunities for women, embodying a transformative approach towards fostering gender equality and empowerment in every sphere of society.

The Government of India has been focused on promoting 'Nari Shakti' in the country, strengthening the stature of Indian women by bringing

a series of women centric legislations and legal reforms in India since 2014. The 2017 Maternity Benefit Act Amendment significantly increased paid maternity leave from 12 to 26 weeks, offering flexibility before and after childbirth while extending benefits to adoptive and commissioning mothers. The Criminal Law Amendment Act of 2018 was amended to increase the minimum punishment for rape of women from seven years to ten years, increasing minimum sentences and introducing stringent penalties, including life imprisonment and the possibility of the death penalty for perpetrators targeting women under sixteen and twelve years of age, particularly addressing cases of gang rape. Moreover, the 2018 amendments to the Employees Provident Fund Act reduced women employees' contribution to 8% for the initial three years, encouraging their

“The Nari Shakti Vandan Adhiniyam is a momentous social revolution that will redefine the very fabric of our political landscape and pave the way for a future where women are empowered and lead the nation towards progress.”

–Smriti Irani

Minister for Women & Child
Development



formal sector employment, showcasing the Government's commitment to enrich a gender-inclusive work environment and eliminating discrimination. Another step was the 2019 Muslim Women (Protection of Rights on Marriage) Act that criminalises 'triple talaq,' declaring it void and illegal, with imprisonment up to three years and provisions for subsistence allowance and child custody, marking a crucial step in safeguarding the rights of married Muslim women and ensuring gender equality.

Moreover, significant initiatives undertaken by the

Government over the past nine years show its commitment towards empowering women across diverse sectors of society.

Schemes like the Pradhan Mantri Ujjwala Yojana, POSHAN Abhiyaan, Pradhan Mantri Bhartiya Janaushadhi Pariyojana, Sukanya Samriddhi Yojana, and Pradhan Mantri Matru Vandana Yojana are dedicated to ensuring improved healthcare for women. Additionally, educational empowerment finds support through programmes like

Beti Bachao Beti Padhao and Sukanya Samriddhi Yojana. Furthermore, schemes such as Stand-Up India, PM MUDRA Yojana, Prime Minister's Employment Generation Programme (PMEGP), and the Udyam Shakti Portal actively encourage and support women entrepreneurs, strengthening their economic independence.

In a resounding echo of progress, India stands poised at the brink of an era shaped by the valor and potential of its women. The amalgamation of legislative strides, socio-economic initiatives, and

cultural shifts heralds an era of inclusivity and empowerment. Celebrating the Nari Shakti Vandan Act is not merely a ceremonial gesture; it signifies a paradigm shift in societal perceptions about the role and potential of women. It reinforces the belief that empowering women is not just a moral imperative but also an economic and social necessity for a nation's progress. With each reform and scheme, the nation converges towards a future where women thrive as architects of change, not just beneficiaries of policies.



Nari Shakti Vandan Adhiniyam

Ushering in a New Era of Women-Led Governance



Smriti Irani
Minister for Women & Child Development

In a landmark move towards fostering gender equality and empowering women, the Nari Shakti Vandan Adhiniyam, 2023 takes center stage as a beacon of change in India. This groundbreaking legislation marks a watershed moment in the history of our nation, paving the way for a future where women are not just participants, but driving forces in shaping our democracy and destiny. Passed unanimously in the Parliament, under the leadership of Prime Minister Narendra Modi, the Act sets the stage for a more inclusive and equitable future.

The issue of political representation of women in India has a chequered history. In 1993, the 73rd and 74th amendments to the Constitution reserved seats for women at the local level bodies. After these amendments, Article 243D of the Constitution ensured participation of women in Panchayati Raj Institutions (PRIs) by mandating not less than one-third reservation for women

out of total number of seats to be filled by direct election and number of offices of chairpersons of Panchayats. Today, over 20 states have made provisions of 50 per cent reservation for women in PRIs in their respective State Panchayati Raj Acts.

However, despite 75 years of Independence, India still witnessed a significant underrepresentation of women in the Lok Sabha and State Legislatures. Correcting this historical wrong, the country has now witnessed the passage of this landmark legislation that reserves 33 per cent of seats in Lok Sabha and State Legislatures for women, witnessing a turning point in Indian democracy. It is a reflection of the Prime Minister's unwavering commitment to empowering women and ensuring their rightful place in decision-making.

The inaugural legislative agenda of the new Parliament building goes beyond mere representation. It signifies a paradigm shift in our understanding of Governance and marks the beginning of a new era of women-led and gender-sensitive Governance.

The Nari Shakti Vandan Adhiniyam is a momentous social revolution that will redefine the very fabric of our political landscape and pave the way for a future where women are empowered and lead the nation towards progress. Introduced with a visionary perspective, this Act aims to transform the societal landscape by ensuring greater representation, acknowledgment, and empowerment of women across various spheres. The

impact of this legislation will be far-reaching. By increasing the representation of women in decision-making bodies, we are not just ensuring fairer gender representation; we are also unlocking a vast untapped potential. Women have proven themselves to be capable and resilient leaders across various fields. Their inclusion in the political arena will bring fresh perspectives, diverse viewpoints, and innovative solutions to the challenges we face as a Nation. At the same time, it will also inspire young girls across the country to dream big and aspire for leadership roles.

The Government's dedication to fostering a progressive and gender-responsive democracy is evident in its actions. Its comprehensive policies and targeted initiatives have focused on empowering women through education and economic opportunities. Through initiatives such as Beti Bachao Beti Padhao, Swachh Bharat Abhiyan, Poshan Abhiyan, Ujjwala Yojana, Pradhan Mantri Mudra Yojana, Pradhan Mantri Sukanya Samridhi Yojana, and the Maternity benefit (Amendment) Act, 2017, the Government has taken a multi-pronged approach to address the challenges faced by women and unlock their full potential. Through education,

healthcare, and political and economic opportunities, today women in India are experiencing a newfound sense of agency and empowerment, contributing to the nation's growth and development. And with the passage of the Nari Shakti Vandan Adhiniyam, women will be stepping into a future where they are not just equal, but where they lead.

