



FEBRUARY 2024

MERA PEHLA



VOTE

DESH KE LIYE



MANN KI BAAT

Prime Minister Narendra Modi's Address to the Nation



CONTENTS

01	Prime Minister's Address	1
02	Featured Stories	
2.1	The Backbone of Indian Fields : Women in Agriculture	16
2.2	Mera Pehla Vote Desh Ke Liye : A Jan Andolan Led by Yuva Shakti	34
03	In Brief	
3.1	Namo Drone Didi : Winging New Future	20
3.2	Harnessing Technology for Wildlife Conservation	22
3.3	Sustainable Living and Livelihoods	26
3.4	Parmarth Paramo Dharmah	28
3.5	The First National Creators Award	30
04	Articles/Interviews	
4.1	The National Creators Award : Akash Tripathi	32
4.2	Voting : A Constitutional Responsibility : Mamidala Jagadesh Kumar	38
4.3	Voting : A Glorious Right : Ritesh Agarwal	40
05	Media Scan	43

Prime Minister's Address



My dear countrymen, Namaskar

Welcome to the 110th episode of 'Mann ki Baat'. As always, this time too we have received a lot of your suggestions, inputs and comments. And like always, this time as well, selecting topics to be included in the episode, is a challenge. I have received many an input, one better than the other, full of positivity. These comprise due mention of many countrymen who are striving to improve the lives of others by becoming a ray of hope for them.

Friends, just after a few days on the 8th of March, we will celebrate 'Women's Day'. This special day is an opportunity to salute the contribution of woman power in the developmental journey of the country. **Mahakavi Bharatiyar ji has said that the world will prosper only when**

women get equal opportunities. Today the woman power of India is touching new heights of progress in every field. Who would have thought till a few years ago that in our country, women living in villages too would fly drones? But today this is becoming possible. Today there is so much discussion about Drone Didi in every village... "Namo Drone Didi, Namo Drone Didi", adorns everyone's lips. Everyone is talking about them. A big curiosity has arisen and that is why, I also thought that this time in 'Mann Ki Baat', why not talk to a NaMo Drone Didi! Namo Drone Didi Sunita ji, who's from Sitapur, Uttar Pradesh, is at the moment connected with us. Let's speak to her.





Call-1.

Modi ji: Sunita Devi ji, Namaskar.

Sunita Devi: Namaste Sir.

Modi ji: Okay Sunita ji, at the outset, I wish to know about you; I want to know about your family. Tell me a bit.

Sunita Devi: Sir, there are two children in our family, I'm there, husband is there; my mother is there.

Modi ji: What has your education been Sunita ji?

Sunita Devi: Sir, it is BA (Final).

Modi ji: And what is the nature of work in the household?

Sunita Devi: Work related to agriculture, farming etc.

Modi ji: Okay Sunita ji, how did your journey of becoming a Drone Didi start? Where did you get the training, what kind of changes took place; I want to know, right from the beginning.

Sunita Devi: Ji Sir, the training was done in our Phulpur IFFCO company in Allahabad...

and we got training there itself.

Modi ji: So till then had you ever heard about drones?

Sunita Devi: Sir, I had not heard about that... though we had seen once, at the Krishi Vigyan Kendra in Sitapur... we had seen it there... for the first time we had seen a drone there.

Modi ji: Sunita ji, I want to understand that right since you went there on the first day.

Modi ji: You must have been shown a drone on the first day... then something must have been taught to you on the board; taught on paper, then taken to the field for practice... what all must have happened! Can you explain to me with complete description?

Sunita Devi: Ji-Ji Sir. On the first day sir we all went there... our training started from the second day. First, the theory was taught and then the class went on for two days. In the class, what are the parts of a drone, how and what you have to do - all these

things were taught in theory. On the third day, sir, we had our paper... after that sir, there was a paper also on the computer... meaning, first the class was conducted and then the test was taken. Then practical was conducted, that is, how to fly the drone, how to handle the controls, everything was taught in practical mode.

Modi ji: Then what work would the drone do, how was that taught?

Sunita Devi: Sir, the drone will work, when the crop is growing. During the rainy season or anything like that...

Sunita Devi: Well, there is a problem during the rains and we are not able to enter the fields to harvest the crops, so how will the farm hands go inside! Then through this, the farmers will benefit a lot and they will not even have to enter the fields. We can do the work done by labourers using our

drone, we can do our work by standing on the farm boundary, we will have to be careful if there are any insects inside the field, there won't be any problem and the farmers are also feeling very good. Sir, we have sprayed over 35 acres so far.

Modi ji: So do farmers also understand that it has benefits?

Sunita Devi: Yes Sir, the farmers feel very satisfied... they are saying that they are feeling very good. Time is also saved, you look after all the facilities yourself... water, medicine, everything is kept together and we just have to come to the farm and note from where to where the farm is... and I finish the entire work within half an hour.

Modi ji: So other people would also be coming over to see this drone?

Sunita Devi: Sir, there is a huge crowd... many people come to see the drone. Those who are



big farmers, they also take our number, saying that we would also be called for spraying.

Modi ji: Okay. Because I have a mission to make Lakhpati Didi... if sisters across the country are listening today, a Drone Didi is talking to me for the first time. What would you like to say?

Sunita Devi: Just like today I am the only Drone Didi, thousands of such sisters should come forward to become Drone Didi like me and I will be very happy that when I am alone, thousands of other people will stand with me... it will feel very good that we're not alone... many people are with me known as Drone Didis!

Modi ji: Well Sunita ji, many congratulations to you from my side. This Namo Drone Didi is becoming a great means to modernize agriculture in the country. My very best wishes.

Sunita Devi: Thank you, Thank you Sir.

Modi ji: Thank you!

Friends, today there is no

region in the country where the woman power has lagged behind. Another area where women have demonstrated their leadership abilities is natural farming, water conservation and sanitation. The suffering, the pain and the hardships that our mother earth is facing due to chemicals - the Matrishakti of the country is playing a big role in saving our mother earth. Women are now extending natural farming in every corner of the country. Today, if so much work is being done in the country under the 'Jal Jeevan Mission', water committees have had a big role to play in it. The leadership of these water committees lies only with women. Apart from this, sisters and daughters are making all-out efforts for water conservation. One such lady, Kalyani Prafulla Patil ji is on the phone line with me. She is a resident of Maharashtra.

Come let's talk to Kalyani Prafulla Patil ji and know about her experience.



Call 2

Prime Minister - Kalyani ji, Namaste.

Kalyani ji - Namaste Sir Ji, Namaste.

Prime Minister - Kalyani ji, first of all tell us about yourself, your family, your work.

Kalyani ji - Sir, I am M.Sc., Microbiology and at home I have my husband, my mother-in-law and my two children and I have been working in my Gram Panchayat for three years.

Prime Minister - And then you got engaged in farming work in the village? Since you have basic knowledge as well, you have also studied in this field and now you have joined farming, so what all new experiments have you conducted?

Kalyani ji - Sir, we collected ten types of flora and we have made an organic spray from it, just like when we spray pesticides etc.,

Kalyani ji - the pests etc. that remain in our Mitra-Keet i.e. friendly insects are also getting destroyed and there is pollution

of our soil which is causing harmful effects on our body due to the chemicals getting mixed in the water. Accordingly, we have used minimum pesticides.

Prime Minister - So in a way you are moving towards natural farming, completely!

Kalyani ji - Yes, which is our traditional farming Sir; we did it last year.

Prime Minister - What experience did you have in natural farming?

Kalyani ji - Sir, the expenses incurred by our women were less and the products are there, sir, after getting that solution, we did it without pests... because now the evidence of cancer is increasing in urban areas... yes, it is there, but the evidence of it is increasing in our villages too, so accordingly, if you want to protect your future family, then it is necessary to adopt this path. Accordingly, those women are also displaying active participation in it.

Prime Minister - Okay Kalyani ji, have you also



done some work in water conservation? What have you done in that?

Kalyani ji – Sir, through rainwater harvesting at Government buildings like primary school, Anganwadi, our Gram Panchayat building... we have collected all the rain water there, at one place. Sir, the rain water that falls should percolate into the ground through recharge shafts... so accordingly, we have made 20 recharge shafts in our village and secured sanction for 50 recharge shafts. Now that work is also going to start soon.

Prime Minister – Well Kalyani ji, it was a pleasure to talk to you. Many best wishes to you.

Kalyani ji – Thank you sir, thank you sir. I was also very happy to talk to you. Meaning, I believe that my life has become completely meaningful.

Prime Minister – Just keep serving!

Prime Minister – Well, your name is Kalyani, so you have to

look after welfare. Thank you ji. Namaskar.

Kalyani ji – Thank you sir. Thank you.

Friends, whether it is Sunita ji or Kalyani ji, the success of woman power in myriad fields is very inspiring. I once again appreciate this spirit of our woman power, from the core of my heart.

My dear countrymen, today the importance of technology has increased manifold in the lives of all of us. Mobile phones and digital gadgets have become an important part of everyone's life. But can you imagine that with the help of digital gadgets, we are now getting help in creating a balance with wild animals!

A few days later, on the 3rd of March, it is 'World Wildlife Day'. This day is celebrated with the aim of spreading awareness on the conservation of wild animals. This year, Digital Innovation has been kept paramount in the

theme of the World Wild Life Day. You will be happy to know that technology is being used extensively for the conservation of wildlife in different parts of our country. During the last few years, through the efforts of the Government, the number of tigers in the country has increased. The number of tigers in the Tiger Reserve of Chandrapur, Maharashtra has risen to more than 250.

