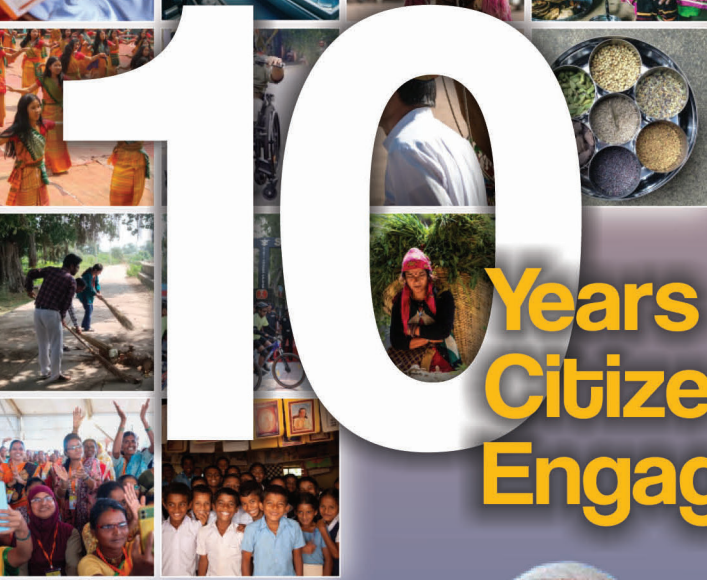




SEPTEMBER 2024

MANN KI BAAT



Years of Citizen Engagement



Prime Minister Narendra Modi's Address to the Nation

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Prime Minister's Address



My dear countrymen, Namaskar

Once again, we have the opportunity to connect in 'Mann ki Baat'. This episode today makes me emotional. It's flooding me with a lot of old memories...**The reason is that this journey of ours in 'Mann ki Baat' is completing 10 years. 10 years ago, 'Mann ki Baat' started on the day of Vijayadashami on the 3rd of October. And what a divine coincidence it is that this year on the 3rd of October when 'Mann ki Baat' completes 10 years, it will be the first day of Navratri.** There are many phases in this long journey of 'Mann ki Baat' that I can never forget. Crores of listeners of 'Mann ki Baat' have been our companions in this journey, whose continuous support I have kept receiving. They provided

information from every corner of the country.

The listeners of 'Mann ki Baat' are the real anchors of this show. A commonly held belief has become so ingrained that as long as there are no spicy or negative conversations, it does not receive much attention. But 'Mann ki Baat' has proved how hungry the people of the country are for positive information. People like positive stories, inspiring examples, and encouraging stories very much. Just as there is a bird called *Chakor* about which it is said that it drinks only raindrops. In 'Mann ki Baat' we saw that, like the *Chakor* bird, people too listen with great pride to the achievements of the country, the collective achievements of the people.

2014 ● ● ● 2024



10 years of **MANN**ki
BAAT

Amplifying the voices, one story at a time

The 10-year journey of 'Mann ki Baat' has created a garland of sorts, in which every episode encompasses new sagas, new records, and new personalities get added. Whatever work is taking place in our society with a sense of collectiveness, it gets recognition through 'Mann ki Baat'. My heart also swells with pride when I read the letters that come for 'Mann ki Baat'.

There are so many talented people in our country...How much passion they have to

serve the country and society. They dedicate their entire lives to serving people selflessly. Knowing about them fills me up with energy. This whole process of 'Mann ki Baat' for me is like going to the temple to have a Darshan of the Almighty. When I remember each and every thing, each and every incident, each and every letter connected with 'Mann ki Baat', I feel as if I am having a Darshan of the Janata Janaardan, the people, who are like the Almighty to me.

Friends, today I will applaud all people associated with Doordarshan, Prasar Bharati and All India Radio. On account of their tireless efforts, **'Mann ki Baat' has reached this important milestone.** I am also thankful to various TV channels, regional TV channels, who have consistently broadcast it. Many media houses also ran campaigns on the issues that we raised through Mann ki Baat. I also thank the print media for taking it to every home. I would also like to thank those Youtubers who did many programs on 'Mann ki Baat'. **This program can**



be heard in the country's 22 languages, besides 12 foreign languages as well. I love it when people say that they, listened to the 'Mann ki Baat' program in their local language. Many of you might know that, a quiz competition based on the 'Mann ki Baat' program is also running in which any person can take part by visiting www.mygov.in and winning prizes too. Today, at this important juncture, I once again seek your blessings. With a pure heart and complete dedication, may I continue singing songs of the greatness of the people of India...May we all continue to celebrate the collective power of the nation in this way... This is my prayer to God, this is my prayer to the people.

My dear fellow citizens, for the last few weeks it has been

raining heavily in different parts of the country. **This rainy season reminds us how important 'water conservation' is... how important it is to save water. Water saved during rainy days helps a lot during water scarcity months, and that's the spirit of campaigns like 'Catch The Rain'.** I am happy that many people are taking new initiatives to conserve water. One such effort has been witnessed in Jhansi, Uttar Pradesh.

You know that 'Jhansi' is in Bundelkhand, whose identity is linked with water scarcity. Here, in Jhansi, some women have given a new lease of life to the Ghurari River. **These women are associated with a Self Help Group and they have led this campaign by becoming 'Jal Saheli'.** No one would have ever imagined the way these

women have saved the dying Ghurari river. These Jal Sahelis created a check dam by filling sand in sacks, stopped the rainwater from getting wasted, and filled the river to the brim with water. These women have enthusiastically contributed to the construction of hundreds of reservoirs and their revival. This has not only solved the water problem of the people of this area, happiness too has returned to their faces.

Friends, at some places woman power enhances water power, whereas at other places water power also strengthens woman power. I have come to know about two very inspiring efforts from Madhya Pradesh. Here in Raipura Village of Dindori, construction of a large pond has raised the groundwater level considerably. The women of this village benefited from this. Here the women associated with 'Sharada Aajeevika Self Help Group' have reentered into fish farming. These women have also started a fish parlour, where their income is also multiplying through the sale of the fish. The efforts of women in Chhatarpur, Madhya Pradesh, is also commendable. When the big

pond in Khomp village started drying up, the women took the initiative to rejuvenate it. The women of 'Hari Bagiya Self Help Group' removed a large amount of silt from the pond... they used the silt removed from the pond on barren land to set up a fruit forest. **Due to the hard work of these women, not only has the pond been filled with water, but the crop yield has also increased substantially. Such efforts of water conservation being done in every nook and corner of the country will prove very helpful in dealing with the water crisis.** I fully trust that you too will definitely join such efforts happening around you.

My dear countrymen, there is a border village 'Jhala' in Uttarkashi of Uttarakhand. **The youth here have started a special initiative to keep their village clean. They are running a campaign, 'Dhanyvaad Prakriti' or 'Thank you Nature' in their village.** As part of this, the village is cleaned for two hours every day. The garbage scattered in the streets of the village is collected and dumped at a designated place outside the village. Due to this, Jhala village



is also turning clean, and people are becoming aware as well. **Just imagine if every village, every street, every locality in your area starts a similar 'Thank You' campaign, how much change can come about!**

Friends, a cleanliness drive is being promoted aggressively on the beach of Puducherry too. Here, a woman named Remya ji is leading a team of youth from Mahe Municipality and its surrounding area. The people of this team, through their efforts, are cleaning the Mahe Area, especially the beaches in the vicinity.

Friends, I have discussed only two efforts here. But if we look around, we will find that in every part of the country, some unique effort or the other is definitely going on, associated

with 'cleanliness'. **Just a few days later, on the 2nd of October, the Swachh Bharat Mission is completing 10 years. This is an occasion to commend those who turned it into such a big mass movement in Indian history.** It is also a befitting tribute to Mahatma Gandhi, who dedicated his entire life to this cause.

Friends, today it is the success of the 'Swachh Bharat Mission' that **the 'Waste to Wealth' mantra is becoming popular among people. People have started talking about Reduce, Reuse and Recycle, citing their examples as well.** Like I just came to know about a great effort in Kozhikode, Kerala. Here, 74 years old Subrahmanian ji has repaired more than 23,000 chairs and thus made them



re-usable again. People also call him 'Reduce, Reuse and Recycle', that is, RRR, (Triple R) Champion. His unique efforts can also be seen at the offices of Kozhikode Civil Station, PWD and LIC.

Friends, we have to connect as many people as possible with the ongoing cleanliness campaign. And this is not a campaign for one day or one year; it is a task to be undertaken continuously for ages. This is work to be done until 'cleanliness' becomes our nature. I request all of you to take part in the cleanliness campaign along with your family, friends, neighbours and colleagues. I once again congratulate all of you on the success of the 'Swachh Bharat Mission'.

My dear countrymen, we are all very proud of our heritage. And I always say 'Development as well as Heritage'. That is why I am getting a lot of messages about a particular aspect of my recent visit to the US. Once again, there is a lot of discussion about the return of our ancient artefacts. I can understand your feelings about this and I would also like to tell the listeners of 'Mann ki Baat' about it.

Friends, during my visit to the US, the US government has returned around 300 ancient artefacts to India. US President Biden, very affectionately, showed me some of these artefacts in his private residence at Delaware. **Returned artefacts**

are made of materials such as terracotta, stone, ivory, wood, copper and bronze. Many of these are four thousand years old. The US has returned artefacts dating back to 4000 years... those from the 19th century as well. These include vases, terracotta plaques of gods and goddesses, statues of Jain Tirthankaras, as well as statues of Lord *Buddha* and Lord *Shri Krishna*. Several animal statuettes are also among the returned items. From Jammu and Kashmir, terracotta tiles bearing male and female figures are very interesting. These include bronze idols of Lord *Ganesha* from Southern India as well. A large number of images of Lord *Vishnu* are also among

the returned artefacts. These are mainly from Northern and Southern India. **Looking at these artefacts, one realises how much attention our ancestors paid to intricate detailing. They had a great understanding of art.** Many of these artefacts were taken out of the country through smuggling and other illegal means—this is a serious crime. In a way, it is like destroying our heritage, but I am very happy that in the last decade, many such artefacts and many elements of our ancient heritage have been brought back home. Today, India is also working with many countries in this direction. I believe that when we are proud of our heritage, the world also respects it, and as a result of that, today many countries are



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returning to us such artefacts that were taken away from here.

My dear friends, if I ask you which language a child learns most easily and quickly—your answer will be ‘mother tongue’. In our country, almost twenty thousand languages and dialects are there, and each one of them is surely a mother tongue of someone or the other. There are some languages which are used by very few people, but you will be happy to know that today, unique efforts are being made to preserve those languages. One such language is our ‘Santhali’ language. A campaign has been started to give a new identity to Santhali with the help of digital innovation. ‘Santhali’ is spoken by the people of the Santhal tribal community residing in many states of our country.

Apart from India, tribal communities speaking Santhali are also present in Bangladesh, Nepal and Bhutan. Ramjit Tudu, a resident of Mayurbhanj, Odisha, is running a campaign to create an online identity of the Santhali language. Ramjeet ji has prepared a digital platform where literature related to the Santhali language can be read

and written in Santhali language. Actually, a few years ago when Ramjeet ji started using the mobile phone, he was saddened by the fact that he could not send messages in his mother tongue. After that, he started exploring the possibility of typing ‘Ol Chiki’ script in Santhali. With the help of some of his friends, he developed the technique of typing ‘Ol Chiki’. Today, due to his efforts, articles written in Santhali are reaching millions of people.