As the Minister for Women and Child Development, I take immense pride in witnessing the enactment of the Nari Shakti Vandan Adhiniyam. This legislation not only reflects our commitment to women empowerment, but also paves the way for a more inclusive and progressive India. Under the leadership of the Prime Minister, we are moving towards a future where every woman is celebrated, respected, and given the opportunity to realise her true potential. Together, we are building a nation where Nari Shakti is not just a phrase but a living reality. As we stand at the threshold of this new dawn, I urge all women to rise to the challenge and embrace this opportunity. Let us step forward, not just as political representatives, but as champions of change, as architects of a more just and equitable society.



NARI SHAKTI VANDAN ADHINIYAM 2023

A PARADIGM SHIFT

- 33% reservation for women in Lok Sabha and State legislative assemblies
- India's giant leap with Nari Shakti Vandan Adhiniyam amplifies women empowerment
- Reservation for SC and ST women within the reserved quota
- The Act reaffirms the commitment of Government towards gender equality and inclusivity
- This legislation fosters female leadership paving the way for women in high-stakes decision-making



THE CONSTITUTION (ONE HUNDRED AND TWENTY-EIGHTH AMENDMENT) ACT, 2023

INSERTED/AMENDED ARTICLES

239AA Seats shall be reserved for women in the Legislative Assembly of the National Capital Territory of Delhi

330A Seats shall be reserved for women in the House of People

332A Seats shall be reserved for women in the Legislative Assembly of every State

334A Reservation w.e.f post the census is conducted, followed by seat allocation for women based on it, lasting 15 years



I am very happy that the Bill was introduced. The increased number of women in the Parliament will bring new energy to the nation and will lead to the progress of the country.

Kavitha Kalvakunthla, BRS MLC, Telangana Legislative Assembly

When you want to tap on the potential of 50% of the human power in the country, to have a 33% representation in the Parliament will be a very big step and you see the progress of a country by looking at the progress of women in that country.

Tania Sachdev, Indian Professional Chess Player



Women as elected representatives reach the State houses, take decisions in the interest of the country, introduce laws, contribute to those discussions, share their experiences, and this is the entire process of legislation. Whatever the process is, they should contribute to it.

Anupriya Patel, MoS, Ministry of Commerce and Industry

I have high hopes that this will lead to more women joining politics and in the future, women will hold every position. I hope for a future where women are equal participants in Parliament. So, this act is very important and it means a lot to me as an Indian.

Neha Rathi, Indian Professional Wrestler



We expect substantial changes as more women step up; witnessing their progress will encourage others to seize opportunities.

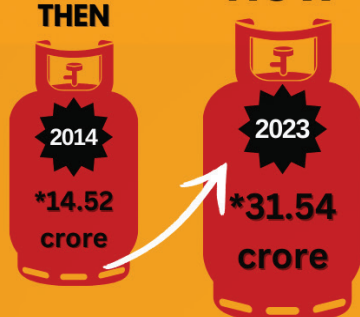
Alka Tomar, Indian Professional Wrestler



SASHAKT NARI Samridh Bharat

*Households with LPG connection

THEN **NOW**



- Smoke-free kitchens for women with 9.6 crore LPG connections
- 75 lakh additional LPG connections to be released in 3 years from FY 2023-24, taking the total number of PMUY beneficiaries to 10.35 crore

UJJWALA YOJANA (Households with LPG Connection)



Dignity

- 11.74 crore toilets under Swachh Bharat Mission-Gramin
- 70% of over 2.5 crore PMAY-Gramin homes have women as sole/joint owners
- Triple Talaq declared unconstitutional

Ease of Living

- Maternity leave up from 12 weeks to 26 weeks
- More than 10 crore new households got tap water under Jal Jeevan Mission
- More than 14,103 crore disbursed to more than 3.11 crore Pregnant Women and Lactating Mothers (PW&LM) under PMMVY
- Women Helpline 181 launched on 1st April 2015 to provide 24 hours emergency and non-emergency response to women affected by violence

Entrepreneurship

- Over 28 crore women Jan Dhan accounts opened
- 79% women entrepreneurs under 'Stand Up India'
- Over 69% account holders under PM Mudra Yojana are women entrepreneurs
- At least 1 female director in 47% startups



One Stop Centre & Universalisation of Women Helplines

Sakhi Centres aim to facilitate women affected by violence (including domestic violence) with police facilitation, medical aid, providing legal aid and legal counseling, psycho-social counseling, temporary shelter, etc. under one roof



Swadhar Greh Scheme

For women who are victims of difficult circumstances in need of institutional support for rehabilitation, so that they could lead their life with dignity



Beti Bachao Beti Padhao

To ensure girls are born, nurtured, and educated without discrimination to become empowered citizens of this country cycle continuum including capacity building programmes and training



Mahila Shakti Kendra

To empower rural women through community participation by facilitating inter-sectoral convergence of schemes and programmes meant for women



Yuva Shakti

Harnessing India's Power of Innovation & Ingenuity

“Intelligence, Idea, Innovation is the hallmark of Indian youth today. You will be pleased to know that there has been an increase of more than 31 per cent in patent applications by Indians in 2022. The World Intellectual Property Organization has released a very interesting report. This report shows that this has never happened earlier even in the top 10 countries that are at the forefront in filing patents.”

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

With around 56,000 resident patent applications in 2022, India's numbers grew much faster than other competing countries. Moreover, our country has filed more than 4,65,000 trademark applications, which brings the total number of active trademark registrations in our country to 2.9 million.

—Kris Gopalakrishnan
Chair, B20 India Task Force on
Technology, Innovation and
R&D

Intellectual property is one of the most prized forms of possessions in the world. It signifies a society's drive to reward intellect and creativity, and the benefits arising out of this creativity. For a very long time, since the end of World War-II patent filings for inventions were dominated by Western countries. However, as the other countries began to come up, it was reflected in higher living standards and an increase in upcoming enterprises and patent filings from these countries. The most recent example is India. A November 2023 report published by the World Intellectual Property Organization (WIPO) noted India to have recorded a 31 per cent growth in the number of patents filed in 2022 alone. The report said, this growth extended “an 11-year run of growth unmatched by any other country among the top 10 filers.”