The help of Artificial Intelligence is being taken to reduce conflict between humans and tigers in Chandrapur district. Here cameras have been installed on the border of the villages and the forest. Whenever a tiger comes near a village; with the help of AI, local people get an alert on their mobile. Today, this system has provided a lot of convenience to the people in the 13 villages around this Tiger Reserve and the tigers have also got protection.

Friends, today young entrepreneurs are also working in new innovations for wildlife conservation and eco-tourism. In Roorkee, Uttarakhand, Rotor Precision Group, in collaboration with Wildlife Institute of India, has developed a drone which is helping to keep an eye on the crocodiles in the Ken River. Similarly, a Bengaluru company has prepared an app named 'Bagheera' and 'Garuda'.

With the Bagheera App, the



speed of the vehicle and other activities can be monitored during a jungle safari. It is being used in many Tiger Reserves of the country. The Garuda App, based on Artificial Intelligence and Internet of Things, starts providing real time alerts on connecting it to any CCTV.

With every such effort towards conservation of wildlife, the biodiversity of our country is becoming richer.

Friends, in India harmony with nature has been an integral part of our culture. We have been living with a spirit of coexistence with nature and wildlife for thousands of years. If you ever go to the Melghat Tiger Reserve in Maharashtra, you will be able to experience it for yourself. Tribal families living in Khatkali village





near this Tiger Reserve have converted their houses into home stays with the help of the Government. This is becoming a big source of income for them. Prakash Jamkar ji of Korku tribe, living in the same village, has built a seven-room home stay on his two hectare land. His family makes arrangements for food and drink for the tourists staying at his place. Along with medicinal plants, he has also planted mango and coffee trees around his house. This has not only increased the attraction of tourists; it has also created new employment opportunities for other people.

My dear countrymen, when we talk about animal husbandry, we often stop at cows and buffaloes only. But the goat is also an important animal, which is not discussed much.

Many people in different areas of the country are also associated with goat rearing. In Kalahandi, Odisha, goat rearing

is becoming a major means of improving the livelihood of the village people as well as their standard of living. Behind this effort is a major decision of Jayanti Mahapatra ji and her husband Biren Sahu ji. Both of them were management professionals in Bengaluru, but they decided to take a break and come to Salebhata village of Kalahandi. These people wanted to do something that would solve the problems of the villagers here and simultaneously empower them. With this thinking full of service and dedication, they established Manikstu Agro and started working with the farmers. Jayanti ji and Biren ji have also opened an interesting Manikstu Goat Bank here. They are promoting goat rearing at the community level. There are about dozens of goats at their Goat Farm.

Manikstu Goat Bank has set up a complete system for the farmers. Through this, farmers are given two goats for 24

months. Goats give birth to 9 to 10 kids in 2 years, out of which 6 kids are kept by the bank, the rest are given to the same family which rears goats. Not only that, necessary services are also provided for the care of goats.

Today more than 1000 farmers from 50 villages are associated with this couple. With their help, the village people are moving towards self-reliance in the field of animal husbandry.

I feel very happy to see that successful professionals in various fields are adopting novel methods to make small farmers empowered and self-reliant. Their efforts are going to inspire everyone.

My dear countrymen, the essence of the teachings of our culture is – ‘Parmarth Paramo

Dharmah’ i.e. helping others is the highest duty. Following this sentiment, countless people in our country dedicate their lives to serving others selflessly. One such person is – Bhim Singh Bhavesh ji of Bhojpur in Bihar. There is a lot of buzz about his work among the people of the Musahar caste of his region. That’s why I thought why not talk to you about him as well today! Musahar has been a very deprived community in Bihar; a very poor community. Bhim Singh Bhavesh ji has focused on the education of the children of this community, so that their future could be bright. He has enrolled about 8 thousand children of Musahar caste in school. He has also built a big library, through which children are getting better facilities for education.

Parmarth Paramo Dharmah





Bhim Singh ji also helps his community members in making necessary documents and filling up their forms. This has further improved the village people's access to essential resources. To improve the health of the people, he has organised more than 100 medical camps. When the terrible Corona crisis was looming large, Bhim Singh ji encouraged the people in his area to get vaccinated.

There are many people like Bhim Singh Bhavesh ji in different parts of the country, who are engaged in many such noble endeavours in the society. If we perform our duties as a responsible citizen, it will prove to be very helpful in building a strong nation.

My dear countrymen, the beauty of India lies in her diversity and also in the different hues of our culture. I feel good to see how many people are

selflessly making efforts to preserve and beautify Indian culture. You will find such people in every part of India. Among these, a large number are also those who are working in the field of language. Mohammad Manshah ji of Ganderbal in Jammu and Kashmir has been engaged in efforts to preserve the Gojri language for the last three decades.

He comes from the Gujjar Bakarwal community which is a tribal community. In his childhood he had to work hard to study, he used to cover a distance of 20 kilometers on foot every day. Amidst such challenges, he obtained a Masters degree and it was only then that his resolve to preserve his language became stronger.

The scope of Manshah ji's work in the field of literature is so extensive that it has been conserved in about 50 volumes. These also include poems and

folk songs. He has translated many books into Gojri language.

Friends, Banwang Losu ji of Tirap in Arunachal Pradesh is a teacher. He has made an important contribution in the spread of Wancho language.

This language is spoken in Arunachal Pradesh, Nagaland and some parts of Assam. He has undertaken the task of setting up a language school. A script of Wancho language has also been prepared. He is also teaching Wancho language to the coming generations so that it can be saved from extinction.

Friends, there are many people in our country who are engaged in preserving their culture and language through songs and dances. The life of Venkappa Ambaji Sugetkar of Karnataka, is also very inspiring in this regard. Sugatkar ji, resident of Bagalkot here, is a folk singer. He has sung more than 1000 Gondhali songs and has also widely propagated stories in this

language. He has also imparted training to hundreds of students without charging any fees. There is no dearth of such people full of zeal and enthusiasm in India, who are continuously enriching our culture. You too take inspiration from them; try to do something of your own. You will feel immense satisfaction.

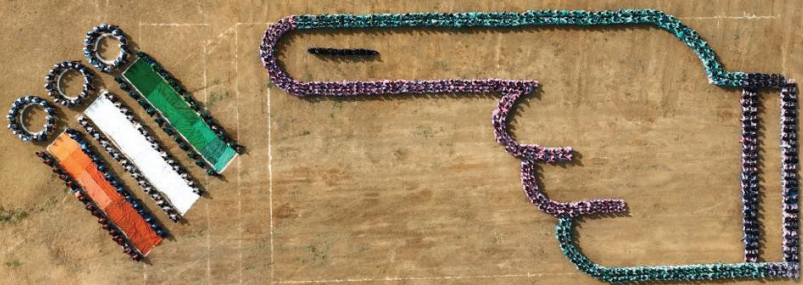
My dear countrymen, two days ago I was in Varanasi and there I saw a wonderful photo exhibition. The moments that the youth of Kashi and surrounding areas have captured on camera are amazing. There are many photographs in it which were taken with a mobile camera. Indeed, today anyone who has a mobile has become a content creator. Social media has also helped a lot in showcasing people's skills and talents. Our young friends in India are doing wonders in the field of content creation.

No matter what social



First National Creators Awards Dividends of Intellectual Capital

CULTIVATING A PROMISING FUTURE



media platform it is, you will definitely find our young friends sharing varied content on different topics. Be it tourism, social cause, public participation or an inspiring life journey, various types of content related to these are available on social media. The voice of the youth of the country who are creating content has become very effective today. To honour their talent, the National Creators Award has been started in the country. Under this, preparations are being made to honour those change makers in different categories who are using technology to become effective voices of social change. This contest is running on MyGov and I would urge content creators to join it. If you also know such interesting content creators, then definitely nominate them for the National Creators Award.

My dear countrymen, I am happy that just a few days ago the Election Commission has

started another campaign – ‘Mera Pehla Vote – Desh Ke Liye’. Through this, first time voters have been especially requested to vote in maximum numbers. India is proud of its youth power, full of enthusiasm and energy. The more our youth participate in the electoral process, the more beneficial its results will be for the country.

I would also urge first time voters to vote in record numbers. On turning 18, you are getting a chance to elect a member for the 18th Lok Sabha. That means this 18th Lok Sabha will also be a symbol of youth aspiration. That is why, the importance of your vote has risen further. Amidst this hustle and bustle of the general elections, you, the youth, should not only be a part of political activities but also remain aware of the discussions and debates during this period. **And do remember – ‘My first vote – for the country’.** I would also urge the influencers of the country, whether they are from the sports world, film

industry, literature world, other professionals or our Instagram and YouTube influencers, they too should actively participate in this campaign and motivate our first time voters.

Friends, that's all with me in this episode of 'Mann Ki Baat'. The atmosphere of Lok Sabha elections is all pervasive in the country and as happened last time, there is a possibility that the code of conduct might also be in place in the month of March. It is a huge success of 'Mann Ki Baat' that in the last 110 episodes, we have kept it away from even the shadow of the Government. In 'Mann Ki Baat', there is mention of the collective power of the country; there is talk of the achievements of the country. In a way, this is a programme prepared by the people, for the people, through the people. But still, adhering to political decorum, 'Mann Ki Baat' will not be broadcast for the next three months in these days of Lok Sabha elections. Next when we will interact with you in 'Mann Ki Baat', it will be the 111th episode of

'Mann Ki Baat'. Next time 'Mann Ki Baat' starting with the auspicious number 111... what could be better than that! **But, friends, you have to keep performing one task for me. Even though 'Mann Ki Baat' is undergoing a break for three months, the achievements of the country will not stop even for a while, therefore, keep posting the achievements of the society and the country on social media with the hashtag 'Mann Ki Baat'.** Some time ago a young person had offered me a good suggestion. The suggestion is to share short videos in the form of YouTube Shorts from earlier episodes of 'Mann Ki Baat' so far. Therefore, I would urge the listeners of 'Mann Ki Baat' to share such shorts extensively. Friends, the next time I converse with you, I will meet you with new energy and new information.