Friends, when there’s a

confluence of our strong resolve and collective participation, it leads to amazing results for the entire society. Its most recent example is ‘Ek Ped Maa ke Naam’—this was an amazing campaign; such an example of public participation is truly inspiring. People in every nook and corner of the country have done wonders in this campaign which was started for conservation of the environment. Uttar Pradesh, Gujarat, Madhya Pradesh, Rajasthan and



Telangana have created a new record by planting more saplings than the target. **Under this campaign, more than 26 crore saplings have been planted in Uttar Pradesh. The people of Gujarat planted more than 15 crore saplings. More than 6 crore saplings were planted in Rajasthan in the month of August alone.** Thousands of schools in the country are also participating in this campaign with great enthusiasm.

Friends, many examples related to tree planting campaigns keep coming to the fore in our country. One such example is that of K.N. Rajasekhar ji of Telangana. His commitment to planting trees amazes us all. About four years ago, he started a tree planting campaign. He decided that he would certainly plant a tree every day. He followed this campaign like a strict vow. He has planted more than 1500 saplings. The most remarkable point is that even after becoming a victim of a mishap this year, he did not waver from his resolve. I heartily appreciate all such efforts. **I also request you to join this sacred campaign, 'Ek Ped Maa ke Naam'.**

My dear friends, you must have seen there are some people around us who do not lose patience in any adversity; rather, they learn from it. Subashree, one such lady, with her efforts, has created a wonderful garden of rare and very useful herbs. She is a resident of Madurai in Tamil Nadu. Though she is a teacher by profession, she also has great affinity for medicinal herbs. This affection of hers started in the eighties when her father was bitten by a poisonous snake. At that time, traditional herbs helped her father recover to quite an extent. After this incident, she started exploring traditional medicines and herbs. Today, she has a unique herbal garden in Verichiyur village of Madurai, in which there are more than 500 rare medicinal plants. She has worked very hard to prepare this garden... In search of every plant, she travelled far and wide, gathered information, and many times asked for help from other people. During Covid, she made available to the people these immunity boosting herbs. Today people come from far and wide to see her herbal garden. She imparts information about herbal plants and their



uses to everyone. Subashree is carrying forward our traditional heritage, which has been a part of our culture for hundreds of years. Her herbal garden connects our past to the future. Our best wishes to her.

Friends, in these changing times, the nature of jobs is changing and new sectors are emerging, such as gaming, animation, reel making, film making, or poster making. If you can perform well in any of these skills, your talent can get a very big platform. If you are a part of a band or working for a community radio, then there is also a huge opportunity for you. **In order to promote your talent and creativity, the Ministry of Information and Broadcasting, Government of India, has started 25 challenges under the theme, 'Create in India'.** You

will surely find these challenges interesting. Some challenges even focus on music, education and even anti-piracy. There are many professional organisations associated with this objective and are providing full support to these challenges. In order to participate, you can log in to wavesindia.org. **I specially urge the creators in the country to ensure participation and bring their creativity to the fore.**

My dear fellow citizens, this month marks the culmination of 10 years of another important campaign. The success of this campaign includes the contribution of the country's big industries as well as small shopkeepers. **I am talking about 'Make in India'.** Today, it gives me immense joy to see that the poor, the middle class



and MSMEs are getting a lot of benefit from this campaign. This campaign has provided an opportunity for people of every class to showcase their talent. **Today, India has become a manufacturing powerhouse, and it is because of the youth power of the country that the whole world is looking up to us.** Be it automobiles, textiles, aviation, electronics or defence, every sector of the country's exports is constantly on the rise. The continual rise of FDI in the country is narrating the success saga of Make In India. **Now we are mainly focussing on two things... The first is 'Quality', that is, goods made in our country should be of global standards... and the other is 'Vocal for Local. That means local products should get maximum promotion.** In 'Mann

ki Baat' we've also discussed '#MyProductMyPride'. How the people of the country can benefit from promoting local products can be understood through an example. In Bhandara district of Maharashtra, there is an old textile tradition of 'Bhandara Tussar Silk Handloom'. Tussar Silk is known for its colour, design and strength. In some areas of Bhandara, more than 50 'Self Help Groups are working to preserve it. Women have a huge participation in that. **This silk is fast becoming popular and empowering local communities, and that is the spirit of 'Make in India'.**

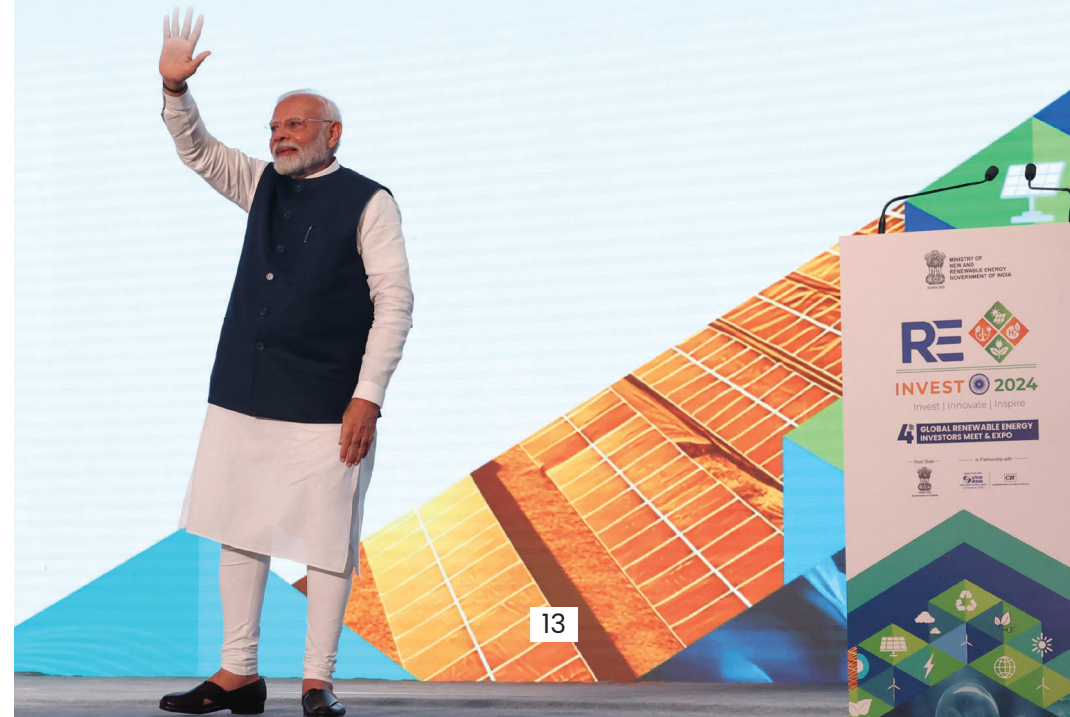
Friends, in this festive season you can once again reiterate your old resolves. Anything you buy should necessarily be 'Made in India'... Anything you gift that too should be Made In

India. Merely buying earthen lamps is not 'Vocal for Local'. **You should promote local products made in your area more and more.** Any such product that has been made with the sweat of an Indian artisan and that is made on Indian soil is our pride; we always have to lend glory to this pride.

Friends, in this episode of 'Mann ki Baat' I really enjoyed connecting with you. Please send us your thoughts and suggestions related to this program. I am waiting for your letters and messages. Just a few days later, the festival season is about to begin. It will begin with Navratri and then for the next

two months, this atmosphere of worshipping, fasting, festivals, joy and happiness will prevail all around. **I extend my greetings to all of you on the upcoming festivals. Enjoy the festivals with your family and your loved ones, and include others too in your joy.** Next month, 'Mann ki Baat' will connect with you, bringing in some new topics. I thank all of you.

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





MANN KI BAAT

Special Mentions by Prime Minister



Call for Action

Over the last decade, in the 'Mann ki Baat' program, Prime Minister Shri Narendra Modi has consistently encouraged citizens to take action on various issues. These calls for action aim to foster a sense of community and responsibility among citizens, driving positive change across the nation. A few of these, highlighting positive results, are mentioned below:

#SwachhBharatMission

Over the decade, the mission has transformed into a 'people's movement'. Crores of people, across all age groups, have realised their duty and responsibility towards cleanliness.

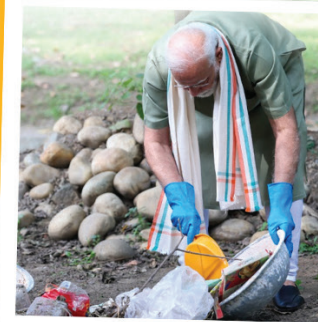
Many people have restarted the tradition of using jute and cloth bags while going to shop since Prime Minister Shri Narendra Modi gave the clarion call to stop the usage of single-use plastic. In the past years, many sectors have benefited from the construction of toilets, which not only restore human dignity but also contribute to the mission's target of making India Open Defecation Free (ODF).

#EkPedMaaKeNaam

On the occasion of World Environment Day, Prime Minister Narendra Modi launched the 'Ek Ped Maa ke Naam' campaign, a unique initiative combining environmental responsibility with a heartfelt tribute to mothers.

On 22nd September 2024, the 128 Infantry Battalion and Ecological Task Force of the Territorial Army, a unit under the Ministry of Environment, Forest, and Climate Change (MoEF&CC), achieved a remarkable feat by planting over 5 lakh saplings in just one hour. The Territorial Army unit's efforts were recognised by the World Book of Records, London.

The success of this campaign lies in its simplicity and emotional appeal, encouraging people across the nation to plant a tree as a tribute to their mothers. In doing so, they honour the nurturing power of both nature and motherhood, ensuring that future generations inherit a healthier and more sustainable world.



#AatmanirbharBharat

The initiative was launched by the Government of India in May 2020 to promote economic self-sufficiency and resilience. The campaign aims to reduce dependency on imports and enhance domestic production across various sectors. Prime Minister Shri Narendra Modi has continued to inspire citizens to adopt Khadi as a lifestyle choice, aligning with the broader goals of Aatmanirbhar Bharat—economic self-reliance, sustainability and cultural revival.

'Khadi of India' has become the forerunner of 'Aatmanirbhar Bharat Abhiyan' in the country. Khadi commands a sentimental value for Indians. It symbolises the need and importance of indigenous manufactured goods. There has been an unprecedented growth of 332% in the sale of indigenous Khadi products made by artisans from 2013-14 to 2022-23.



#VocalforLocal

Instead of becoming the world's market, India is now dominating the world market by becoming a manufacturing hub with the mantras 'Vocal for Local' and 'Aatmanirbharta', and local Indian products are becoming the global market's first choice.

The 'Vocal for Local' campaign has given a new identity to the life and products of the tribal communities living in remote areas, and there is now no discrimination because everyone has equal access to the country's resources. This movement, pioneered by Prime Minister Narendra Modi, is a call to action to support local products and businesses, harness the potential of local manufacturing communities and upgrade them financially.



#HarGharTiranga

'Har Ghar Tiranga' is a campaign that started under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and hoist it to celebrate India's Independence. Bringing the flag home collectively as a nation thus became symbolic of not only an act of personal connection to the Tiranga but also an embodiment of our collective commitment to nation-building.

In 2022, the national flag was hoisted at more than 23 crore homes and 6 crore people uploaded their selfies with the flag on www.harghartiranga.com. In 2023, over 10 crore selfies were uploaded under the HGT campaign.

2024 marked the third edition of the campaign. A highlight of the campaign has been the special Tiranga Bike Rally featuring Members of Parliament, on 13th August at 8 AM. The rally started from Bharat Mandapam, Pragati Maidan, New Delhi and ended at Major Dhyan Chand Stadium, passing through India Gate.



#HarGharTiranga

#MeraPehlaVoteDeshKeLiye

The 'Mera Pehla Vote Desh Ke Liye' campaign aims to bring together the youth of India to be active participants in the electoral process. The initiative has significantly impacted youth participation in the electoral process by raising awareness about the importance of voting. It encouraged informed decision-making and fostered a sense of responsibility among first-time voters, contributing to a more engaged and active citizenry.