Recognising this continuous

spurt of patent applications, the Prime Minister spoke about it in the 107th 'Mann ki Baat' address. He implored the youth to undertake even more entrepreneurial ventures, assuring the Government's backing through various schemes. The decade-long 'unmatched growth' in patent filings, as mentioned in the WIPO report is no coincidence. This Government has undertaken several path breaking initiatives to encourage the spirit of innovation among the youth. One of its flagship missions is the Atal Innovation Mission (AIM). AIM is a flagship mission of the NITI Aayog, set up in 2016.

The staggering numbers in various parameters achieved by the Atal Innovation Mission, are self explanatory. The Atal Innovation Mission has supported over 2,900 startups while 10,000 Atal Tinkering Labs have come up. There are over 40 domestic and international partnerships which have come up under the aegis of this mission.

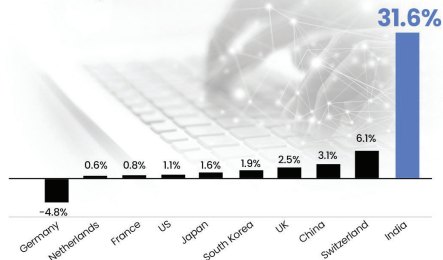
The major impacts do not simply end here. In September 2023, India maintained its position of 40th rank out of 132 in the The Global Innovation Index, a list of rankings published by the WIPO. This is a phenomenal improvement. In 2015, India



India is Now a Patent Power!

Records a 31.6% Surge in Patent Filing by Resident Applicants

The Highest Growth for any nation in 2022



This is India's 6th Consecutive Year of Patent Surge
Fastest Rise Since 2005

Source: WIPO

stood at the 81st position on the same ranking scale.

India's paradigm of innovations manifested through a flood of patents has had spillover effects into other sectors. The biggest spillover has been to the startup sector. India has risen to become

the third largest startup ecosystem in the world after the USA and China. The Department for Promotion of Industry and Internal Trade recognises over 1.12 lakh startups from across 763 districts of India.

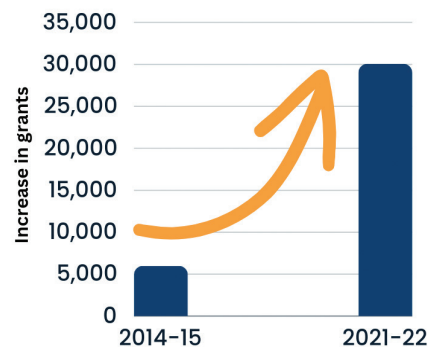
A look at the data for the last seven years (2015-2022) will give an idea of the extent of proliferation in the Indian Startup Ecosystem. There has been a 15 times

increase in the total startup funding in India while the total number of investors has risen by 9 times. There has also been a seven-fold increase in incubators.

There are currently 56 diverse industrial sectors which have each seen growth in startups. 5 per cent of these startups are in agriculture and 5 per cent in food & beverages; 7 per cent are working in the education sector; while 9 per cent are solving problems in the healthcare and life sciences sector. 13 per cent of industrial sector startups belong to the IT services sector

Another metric of India's exploding innovation is the

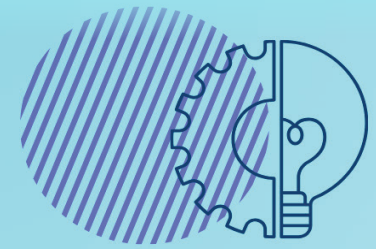
SIGNIFICANT JUMP IN GRANT OF PATENT APPLICATIONS IN INDIA



Source: PIB

number of unicorns within the startup ecosystem. Today, India has over 100 unicorns with a valuation of nearly \$350 billion. Indian startups have sprung up across all sectors.

The Government is not only content with harnessing the Yuva Shakti of our nation towards only monetary endeavours but also believes that the youth hold many solutions to societal problems, and that this yuva shakti can be cultivated through a culture of leadership through structured curricula. To capture a generation of skilled leaders, the Prime Minister also launched the My Yuva Bharat platform. This platform aims to build a framework where Indian youth can with programmes, mentors, and work to deepen their understanding of local issues. This will empower them to contribute to constructive solutions and truly harness India's power of innovation and ingenuity across all paradigms.



VARIOUS TYPES OF INTELLECTUAL PROPERTY RIGHTS INSTRUMENTS

PATENT

It is an exclusive right granted to a person for an invention, which can be a product or a process that provides a new way of doing something, or offers a new technical solution to a problem. For the successful grant, technical information about the invention must be disclosed in the application.



TRADEMARKS

A trademark is a sign/ logo that distinguishes the goods or services of one company from those of other enterprises and companies. Trademarks are also an instrument of intellectual property rights, used to give brands a distinctive mark.



COPYRIGHTS

Copyright is a legal term used to describe rights that creators have over their artistic & literary works. The instrument of Copyright protection can be extended to books, paintings, films, sculpture, music. It can also be extended to ads, maps, computer programs, databases, and technical drawings.



TRADE SECRETS

Trade secrets are Intellectual Property Rights on confidential information which may be sold/licensed. To qualify as a trade secret, the information must be commercially valuable and known only to limited persons.



Intellectual Property-Empowered Technology, Innovation and Business Growth in India



Kris Gopalakrishnan
Chair, B20 India Task Force on
Technology, Innovation and R&D

The need to increase our R&D expenses as percentage of GDP from 0.64% to an ambitious 3% is required in the next 5-10 years as we transition to a developed economy. It must be complimented by higher R&D expenses by the private sector to raise it from the present 36.4% of the total R&D expenses to the level achieved by developed countries. The latter has gone up over the years and that is partly reflected in the increased number of patent applications being filed in India and other countries. The Hon'ble Prime Minister of India informed the nation about the smart growth of patent filing in India in the past year which is noteworthy in the national and international contexts. We also registered similar growth in

trademark, design, and copyright filing.