Take care of yourself, thank you very much.

Namaskar.

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





MANN KI BAAT

Special Mentions by Prime Minister



The Backbone of Indian Fields

Women in Agriculture

“Today the woman power of India is touching new heights of progress in every field. Who would have thought till a few years ago that in our country, women living in villages too would fly drones? But today this is becoming possible.”

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

India's agricultural sector thrives on a silent force – its rural women. They are the hands that sow, weed, and harvest, the minds that manage livestock and resources, and the engines driving food security for a nation of almost 1.4 billion.

Rural women are torchbearers for social, economic and environment transformation for the 'New India'. In India, agriculture employs about 80 percent of rural women. Empowering and mainstreaming rural women workforce in agriculture can bring a paradigm shift towards economic growth. It will enhance food and nutrition security and alleviate poverty and hunger. It's a win-win strategy for achieving Sustainable Development Goals by 2030.

The Government of India is promoting natural farming since 2019-20 under Bharatiya Prakritik Krishi Paddhati (BPKP), a sub scheme of Paramparagat Krishi Vikas Yojana (PKVY). Keeping in view of the strength of Natural Farming and the success achieved in some states, BPKP is being up-scaled in Mission

“Today, because of the Prime Minister, I am known as NaMo Drone Didi. When I started training to fly drones, I was quite nervous, but now I fly drones without any fear or hesitation.”

–Drone Pilot Sunita Sitapur, Uttar Pradesh

Mode as a separate scheme as “National Mission on Natural Farming” (NMNF). To address the gender gap in agricultural extension services, under “Support to State Extension Programmes for Extension Reforms” popularly known as Agriculture Technology Management Agency (ATMA), a centrally sponsored scheme has made adequate provisions for women in farming.

The Gender Coordinator under ATMA functions to safeguard the interest of women farmers by ensuring flow of benefits under all schemes to women farmers along with collection of gender disaggregated data, and conducting studies and action research in critical thrust areas and promoting farm

women's food security groups and prepare training module so as to ensure household food security. They also document the best practices/ Success Stories/ Participatory Material Production related to women in agriculture as well as prioritisation and addressing farm women's needs and requirements in agriculture and all allied sectors. Women are also considered to serve as 'farmer friend' in the villages to support innovative activities under ATMA. Under the Central Sector Scheme of Agri. Clinics and Agri. Business Centres (AC&ABC) of the Ministry of Agriculture and Farmers' Welfare, women beneficiaries are receiving 44 percent as subsidy.

Women undoubtedly play a crucial role in agriculture in India. The Prime Minister's 'Mann ki Baat' address highlighted this by mentioning the "Drone Didi"



programme. This initiative aims to empower 15000 women self-help groups by training them to operate drones for agricultural purposes. These "Drone Didis" will then be able to offer drone services to farmers, potentially improving efficiency and reducing health risks associated with spraying fertilizers. The programme acknowledges the existing contributions of women in agriculture and seeks to further equip them with new technologies. Women's agricultural contributions extend beyond the "Drone Didi" programme.

Across India, women are emerging as powerful advocates for a more sustainable agricultural landscape. They are championing natural farming practices, prioritizing water conservation, and leading cleanliness initiatives in rural communities. Women are embracing organic and biodynamic methods. They are reviving traditional seed varieties, composting kitchen waste, and utilizing natural pest control techniques. This shift towards natural farming not only promotes healthier food production but also protects soil health and biodiversity. There are several states practicing Natural Farming. Prominent among them are Andhra Pradesh, Chhattisgarh, Kerala, Gujarat, Himachal Pradesh,



Jharkhand, Odisha, Madhya Pradesh, Rajasthan, Uttar Pradesh, and Tamil Nadu.

Water is intrinsically linked to our life, livelihood, and economy and is at the core of development across sectors and women are disproportionately impacted both by water scarcity and the lack of safe drinking water, increasing the vulnerability associated with persistent poverty at the forefront of conservation efforts. Therefore, women are adopting drip irrigation techniques, rainwater harvesting methods, and promoting water-efficient crops. Water women champions, a compendium of 41 women stewards from the grassroots have set examples of ground breaking initiatives like pond-based livelihood programme, mobilizing villages to develop soak pits, leading water quality testing, formed Women Water User Groups (WWUGs) for water management and leadership, awareness work on water sanitation and hygiene in the

village and school and much more. These practices not only optimize water usage but also empower women with greater control over this vital resource.

Cleanliness is another area where women are making significant strides. They are spearheading initiatives to improve sanitation in rural areas, promoting hygiene practices, and advocating for waste management solutions. These efforts not only create a healthier environment but also improve public health outcomes, particularly for women and children.

Championing a more sustainable future for Indian agriculture, women are embracing natural farming methods that protect soil and biodiversity and adopting

water-saving techniques they are leading the charge towards environmental consciousness. Their leadership in cleanliness initiatives further demonstrates their commitment to creating a healthier future for their communities. The story of Indian women in agriculture is one of dedication, innovation, and resilience. They are not just tilling the land; they are tilling the path towards a more equitable and environmentally sound food system. By amplifying their voices, providing them with the right resources, and celebrating their successes, India can ensure that these women continue to be the driving force behind a flourishing agricultural sector.



Namo Drone Didi : Winging A New Future



The Namu Drone Didi scheme trains rural women to become drone pilots to assist in tasks such as crop monitoring, spraying fertilisers and sowing seeds. This will also provide additional income opportunities for many women. Drones have been distributed to about 1,000 Namu Drone Didis from across the nation, who demonstrated their skills simultaneously from 10 different locations. Our Doordarshan team talked to Mrs. Sunita from Sitapur, Uttar Pradesh, who is one such drone pilot.

However, people who knew me helped and supported me to move forward. Had it not been for their support, we would not have been able to start the business. Now, with the help of drones, we are earning a stable income and along with it, the farmers are also motivated that a whole day's work gets done so quickly.

Under the leadership of the Honourable Prime Minister and Drone Didi, we are proud to have the support of 100 women standing alongside us. Moving forward, our aim is to see a thousand women joining us on such occasions. Just as we are receiving overwhelming support today, it is our aspiration that our entire team receives similar backing. With continued support from various centres across the nation, we are determined to progress further in our mission to develop Nano Urea. With products like Nano DP and Sagarika, we are afforded ample opportunities for mixing and spraying, greatly satisfying the farmers.

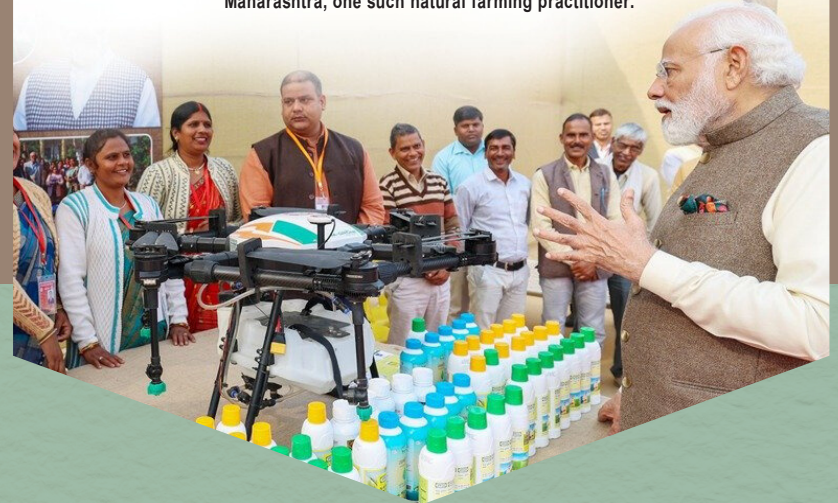
I express my gratitude towards the Honourable Prime Minister for interacting with me and for this initiative. Because of him, today, I am known as Namu Drone Didi. Everyone in Sitapur now knows me by this name. I was quite nervous when I started the training on drones. Now, I fly the drone without any fear or hesitation. After taking the training, our self-confidence and morale has increased.

We faced many hurdles in starting the business. In December 2021, when we got the drone, my financial situation was not such that I could get the engineer to open the drone.



Harmonious Harvests: Exploring the Realm of Natural Farming

Natural farming, also known as sustainable or organic farming, is a method of agricultural production that seeks to cultivate crops and raise livestock in harmony with nature, minimising the use of synthetic inputs such as pesticides, fertilisers, and genetically modified organisms (GMOs). Instead, it relies on natural processes like crop rotation, composting, and biological pest control to maintain soil fertility and manage pests and diseases. Our Doordarshan team talked to Ms. Kalyani Prafulla Patil, Maharashtra, one such natural farming practitioner.



My conversation with the Honourable Prime Minister was very inspiring and enlightening. Just like a child is dependent on their mother, crops are dependent on the soil for food. Our soil needs us, and if we all take care of it together then I think our next generation is safe. We use organic methods to protect the farm from pests. Earlier, birds used to catch insects on the trees around the fields, which reduced the incidence of pests on the fields, but gradually farmers cut down the trees in their fields and the birds sitting on them also migrated.

In one of our experiments, we made small houses for the birds in the fields so that they could live there and eliminate the pests. We emphasise on making natural manure instead of polluting our land and water with chemicals. We prepare Dashaparni and Nimboli extract. Dashaparni extract uses ten different types of leaves. Along with these leaves, we mix cow's urine, chilli and garlic paste and turmeric together and keep it for a few days to rot, eventually preparing a mixture to be used in growing crops.