- 1,09,868 #Mera Pehla Vote Desh Ke Liye pledges were taken in 12 regional languages
- 91,610 people took part in the Quiz on India's democracy. 2,218 submissions were received as part of the Reel Making Contest on 'Desh Hamara Kaisa Ho'
- 1,258 podcasts were submitted on the theme of 'Desh Hamara Kaisa Ho'
- 1,895 blogs were submitted on 'Desh Hamara Kaisa Ho'.



FIT INDIA MOVEMENT



#FitIndia (Fit India Movement)

FIT INDIA Movement was launched on 29th August, 2019 by PM Narendra Modi with a view to make fitness an integral part of our daily lives. The mission of the Movement is to bring behavioural changes and move towards a more physically active lifestyle. The movement emphasises the importance of holistic wellbeing, encompassing both physical and mental health.

The human body's rawest form of 'FREEDOM' used for the 'FIT India Freedom Run', has resonated with Indians. In the three 'Fit India Freedom Runs' organised in 2020, 2021 and 2023, over seven crore citizens participated. 'Fit India' has now become a national movement.

#DigitalIndia (Digital India Initiative)

The Digital India programme was launched by Prime Minister Shri Narendra Modi on July 01, 2015 with an aim to transform India into a knowledge-based economy and a digitally empowered society by ensuring digital services, digital access, digital inclusion, digital empowerment and bridging the digital divide. Few initiatives include:

- More than 135 crore Aadhaar Cards have empowered residents, especially the poor and vulnerable, to seamlessly avail the benefits of government services.
- DigiLocker- Around 18.38 crore users are using the App and 622 crore documents are digitally stored in the cloud.
- eHospital- More than 1,000 hospitals across India have been enabled with the eHospital facility.
- National Scholarship Portal (NSP)- More than 100 Scholarship schemes of Central/ State Governments are available on NSP Portal.
- To further mitigate the language barrier, Bhashini, an AI enabled national language translation platform has been launched to ensure access to the internet for citizens who do not know English. As on date, 1000+ pre-trained AI models for language translation in 10 Indian languages have been made available on the Bhashini platform.



A Decade of Social Change, Public Awareness, and Citizen Engagement



Shashi Shekhar Vempati

Former CEO Prasar Bharati & Author of the book 'Collective Spirit Concrete Action – Mann ki Baat and its Influence on India'

Over the past ten years, 'Mann ki Baat' has emerged as a unique platform for driving social change, fostering public awareness, and enhancing citizen participation. From empowering grassroots voices to creating a shared sense of national purpose, 'Mann ki Baat' is the most consequential Prime Ministerial intervention in the history of independent India without a precedent.

From its inception, 'Mann ki Baat' has been instrumental in igniting grassroots movements and promoting societal change. From the 'Selfie with Daughter' campaign, which encouraged

parents to celebrate and showcase their daughters, to the Swachh Bharat Abhiyan, direct engagement with citizens, particularly the youth, has made these movements not just government-led initiatives but people-driven efforts for societal scale change. Another poignant example is the call to surrender gas subsidies for wealthier households, which led to millions of middle- and lower-middle-class families voluntarily giving up their subsidies to support those in need. This act of selflessness, encouraged by 'Mann ki Baat', is a testament to how the broadcast has catalysed positive civic behaviour and fostered a collective spirit of social responsibility.

By bringing lesser-known but vital issues into the national spotlight and by highlighting the work of grassroots champions—whether they are individuals building check dams in rural areas, organising energy conservation rallies, or weaving khadi as part of local entrepreneurial efforts, 'Mann ki Baat' has given visibility to unsung heroes. These personal stories have not only inspired listeners but have also underlined the importance of individual contributions to nation-building.

Drawing on examples from

India's rich history and culture while weaving them into the fabric of contemporary societal goals, Prime Minister Narendra Modi has strived to encourage citizens to take action alongside instilling a deep sense of pride in India's culture, heritage and its timeless icons.

While drawing inspiration from the 'ancient', 'Mann ki Baat' has aspired for the 'modern' through both its innovative use of technology and its championing of technology. With translations in over several languages and dialects, the broadcast reaches even the most remote corners of India. Its multilingual presence has even inspired research in Natural Language Processing (NLP) and AI, which is being used to improve machine translation technologies for Indian languages.

One of the most remarkable aspects of 'Mann ki Baat' is its apolitical stance. Prime Minister Modi has consciously kept the broadcast free from political discourse, focusing instead on social issues, national unity and inspirational stories. This apolitical character has allowed the program to resonate with citizens across the political spectrum, ensuring its broad appeal and long-term impact.

If Nehru's Discovery of India was a static window into India's past, frozen in time, Narendra Modi's 'Mann ki Baat' is an interactive perspective into India's future that is dynamically evolving with time. From crowdsourcing inputs on climate

challenges to celebrating citizen action on public sanitation, the 'Mann ki Baat' journey has been both participative and introspective in its character going where no Indian Prime Minister had ever gone before. It is perhaps no surprise that 'Mann ki Baat' has inspired several thousand academic research papers in peer reviewed journals on diverse subjects ranging from public communication, behavioural economics and language models. In an era when the public discourse has been dotted by western models of ESG (Environmental, Social and Governance), DEI (Diversity, Equity & Inclusion) and CSR (Corporate Social Responsibility), Prime Minister Narendra Modi has laid down the foundation for the emergence of uniquely Indian model of socio-economic development.

The Narendra Modi model that emerges through these ten years of 'Mann ki Baat' has people and local communities at its heart while being deeply rooted in their culture and traditions. While this Modi model is powered by modern science and technology, it is guided by a holistic approach that is mindful of the impact on livelihoods, nature and the environment. Prime Minister Narendra Modi through his 'Mann ki Baat' has thus set a high benchmark for socio-economic development with this uniquely Indian model by which future leaders, governments, corporates and public institutions will be judged.

Mere pyaare deshwaasiyon, Namaskar!

The Overarching Journey of Mann ki Baat

Over the past decade, 'Mann ki Baat', launched on October 3, 2014, has grown into one of India's most influential communication platforms. This monthly radio address, which airs on the last Sunday of every month, has fostered a unique dialogue between Prime Minister Narendra Modi and citizens from all walks of life. It is a show not just of words but of collective action, inspiring grassroots movements and influencing national conversations.

A 2023 report from IIM Rohtak found that there are 23 crore regular listeners of 'Mann ki Baat', with 96% of the population being aware of the famous radio programme.

This initiative has not only chronicled India's journey over the past ten years but also created awareness on key issues like sanitation, health, rural development, health and fitness, environment and national unity.



Major Milestones

January 2015 – A Landmark Collaboration

In this episode, PM Modi was joined by former U.S. President Barack Obama, marking the first-ever radio address by an Indian Prime Minister and an American President together. They discussed key issues like the Beti Bachao, Beti Padhao Mission, languages, and foreign affairs, making the episode a global talking point for weeks.



October 2014 – The Inception
'Mann ki Baat' debuted on Vijayadashami with an overarching theme of nation-building and social unity. The first episode received an overwhelming response and set the tone for the many narratives to follow.



November 2016 – Demonetisation Discourse

During this episode of 'Mann ki Baat', PM Modi explained the rationale behind the government's decision to demonetise 500 and 1000 currency notes. The message resonated with millions, uniting both urban and rural India in a collective effort to build a more transparent economy.



June 2019 – 'Mann ki Baat' 2.0

After the 2019 general elections, PM Modi resumed 'Mann ki Baat' with a heartfelt return, marking the beginning of 'Mann ki Baat' 2.0. PM Modi expressed how much he had missed this connection with the people during the election period, describing the program as a lively, family-like conversation that drives change.



April 2023 – The 100th Episode Milestone

'Mann ki Baat' completed its 100th episode, with PM Modi reflecting on the incredible stories of courage and transformation shared by the people of India. 'Mann ki Baat' has now become a platform for showcasing mass movements like Swachhata Abhiyaan or celebrating Azadi Ka Amrit Mahotsav, PM Modi emphasised how every episode has transformed these ideas into mass movements.



June 2024 – 'Mann ki Baat' 3.0

After the historic win in general elections this year, PM Modi now aims to reignite the spirit of dialogue with citizens with 'Mann ki Baat' 3.0. As the program resumed after a brief hiatus, it is now set to empower communities, fostering a renewed commitment to collective progress under the Modi government's vision of transformation.

Did You Know?

●●●●
'Mann ki Baat' is aired in 22 Indian languages, 11 foreign languages, including Arabic, Chinese, and French, and 29 dialects reaching Indian diaspora and global audiences.



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'Mann ki Baat' reached an astonishing 100 crore listeners, showcasing its immense popularity and impact across the nation.



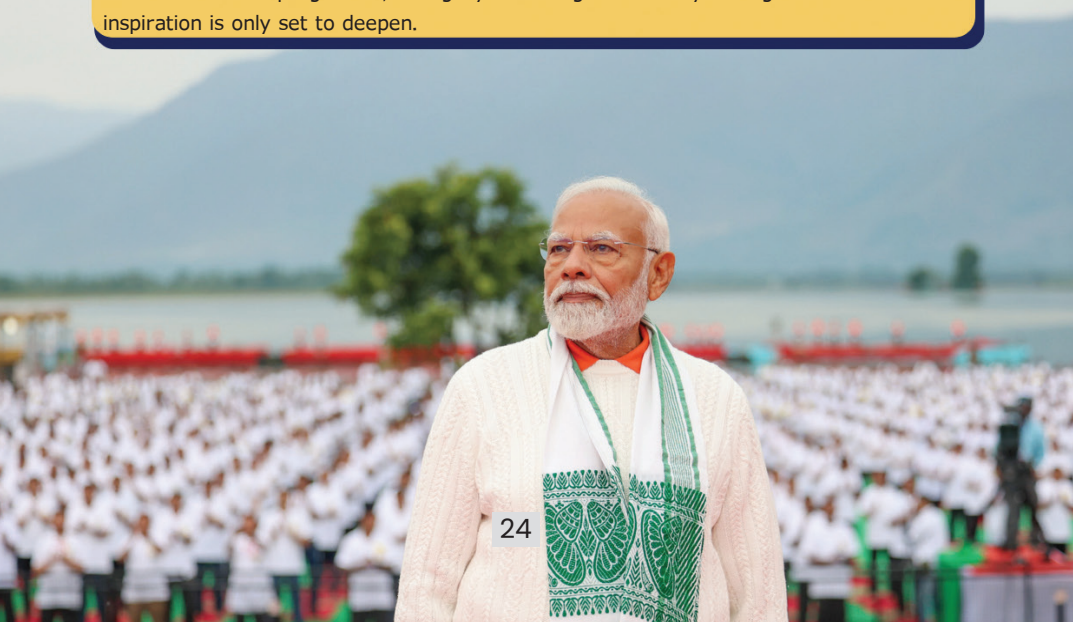
●●●●
'Mann ki Baat' is being broadcast by more than 500 broadcast centres of All India Radio.



●●●●
The program has a social media following of over 10 million across various platforms, including Facebook, X, and Instagram.



In its ten-year journey, 'Mann ki Baat' has transcended from a monthly radio show to a nation-building movement. Its influence on the public psyche is profound, promoting social reforms and evoking pride in India's progress. It continues to inspire, educate, and mobilise millions, ensuring that citizens remain at the heart of national progress. As 'Mann ki Baat' progresses, its legacy of uniting the country through shared stories of inspiration is only set to deepen.