As per the World Intellectual Property Organization (WIPO)'s public releases on the issue in November 2023, India achieved a massive jump of more than 30% in patent filing by resident applicants which is the highest of any country in 2022. With around 56,000 resident patent applications in 2022, India's numbers grew much faster than other competing countries. Moreover, our country has filed more than 4,65,000 Trademark applications, which brings the total number of active trademark registrations in our country to 2.9 million. Our design filing has also increased by 9.5% in the period considered (2021-22) by WIPO. This progress has helped India achieve 40th rank in WIPO's latest global innovation index (2023), up from the 81st rank in 2015.

Efforts from the Government have powered Indian S&T ecosystem into an era of sustained high growth. Some of them are establishment of Atal Tinkering Lab, Atal Innovation Mission, Incubation Centres in colleges; hiring more examiners and controllers in Indian Patent office; Modernisation of India Patent office; the amendments to our country's patent law with a special measure taken to support startups, MSMEs, Women entrepreneurs, and Educational Institutions.

Government-industry partnership in R&D is the need of the hour with appropriate policy framework including regulatory, taxation and licensing frameworks to accelerate generation of new IPR and acquiring financial returns.

Industry-academia partnership may be the first step in this direction which can be enhanced from the present level by adopting sound principles for IPR sharing, exchange of experts, common research projects, research facilities and joint PhD programmes. Academic and research institutions must set a target of 40-70% applied research so that they can work on projects relevant to society and industry. Such efforts would lead to creation of monetisable IPR.

Monetisation of patents is essential for gaining full return on R&D and related investments and additional revenue for pumping into future research. Confederation of Indian Industry (CII) has been conducting educational and professional courses on IPR valuation and licensing for the last three years with the help of national and international experts from industry, law firms, chartered account firms, international organisations, and universities. Such courses must be encouraged as a part of the National IPR Policy. Patents can

be used effectively for raising loans from financial institutions and venture firms provided we have a robust framework for patent valuation and also reliable system for generating confidence in such institutions in new risk-taking ventures. The present trend in the developed world is that intangible assets constitutes around 75% of the total asset value. IPR is one of the well-established intangible property or assets. A close cooperation between banks, Government, industries, lawyers, and industry bodies is called for evolving systems and frameworks to facilitate using patents as collaterals. CII is working in this direction for a few years now.

New technologies have their complications in terms of engineering complexities, supply chain, regulatory framework, patent ownership and multiple jurisdictions to be handled. The case in question would be the semiconductor technologies. We need to have a robust framework for licensing of IPR, know-how and trade secrets for an effective transfer of technology.

Many efforts are on, and CII is taking a focused approach in addressing the above issues. The rise in the patent portfolio of Indian companies is a good omen for future industrial growth in the country.



INDIA

A CULTURAL CAULDRON



India is a cultural potpourri, blending a kaleidoscope of traditions, languages, and artistic expressions. Its diverse heritage is a harmonious convergence of customs from various regions, creating a vibrant mosaic of festivals, music, dance, and cuisine. This cultural amalgamation fosters a sense of unity in diversity, making India a unique tapestry where ancient rituals coexist with contemporary influences, contributing to a rich and dynamic cultural landscape.



In 107th 'Mann ki Baat', the Prime Minister proudly highlighted India's rich heritage through cultural festivals and endeavours that are being undertaken to keep this cultural spirit thriving across the globe. Amongst the assortment of vibrant festivals were Chauu Festival and Basohli Utsav organised in J&K and Sanskrit Utsav, held in Saudi Arabia- all of which turned the spotlight on the country's heritage.



J&K Celebrates Cultural Riches

The Chhau Festival was organised in Srinagar, Jammu & Kashmir, from 15-17 November 2023 to celebrate the Chhau dance, a traditional Indian dance form with deep roots in the tribal areas of Jharkhand, Odisha, and West Bengal. Inaugurated by Lieutenant Governor of J&K, Manoj Sinha, it commenced on a colourful note, followed by seminars and workshops on Chhau dance and other folk dances by Sangeet Natak Academy, New Delhi, and National Academy of Music, Dance, and Drama in collaboration with Chhau Kendra located in the Chandankiyari village of Bokaro, Jharkhand.



The Prime Minister remarked on the Basohli-Utsav, a cultural festival held in the town of Basohli in the Kathua district of Jammu and Kashmir. Organised by J&K Tourism from 18-23 October 2023, the festival was a celebration of the regional art, culture and tradition. Blending heritage and creativity, this cultural carnival engaged visitors with a range of activities including live Basohli shawl weaving, Basohli painting, heritage exhibition, cuisines, traditional dances, Ramleela, etc.



Sanskrit Utsav

Bridging Cultures Through Language



The Sanskrit language is a testament to the country's rich history. This sentiment echoed across the borders with the celebration of 'Sanskrit Utsav' by the Indian Embassy in Saudi Arabia as part of 'Pravasi Parichay' 2023. Dedicated to preserving the ancient language that also serves as a mirror of Indian culture, every aspect of the programme, such as dialogues, music, and dance was presented in this classical language. A first-of-its-kind, this initiative showcases the linguistic and cultural richness of India, also fostering cross-cultural understanding and appreciation. The participation of local people in an event entirely in Sanskrit emphasises the universal appeal of India's heritage. This event served as a bridge between cultures, promoting a shared appreciation for the beauty and depth of Sanskrit, transcending geographical boundaries.



“

We have a huge Indian community in Saudi Arabia, and the embassy constantly collaborates with them to promote our traditions and values. One of the collaborative activities is the promotion of the Sanskrit language. We have a group of Sanskrit language enthusiasts who promote the teaching of the language among other community members in association with Sanskrit Bharati. To recognise these efforts, we organised Sanskrit Utsav, an event entirely in Sanskrit, as part of our diaspora cultural week Pravasi Parichay on November 5, 2023. Various programmes like Abhinaya Geetam, Gana Geetam, and Subhasita Natakam were presented. We also felicitated community members who have completed various Sanskrit teaching courses. It is our way to remind the other community members of the importance of Sanskrit and to keep our traditions and culture alive in a foreign land. We are very privileged that the Prime Minister mentioned our event in 'Mann ki Baat'. The community is extremely thrilled by this gesture and we are doubling our efforts to keep the language alive and thriving, as it represents our culture and civilisation. I will end with a shloka - *"Bhāṣāsu mukhyā madhurā divyā gīrvāṇabhārātī tatrāpi kāvyam madhuraṁ tasmādapi subhāṣitam"* meaning 'Sanskrit, the language of God, is the most beautiful language'.