Every person has now become conscious about their health; mainly urban citizens pay more attention to health and that is why such products are sold in the city. But there is still a need to make people aware in rural areas so that more and more people turn towards this. In this work, we get the benefit of various schemes of the Central and State Governments. For water conservation work, we get help from MGNREGA and Atal Ground Water Scheme. We have benefitted from many such schemes to make this work possible.



Harnessing Technology for Wildlife Conservation

The world joined together in celebrating World Wildlife Day on March 3, 2024. The day is celebrated to spread awareness of the conservation of wild animals. The theme this year centres around exploring digital innovation in wildlife conservation. This echoes India's efforts in leveraging innovative technological solutions to safeguard its natural heritage and biodiversity. In the 110th episode of 'Mann ki Baat', Prime Minister Narendra Modi shed light on the pivotal role of technology in wildlife conservation. From artificial intelligence (AI) to drone surveillance, cutting-edge technology has emerged as a game-changer in promoting sustainable coexistence between humans and wildlife.



Drone Guardians

A collaborative effort between Roorkee-based Roter Precision Group and the Wildlife Institute of India has developed drones to monitor crocodile populations in the Ken River, aiding conservation efforts. Our Doordarshan team talked to **Sajid Mukhtar, Chairman, and Saad Ibrahim, Director & Chief Operating Officer of the Roter Group of Companies**, to know more about this.



“ Our large-scale drone, using Artificial Intelligence (AI), tracks wildlife, including alligators. We can identify whether it is male or female, and how old it is. The drones can be used to track anything in the forest that gives off a thermal signature. This drone is used not only in the Forest Department but also by the Survey of India. We have made about 1,000 drones, out of which Survey of India is using about 500 drones. Since it is a large-scale mapping drone, it is also being used by the Indian Army and Survey of India and for tactical mapping. The specialty of this drone is that it flies for 90 minutes and you can install different types of cameras in it so that 3D mapping can be done. It feels great when praise comes directly from the Prime Minister. We feel very good when he praises the youth and encourages them. We get the enthusiasm to work more for the country. ”



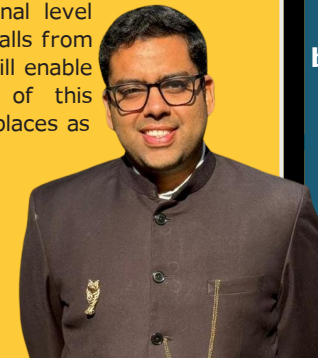
AI for Human-Wildlife Harmony

In Chandrapur, Maharashtra, a unique solution is reducing conflict between humans and tigers. AI-powered cameras have been installed at village borders, sending real-time alerts to mobile phones when a tiger approaches. This has empowered people in the 13 villages around the Tadoba-Andhari Tiger Reserve. Through such efforts, the number of tigers in the reserve has risen to more than 250. To know more about this, our Doordarshan team talked to

Kushagra Pathak, Deputy Director (Buffer), Tadoba-Andhari Tiger Reserve, Chandrapur, Maharashtra.

“The AI technology that we are using is helping us in wildlife conservation and reducing human-wildlife conflict. With its help, an estimation can be made about the tiger population. Along with the movement of the tigers, our cameras tell us in which direction the tigers are. We have also installed cameras near the water bodies where tigers go to drink water. These create our database. From this database, we also get information on the time of the day when the movement of the animals is maximum, their pattern of movement, for how long and where they stay. This data helps in effective decision-making. Cameras have been installed on the boundaries of the villages around the reserve to monitor human-wildlife conflict. As soon as any animal comes near the village border, an alert comes on our mobiles. Our local teams, with the help of villagers, stop people from going in that direction or that area. Especially in the buffer areas, which see tourism activities, we have appointed local people as gypsy drivers and guides, which is contributing to their economic development. The Tadoba Buffer is the best model of community led conservation. Plans are being made to install cameras on the borders of more villages. So far, we have covered 13 villages. When we cover all the villages in the future, we will set up a control room at Chandrapur district headquarters. On February 25, the Prime Minister mentioned this project in ‘Mann ki Baat’ and I am thankful to him for this. Today, our project has become famous at the national level and we are getting calls from many places which will enable the implementation of this technology at other places as well.”

The Prime Minister also appreciated young entrepreneurs working on new innovations for wildlife conservation and eco-tourism. The Bagheera app promotes responsible wildlife tourism by monitoring vehicle speeds and activities during jungle safaris, ensuring minimal disturbance to animal habitats. Similarly, the Garuda app, powered by AI and IoT, provides real-time alerts from connected CCTVs, increasing overall vigilance.



Sustainable Living and Livelihoods

India has seen rapid infrastructural and industrial development, especially in the last decade. Further, India has been progressing on the protection and conservation front.

The latest Indian State of Forest Report 2021 puts the country's total forest cover at 7,13,789 square kilometres, which translates to nearly 21.71 percent of India's geographical area. This report also says that between 2019 and 2021, the forest cover rose by 1,540 square kilometres.

In the 110th episode of the monthly 'Mann ki Baat' address, Prime Minister Modi addressed the nation, where he spoke about the principle of co-existing with nature. He mentioned two specific instances. Let us read a bit about these two enterprises.

HOMESTAYS AT MELGHAT TIGER RESERVE

Situated in Maharashtra, the Melghat Tiger Reserve, lies around 225 kilometres West of Amravati. It is one of the largest Tiger Reserves in India, and it was one of the nine first notified tiger reserves in 1973, under Project Tiger. The reserve spans over a total area of over 2,000 square kilometres.

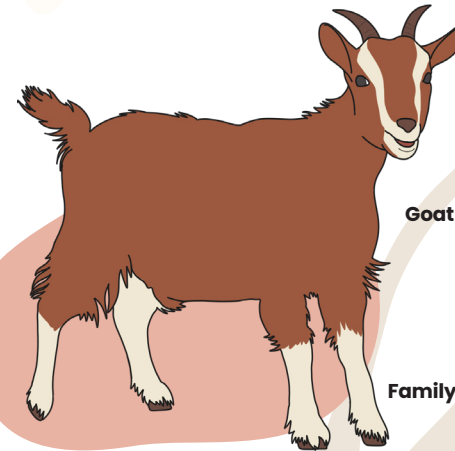
Many villages lie within the forest area. One such village is Khatkali, with a population of 450. The village was first identified along with other rural areas, under an eco-development programme in 1992 to deter villagers from entering the core forest area for collecting wood, and other non timber forest products (NTFP). The Prime Minister mentioned this village and the homestay businesses indulged in by the locals there. Let us listen to one such entrepreneur from Khatkali.

"The Forest Department officers of Melghat have been behind the inception of the homestays. Our Prime Minister Narendra Modi mentioned my name in 'Mann ki Baat', which infused me with even greater enthusiasm. And because of this, I am considering other ventures. I would like to thank the PM from the core of my heart. Today I have five employees. This will generate local employment. The homestays have also prevented us from foraging in the forest for wood, as the homestay incomes offset the value of gathered forest produce."

Prakash Jamkar, Entrepreneur, Khatkali, Melghat Forest Reserve, Maharashtra

MANIKSTU GOAT BANK IN ODISHA

The Manikstu Goat Bank, situated in Kalahandi in Odisha, is another unique initiative highlighted by Prime Minister Narendra Modi. Manikstu Agro was started in 2015 by Jayanti Mahapatra, a young entrepreneur who was appalled by the degree of poverty in Kalahandi. Her mission was to erect a sustainable goat farming mechanism, as she observed many local families rearing goats without generating a viable income. Read on to learn the unique model of the goat bank.



Goat Bank



Goat Bank lends family 2 goats for two years



Goats beget 9- 10 kids



Family keeps 2 kids, while bank acquires remaining



8 kids are lent further by bank to other families and cycle continues

“

I am an ex banker and I think it is more of a transaction based work that we do with our associate farmers. The idea was how it can be integrated for the betterment of community and society, especially the bottom of the pyramid people whose livelihood is based on farming and agriculture. I am happy that I am still a Banker who is also considered a farmer. I think our country requires the young generation to think a little out of the box.

Jayanti Mahapatra, founder, Manikstu Goat Bank

”

Over 1000 farmers from 50 villages have been positively impacted by this Goat Bank initiative. It is a testament to the ingenuity of problem solving, which will inspire the next generation of problem solvers of India.

Parmarth Paramo Dharmah

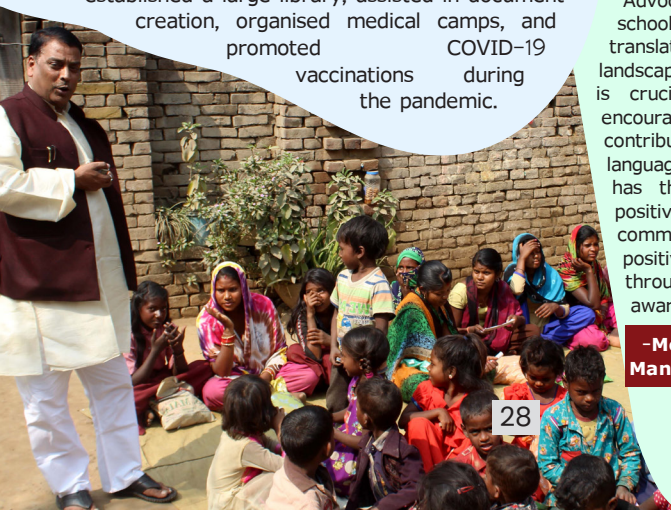
Embracing 'Parmarth
Paramo Dharmah' for a
Stronger Society'

The essence of the teachings embedded in our cultural values is beautifully encapsulated in the phrase 'Parmarth Paramo Dharmah,' signifying that helping others is the highest duty. This idea goes beyond personal duty; it acts as a driving force for the progress and unity of our community.