Stories that Made a Difference

Pandemic to Progress

During the pandemic, in 'Mann ki Baat', PM Modi encouraged citizens to get vaccinated by fostering community discussions around the benefits of vaccines. His call led to increased public trust, driving massive participation in the vaccination drive, helping India tackle COVID-19 head-on. PM Modi also emphasised wearing masks, maintaining social distancing, and supporting local businesses, encouraging citizens to turn the crisis into an opportunity for resilience and self-reliance.

Empowering Rural Entrepreneurs

PM Modi, through 'Mann ki Baat', has consistently shared stories of rural artisans and small business owners thriving under the 'Vocal for Local' initiative. These inspiring tales have encouraged countless small-scale entrepreneurs to embrace local production, boosting their businesses and fostering economic self-reliance across India.

'Ek Ped Maa ke Naam' Campaign

In 'Mann ki Baat', PM Modi highlighted how communities have elevated the Ek Ped Maa ke Naam campaign, with continuous efforts leading to the planting of millions of saplings nationwide. He praised local environmental champions like K.N. Rajashekhar, who has planted one tree every day, totaling over 1,500 trees. Thanks to the PM's constant recognition of people's efforts through platforms like 'Mann ki Baat', the 'Ek Ped Maa ke Naam' campaign, which was launched on June 5, 2024, successfully achieved the target of planting 80 crore seedlings by September 2024.

Fit India Movement and Yoga

In 'Mann ki Baat', PM Modi has consistently promoted the Fit India Movement and the global celebration of International Yoga Day, emphasising their importance in fostering a healthier lifestyle. One impactful story he shared was of Anvi from Surat, a girl with *Down's Syndrome* and heart issues, who transformed her life through yoga. Encouraged by her parents, Anvi overcame initial challenges and became an expert in yoga, participating in competitions and winning medals.

Boosting the Space Sector

In 'Mann ki Baat', PM Modi has frequently highlighted the growth of startups in the space sector, emphasising the economic boost they bring to India. His discussions on space reforms and achievements, such as the successful *Chandrayaan-3* Mission and the launch of commercial satellites, have inspired youth to engage with astronomy and space technology. Through these efforts, 'Mann ki Baat' has played a pivotal role in fostering innovation and encouraging the next generation to explore opportunities in the burgeoning space industry.



Catch the Rain: India's Drive Toward Water Security



Alok K. Sikka
Country Representative
(India), International Water
Management Institute,
New Delhi

The marginal increase in groundwater recharge and the decline in overall groundwater extraction over two consecutive years (2021-22 and 2022-23), revival of streams and enhanced availability of surface water in local water bodies at number of places, can be attributed to the impact of the 'Catch the Rain' campaign. This has not only instilled the understanding about the value of conserving rainwater amongst the masses but also sparked optimism that with sustained, community-led efforts, water resources can be effectively managed to help

address water insecurity through locally led climate adaptation.

India's connection to water dates to ancient civilisations, with settlements like those along the Ganga and Indus rivers flourishing due to proximity to water bodies. Traditional water management systems such as stepwells, tanks, baolis, khadin, etc. were developed, reflecting a deep cultural reverence for water. India now faces significant water security challenges due to increased agricultural demand, rapid population growth, urbanisation, industrialisation and climate change. Over-reliance on groundwater and its unsustainable use are resulting in rapid depletion of groundwater. Inadequate water management, decreasing per capita water availability, and climate change have aggravated the water insecurity, underscoring the urgent need for reforms in water conservation. The 'Catch the Rain' campaign aims to tackle these issues by promoting rainwater harvesting and conservation.

Launched by the Prime Minister Narendra Modi, the 'Catch the Rain' campaign

promotes rainwater harvesting nationwide, with a focus on capturing rain where it falls, when it falls. The campaign focuses on water conservation and rainwater harvesting, including rejuvenation of water bodies, geotagging, making inventory of water bodies, developing scientific water conservation plans, setting up Jal Shakti Kendras, intensive afforestation, and raising awareness. This has not only raised awareness but also changed the mindset of many, particularly among women and youth, toward the importance of water conservation.

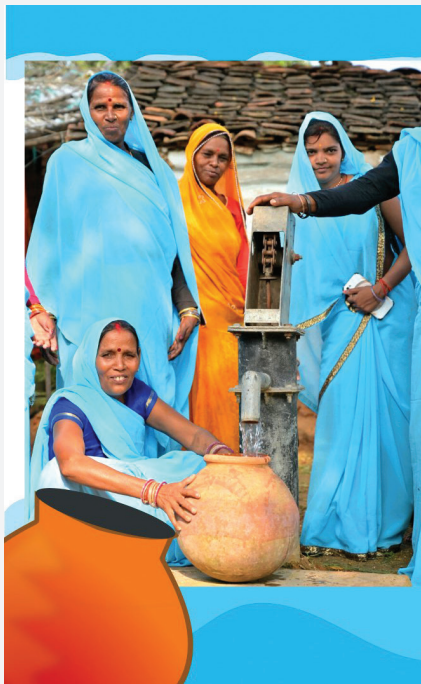
India's 'Catch the Rain' campaign has made a substantial contribution to

improving water security, especially in rural areas, by ensuring that rainwater is captured locally through location specific decentralised water capture interventions leading to enhanced surface water availability and/or groundwater recharge for supporting agriculture and livelihoods. The increase in groundwater recharge and the decline in overall groundwater extraction in India over two consecutive years (2021-22 and 2022-23) highlight the impact of the 'Catch the Rain' campaign. There are examples of local streams/springs revival and multiple water uses, including raising fish for nutrition and livelihood security. These efforts are important for the source



sustainability of drinking water under Jal Jeevan Mission (JJM). In a recent study in Moradabad district of Uttar Pradesh, the International Water Management Institute (IWMI) observed that the concerted efforts by local authorities on Amrit Sarovar is providing multiple benefits including groundwater recharge and creating much-needed public space for communities. A Women Self-Help Group in Bilari block, Moradabad, involved right from construction to maintenance of ponds, is earning income through fisheries and sale of food/snacks in the created public space.

Government support has



been instrumental in driving the success of 'Catch the Rain', providing a model for other nations facing water security challenges. Since its relaunch in 2021, the campaign has overseen more than 7.9 million water-related works with an investment of nearly ₹1 lakh crore. There have been concerted efforts by various district administrations and it has empowered local institutions like Gram Panchayats and Urban Local Bodies (ULBs) to plan and execute water conservation works. The integration of digital tools, including GIS mapping and mobile apps for tracking progress, reflects a growing global trend of using technology for effective water management planning and ensuring transparent monitoring.

Community participation has been a cornerstone of the 'Catch the Rain' campaign's success. The focus of the 2024 theme, Nari Shakti se Jal Shakti (Women Power to Water Power), highlights the importance of empowering women to lead water conservation efforts. The success stories of Jal Saheli in Bundelkhand region of Madhya Pradesh clearly demonstrate the transformative role women can play in managing water resources. Engaging local institutions like Gram Panchayats in rural areas and ULBs in cities to plan and execute water conservation

activities has added desired value. The NGOs, Civil Society Organisations (CSOs), and youth groups like the National Cadet Corps (NCC) and National Service Scheme (NSS) have also mobilised large numbers of citizens to actively participate, creating a broad-based impact. These community-driven efforts help ensure long-term sustainability.

The integration of traditional water conservation methods with modern management practices is crucial to the success of 'Catch the Rain'. Integration of innovative water management practices for water demand management and increased water use efficiency will be crucial for resilient water management and climate adaptation. Positioning rainwater management in the



overall concept of integrated water resources management from field, farm, village, watershed and basin scales is important.

As climate change intensifies, the 'Catch the Rain' campaign will increasingly prioritise climate resilience and sustainable water management. Emerging technologies like AI-driven water monitoring, predictive weather analytics, and climate-adaptive rainwater harvesting systems are expected to play a key role in future strategies. Expanding community-based watershed management, strengthening public-private partnerships, and enhancing national and international collaborations for knowledge and technology exchange will be critical. In conclusion, the 'Catch the Rain' campaign showcases the power of community-driven water conservation for addressing water security.

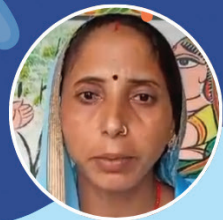
Catch the Rain Campaign

Grassroots Efforts in Water Management

"Water saved during rainy days helps a lot during water scarcity months, and that's the spirit of campaigns like 'Catch The Rain'. I am happy that many people are taking new initiatives to conserve water."
... "Friends, at some places woman power enhances water power whereas at other places water power also strengthens woman power."

-Prime Minister Narendra Modi in his 114th address of 'Mann ki Baat'

Water Conservation in Uttar Pradesh



**Meena,
Member of
Jal Saheli
Self Help
Goup**

We, Jal Sahelis, organised a meeting and decided to work for the revival of Ghurari river in our village which was dry for a long time. It took us days to dig out the sand, fill it into the sacks, and put them together to create the check dam. We faced a lot of challenges. The sacks we put together were thrown away by some people, but we were not afraid. They kept throwing away the sacks continually for days and we kept putting them together. Finally, they had to surrender before our courage and we succeeded in creating the check dam.



Fish Farming in Madhya Pradesh

People used to discourage us stating that we, being women, could not do it – could not farm fish, take them out and sell. But with our courage and hard work, we proved them wrong. We changed the way they thought of us. The same people who once never supported us, now appreciate our efforts.



**Sharda Dhurve,
Head, Sharada
Aajeevika Self
Help Group**



Removal of Large Amount of Silt from the Pond in Madhya Pradesh



**Phoola Rajak,
Member of Hari
Bagiya Self
Help Group**

We are twelve members who work together in this group like sisters. We plant both fruits and vegetables. We have learned everything here. It was a barren land. We took care of it. The plants were very small when we started working here. Now they have become trees and give mangoes, guavas, jackfruits, pumpkins, blackberries, gooseberries, etc. The fruits that we get from these trees, we eat them, give to the schools and anganwadi, and sell them also. We have advised all to work harder and prosper. It will be for the good of all.



Swachh Bharat Mission

10 Years of the World's Largest Jan Andolan for Swachhata

“ If we look around, we will find that in every part of the country, some unique effort or the other is definitely going on, associated with ‘cleanliness’. Just a few days later, on the 2nd of October, the Swachh Bharat Mission is completing 10 years. This is an occasion to commend those who turned it into such a big mass movement in Indian history. It is also a befitting tribute to Mahatma Gandhi, who dedicated his entire life to this cause.”

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

“Traditionally, sanitation was a topic shrouded in stigma – not openly discussed in households or communities. SBM changed this narrative by turning cleanliness into a public discussion topic and a collective responsibility. It fostered a ‘Jan Andolan’ where the entire nation, from schoolchildren to village elders, from business leaders to celebrities, came together with a singular vision.”

–M Hari Menon
Country Director, India &
Lead, Bill & Melinda Gates
Foundation

In the 114th Episode of ‘Mann ki Baat’, the Prime Minister applauded the citizens of the country, as the mission was to complete a decade on 2nd October, since its inception in 2014.

In 2014, when the Swachh Bharat Mission was announced from the ramparts of the Red Fort in Delhi, few could have foreseen the transformative journey that lay ahead. The launch of ‘Swachh Bharat Mission’ was far more than a routine public announcement; it was a passionate clarion call, a heartfelt request, and a bold vision statement given to the nation by the Prime Minister of India, Shri Narendra Modi during his first Independence Day address.

The mission is divided into SBM-Gramin for villages and SBM-Urban for cities, implemented by the Ministry of Drinking Water and Sanitation and the Ministry of Housing and Urban Affairs, respectively.