”

Dr. Suhel Ajaz Khan

Ambassador of India to the Kingdom of Saudi Arabia

Mela Moments Contest

The Government of India has relentlessly worked towards popularising melas across the country. Accentuating this festive spirit, the Ministry of Culture organised the **Mela Moments Contest**, encouraging people to submit photos related to fairs. Winners were chosen across four categories- 'Mela Vibes', 'Chatori Gully', 'Mela Faces', and 'Mela Stalls' for their captivating submissions. Overall, the spirit behind the Mela Moments Contest reflects a commitment to cultural preservation, and community engagement, and celebrates the dynamic heritage that defines India.



SWACHH BHARAT ABHIYAN

Reshaping India's Collective Spirit

“Swachh Bharat isn't just about cleanliness; it's a mindset shift and a symbol of our national spirit. More than a Government programme; it's an inspiration for our youth, fostering collective participation in building a cleaner, healthier, and united India.”

— Prime Minister Narendra Modi
(in 107th 'Mann ki Baat')

In the 107th episode of 'Mann ki Baat', the Prime Minister emphasised the profound impact of Swachh Bharat Abhiyan, underscoring its transformative journey since its inception. He commended the unwavering commitment of citizens in ensuring the success of the cleanliness campaign, making it a Jan Andolan.

The Prime Minister also talked about some inspiring individuals and organisations who, inspired by the Swachh Bharat Mission, have gone above and beyond to contribute to a cleaner and healthier India.



BEYOND CAMPAIGNS: SWACHH BHARAT ABHIYAN AS A MISSION TO UPLIFT POOR

Hailing from Coimbatore, Tamil Nadu, Loganathan Arumugam has dedicated more than 20 years of his life to cleanliness and aiding the underprivileged. Stirred by the sight of destitute children, he committed a portion of his earnings to their welfare. Loganathan's unwavering commitment to his cause is exemplified by his willingness to undertake even the most humble tasks. In times of financial constraints, he did not hesitate to engage in toilet cleaning to generate funds for supporting needy children. His selfless efforts have transcended decades, and during this time, he has assisted more than 1,500 children. To know more on this, our Doordarshan team talked to Loganathan.

“I am a 59-year-old daily wage worker from Coimbatore and have dedicated the past 22 years to assisting poverty-stricken children and underprivileged individuals. Having completed studies only up to class five due to financial constraints, I engage in welding and daily wage work to sustain my family. While the income from these endeavours is just enough to meet our needs, my true joy comes from helping others. My commitment to this service is evident in my continuous efforts, funded in part by the earnings from my work of cleaning toilets. Over the years, I've extended my support by collecting used clothes from different areas, distributing them to underprivileged children, and garnering recognition from various voluntary organisations. I wish to express my heartfelt gratitude to the Prime Minister for acknowledging my services in 'Mann ki Baat' — a recognition that holds profound meaning for me. It is a monumental acknowledgement, and I view it not just as a personal achievement but as an honour for the people of Coimbatore district. I thank him for introducing me to the world as someone dedicated to cleanliness and service. His appreciation serves as a powerful encouragement, fueling my determination to continue contributing to the well-being of my community.”

— Loganathan Arumugam
Coimbatore, Tamil Nadu



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A BEACON OF INSPIRATION FOR ALL

Project Surat, initiated by a dynamic team of young people, is transforming Surat into a model city for cleanliness and sustainable development. Beginning as 'Safai Sunday', the team initially focused on cleaning public spaces and Dumas Beach (Gujarat). Their dedication expanded to cleaning the Tapi river banks, garnering the support of over 50 thousand enthusiastic individuals. Empowered by people's trust, the team ventured into garbage collection, successfully clearing lakhs of kilos of waste. These grassroots efforts by Project Surat exemplify the potential for significant change at the local level in fostering a cleaner and more sustainable environment.

To know more about this initiative, our Doordarshan team talked to the founder of Project Surat.



“ During 'Mann ki Baat', the Prime Minister acknowledged our efforts in Surat in simple yet powerful words. The focus was on the ongoing cleaning and conservation initiatives in Tapi, a joint effort involving not only the Municipal Corporation but also the community. The journey began humbly when playing football on Dumas Beach in 2019, I noticed a significant amount of garbage. Taking the initiative, I started cleaning on my own and later invited friends to join. The small initiative gained unexpected media attention, and what started with seven friends eventually expanded to involve more than 50,000 people in cleaning Dumas Beach and the Tapi river banks. Our cleaning project went beyond Dumas, covering all sides of the Tapi. We handpicked 2,50,000 kg of garbage, with additional contributions from machine-based efforts. The citizens of Surat actively supported our cause. It all started with a simple idea and grew into a significant movement. It's a momentous occasion when our efforts are highlighted before an audience of over 100 crore people. The mention of Project Surat has left us elated. It reflects the hard work of the past five years, coupled with the divine blessing that our message reached the entire nation. The mention of our journey on 'Mann ki Baat' was surreal, and it serves as a testament to the impact of collective efforts in bringing positive change. ”

— Akash Bansal, Founder, Project Surat

AMBAJI'S ANNUAL FAIR *From Rituals to Responsibility*

In 107th episode of 'Mann ki Baat', the Prime Minister also talked about the annual Bhadaravi Poonam Fair in Ambaji, Gujarat. The fair, which drew over 50 lakh attendees this year, was highlighted not just for its cultural and religious significance but also for its remarkable cleanliness campaign. Attendees actively participated in cleaning a large part of Gabbar Hill, demonstrating a collective commitment to cleanliness and hygiene principles. This initiative serves as an inspiring example for similar events nationwide, showcasing the harmonious coexistence of religious practices with environmental preservation. The fair's cleanliness campaign encourages a broader societal embrace of cleanliness as a way of life.