When people selflessly help one another, it builds a caring and harmonious society. It creates connections, bringing different people together and forming a strong and supportive community. Individually, being kind and helping others brings a deep sense of happiness and purpose. It encourages understanding, empathy, and a shared commitment to everyone's well-being. Together, these actions shape a positive environment that fosters personal growth, resilience, and a feeling of belonging.

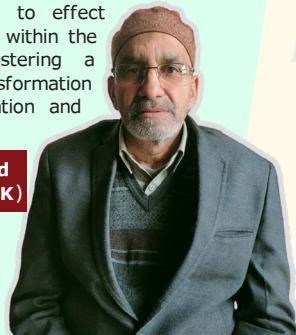
Looking at the bigger picture, a culture of helping others has a positive domino effect. It promotes teamwork, trust, and togetherness—the key societal elements to thrive. Acts of kindness contribute to the overall health of the community, ensuring that everyone is included and supported.

Bhim Singh Bhavesh, a dedicated social worker from Bihar, has earned praise from Prime Minister Narendra Modi for his exemplary work in uplifting the Musahar community. Over the past 20 years, Bhavesh has focused on social, economic, and educational empowerment, benefiting more than 3200 individuals from the Dalit community. Despite initial challenges, his work has gained acceptance in society. Bhavesh has formed a group to communicate with the Musahar community, enrolled around 8,000 Musahar children in schools, established a large library, assisted in document creation, organised medical camps, and promoted COVID-19 vaccinations during the pandemic.



"Growing up in the remote Rajouri District, I overcame the challenges of a 4 km trek to primary school, 7 km to high school, and 14 km to higher secondary. As a Gujjar Bakarwal, I was determined to preserve my mother tongue, Gojri, by crafting a monolingual dictionary. I aspire to include Gojri in the 6th schedule of the Indian Constitution for development & financial support. Advocating its introduction in schools, I believe folk songs and translations will enrich the literary landscape. Embracing challenges is crucial for a bright future, and I encourage the younger generation to contribute to Gojri literature for the language's survival. Literature has the power to effect positive change within the community, fostering a positive transformation through education and awareness.

-Mohammad
Manshah (J&K)

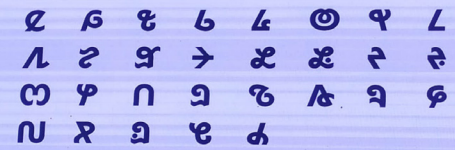


Banwang Losu's remarkable journey has transformed a mere school project into a groundbreaking achievement for the Wancho language community. Over 12 years, Banwang dedicated himself to crafting an independent script to accurately represent Wancho's linguistic nuances, a task fraught with challenges given the inadequacy of the Roman alphabet. Through meticulous research and collaboration, he successfully developed a script comprising 44 letters, now recognised by the Unicode Consortium. This achievement holds profound significance as it ensures the digital embrace of Wancho's linguistic heritage, safeguarding it from the threat of extinction. Through initiatives like the Wancho Literary Mission, Banwang has not only preserved a cultural legacy but also empowered

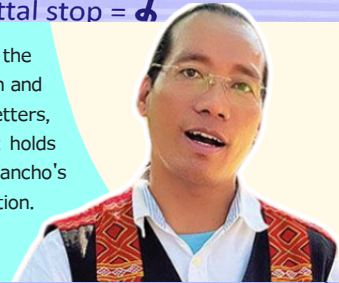
future generations with the means to uphold their linguistic heritage. His work exemplifies the importance of language preservation in preserving cultural identity and fostering wisdom, advocating

for the integration of AI-driven technologies to ensure the accessibility and documentation of languages for posterity. Banwang's efforts stand as a beacon of hope, inspiring communities worldwide to cherish and protect their linguistic diversity.

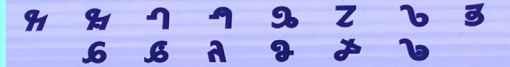
29 Consonants:



With a glottal stop = Ɂ



The Wancho Alphabet has 15 Vowels



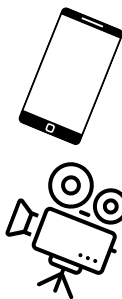
I've been singing
folklore music since childhood, inspired
by my family who mastered this art for generations.
Despite no formal training, I learned by listening and performing in
various villages, states, and even internationally. I also sing in praise of women,
adding a unique touch to my performances. Folklore music connects people to their
culture and values, keeping traditions alive. Despite lacking formal education, my
talent helped me master thousands of folk songs, earning me awards like an honorary
doctorate and the Rajyotsava Award. My performances are known for their soulful
renditions and storytelling, captivating audiences on platforms like radio and
national television. I'm grateful for the recognition and the opportunity to share
our folklore with people from all walks of life. It's amazing to see the younger
generation taking an interest in this art form, ensuring its legacy continues
for generations to come.

-Venkappa Ambaji Sugetkar (Karnataka)





The First National CREATORS Award



What it means for the youth and for India

No matter what social media platform it is, you will definitely find our young friends sharing varied content on different topics. Be it tourism, social cause, public participation or an inspiring life journey, various types of content related to these are available on social media. The voice of the youth of the country who are creating content has become very effective today. To honour their talent, the National Creators Award has been started in the country. Under this, preparations are being made to honour those change makers in different categories who are using technology to become effective voices of social change.

Prime Minister Narendra Modi, 110th 'Mann ki Baat' episode



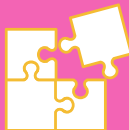
Spotlight on Changemakers

To put content creators on the centre stage by taking cognisance and boosting the outreach of digital creators who are making impact content.



Amplify Diverse Voices

To elevate the influence of digital media in social impact by creating sensations that resonate with masses in a positive sense.



Connect and Collaborate

To bring together a community of creators, catalysed by leaders and endorsed by Government on a platform to spur a social revolution. It aims to create a national movement during 'Amrit Kaal'.



Empower the Next Wave

The award is not just envisioned as a trophy but as an incentive to creators to scale up their creative activities to drive positive change, which would percolate down to the grassroots level.



The Prime Minister addressed the event where he laid out his vision for India's upcoming role as one of the thought leaders of the world. He alluded to an ascent in India's soft power. The Prime Minister said, "You are the digital ambassadors of India all over the world. You are the brand ambassadors of Vocal for Local."

The event was held at the Bharat Mandapam. The event witnessed extensive participation from the public. In the first round itself, over 1.5 lakh nominations across 20 different categories were received, after which there was a voting round. In the voting round, about 10 lakh votes were cast for digital creators in various award categories. Following this, 23 winners, including three international creators, were selected and awarded.

Some of the categories for which the award was conferred, were across twenty fields. Some of them were the Best Storyteller Award, The Disruptor of the Year Award, Best Creator in Education Category, and Best Creator in Gaming Category, etc.

"I create spiritual content, on the Gita, Upanishads, and on other Hindu scriptures. It felt really nice that for the first time in our country, content creators were recognised and conferred with a dedicated award."

Aridaman, Micro Creators Awardee, National Creators Award



"I have been awarded under the Creative Content category of awards. This entire event was fun. We did not expect to interact with the Prime Minister... he was so so encouraging. He wanted us to talk. His message of creating content on India was very very inspiring."

Shraddha Jain, Most Creative Creator- Female



The National Creators Award



Akash Tripathi
CEO, MyGov

With the aim of spotlighting the diverse voices and talents that are shaping India's creative & innovative ecosystem, and driving positive social change, Prime Minister Shri Narendra Modi conferred the first ever National Creators Award to 23 Content Creators on the 8th March, 2024 at the Bharat Mandapam, New Delhi.

Under the aegis of MyGov India, the landmark event marked a pivotal moment in celebrating the diverse voices and innovations of digital content creators, contributing towards India's socio-cultural fabric and economic growth.

The awards spanned over 20 categories, each representing a facet of digital creativity and innovation. From Best Storyteller to Best Creator in Gaming, from Best Health and Fitness Creator to Best Creator in Education Category, the accolades

recognised excellence across various domains, reflecting the multifaceted nature of India's digital landscape.

The public response to the National Creators Award was overwhelming, underscoring the resonance of digital creativity in contemporary society. With over 1.57 lakh nominations and 10 lakh votes cast, these awards captured the imagination of the nation. In the Grand Finale, 23 winners were declared. Among them were three international creators. Cassandra Mae Spittmann, a German national who was earlier recognised by the Prime Minister himself. Cassandra is a visually challenged singer who is known for her uncanny ability to sing devotional songs across Indian languages, without losing the integrity of their pronunciation, or dialect. She was presented with the Best International Creator Award.

Among the other recipients, Keerthika Govindhasamy, renowned for her channel "Keerthi History," was awarded the Best Storyteller for her insightful narratives on Indian history. Jaya Kishori, known as the "Meera of Modern Times," received the Best Creator for Social Change award for her profound storytelling rooted in the Bhagavad Gita and Ramayana, inspiring a generation to embrace spirituality and meaningful living.



The notable aspect of the National Creators Award was their inclusivity, transcending socio-cultural and economic barriers to recognize grassroots talent. By amplifying regional voices and celebrating diversity, these awards fostered a sense of validation and worthiness among creators across the nation. This recognition not only incentivized content creation but also propelled meaningful discourse accessible to the masses.

The significance of these awards was underscored by the staggering scale of India's digital revolution. With over 1.2 billion mobile phone users and 600 million smartphone users by late 2022, India emerged as a global powerhouse of digital connectivity. The proliferation of technology and social media platforms democratized

information dissemination, empowering individuals from all walks of life to share their stories and ideas with the world.