As of September 2024, over 5.87 lakh villages across India have achieved ODF Plus status, with over 3.92 lakh villages implementing solid waste management systems and over

4.95 lakh villages establishing liquid waste management systems. With effective sanitation practices, there has been a decrease in waterborne and sanitation-related diseases, leading to healthier communities. Better solid and liquid waste management practices have contributed to less pollution and improved environmental health. Further, the emphasis on waste management has led to cleaner streets and public areas, making neighbourhoods more pleasant and livable.

An unwavering pledge to achieve ODF Plus status includes initiatives encouraging community participation and fostering collaboration and unity among residents. Improved cleanliness has fostered a sense of pride among residents, encouraging them to take ownership of their environment.

Over the past decade,

continuous efforts as part of the Swachh Bharat Mission have led to improved dignity of women, better health outcomes, enhanced school attendance for girls, an increase of small and micro entrepreneurs and an overall higher quality of life across the country in both rural and urban areas.

Leading this year’s campaign, the ‘Swabhav Swachhata, Sanskaar Swachhata (4S)’, are three key pillars:

1. Cleanliness Target Units (CTUs): A Cleanliness Target Unit (CTU) refers to severely neglected, high-risk areas like garbage points or dump sites that pose significant environmental and health risks, often overlooked during routine cleanliness drives in various regions.

2. Safai Mitra Suraksha Shivirs: Single-window health and welfare camps for Safai Mitras for preventive healthcare treatment



and linkages with various welfare schemes of the Central and State Government.

3. Swachhata Mein Jan Bhagidari: Widespread engagement with citizens, communities, and organisations to raise awareness and trigger involvement through various activities.

The campaign focused on mobilising public participation (Jan Bhagidari), achieving sustainable cleanliness, and recognising the vital role of sanitation workers (Safai Mitras).

Under Swachhata Hi Seva 2024, over 19.70 lakh programmes have been completed with the public participation of more than 17 crore people. Transformation of around 6.5 lakh Cleanliness Target Units has been achieved. Nearly 1 lakh 'Safai Mitra Suraksha Shivirs' have also been organised, benefitting over 30 lakh 'Safai Mitras'. Further, over 45 lakh trees have been planted under the 'Ek Ped Maa ke Naam' campaign.

One of the most impactful initiatives to emerge from this movement, which has collective action and citizen participation at the forefront, is the development of inclusive sanitation facilities, particularly for women. Examples of women-friendly sanitation are the Stree Toilet in Karnataka and the Pink Toilets in Noida.

In the journey towards universal sanitation, the creation of women-friendly toilets stands as a testament to India's evolving commitment to hygiene, safety, and dignity for all.

Additionally, as the mission progressed, focus on tech-enabled, user-friendly sanitation solutions also gained momentum. Among the key developments in this journey is the rise of Smart e-Toilets, offering advanced features that not only meet hygiene standards but also elevate the user experience in urban spaces.

To support India's ever-growing and aspirational urban population, the

Swachh Bharat Mission has integrated 6.36 lakh community and public toilets across cities, enhancing the country's sanitation infrastructure. The construction of toilets and sanitation infrastructure not only improved hygiene but also significantly impacted health, especially in rural areas.

The story of Swachh Bharat is a powerful testament to the unyielding spirit of duty and passion that resides in the hearts of every citizen. From the sacred banks of the Ganges to the expansive Bay of Bengal, from the heartlands of Bihar and Jharkhand to the serene Western Ghats, the vision of Swachh Bharat has been embraced by citizens living across every corner of India.

Swachh Bharat is the prime example of a mission driven by the people, for the people, and with the people.

DID YOU KNOW?

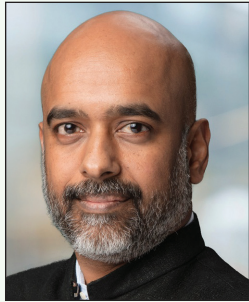
A recent study published in Nature, the world's leading multi-disciplinary science journal, by leading experts reveals that the Swachh Bharat Mission (SBM), India's ambitious national sanitation program, has contributed significantly to reducing infant and under-five mortality rates across the country – averting 60,000 – 70,000 infant lives annually

Launched in 2014, SBM is one of the largest national behavioural change sanitation programs in the world, aimed at eliminating open defecation by providing household toilets across the country.



A Decade of Swachh Bharat

Revolutionising India's approach to public health and dignity



M. Hari Menon
Country Director,
India & Lead, Bill & Melinda
Gates Foundation

Ten years ago, India embarked on an unprecedented journey with the launch of the Swachh Bharat Mission (SBM). The mission became much more than just a large-scale sanitation initiative – it transformed how India approaches public health, women's dignity, and community engagement. As we

reflect on a decade of progress across all these dimensions, it is evident that SBM has heralded a social revolution leading to substantial improvements in economic, environmental, health, and social outcomes for all Indians.

One of SBM's most profound impacts has been on women. For millions, access to safe sanitation was more than just a matter of hygiene—it was a question of basic dignity and security, as highlighted by the Prime Minister in his 2014 Independence Day speech that launched the mission. Before SBM, women and girls often faced the indignity and risks associated with open defecation, unfortunately compromising their safety and health. The construction of millions of toilets in houses, public spaces, schools and institutions has ensured women and girls can reclaim their right

to safety and dignity and can actively engage in daily life – studying, working or traveling. Further, toilet construction also involved women's groups, training of thousands of women in toilet design and construction, and creating livelihood opportunities. Through this lens, SBM is also a women's empowerment initiative, beyond just access to toilets.

At its core, though, SBM helped redefine the relationship between public health and sanitation. By aiming to deliver universal access to sanitation, SBM has addressed one of the key drivers of malnutrition and poor health – exposure to faecal-oral pathogens. Children are now less vulnerable to recurrent illnesses like diarrhoea, which affects their health and impedes their ability to learn and grow. SBM's impact on child health highlights how improved sanitation is key to broader social progress. The statistics are impressive. Through SBM, over 117 million household toilets were constructed, and more than 600,000 villages were declared open defecation-free (ODF) by





2019. Estimates suggest that SBM averted over 300,000 deaths related to diarrhoeal diseases and malnutrition between 2014 and 2019, by enabling improved sanitation coverage and promotion of safe hygiene practices. A recent analysis of infant and under five mortality data across 640 districts showed that SBM may have averted approximately 60,000–70,000 infant deaths annually. These results would make SBM one of the most important public health interventions in modern India.

Beyond the toilets built and lives saved, SBM's legacy lies in the cultural shift it has sparked. Traditionally, sanitation was a topic shrouded in stigma—not openly discussed in households or communities. SBM changed this narrative by turning cleanliness into a public discussion topic and a collective responsibility. It fostered a 'Jan Andolan' where the entire nation, from schoolchildren to village elders, from business leaders to celebrities, came together with a singular vision. This behavioural change was perhaps more

challenging to achieve than building infrastructure, but it is also the most enduring. Today, cleanliness and sanitation are woven into the social fabric of communities, and the Jan Andolan construct is being leveraged for many other development priorities.

SBM showcases what determined political leadership, and complete government ownership, combined with community engagement, can collectively achieve.

Countries in the Global South are looking to replicate its success, seeing in SBM a demonstrated blueprint for large-scale, transformative change. Our foundation was privileged to recognise India's sanitation progress by awarding Prime Minister Narendra Modi the Global Goalkeeper Award at the Goalkeepers event in New York in September 2019.

Looking ahead, with rapid urbanisation and environmental degradation, lessons learnt from SBM become even more relevant. The ongoing phase of the sanitation missions, focusing on used water (liquid

waste) management under SBM and AMRUT, signals a continued commitment to addressing urban sanitation challenges. This is critical as Indian cities grow and demand resilient and sustainable infrastructure to handle higher loads, water scarcity, and environmental pollution.

Further, prioritising inclusive sanitation is imperative, so that populations in low-income settlements and disaster-prone areas, can access appropriate sanitation solutions with high-quality service delivery.

In the decade since its inception, the Swachh Bharat Mission has done more than just build toilets—it has built communities, inspired change, and fundamentally altered India's trajectory in public health. Its impact, particularly on women and children, is a testament to its broad-reaching success. As it continues to evolve, its core principles of dignity, health, and collective responsibility will inspire nations worldwide, helping create healthier, cleaner, and more inclusive societies.

Swachh Bharat Mission

Global Leaders Praise PM Modi's Vision

The Swachh Bharat Mission marked a transformative journey towards a cleaner and healthier India. With the ambitious goal of eradicating open defecation, improving sanitation infrastructure, and promoting hygiene awareness, the mission has become one of the largest cleanliness drives in the world. Over the past decade, it has significantly improved sanitation in rural and urban areas, empowered communities through behavioural change, and enhanced public health outcomes, making cleanliness a national priority. As the mission completes 10 years in 2024, its impact is visible not only in cleaner streets and better health but also in the shift towards a cleanliness-conscious society.



“ On 2nd October, the 'Swachh Bharat Mission' will complete its 10 years. This is an occasion to congratulate those people who made it such a big mass movement in Indian history. This is also a true tribute to Mahatma Gandhi, who remained dedicated to this cause throughout his life. ”

PM Modi in his 114th 'Mann ki Baat' address

The Swachh Bharat Mission has become a pioneering initiative, capturing global attention for its scale, impact, and vision. As the mission transformed sanitation and hygiene across India, influential global leaders have acknowledged its success in improving public health and living standards. The initiative's reach, which led to the construction of over 110 million toilets and 6 lakh open defecation-free declared villages, has set a benchmark for other nations. Recognising its transformative power, global figures have praised PM Modi's leadership, viewing Swachh Bharat as a model for addressing sanitation challenges worldwide. The mission's success has sparked international conversations about replicating similar large-scale cleanliness drives in other developing regions.

The Indian government made sanitation and hygiene national priorities by mobilising resources, engaging communities, and igniting a movement to eliminate open defecation and promote a cleaner, healthier nation. The Swachh Bharat initiative demonstrates India's exemplary commitment to improving the health and well-being of its huge population.

-Dr. Tedros Adhanom Ghebreyesus, Director General of the World Health Organisation



Ten years ago, the Swachh Bharat Mission launched with a bold vision to transform India through improved sanitation. Today, as we reflect and celebrate the remarkable achievements of this initiative, the World Bank is proud to have been a steadfast partner in this journey. Congratulations to Prime Minister Modi, whose personal leadership and involvement made this bold vision a new reality for India.

-Ajay Banga, World Bank President



Over the last decade, the Swachh Bharat Mission has transformed the lives of millions across India, providing cleaner cities and better sanitation. The Asian Development Bank is proud to have partnered with India on this visionary initiative, supporting it from the very start. I would like to commend Prime Minister Narendra Modi for spearheading this transformational campaign, which has empowered women and the urban poor, improved health, and created new opportunities.

-Masatsugu Asakawa, Asian Development Bank President



Congratulations to the people of India on Swachh Bharat Day, celebrated on the anniversary of Mahatma Gandhi's birth. Under the leadership of Prime Minister Modi, the Swachh Bharat Mission was launched a decade ago with the ambitious goal of eradicating open defecation across the country. Since then, India has made tremendous strides in improving sanitation and hygiene, installing millions of toilets and building thousands of fecal sludge treatment plants, ensuring safer sanitation for millions. India's approach has become a model for community-driven programs, inspiring and mobilising people across the nation.