GUJARAT'S JAL UTSAV CITIZENS LEADING CHANGE

Water is the most precious resource that sustains life. Although two thirds of our planet's surface is covered with water, the mere abundance is not enough to qualify it for consumption. Most of it is ocean water, which is highly saline. While river waters are much less saline, modern human settlements along these water bodies have rendered them needing heavy processing before being fit for human consumption.

India faces similar water challenges. Our country has nearly 18% of the world's population, and only 4% of the world's water resources.

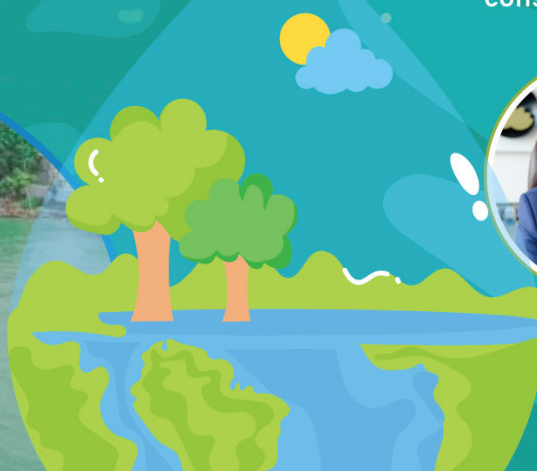
In the 107th episode of 'Mann ki Baat', the Prime Minister addressed the critical issue of water security, recognising its paramount importance for the well-being of the nation. As water scarcity continues to emerge as a significant global challenge, he shed light on the collective responsibility of every citizen towards water conservation. India, in the recent years, has undertaken several initiatives to combat this challenge. From Jal Shakti Abhiyan, Atal Bhujal Yojana, building Amrit Sarovars, and spreading awareness about traditional water conservation systems, the Government is working relentlessly to alleviate water stress.

A common strain among most of these initiatives is Jan Bhagidari. Citizens from all walks of life are actively participating by either being a part of the initiatives of the Government or starting their own transformative endeavours. The Prime Minister recognised one such major effort undertaken by Savji Dholakia in Amreli, Gujarat. He praised the efforts undertaken by Dholakia Foundation to organise a 'Jal Utsav'.

During the 'Jal Utsav' held in Gujarat's Amreli, there were efforts to enhance awareness on water conservation including the conservation of water bodies like lakes. To spread awareness, water sports were also promoted and brainstorming was also done with experts on water security. These activities were designed to inspire enthusiasm, develop connections, and increase eco-awareness among an estimated 1,50,000 participants.

This festival was a cultural celebration featuring traditional dances, music performances, and food preparations, all centred around the theme of water. The Dholakia Foundation organised this ten-day festival in conjunction with the Gujarat State Government from 15th to 25th November, 2023.

The Dholakia foundation has developed more than 140 lakes in water-scarce areas of Gujarat, which contain nearly 15 billion litres of water, benefiting over 3 lakh locals. The United Nations has also taken cognisance of the foundation's work as a partner to the UN Decade on Ecosystem Restoration. Following the Prime Minister's recognition, Savji Dholakia, founder of the Dholakia Foundation, expressed his gratitude and talked about water conservation.



“It is a big deal that in 'Mann ki Baat' the Prime Minister mentioned fountains and water sports and also mentioned the tricolour fountain. This is a huge encouragement for us and the Gujarat government. People also came to know how much water is needed in the future. We should focus on this. I thank Narendra Bhai for encouraging me from time-to-time in whatever work I did.”

Savji Dholakia, Founder, Dholakia Foundation

CRAFTING FUTURES THE POWER OF SKILL DEVELOPMENT

A skilled workforce elevates the quality of goods and services, attracting investments and propelling economic development, and furthermore empowering individuals, bridging socioeconomic gaps and promoting social inclusivity. Notable schemes like Pradhan Mantri Kaushal Vikas Yojana (PMKVY) have facilitated skill training, leading to increased employability and entrepreneurship.

Looms of Ladakh, a cooperative in Ladakh involving over 450 women from 16 villages, showcasing their pashmina to the world, found its mention in 107th 'Mann Ki Baat' address.



Inspired by knitted pashmina socks by women of Chumur village, Looms of Ladakh co-founders G Prasanna, Abhilasha Bahuguna established a skill development initiative called Project Laksal with 150 women who were trained in knitting. They could now make products and sell them in different fairs and exhibitions or work for some local elites. With the contributions of NABARD, a decentralized solar-heated studio is established in Chushul, located on the India-China border. Since its inception in 2017, Looms of Ladakh has empowered women to become independent and confident.

CHAMPIONING CHANGE YOUTH CLUB, BEJJIPURAM



Youth Club - Bejjipuram (Andhra Pradesh) emerged in 1980 with 20 educated, committed members influenced by Gandhi's rural reconstruction and non-violence, and Swami Vivekananda's ideals with the goal to serve the underprivileged, promote mutual cooperation, self-help, and empower people for inclusive decision-making, nurturing human values. The 'Bejjipuram Youth Club' has empowered 7000 women, enabling self-employment, rescued children from labour by teaching skills and training Farmers in Farmer Producer Organisations.



"I am thankful to the beloved Prime Minister for mentioning our Youth Club Bejjipuram to cover in Mann Ki Baat program. Since its establishment in 1980, 10,000+ children and 12,000+ adults have been educated, 7,000+ women and youth have been trained for self-employment. With the support of NABARD we have trained 2000 farmers in many ways especially in the natural farming system."

- M Prasada Rao, President, YCB

ECHOES OF CHANGE

Impact of 'Mann ki Baat' on Society



'Mann ki Baat', the monthly radio programme by Prime Minister Narendra Modi, has emerged as a powerful tool for informing, educating, and inspiring the citizens of India. Over nine years (107 episodes), the programme has not only connected the Prime Minister with the people on an emotional level but has also catalysed social change and policy initiatives.

'Mann ki Baat' has had far-reaching impact in the society. The Prime Minister puts spotlight on varying issues in his radio programme such as women's welfare, the promotion of yoga, handicraft and the resurgence of Khadi.