The inaugural National Creators Award marks a huge shift in how India's creator community will be perceived henceforth. By honoring creativity, innovation, and social impact, these awards serve as both a source of inspiration and a goal for creators to aspire to.

India now stands as the sole country globally to officially recognise the voices and perspectives that enrich the digital landscape on a national scale. Its journey to capture the global narrative through the universal World Wide Web, has only just begun. With time, the National Creators Award will go on to become one of the world's biggest digital recognitions.

Mera Pehla Vote Desh Ke Liye

A Jan Andolan Led by Yuva Shakti

“I would also urge first time voters to vote in record numbers. On turning 18, you are getting a chance to elect a member for the 18th Lok Sabha. That means this 18th Lok Sabha will also be a symbol of youth aspiration. That is why, the importance of your vote has risen further. India is proud of its youth power, full of enthusiasm and energy. The more our youth participate in the electoral process, the more beneficial its results will be for the country.”

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

“There are several ways in which we can encourage and inspire our young students to participate in the democratic process. One, of course, is for them to feel that whatever development is happening in our country is inclusive. They should also be aware that once they pass out of the educational institutions, they have immense opportunities to contribute to the inclusive growth of our country and this is what will encourage them to participate in the electoral process.”

—M. Jagadesh Kumar
Chairman, UGC

Voting is not just a civic responsibility. It is one of the cornerstones that define democracy. Transcending individual interests, voting echoes the collective voice of the society and reminds every citizen of their power to shape a nation, to cultivate a future that promises growth and stability. Prime Minister Narendra Modi resonated with this sentiment in the 110th episode of 'Mann ki Baat', when he strongly appealed to the youth of India, especially the first-time voters, to exercise this fundamental right. In this effort, the Prime Minister expressed his appreciation for the Election Commission of India (ECI) for spearheading 'Mera Pehla Vote Desh Ke Liye' campaign, ahead of the 18th Lok Sabha election, emphasising the imperative of voting and voicing one's opinions to strengthen the democratic fabric of India as well as help in the larger good of the nation.

India is the world's largest democracy, with nearly 20

crore young voters as reported by the Election Commission of India. The 'Mera Pehla Vote Desh Ke Liye' campaign aims to bring together the young demographic of India to be active participants in the electoral process. Urging the youth to make their voices known and act as agents of change by turning up in large numbers to vote, the Prime Minister also nudged the young voters to be part of political activities and remain aware of the discussions and debates in the interest of national development.

Taking the Prime Minister's call forward, Union Minister Anurag Thakur launched the 'Mera Pehla Vote Desh

Ke Liye' anthem, appealing to young voters to exercise their democratic right. The mass movement now is being carried forward by enthusiastic youngsters in their own ways across the country, transforming it into a Jan Andolan. From educational institutes to iconic locations, the youngsters are spreading the message 'Banega Desh Mahaan, Jab Vote Kareng Hum'. Apart from the youth, people from all walks of life, be it film personalities, sportspersons, business and industry leaders, Padma Awardees, and local folk artists have also joined hands in encouraging the young voters.

The Mera Pehla Vote anthem has garnered more



Some Significant Numbers

- **1,09,868** #MeraPehlaVoteDeshKeLiye pledges were taken in 12 regional languages
- **91,610** people took part in the Quiz on India's democracy
- **2218** submissions were received as part of the Reel Making Contest on 'Desh Hamara Kaisa Ho'
- **1258** podcasts were submitted on the theme of 'Desh Hamara Kaisa Ho'
- **1895** blogs were submitted on 'Desh Hamara Kaisa Ho'

than ten million views on the Prime Minister's post on social media platform, X. The anthem was also translated into different languages of India, namely Malayalam, Tamil, Telugu, Marathi, Maithili, Gujarati, Khasi, Dogri, etc. Eminent film personalities and sports persons such as Varun Dhawan, Bhumi Pednekar, Ajay Devgn, Mahesh Babu, Chiranjeevi, Mohanlal, Guneet Monga, Kangana Ranaut, Neeraj Chopra, Pankaj Advani, Surya Kumar Yadav, amongst many others carried the patriotic enthusiasm forward along with transforming the campaign into a national movement by

mobilising youngsters.

'Mera Pehla Vote Desh Ke Liye' has brought with it a myriad of activities to engage the youth to nurture patriotic temperament in the youth and make them conscious of responsible voting. With different activities such as pledge-taking, quiz, reel-making, podcast, blog writing, the campaign has penetrated across several educational institutions in the nation, with an amalgamation of physical as well as virtual events.

With its multifarious approach, 'Mera Pehla Vote Desh Ke Liye' fosters a responsible outlook in the young population by encouraging them to participate in the festival of democracy for national welfare. The initiative, along with enabling first-time voters to exercise their fundamental right to vote, also empowers them to be the propagators of the same value amongst their peers. 'Mera Pehla Vote Desh Ke Liye' is more than just a campaign. It is a feeling of patriotism, a call to responsibility, and your chance to be the architect of your nation's destiny. Join the movement. Make your first vote count. Together, let's write a new chapter for the nation!





Mamidala Jagadesh Kumar
Chairman, UGC

Voting : A Constitutional Responsibility

'Mera Pehla Vote Desh Ke Liye' (My First Vote for the Nation) is one of the largest campaigns undertaken by the Election Commission of India. UGC, in collaboration with the Ministry of Education, is working to inspire, engage and mobilise young voters across the nation. With active participation from nearly 40,000 colleges and more than 1100 universities, UGC has brought together educationists and students to encourage first-time voters to partake in the electoral process of our country.

The Election Commission of India data shows that we have nearly 1.9 crore first-time voters and about 19.74 crore voters in the age group of 18-19. Therefore, the educational institutions are showing enthusiasm in this nationwide campaign and conducting various kinds of activities to underscore the significance of

democracy. These activities also help students, especially the first-timers, understand the importance of participating in the largest electoral process of the world and strengthen the democratic fabric of our country. Many universities and colleges are also engaging the students in street plays, competitions, quizzes, etc. We have been receiving overwhelming responses from across the country. We are also in touch with the NEP Saarthis, who are sending a large number of videos recorded by them, showing their commitment to bolstering the democratic process of our country.

There are several ways in which we can encourage and inspire our young students to participate in the democratic process. One, of course, is for them to feel that whatever development is happening in



our country is inclusive. They should also be aware that once they pass out of the educational institutions, they have immense opportunities to contribute to the inclusive growth of our

country and this is what will encourage them to participate in the electoral process. To create more awareness among our youngsters, social media is being leveraged to engage them. We can see from the kind of impressions that we are getting, whether it is the Twitter handle or LinkedIn or Instagram, lakhs of youngsters are engaging with UGC, and we are all collectively working to bring more youth into this campaign.

As the future of the nation, the youth should have compassion, they should have a sense of constitutional responsibility, and they should also turn out to be problem solvers in various kinds of challenges that our country is facing. Therefore, I would like to appeal to all the youngsters across the country to come forward, participate in this electoral process, and design the future that we want for our country together.

Approximately 5.5 lakh students joined this movement

A multitude of activities, such as debate, seminars, street plays, flash mobs, rallies, dance, singing, poster making, etc., as part of the campaign

Higher education institutes (HEIs) got associated in large numbers throughout, with a startling participation of nearly 1800 institutes including AICTE and UGC colleges.



Ritesh Agarwal
CEO, OYO

Voting : A Glorious Right

The 18th Lok Sabha Elections are poised to be a significant turning point for the people of India. This assertion stems from the recent revelation regarding the growth of the Indian economy, which stands at approximately 8.4%. Consequently, I anticipate that the forthcoming 20 to 30 years will herald a prosperous era for India, akin to a golden age. This presents a momentous opportunity for Indian citizens to exercise their voting rights, thereby steering the course towards a government that aligns with their aspirations.

I believe that casting my first vote holds profound importance. Now at 30 years old, I reflect on my initial experience as a

voter. Although I am a second-time voter, the sentiment of participating in the world's largest democracy, where each individual's vote carries weight, remains deeply ingrained. Thus, I implore those who have yet to acquire their Voter ID to do so promptly, as the opportunity to register one's vote arises only once every five years. Let us not allow this chance to slip through our fingers.

The initiative to encourage voting, epitomized by the "Mera Pehla Vote" campaign, should not be confined to a select few leaders and influencers. Rather, I advocate for its widespread dissemination. I urge everyone to engage five young, determined individuals and

emphasize the significance of fulfilling their civic duty through voting. As citizens, we bear the responsibility for the outcomes we desire, a fundamental tenet of civics education. Therefore, it is incumbent upon the youth, whether in their twenties, early thirties, or even teenagers, to exercise their franchise.

India, with its vast population constituting one-sixth of humanity, possesses immense collective power. The success of initiatives like the Swachh Bharat Abhiyan underscores our capacity for transformative change when united. I envision a future where Indian youth, irrespective of their geographic origins, contribute to building globally impactful enterprises. This endeavor, I assert, is a civic duty on par with any other.

In extending my congratulations to the elected representatives, I also extend a call to action. Recognize the aspirations of the countless youth hailing from villages and cities across India. Their dreams of conquering the world rest upon your leadership. Do not perceive this responsibility as solely yours; understand that we, the youth of this nation, stand prepared to collaborate in propelling India forward.