-Bill Gates, Microsoft founder



Dhanyavad Prakriti Abhiyan

“ My dear countrymen, Jhala is a border village in Uttarkashi of Uttarakhand. The youth here have started a special initiative to keep their village clean. They are running a 'Thank you Nature' campaign in their village. Under this, the village is cleaned for two hours every day. The garbage scattered in the streets of the village is collected and dumped at a designated place outside the village. Due to this, Jhala village is also becoming clean and people are also becoming aware. Just imagine, if every village, every street, every locality starts a similar Thank You campaign, then how big a change can come about. ”

PM Modi in his 114th 'Mann ki Baat' address

LOCAL HEROES of



एक कदम स्वच्छता की ओर



The 'Dhanyavad Prakriti Abhiyan' (Thank You Nature) campaign, initiated by the youth of Gram Jhala in Uttarkashi, Uttarakhand, has become a model of community-led cleanliness efforts. Under this initiative, the villagers dedicate two hours daily to cleaning their streets, collecting garbage, and disposing of it at designated areas outside the village. Since its inception in 2020, the Yug Mangal group has played a pivotal role in raising awareness about the importance of sanitation, fostering a sense of responsibility among the residents. Through consistent efforts and the power of social media, this campaign has not only transformed the village but has also inspired broader national engagement.

“ As part of fulfilling the vision of the Swachh Bharat Mission, 'Dhanyavad Prakriti Abhiyan' by the youth of Gram Jhala was mentioned by Prime Minister Modi in the 114th episode of 'Mann ki Baat'. Since July 8, we have been conducting a cleanliness campaign, building on the efforts we began in 2020. We started this from Gram Sabha Jhala, and with the support of the eight vibrant villages of the Harsil Valley and the Kalpgedar Temple Committee of Gangotri, we are confident of success. They have pledged their full support to expand the Dhanyavad Prakriti Abhiyan throughout the entire Gangotri region. ”

-Abhishek Rautela, President, Dhanyavad Prakriti Abhiyan, Jhala Village

Friends, a massive campaign is being run on the beaches of Puducherry regarding cleanliness. Here a woman named Remya ji is leading a team of youth from Mahe municipality and its surrounding areas. With their efforts, the people of this team are making the Mahe area and especially the beaches there completely clean

**PM Modi in his 114th
'Mann ki Baat' address**

Remya from Mahe municipality in Puducherry is leading a youth-driven cleanliness initiative to clean up the Mahe beaches and surrounding areas. Remya's initiative, inspired by the Swachh Bharat Mission, started in response to the rising litter and pollution in Mahe. Despite initial challenges, the community's active involvement, especially from local youth and residents, has transformed the area.

The campaign has led to regular clean-up drives, waste segregation practices, and increased community awareness about cleanliness. By actively engaging local youth through volunteer programs and social media, the initiative not only improves the environment but also fosters a lasting culture of cleanliness, serving as a model for other towns.

Being mentioned on a platform like 'Mann ki Baat' by the Prime Minister is a significant recognition. It highlights the importance of the initiative and can inspire more people to engage with it. The inspiration to start the cleanliness drive stemmed from witnessing the growing litter and pollution in our surroundings, which not only affected the beauty of our village but also posed health risks.

Our community has actively contributed to the Swachh Bharat Mission by organising regular clean-up drives, conducting awareness sessions, and collaborating with local authorities for better waste management solutions. Streets that were once littered are now regularly cleaned, and waste segregation practices have been adopted by many households.



**Remya K, District
Youth Officer,
Nehru Yuva Kendra,
Puducherry**



The mantra of 'Reduce, Reuse, and Recycle' (Triple R) has become an integral part of our daily lives, promoting sustainable practices that not only benefit the environment but also encourage resourcefulness. People across the country are adopting these principles in various ways.

For example, many households are switching to cloth bags instead of single-use plastics, local artisans are transforming discarded materials into beautiful handicrafts. In cities like Pune and Bengaluru, community-led initiatives encourage residents to separate waste at the source, making recycling more effective.

A shining example of this mantra is 74-year-old Subrahmanian ji from Kozhikode, Kerala, who has repaired over 23,000 chairs, giving them a new lease of life. His remarkable efforts have earned him the title of 'RRR Champion,' inspiring many in his community. Following Prime Minister Modi's mention of his achievements in 'Mann ki Baat', Subrahmanian ji was honored with a reception organised by Anganwadi workers in his village, reflecting the pride and recognition that such sustainable initiatives can bring to individuals and their communities. Let us see how Subrahmanian ji reacted to this recognition from the Prime Minister.

My family and neighbors are very happy and proud about the Prime Minister's mention of me in 'Mann ki Baat'. The Anganwadi workers in my village organised a reception program for me after the broadcast of the show. When a damaged chair is repaired, it can be reused, turning waste into something useful. This type of chair is particularly suitable for people suffering from back pain. After I repair the chairs, the Safai Karmachari collects the waste generated from the repairs, which usually happens once a week. In the past, I used to repair six chairs a day. However, due to my old age, I can now only repair two chairs each day.



**Subrahmanian Malayathodi,
Kozhikode, Kerala**



The Importance of Reclaiming Lost Art and Cultural Heritage



Ratan P. Watal
Chairman, Central Vista
Oversight Committee, Ministry
of Housing and Urban Affairs,
Government of India

Art and culture are vital not just for a country's identity, but for fostering national pride, unity, and respect on a global scale. Prime Minister Shri Narendra Modi's efforts to reclaim artefacts taken from India, especially after our Independence, reflect this importance. Artefacts, integral to India's cultural and spiritual heritage, were initially taken out from the subcontinent during colonial times. After independence we lost many priceless pieces due to theft and international smuggling. Their return is not just about restoring physical objects but about reviving a sense of cultural

identity and justice for India.

This priority since 2014 has yielded rich dividends. The policy also aligns with a global movement for the repatriation of cultural artefacts to those who are its rightful inheritors. Since 2014, hundreds of stolen art objects or artefacts taken away and auctioned under questionable circumstances abroad have been returned compared to the insignificant numbers that were returned in the earlier decades. Many of these artefacts were housed in private and public museums abroad but had deep religious and cultural significance for the communities from which they were taken. The return of these treasures is also a form of moral justice and India's wider acceptance as an influencer in the international diplomatic domain. For instance, the return of sculptures like Nataraja and Ardhanarishwara from Australia and the Parrot Lady from Canada set a strong precedent in India's foreign policy, showcasing India's increasing influence in global cultural dialogues.

Since 2014, India has received

numerous treasures, including the Mahishasuramardini idol from Germany and the Uma Parameshwari bronze idol from Singapore. These items, once stolen or smuggled, have returned to their rightful places on Indian soil, allowing the public to reconnect with their cultural heritage. Several sculptures are currently displayed in the New Parliament Building. Bringing back these artefacts contributes to the preservation of history and a sense of belonging.

These artefacts will also in future enrich the displays in the new Yuga Yugeen Bharat Museum that is being planned in the Central Vista on Raisina Hill in New Delhi. This museum will be bigger than the Louvre Museum in Paris. The Government of India, since the last decade, made a concerted effort to restore the diversity of our cultural heritage

that had been lost due to greed and colonial exploitation. The recent return of artefacts from the USA after the Prime Minister's official visit is a testament to this effort. Such returns of artefacts symbolise a reclamation of India's history and pride, aligning with a broader global push in other countries also.

In conclusion, the return of artefacts is about more than reclaiming physical objects—it represents India's journey towards cultural rejuvenation and historical justice. The endeavours in this regard are laudable, as they restore pride in India's heritage and contribute to a broader global recognition of cultural rights. As India continues to reclaim its lost treasures, the world will increasingly acknowledge and understand its rich culture and history.



The Homecoming!

USA Returns 297 Artefacts to India

“
My dear countrymen, we are all very proud of our heritage. And I always say 'Development as well as Heritage' Friends, the US government has returned around 300 ancient artefacts to India. I am very happy that in the last decade, many such artefacts and many elements of our ancient heritage have been brought back home. I believe that when we are proud of our heritage, the world also respects it...”

PM Modi in his 114th 'Mann Ki Baat' address

When it comes to cultural legacy, monuments, artefacts, ancient scripts, etc., form the tangible proof of our heritage. It was in September only that India brought home 297 artefacts from the US, further enriching our already brimming reserve. Let us take a quick glance at the details of a few of them – their history, features, relevance, etc.

A total of 578 cultural artefacts have been returned from the US to India since 2016. This is the highest number of cultural artefacts returned to India by any country.

Did you know?



Apsara

- sandstone sculpture
- from Central India
- belonging to 10–11th century CE
- female figure in graceful tribhanga posture
- adorned with intricate jewelry including crown-like headgear and big circular earrings
- notable for detailed craftsmanship and serene facial expressions



Jain Tirthankar

- bronze sculpture
- from Central India
- belonging to 15–16th century CE
- statue portrays Jain Tirthankar meditating on a high pedestal also includes motifs of deities
- supported by lions and elephants
- depicts religious devotion

Terracotta Vase

- broken single-piece vase
- from Eastern India
- belonging to 3–4th century CE
- intricately decorated with the motifs of elephants, a female riding a crocodile, aquatic animals, etc.
- symbolises ancient Indian artistry in pottery



Stone Sculpture

- limestone sculpture
- from South India
- belonging to 1st century BCE–1st century CE
- depicts a turban-clad male standing, accompanied by two women and an elephant rider
- lower section contains a horse's head and a wheel
- notable for its historical significance



Lord Buddha

- standing sandstone sculpture
- from North India
- belonging to 15–16th century CE
- serene figure draped in a flowy robe
- depicts Lord Buddha performing the abhaya mudra symbolises peace and spiritual wisdom



Lord Ganesha

- bronze sculpture
- from South India
- belonging to 17–18th century CE
- four-armed sculpture depicts the deity holding a pasa, tusk, modak and parasu
- noted for its South Indian bronze craftsmanship and religious devotion



Digitisation of the Santhali Language: A Path to Preserving Cultural Identity



Ramjit Tudu
Odisha

The Santhali language, spoken by millions across India, Bangladesh, and Nepal, is at risk of decline. The Santhal people, known for their rich oral traditions, have historically shared their cultural values, traditions, and history through storytelling and folk songs. In today's digital age, the preservation of the Santhali language has increasingly shifted to digitisation, which plays a vital role in maintaining the cultural identity of the Santhal community and

ensuring the survival of their linguistic heritage.

The Role of Digitisation in Cultural Preservation

For the Santhal people, language serves as a vital medium for expressing their heritage and worldview. Digitising the Santhali language addresses significant threats such as extinction and marginalisation. This digital transition enables cultural preservation to take a tangible form. The internet facilitates the dissemination of the language beyond geographical boundaries, with online dictionaries, translation tools, and dedicated Santhali websites standardising and documenting the language.