'Mann ki Baat' has become a launching pad for crucial campaigns and people's movements, motivating citizens to take action on vital issues. Its emotional appeal and direct engagement have positioned 'Mann ki Baat' as a significant enabler of transformational change, actively involving the people in contributing to India's growth.



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Turning Waste into Wealth



“ I earned my M.Tech in Bioinformatics, but our farming roots, centered on cultivating bananas and various plants, faced challenges during COVID. The surplus bananas with no buyers were disheartening. During this time, I discovered a 'Mann ki Baat' programme on Doordarshan, where the Prime Minister mentioned people turning banana waste into handicrafts in Tamil Nadu. Inspired from this, I transformed our farm by reaching out to KVK. After seeing their extraction machine, I travelled to Tamil Nadu, got one, and now, with two machines since May 2021, we have turned banana waste into a thriving business, supported by KVK and NABARD. Last year, at an International Scouts Jamboree in Moodbidri, Karnataka, I showcased our banana-based products to a global audience. Despite a slow start, active participation in various events organised by district administrations, KVK, and NABARD has boosted our marketing. Now, sales are on the rise, and it's gratifying to see our efforts making a positive impact.

Varsha, Chamarajanagar, Karnataka



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Amroha's Unique Radio Museum

Today, I am honoured that the Prime Minister has acknowledged and commended the Radio Museum, as well as personally recognised my efforts during 'Mann ki Baat' programme. This gesture not only validates my work but also extends appreciation to the entire Amroha district of Uttar Pradesh.

I have been devoted to this endeavour for an extended period, and the Prime Minister's support underscores the importance of radio as a medium for communication. The inception of 'Mann ki Baat' on October 3, 2014, demonstrated his visionary approach, selecting radio as a powerful means of expression.

Recognising the significance of radio, I embarked on a mission to establish a dedicated museum. Surprisingly, my exploration revealed the absence of a radio museum in the entire country. Motivated by this realisation, I diligently collected and curated a diverse collection of over 1,000 radio models from various companies, making the museum, the first-of-its-kind in India.

The Prime Minister's acknowledgement underscores the uniqueness and importance of this endeavour. I am deeply thankful to him for recognising the cultural and historical value of the Radio Museum.

Ram Singh Baudh, Amroha, Uttar Pradesh



Vintage Radios Echo PM's Words

Inspired by 'Mann ki Baat,' Teerthdham Prernatirth near Ahmedabad organised an exhibition featuring over 100 antique radios from India and abroad. The exhibition provided a unique opportunity to listen to all episodes of 'Mann ki Baat'.



During a 24-hour relay reading of 'Mann ki Baat,' we set a world record, engaging a diverse group, including children, youth, and the elderly. The programme's inclusive approach was evident as we recited the content in 14 languages, representing each State.

The exhibition, spanning nine years of 'Mann ki Baat,' attracted over one lakh visitors in 22 days, illustrating the programme's widespread influence. It highlighted the Prime Minister's continuous efforts for citizens of all ages and backgrounds, fostering an emotional connection among attendees. Our exhibition was not only a record-setting endeavour but also a testament to the programme's ability to unite, inspire, and create awareness among diverse audiences across India.

Harshad Patel, Trustee, Teerthdham Prernatirth, Ahmedabad, Gujarat





MANN KI BAAT

Media Scan

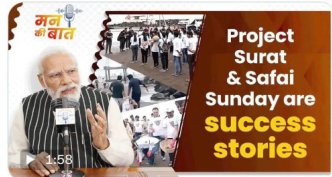


Aakash Bansal
Founding member - SICA | Founder at Project Surat | Serial Entrepreneur | Fuel | Logistics | Fitness ...
14h

A Major Milestone achieved by Project Surat Team - featured on Mann Ki Baat by Prime Minister Mr. Narendra Modi

Narendra Modi @narendramodi · 6h

A team of enthusiastic youngsters in Surat are at the forefront of making their city clean and vibrant. #MannKiBaat



112 1.3K 4.1K 156K

19 · 3 Comments

CGPDTM INDIA
@cgpdtm_india

*PM Narendra Modi shares exciting news in Mann Ki Baat: Indian patent applications surged by over 31% in 2022, marking a remarkable growth. India ranks among the top 10 countries globally in patent filings. Innovate, progress, and make our mark on the global stage!

2:25 PM · Nov 26, 2023 · 92 Views

Piyush Goyal
@PiyushGoyal

Vocal For Local की सफलता, विकसित भारत - समृद्ध भारत के द्वार खोल रही है।

#MannKiBaat



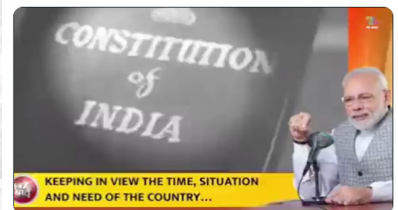
1:14 PM · Nov 26, 2023 · 26.6K Views

Som Parkash गैर भूखान
@SomParkashBJP

विकसित भारत का निर्माण कर्तव्यों को प्राथमिकता के साथ

-प्रधानमंत्री श्री @NarendraModi जी

#MannKiBaat

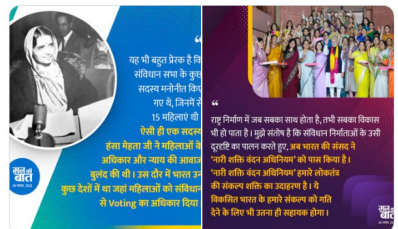


3:54 PM · Nov 26, 2023 · 181 Views

Office of Mr. Anurag Thakur
@Anurag_Office

The Nari Shakti Vandan Adhinyam is an example of the Sankalp Shakti, the strength of the resolve of the Democracy. This will provide a fillip to the pace of accomplishing our resolve of a developed India.

#MannKiBaat



11:59 AM · Nov 26, 2023 · 351 Views

Smriti Z Irani
@smritiirani

The Bejjipuram Youth Club in Srikulam, Andhra Pradesh, is scripting tales of empowerment for over 7000 women through skill development.