MANN KI BAAT

Media Scan



Smriti Z Irani (Modi Ka Parivar) @smritifirani

भारत की नारीशक्ति आज हर क्षेत्र में पूरी शक्ति-सामर्थ्य के साथ आगे बढ़ रही है।

बात चाहे प्राकृतिक खेती को हो या जल संरक्षण को, महिलाएँ आज ऐसे सभी प्रयासों में बढ़-चढ़ कर हिस्सा ले रही हैं।

#MannKiBaat में पीएम @narendramodi जी ने महाराष्ट्र की रहने वाली कल्याणी प्रफुल्ल पाटिल जी के साथ उपरोक्त विषय पर संवाद किया है।

Translate post



5:24 PM · Feb 25, 2024 · 233.4K Views

Hardeep Singh Puri @HardeepPuri

PM @narendramodi Ji's visionary 'NaMo Drone Didi' scheme to empower women through women-led development is taking roots & is firmly on its way to create 'रखपति दीदी' across the country.

I have myself been witness to the excitement this scheme is generating among our sisters during various #ViksitBharatSankalpyatra interactions in Chengalpattu in Tamil Nadu, Palakkad in Kerala & Hassan in Karnataka.

As Sunita Devi Ji from Sitapur in Uttar Pradesh narrates during her interaction with PM Modi Ji on #MannKiBaat today, this scheme is inspiring our sisters to be #Aatmanirbhar & tech savvy at the same time.



4:32 PM · Feb 25, 2024 · 3,754 Views


Nirmala Sitharaman Office @nsitharamanoffc

The combination of mobile and social media in this era is opening up new avenues for our young content creators to showcase their talent.

#NationalCreatorsAward Is an effort to honour such content creators.

Visit: innovateindia.mygov.in/national-creat..

#MannKiBaat



6:29 PM · Feb 25, 2024 · 2,240 Views

Anurag Thakur @anuragthakur

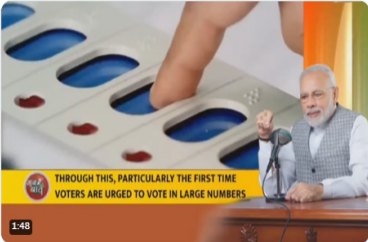
#MerPehlaVoteDeshKeLye - 18 का होने के बाद, आपको 18वीं लोक सभा के लिए सदस्य चुनने का मौका मिल रहा है।

यानी ये 18वीं लोक सभा भी युवा आकांक्षाओं का प्रतीक होगी, इसलिए उनके वोट का महत्व और बढ़ गया है।

मैं देश के influencers से भी आग्रह करता हूँ कि वह भी इस अभियान में हिस्सा लें और हमारे first-time voters को motivate करें।

#MannKiBaat में आदरणीय प्रधानमंत्री श्री @narendramodi जी

Translate post



1:48

1:33 PM · Feb 25, 2024 · 5,024 Views

Manikstu Agro @Manikstu

28 Feb 2024

We are thrilled to share a moment of immense pride and gratitude as Honorable Prime Minister Narendra Modiji mentioning about Manikstu Agro during his 110th edition of Mann Ki baat last Sunday. His detailed acknowledgment of our venture, particularly our innovative Goat Bank Model, serves as a powerful validation of our commitment to transformative agricultural practices. For nearly a decade, we have been driven by a passion to revolutionize goat farming in India. Today, our beloved Prime Minister's endorsement not only validates our efforts but also fuels our determination to scale our impact exponentially. We extend our heartfelt appreciation to our honorable Prime Minister Narendra Modiji for his unwavering support and encouragement. His recognition inspires us to redouble our efforts and push the boundaries of innovation even further.

None of this would have been possible without the dedication and hard work of our exceptional team. They are the backbone of our organization, and we owe this achievement to their relentless commitment. We also express our sincere gratitude to our invaluable supporters, including KIIT-TBI and Upaya Social Venture, whose unwavering belief in our vision has been instrumental in our journey.

To all our silent champions who have supported us along the way, thank you for believing in us and our mission to revolutionize goat farming in India. This endorsement by honorable Prime Minister Narendra Modiji is not just a recognition of our past achievements but also a catalyst for our future endeavors. We are more determined than ever to lead the way in transforming the agricultural landscape of our nation.

Yogi Adityanath @yogiadityanath

समाजत नारी-आत्मनिर्भर नारी आदरणीय प्रधानमंत्री श्री @narendramodi जी की शीर्ष प्राथमिकता है।

उसी क्रम में आज @mannkiabaat कार्यक्रम में जनपद सीतापुर की नमो ड्रोन दीदी सुनीता देवी जी से प्रथममंथनी जी ने वार्ता कर उनके ड्रोन दीदी बनने के विषय में चर्चा की। देश भर में नमो ड्रोन दीदी कृषि को आधुनिक बनाने का माध्यम बन रही हैं।

प्रधानमंत्री जी व सुनीता देवी जी के मध्य हुआ संवाद मातृशक्ति को स्वावलंबन एवं आधुनिक कृषि कार्य से जुड़ने हेतु प्रेरित करेगा।

Translate post



12:58 PM · Feb 25, 2024 · 42.7K Views


Manohar Lal @mikhattar

मेरा पहला वोट - देश के लिए

First Time Voters बने सभी युवाओं के पास वर्ष 2024 में इतिहास बनाने का शानदार अवसर है।

18 वर्ष पूरा करने वाले सभी युवा '18वीं लोकसभा' चुनने के लिए वोट करेंगे। ऐसे में #MannKiBaat में पीएम श्री @narendramodi जी का रिकार्ड संख्या में वोट करने का आग्रह सभी को याद रखना होगा ताकि एक ऐतिहासिक और युवाओं की आकांक्षाओं की पूर्ति करने वाली लोकसभा चयनित हो सके।

Translate post



1:09 PM · Feb 25, 2024 · 8,982 Views

Roter Group of Companies 3,437 Followers

Roter Group of Companies humbly accepts the appreciation from our beloved Prime Minister shri **Narendra Modi** (<https://lnkd.in/g/NuMy8Ps>)

From receiving India's first commercial drone order of Survey of India to being recognized as India's best drone company by MoCA, we've consistently pushed the boundaries of innovation.

The recognition from Prime Minister on his Mann Ki Baat podcast (Episode 110) is a testament to our dedication. His words validated our vision: drones not just as tools, but as instruments for a better tomorrow.

Our #collaboration with the #wildlife Institute of India with the iconic Trinity F90+, helps preserve the national wildlife. Trinity F90+ is the only mapping #drone certified for various payload configurations (Large Scale Mapping Sensor, HI-Res Sensor, LIDAR Sensor, Oblique Sensor and Multispectral Sensor)

With the recent Type Certification from DGCA, we look forward to join in our nation's development under the esteemed leadership of our honorable Prime Minister.

Himanta Biswa Sarma @himantabiswa

India's Nari Shakti is touching new heights of progress in every field.

- Hon PM Shri @narendramodi Ji

#MannKiBaat

“कुछ वर्ष पहले तक किसने सोचा था कि हमारे देश में, गाँव में रहने वाली महिलायें भी ड्रोन उड़ाएंगी! लेकिन आज ये संभव हो रहा है। आज तो गाँव-गाँव में ड्रोन दीदी की इतनी चर्चा हो रही है, हर किसी की जुबान पर नमो ड्रोन दीदी, नमो ड्रोन दीदी ये चल पड़ा है। हर कोई इनके विषय में चर्चा कर रहा है।”



11:55 AM · Feb 25, 2024 · 6,209 Views

Ravi Kishan @ravikishan

Content create कर रहे देश के युवाओं की आवाज आज बहुत प्रभावी बन चुकी है।

उसकी प्रतिभा को सम्मान देने के लिए देश में National Creators Award शुरू किया गया है।

#MannKiBaat

Translate post



11:56 AM · Feb 25, 2024 · 929 Views

Dr Jitendra Singh @DrJitendraSingh

ये #MannKiBaat की बहुत बड़ी सफलता है कि बीते 110 Episode में हमने इसे सरकारी की परछाई से भी दूर रखा है।

'मन की बात' में, देश की सामूहिक शक्ति की बात होती है।

ये एक तरह से जनता का, जनता के लिए, जनता द्वारा तैयार होने वाला कार्यक्रम है।

-नीरम श्री @narendramodi

Translate post

साथियों 'मन की बात' के इस Episode में मेरे साथ इतना ही। देश में लोकसभा चुनाव का माहौल है और जैसा कि पिछली बार हुआ था, संभावना है कि मार्च के महीने में आचार-संहिता भी लागू जाएगी। ये 'मन की बात' की बहुत बड़ी सफलता है कि बीते 110 Episode में हमने इसे सरकार की परछाई से भी दूर रखा है। 'मन की बात' में, देश की सामूहिक शक्ति की बात होती है, देश की उपलब्धि की बात होती है। ये एक तरह से जनता का, जनता के लिए, जनता द्वारा तैयार होने वाला कार्यक्रम है।



11:31 AM · Feb 25, 2024 · 747 Views

Piyush Goyal @PiyushGoyal

Content Creators की प्रतिभा को सम्मान देने के लिए देश में National Creators Award की शुरुआत।

#MannKiBaat

12:03 PM · Feb 25, 2024 · 13.3K Views

Dr Tamilisai Soundararajan @DrTamilisaiGov

As always it was delightful watching our Honb @PMOIndia's 110th edition of Monthly radio program #MannKiBaat. Enroute to Karaikkal for the inauguration of JIPMER off site campus at Karaikal which will be dedicated to Nation for the benefit of Pudukchery citizens alongside adjoining Tamilnadu Districts.