Social media platforms and YouTube also promote Santhali folklore and music, helping younger generations stay connected to their roots amidst the growing influence of

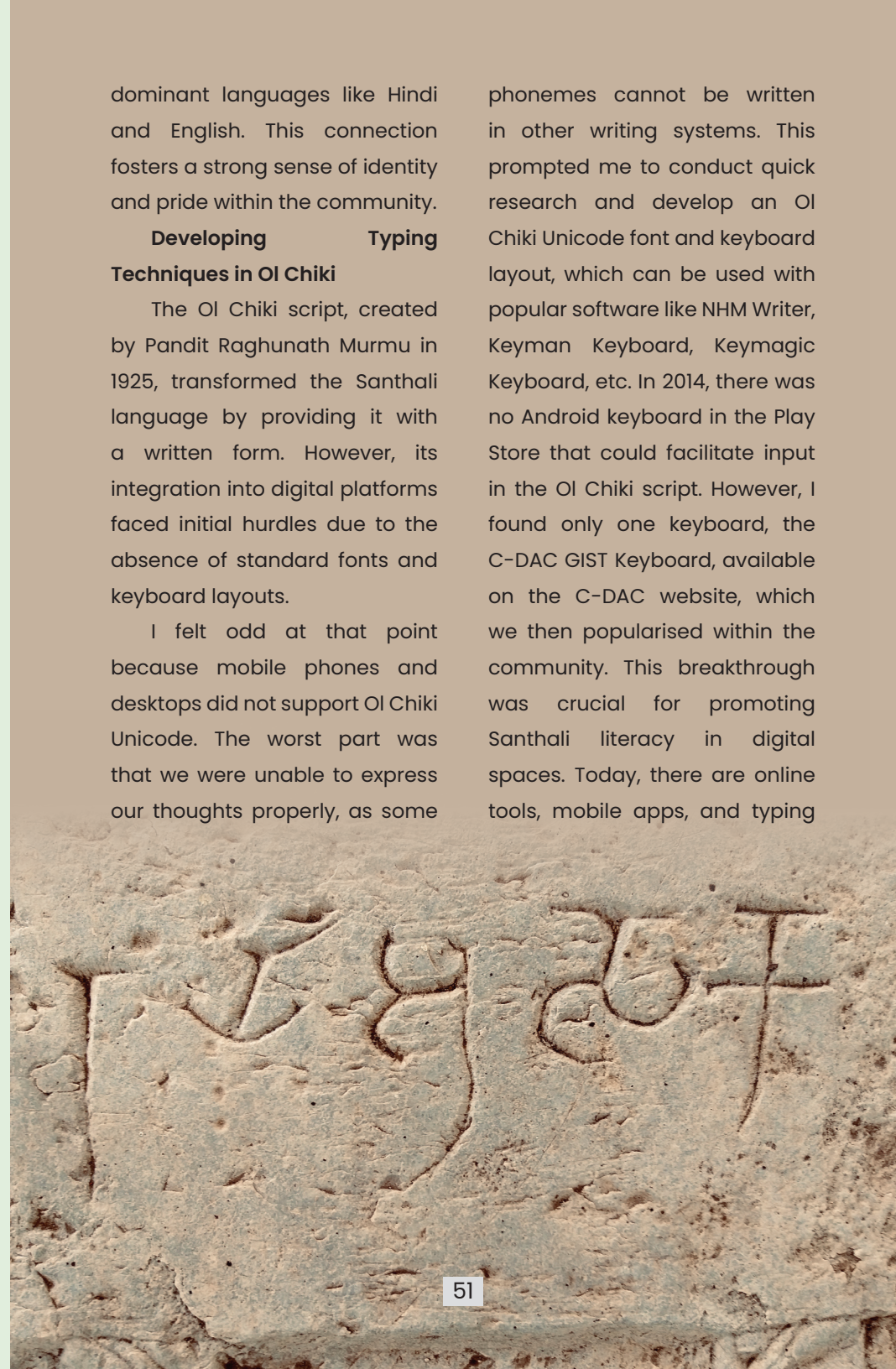
dominant languages like Hindi and English. This connection fosters a strong sense of identity and pride within the community.

Developing Typing Techniques in Ol Chiki

The Ol Chiki script, created by Pandit Raghunath Murmu in 1925, transformed the Santhali language by providing it with a written form. However, its integration into digital platforms faced initial hurdles due to the absence of standard fonts and keyboard layouts.

I felt odd at that point because mobile phones and desktops did not support Ol Chiki Unicode. The worst part was that we were unable to express our thoughts properly, as some

phonemes cannot be written in other writing systems. This prompted me to conduct quick research and develop an Ol Chiki Unicode font and keyboard layout, which can be used with popular software like NHM Writer, Keyman Keyboard, Keymagic Keyboard, etc. In 2014, there was no Android keyboard in the Play Store that could facilitate input in the Ol Chiki script. However, I found only one keyboard, the C-DAC GIST Keyboard, available on the C-DAC website, which we then popularised within the community. This breakthrough was crucial for promoting Santhali literacy in digital spaces. Today, there are online tools, mobile apps, and typing



software that support Ol Chiki, making it easier for Santhali speakers to communicate, write, and share content online.

Successful Initiatives Promoting the Santhali Language Digitally

The desire to express cultural identity through language led to the formation of OL_CHIKI_TECH, supported by R. Ashwani Banjan Murmu and Bapi Murmu. Our primary goal was to introduce various digital tools and techniques through a blog, www.olchikidr.blogspot.com,

where we hosted the SOHAGEE Unicode font, keyboard layout file and other supporting files. To expand the reach, we conducted outreach events in public gatherings within the Santhal community. As a result, modern devices began supporting Ol Chiki. In 2017, volunteers from India, Nepal, and Bangladesh collaboratively contributed to Wikipedia Incubator which went live in August 2018. Now the Santhali Wikipedia has over 13,000 articles, making it a substantial repository of

knowledge. Additionally, in 2020, with my two friends Fagu Baskey and R Aswani Banjan Murmu, we launched BIRMALI, the first literary e-magazine in Santhali, which is freely accessible online through www.birmali.com.

Remaining Challenges in Promoting Santhali Digitally

Despite these advancements, several challenges persist in promoting the Santhali language. A significant barrier is the lack of digital infrastructure in rural areas where the language is primarily spoken. Limited internet access and low smartphone penetration restrict digital literacy, making it difficult for people to engage with Santhali content. Moreover, very few educational institutions offer Santhali language courses, resulting in a dwindling readership. The scarcity of Santhali-language content on major platforms like Google, Wikipedia, and social media further limits the language's visibility.

The Future of the Santhali Language

The outlook for the Santhali language in the digital age is hopeful but depends on continued efforts to promote digital literacy and expand content creation. Future developments are expected to include more educational materials, books, and cultural resources in Santhali available online. As digital infrastructure improves and more community members gain internet access, the digital space will become increasingly vital for language learning, communication, and cultural pride.

Collaboration between government entities, tech companies, and the Santhali community is crucial to overcoming existing challenges. By enhancing digital access and creating new content, the Santhali language can not only survive but thrive, empowering the Santhal people to preserve their unique cultural identity in a rapidly modernising world.

Ayurvedic Medical Treatment

Gateway to Global Medical Tourism in India

“ My dear friends, you must have seen there are some people around us who do not lose patience in any adversity; rather, they learn from it. Subashree, one such lady, with her efforts, has created a wonderful garden of rare and very useful herbs... Today people come from far and wide to see her herbal garden.”

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

“Ayurveda is a pro-nature system of medicine that advocates for a holistic, personalised approach to treatment rather than disease-centric. It is derived from unbiased experiential learnings gathered after years of observation and differs from the modern system of medicine, which rides on the rigours of research-based evidence.”

–Manoranjan Sahu
Former Dean, Ayurveda
Faculty, IMS, Varanasi and
former Director, AIIA, New Delhi

Ayurveda, one of India's ancient legacies, is emerging in a new form in the global healthcare scenario today. Ayurveda is not just a medical system but a holistic approach to life, emphasising harmony among body, mind and spirit. This unique system of Ayurvedic therapy has carved its distinct niche in health and medical services in India and worldwide. The most prominent example is India's fast-emerging global medical tourism, in which Ayurveda plays an important role.

Ayurveda originated in India thousands of years ago. It accords importance to the balance of the three doshas of the body – Vata (water and fire), Pitta (air and space), and Kapha (earth and water). Various diseases are caused by their imbalance. The main objective of Ayurvedic medicine is to restore this balance in the body and prevent various diseases by improving the lifestyle.

This medicine system employs medicinal herbs, panchakarma (5 procedures), yoga, meditation, and dietary guidelines, which promote internal cleansing, mental peace,

and longevity. This approach not only heals the body but also focuses on cognitive and emotional health, making it a holistic medicine system.

Role of Ayurveda in Global Medical Tourism

India is considered the birthplace of Ayurvedic medicine. This is why India is becoming an important destination for medical tourism today. Every year, millions of people worldwide visit India to gain health benefits from Ayurvedic medical treatment. This process is medical tourism, where people visit other countries to benefit from health services.

One of the main reasons for the popularity of Ayurvedic treatment is that it provides treatment without side effects. It provides natural remedies for ailments like heart diseases, diabetes, obesity, depression, and skin disease. Along with

this, Ayurvedic treatment not only cures the disease but also provides preventive care for diseases and improves lifestyle, which makes it ideal for Global Medical Tourism.

Ayurvedic Treatment Centres in India

Several well-known Ayurvedic centres and resorts in India provide top-quality Ayurvedic medical services. There are prominent Ayurvedic treatment centres in states like Kerala, Goa, Himachal Pradesh, Rajasthan, and Uttarakhand. Foreign tourists visit these states, especially for panchakarma, body cleansing, and Yoga-meditation sessions. Kerala is especially known as the 'land of Ayurveda,' where traditional Ayurvedic treatments and medical procedures are extremely popular among foreign tourists.

Easy availability and low-cost Ayurvedic medical services



have made India a major tourist attraction in the world today.

International recognition and challenges

International recognition of Ayurveda is increasing rapidly. Many Western countries are now incorporating Ayurvedic medicines into their healthcare systems. Demand for Ayurvedic products and treatments is growing in countries like the USA, Australia and Europe. Besides, many research and scientific studies are also being conducted on Ayurvedic therapy. This is an apparent proof of its effectiveness and popularity.

Despite the widespread adoption of Ayurvedic medical treatment, there are some challenges too. The biggest challenge is the lack of standardisation. The quality and procedures of different medical centres vary. This may

pose a difficult choice for foreign tourists to avail the right medical centre. Besides, there is a need to strengthen the scientific proof of Ayurvedic treatment internationally so that it can be incorporated entirely into the global medical system.

Ayurveda, one of India's most ancient traditions, provides an excellent opportunity for India to participate in global medical tourism today. Its naturopathic practices, treatment without side effects and outlook for lifestyle improvement are attracting people worldwide. India can become a global medical tourism hub by developing its Ayurvedic heritage in the right direction. It will be appropriate to mention that there is a great potential for India to emerge as a global leader in the health and medicine sector through Ayurveda.

How Ayurveda can Complement Modern Healthcare



Manoranjan Sahu
Former Dean, Ayurveda Faculty,
IMS, Varanasi and former
Director, AIIA, New Delhi

as our nation is changing rapidly from a developing to a developed country. Therefore, the future of healthcare will be more focused on preventive and promotive aspects of health, and Ayurveda with Yoga can play a vital role in achieving this goal as it emphasises a healthy diet and nutrition (*ahara*), appropriate individual conduct (*vihaara*) according to daily (*dinacharyaa*) and seasonal regimes (*ritucharyaa*), and the implementation of external and internal purification measures (*panchkarma*).

Ayurveda is a pro-nature system of medicine that advocates for a holistic, personalised approach to treatment rather than disease-centric. It is derived from unbiased experiential learnings gathered after years of observation and differs from the modern system of medicine, which rides on the rigours of research-based evidence. However, an integration of the modern system of medicine and modern scientific tools and techniques can improve the acceptability and applicability of the principles and practices of Ayurveda in this era.

With the evolving socio-economic, cultural and geographical dynamics of population, the current scenario of healthcare needs in India is gradually seeing a shift from communicable and infectious diseases to non-communicable and lifestyle-related disorders like diabetes, cancer, cardiovascular diseases, age-related issues, etc. This phenomenon will further enhance in many folds





There are many successful examples where an integration of Ayurveda with contemporary medical science has been more effective. The National Resource Centre of Anorectal Diseases at Banaras Hindu University is one such example. Established in 2013 with the support of the Ministry of AYUSH, the centre is one of its kind that extends high-quality services for various anorectal diseases based on the principles and practices of Sushruta. The centre has re-established and validated the ancient surgical technique Ksharasutra therapy for the management of complex anal fistulas by integrating with modern techniques and multiple clinical trials. The procedure being effective with less failure and complications is now accepted by many modern surgeons in our country

as well as abroad. Because of this unique nature of treatment, the centre is privileged to serve the highest number of patients than any other centre in the country. Integrated Cancer Treatment & Research Centre, located in Wagholi, Pune, is another organisation that has successfully taken care of thousands of cancer patients for the past two decades by an integrated approach. The centre is equipped with all advanced facilities like surgery, cancer chemotherapy, and radiation therapy, along with Ayurveda treatment for the management of cancer. With their integrated approach, cancer treatment has become more effective by reducing the adverse effects of chemotherapy and radiotherapy and providing a better quality of life even to terminally ill cancer patients. There are other such

centres like the Institute of Applied Dermatology, Kerala that are using integrated models of treatment for the effective management of elephantiasis (gross swelling of limbs because of filariasis) and other lymphedemas.