Kudos to their dedication and incredible efforts towards nation-building.

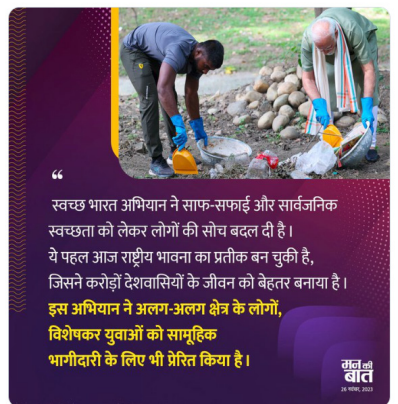


3:25 PM · Nov 26, 2023 · 108.9K Views

Himanta Biswa Sarma
@himantabiswa

Hon PM Shri @narendramodi Ji rightly underscores that cleanliness is not just a short-lived campaign but an enduring commitment essential for a lifetime.

#MannKiBaat



12:14 PM · Nov 26, 2023 · 10.1K Views

Bhupendra Patel
@Bhupendrapbip

माननीय प्रधानमंत्री श्री नरेन्द्रभाई मोदीना मार्गदर्शनमें स्वच्छ भारत अभियानने देशभरना लोडोना उमलकलियां प्रतिसाद सांपर्यो छे. माननीय प्रधानमंत्रीश्रीअजे #MannKiBaat कथंममां सुरत अने अंबाजु पलतना स्वच्छता प्रस्थाडायी प्रयासोनी वात कती.

साया आशयवी शुरु थवैव काममां छजो लोडो स्वयंभू जोडाछ जता छिय छे. सुरतमां युवानां द्वारा शुरु थवैव स्वच्छतानी पंचवै रमज अंबाजुमां स्वच्छतानी कामोरीमां जोडावैव सो कीछने भूब-भूब अभिनंदन.

Translate post



10:36 PM · Nov 26, 2023 · 7.82K Views

Dr Tamilisai Soundararajan
@DrTamilisaiGuv

கோவை, குதுரப் பகுதியைச் சேர்ந்த கூலித்தொழிலாளி திரு.லோகநாதன் அவர்கள் கழிவுநீர்களை சுத்தம் செய்து அதில் கிடைக்கும் வருமானம் மூலம் குழை, எளிய குழந்தைகளின் கல்விக்கு உதவி வருவதை மரியாதைக்குரிய @PMOIndia திரு. @narendramodi அவர்கள் மனதின் குரல் நிகழ்ச்சியில் வெகுவாக பாராட்டியுள்ளார்கள்.

சகோதரர் திரு.லோகநாதன் அவர்களுக்கு எனது மனமார்ந்த வாழ்த்துக்களும், பாராட்டுக்களும்.

#MannKiBaat

Translate post



10:22 PM · Nov 26, 2023 · 2.64K Views

India In Saudi Arabia
@IndianEmbRiyadh

It's a matter of great honour for the Indian Community in that Hon'ble PM @narendramodi mentioned about the Sanskrit Utsav event in #MannKiBaat. The Event which was entirely in Sanskrit was organised by the Embassy & the Indian Community on Nov 5 as part of Diaspora Week.



PMO India and 9 others

12:44 PM · Nov 26, 2023 · 3,799 Views

LAHDC LEH
@LAHDCLEH

In today's episode of #MaanKiBaat PM @narendramodi spoke about famous GI Tagged #LadakhPashmina & how cooperative & collaborative initiative of 'Looms of Ladakh' gave Pashmina a facelift & promotion in global market supporting local women financially engaged in its production.



12:08 AM · Nov 27, 2023 · 968 Views

Sangeet Natak Akademi
@sangeetnatak

The Hon'ble Prime Minister of India applauded the organization of Chhau Parva - the festival of Chhau dance in Maan Ki Baat today.

The Chhau Parva was organized by Sangeet Natak Akademi in collaboration with the Dept. of Art, Culture and Languages, Jammu & Kashmir.

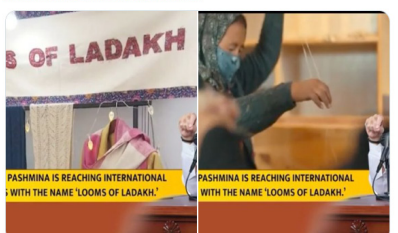


7:51 PM · Nov 26, 2023 · 167 Views

One District One Product
@ODOP_IND

Team @ODOP_IND is thankful to Hon'ble PM @narendramodi for appreciating the efforts of @loomsofladakh, an @ODOP tagged brand, in the 107th episode of #MannKiBaat, giving the women weavers of pashmina shawls from #Ladakh a larger stage.

#OneDistrictOneProduct @ig.Ladakh



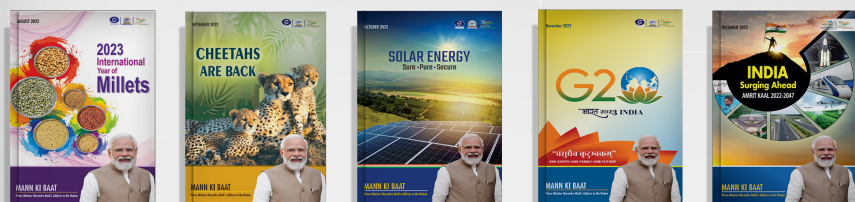
Darshana Jardosh and 8 others

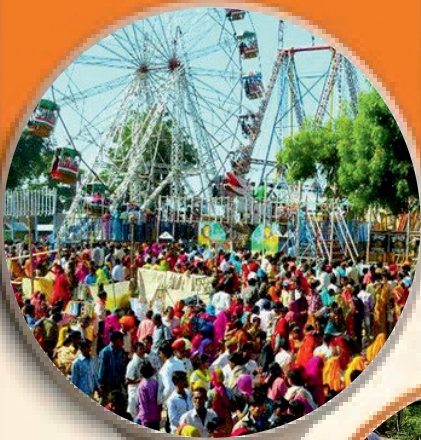
4:21 PM · Nov 28, 2023 · 303 Views

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Mann ki Baat
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वार्ता विभाग, सरकार



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