மாண்புமிகு பாரதப்பிரதமர் இறுற்றேற்றி மோடி அவர்கள் மூலம் பாரத தேச மக்களுக்கு உதவும் #மன்னகிபாத் உரைப்பை காணக்கூடிய மான்ப்புகு பாரதப்பிரதமர் இறுற்றேற்றி மோடி அவர்கள் பதச்சேரி மற்றும் தமிழ்நாடு மக்களுக்கு உற்பணிக்கும் இப்பம் மருத்துவக்கல்வாரியாட்கள் கூடிய மருத்துவமனை இறுப்பு விடா நிகழ்ச்சிக்காக செல்லும் பயணத்தில் கேட்டுக் கொண்டுள்ளேன்.

#mannkibaat

Pema Khandu @PemaKhanduBJP

So heartening that Hon PM Shri @narendramodi Ji has shared the Initiative of Teacher from Tirap district, Shri Banwang Losu Ji, who is doing incredible work for the conservation of the Wancho language in #MannKiBaat.

Shri Losu Ji has also enlisted Wancho in the US-based Unicode Consortium for online use. This means it can be used on the Internet worldwide.

The Hon PM's recognition will motivate others to undertake similar efforts.

“अरुणाचल प्रदेश में तिरप के बनवंग लोसु जी एक टीचर हैं। उन्होंने वांचो भाषा के प्रसार में अपना अहम योगदान दिया है। यह भाषा अरुणाचल प्रदेश, नागालैंड और असम के कुछ हिस्सों में बोली जाती है। उन्होंने एक Language school बनवाने का काम किया है। इसके वांचो भाषा की एक लिपि भी तैयार की है। वो आने वाली पीढ़ियों को भी वांचो भाषा सिखा रहे हैं ताकि इसे लुप्त होने से बचाया जा सके।”

11:38 AM · Feb 25, 2024 · 3,217 Views

Vinod Tawde @vawdevinod

मुंबई के अंधेरी उपनगर में तेजी नगर रूप बंधा के निवासियों के साथ प्रधानमंत्री @narendramodi जी के लोकप्रिय कार्यक्रम मन की बात को सुना। हर बार की तरह ये एपिसोड भी हम सभी के लिए प्रेरणादायक रहा है।

ये कार्यक्रम सदैव हमें विकसित भारत के लक्ष्य को प्राप्त करने एवं मजबूत राष्ट्र के निर्माण में स्वयं की भागीदारी बढ़ाने के लिए प्रेरित करता है।

#MannKiBaat

12:19 PM · Feb 25, 2024 · 13.3K Views

Keshav Prasad Maurya @kprmaurya1

आज देश में कोई भी क्षेत्र ऐसा नहीं है, जिसमें देश की नारी-शक्ति पीछे रह गई हो। एक और क्षेत्र, जहाँ महिलाओं ने, अपनी नेतृत्व क्षमता का बेहतरीन प्रदर्शन किया है, वो है - प्राकृतिक खेती, जल संरक्षण और स्वच्छता।

-मा0 प्रधानमंत्री श्री @narendramodi जी

#MannKiBaat

“आज देश में कोई भी क्षेत्र ऐसा नहीं है, जिसमें देश की नारी-शक्ति पीछे रह गई हो। एक और क्षेत्र, जहाँ महिलाओं ने, अपनी नेतृत्व क्षमता का बेहतरीन प्रदर्शन किया है, वो है - प्राकृतिक खेती, जल संरक्षण और स्वच्छता।”

11:38 AM · Feb 25, 2024 · 2,404 Views

Valiance Solutions 70,108 followers

Proud Moment for Valiance Solutions!

Honored and thrilled to share that our groundbreaking project, "Guardians of Harmony: The Virtual Wall Solution for Human-Wildlife Coexistence," has been featured in "Mann Ki Baat" by **Narendra Modi**, the Prime Minister of India.

This visionary initiative aims to foster harmonious coexistence between humans and wildlife, leveraging cutting-edge technology to create a virtual barrier that safeguards both. As we take a giant leap towards a sustainable future, we are grateful for the recognition and support from PM Modi.

This solution has proven to be a game-changer in mitigating human-wildlife conflicts, offering a scalable and sustainable approach to coexistence. Curious to learn more about how the Virtual Wall is revolutionizing conservation efforts? Dive deeper into our case study here: <https://lnkd.in/gM-XVREF>.

We extend our heartfelt gratitude to our dedicated team and partners who have contributed to making this innovation a reality. Together, we're paving the way for a world where humans and wildlife thrive in harmony.

Let's continue working towards a future where technology and conservation intersect to create lasting positive change!

#AIforGood #AI #Conservation #Innovation #PMModi #mannkibaat

Dharmendra Pradhan @DrJitendraSingh

आज भारत में दम्य जीवों के संरक्षण में टेक्नोलॉजी का भरपूर प्रयोग हो रहा है।

पिछले कुछ वर्षों में सरकार के प्रयासों से देश में बाघों की संख्या बढ़ी है। Digital Innovation से दम्य जीवों के साथ ताल-मेल बिठाने में बड़ी मदद मिल रही है।

#MannKiBaat

12:38 PM · Feb 25, 2024 · 2,563 Views

Shandilya Giriraj Singh @girirajsinghbjp

- मा0 प्रधानमंत्री मोदी जी के मार्गदर्शन में प्रामाण्य महिलाओं के रोजगार/ स्व-रोजगार के लिए विभिन्न योजनाओं के तहत प्रभावित दंग से काम किया जा रहा है।
- मोदी जी ने इसके बारे में आज मन की बात में बताया की किस तरह DAY-NRLM के तहत SHG से जुड़ी दीदीयों को नमो ड्रोन दीदी के अंतर्गत ड्रोन चताने का प्रशिक्षण दिया जा रहा है, जिससे वो उनका उपयोग कृषि में कर पा रही हैं।
- इस दौरान मन की बात के कार्यक्रम में सीतापुर से सुनीता दीदी ने अपने अनुभव को साझा किया है।

#RuralDevelopment #RuralProgress #MoRD #DAYNRLM

@WomenEmpowerment #NamoDrone #MannKiBaat

4:52 PM · Feb 25, 2024 · 2,381 Views

Bhupender Yadav @byadavbjp

Digital Innovation से हो रहा दम्यजीवों का संरक्षण।

#MannKiBaat

12:07 PM · Feb 25, 2024 · 4,262 Views

Dr Jitendra Singh @DrJitendraSingh

Chemical से हमारी धरती माँ को जो कष्ट हो रहा है, जो पीड़ा हो रही है, जो दर्द हो रहा है - हमारी धरती माँ को बचाने में देश की मातृशक्ति बड़ी भूमिका निभा रही है।

- पीएम श्री @narendramodi

#MannKiBaat

साथियों, आज देश में कोई भी क्षेत्र ऐसा नहीं है, जिसमें देश की नारी-शक्ति पीछे रह गई हो। एक और क्षेत्र, जहाँ महिलाओं ने, अपनी नेतृत्व क्षमता का बेहतरीन प्रदर्शन किया है, वो है - प्राकृतिक खेती, जल संरक्षण और स्वच्छता। chemical से हमारी धरती माँ को जो कष्ट हो रहा है, जो पीड़ा हो रही है, जो दर्द हो रहा है - हमारी धरती माँ को बचाने में देश की मातृशक्ति बड़ी भूमिका निभा रही है।

11:0 AM · Feb 25, 2024 · 723 Views

Vanathi Srinivasan @VanathiBJP

India's Nari Shakti is touching new heights of progress in every field.

#MannKiBaat

“8 मार्च को हम 'पहिना दिवस' मनाएंगे। ये विशेष दिन देश की विकास राह में नारी-शक्ति के योगदान को नमन करने का अवसर होता है। महाकवि परतिवार जी ने कहा है कि विश्व तभी समृद्ध होगा, जब महिलाओं को सम्मान अक्सर मिलेगा। आज भारत की नारी-शक्ति हर क्षेत्र में जलती है। नई ऊँचाइयों को छू रही है।”

“आज देश में कोई भी क्षेत्र ऐसा नहीं है, जिसमें देश की नारी-शक्ति पीछे रह गई हो। एक और क्षेत्र, जहाँ महिलाओं ने, अपनी नेतृत्व क्षमता का बेहतरीन प्रदर्शन किया है, वो है - प्राकृतिक खेती, जल संरक्षण और स्वच्छता।”

2:41 PM · Feb 25, 2024 · 2,477 Views

Meenakshi Lekhi @M_Lekhi

आज प्रधानमंत्री श्री @narendramodi जी की #MannKiBaat को देखवासियों और कार्यकर्ताओं के साथ सुना और नारी शक्ति वंदन कार्यक्रम के अंतर्गत संसदीय क्षेत्र की वहनों को संबोधित किया।

लगभग 10 करोड़ से अधिक एलपीजी कनेक्शन से लेकर लोकसभा और राज्य विधानसभाओं में 33% महिला आरक्षण तक, प्रधानमंत्री मोदी जी के नेतृत्व में भारत एक अधिक संचालित और समावेशी समाज की ओर प्रगति कर रहा है।

1:20 PM · Feb 25, 2024 · 3,024 Views



प्रधानमंत्री नरेंद्र मोदी ने 'मन की बात' के 110वें एपिसोड में फर्स्ट टाइम वोटर्स से की खास अपील



Mann Ki Baat: PM Modi ने 'मन की बात' में की बिहार के भीम सिंह की चर्चा, सामाजिक कार्यों के उदाहरण में लिया नाम



पीएम मोदी का लक्ष्य नारी शक्ति को बढ़ाकर लखपति दीदी बनाना



मन की बात : पीएम मोदी ने अरुणाचल प्रदेश के शिक्षक का किया जिक्र, पेमा खांडू ने जताई खुशी



मन की बात: ताड़ोबा और मेलघाट का जिक्र करते हुए मोदी ने एआई के उपयोग और होम स्टे को सराहा



To read all the editions of
'Mann ki Baat',
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