Apart from integrating with the modern system of medicine, an integration of science and technology with Ayurveda can further improve healthcare delivery. It can improve the drug delivery system, enhance the shelf-life of drugs, and improve the patient acceptability of Ayurveda drugs. A recent joint scientific work from the Faculty of Ayurveda and IIT, BHU, in the field of wound care is a significant example in this regard. Panchavalkala (a compound formulation of barks of five plants) is an important traditional drug used in Ayurveda in the form of fresh decoction for wound management. The team has

been successful in developing a biodegradable polymer-based dressing material from Panchavalkala so that the drug delivery at the wound site is prolonged. It has also lessened the frequency of changing the dressing, thus reducing the pain and discomfort to the patient and the cost of dressing. Also, the process of wound healing becomes much faster with such products than with many conventional wound dressings available today. Promoting such innovations can also reduce the import of costly dressing materials from foreign countries.

Therefore, to attain the goal of equitable, affordable, accountable and quality healthcare services, a judicious integration of Ayurveda with modern science and medicine will be the best model to cater to the healthcare needs of the population in a more cost-effective and holistic way.



WAVES Challenges: Empowering Creativity, Fostering Opportunity



Biren Ghose
President, ABAI

I served as a part of the National AVGC taskforce, which has over the last few years authored and evangelised the industry's roadmap. This was the outcome of a truly successful collaboration between 4 ministries, 2 trade bodies, 1 consulting group and working groups across education, skills, games, industry and innovation.

The outcome of this has resulted in a national momentum steered by the Ministry of Information & Broadcasting (MoIB).

India's Animation, Visual Effects, Games & Comics + Extended Reality (AVGC-XR) sector is empowered by a diverse and skilled workforce, which blends technical expertise and creativity. Fuelled by our national bounty of nuanced creative acumen, today India is poised to enhance our entertainment prowess on the global stage.

We are further propelled by the Honourable Prime Minister of India, Shri Narendra Modi ji's clarion call to make this a 'soft-power' for India and his endorsement provides further impetus to build on the newly launched theme of 'Create in India' as a global initiative.

We are all incredibly

enthused that the decision by Ministry of Information and Broadcasting will take this Create in India Mission to new heights and showcased at the upcoming World Audio Visual Entertainment Summit (WAVES) in 2025.

WAVES is a mega event and is all set to bring the global Media & Entertainment (M&E) industry to India. The government, industry and academia have all joined hands and we are working to set the stage for this maiden edition.

Fostering partnerships between industry and academia will be essential for innovative research and development, pushing the boundaries of what's possible in AVGC-XR. The challenges under the 'Create in India Challenge - Season 1' will encourage and empower the future workforce of nation building with a strong focus

and identify the best of the best among them to create world-class creative professionals and students in India.

From Gaming, VFX, Animation and Comics to Broadcast, Radio, Generative AI and beyond, these challenges will mobilise a grassroots uprising to make this campaign a success.

Companies and trade associations have come together to spread the underlying message for WAVES 2025 across all regions of the country. These challenges are purported to create talent



pools in the specific sectors across both content creation and technology. This, in turn, requires ardent protection and safeguards for content security given new technologies, for which CII has taken up the mantle with the 'Anti-Piracy Challenge', under which participants will develop tools & technology and propose initiatives to combat piracy and safeguard creative content and digital assets.

Each challenge is curated specifically to mobilise thousands of Indians in every 'nook and corner' of the country to spotlight every facet of AVGC-XR and help excellence 'bubble up to the top' while being able to present at WAVES on a 'world stage' for the finals.

At ABAI - the Karnataka based pioneering trade association for the AVGC-XR industry, we have launched a national initiative called 'WAFX Challenge,' with a "call to action"

to all budding Visual Effects artists to create stunning VFX masterpieces - the completion Theme is-"A Daily Life Superhero".

The creative sector is undergoing a remarkable transformation, with technological advancements and increasingly cutting-edge immersive content augmenting consumer experiences. As we enter this new economy, imagery and storytelling are moving beyond TV and films into museums, airports and across public spaces. This will foster innovation and encourage new skills based talent and provide diverse employment opportunities to 'Create In and From India'.

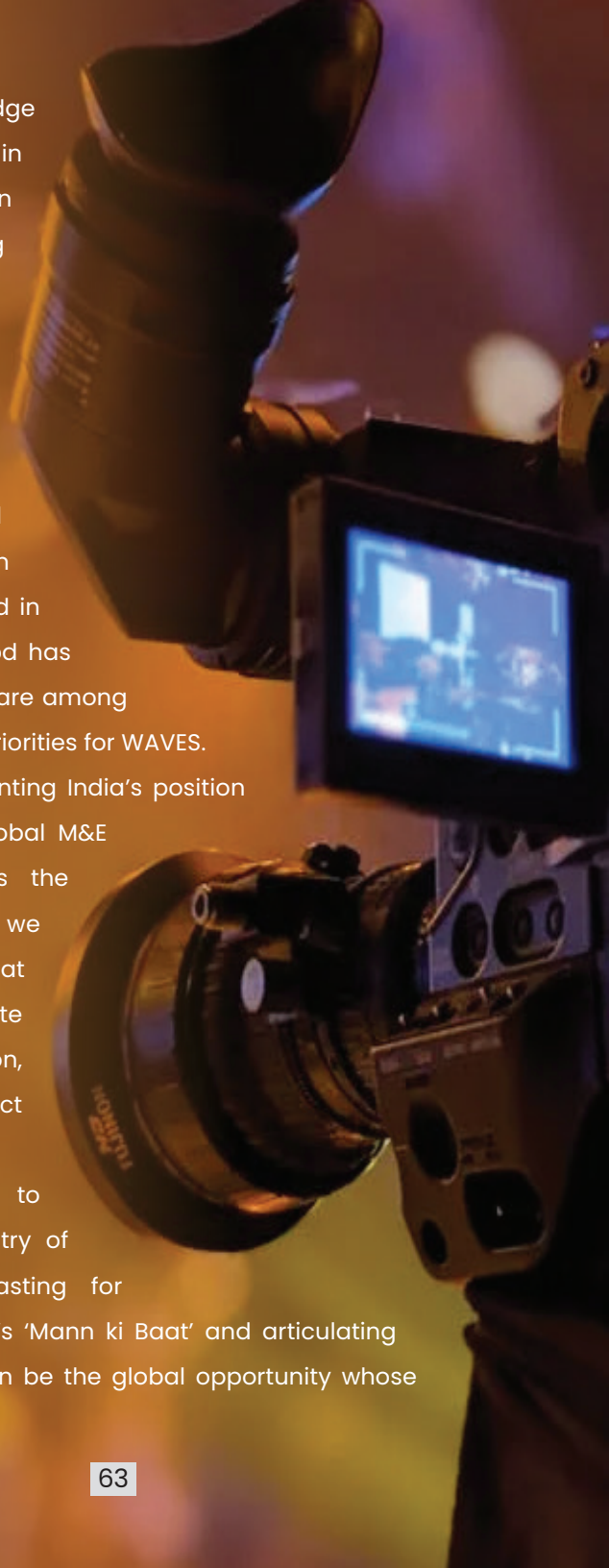
WAVES is a game-changer: the developed world sees M&E as 1-3% of their GDP. In a story rich land like ours, with our cultural vibrancy, India's M&E revenues are about 0.5% of our



GDP. The solution to bridge this difference lies in increasing our distribution infrastructure, ensuring that we benefit rights holders by plugging any piracy, by leveraging the huge global Indian diaspora and by building story franchises and universes of Indian origin which 'charms' the world in a manner that Hollywood has done in the past. These are among the key objectives and priorities for WAVES.

As we look at cementing India's position in the ever-dynamic global M&E landscape, as well as the AVGC-XR business, we are full of optimism that WAVES will help accelerate creativity, innovation, business and impact globally.

We are grateful to the PM, PMO and Ministry of Information & Broadcasting for listening to the industry's 'Mann ki Baat' and articulating how 'Create in India' can be the global opportunity whose time has come.



WAVES



A New Frontier for Creators Across the Creative Spectrum

India is emerging as a major hub for cost-effective, high-quality content development. The World Audio Visual & Entertainment Summit (WAVES) aims to promote discussions, collaboration, and innovation within the media and entertainment (M&E) industry, propelling India onto the global stage. With Prime Minister Narendra Modi's endorsement of WAVES and the 'Create in India Challenge,' creators across the country are inspired to contribute to India's growing creator economy. Industry leaders and association heads have also expressed optimism about PM Modi's support, as highlighted in his September 'Mann ki Baat' address.

The WAVES Challenges offer immense potential for India's electronic industry, especially in AI, esports, and digital media. With its rapidly growing gaming market, India is becoming a global leader. Animation plays a crucial role in enhancing player engagement and immersion. The AVGC industry is expanding rapidly, projected to reach \$6.8 billion by 2026. WAVES Esports Championship (WESC) is one of the key challenges under the 'Create in India Challenge – Season 1.' The creator economy has the potential to create significant employment opportunities in India. Initiatives like WAVES can contribute to the growth of esports in India through various strategies. Prime Minister Narendra Modi's endorsement of WAVES can inspire and mobilise the creative community of the country.

WAVES is a platform that aims to democratise creativity in India. It offers a chance for citizens to participate and showcase their talents in various forms, such as music, dialects, and storytelling. By identifying and promoting local creativity, WAVES can contribute to economic growth and cultural exchange. The initiative has received recognition from Prime Minister Narendra Modi, which signals India's openness to the global creative community and investment. WAVES serves as a local platform for Indian creators to reach the global stage, similar to what IPL did for Indian cricket.



Lokesh Suji
Director- Esports Federation of India, VP- Asian Electronic Sports Federation



Blaise J Fernandes
President, The Indian Music Industry

The WAVES Challenges are designed to inspire students to explore filmmaking and other creative disciplines as part of their education. Although India has immense creative talent, formal education in filmmaking is not yet part of the high school curriculum. WAVES will not only encourage students to undertake creative projects but also introduce them to various career paths within the media and entertainment industry. By mainstreaming creative and performing arts, these challenges will elevate the importance of media-related skills in students' minds, aligning with India's 'Create in India' mission. This initiative also highlights the country's vast cultural heritage, empowering Indian creators to share it globally.



Chaitanya Chinchlikar
Vice President, Whistling Woods International

IAMAI is partnering with the MIB on three WAVES challenges: AI Art, Reel Making, and Explorer. These offer creators and technologists a platform to showcase their work and contribute to India's 'Make in India' and 'Atmanirbhar Bharat' initiatives. WAVES Explorer, focusing on tourism and cultural exchange, aligns perfectly with these goals. Government-backed initiatives like WAVES are crucial for talent development in India. Prime Minister Narendra Modi's endorsement of WAVES in his 'Mann ki Baat' address has significantly boosted the initiative, inspiring creators to participate and strengthening India's position as a hub for homegrown talent and innovation. WAVES underscores the MIB's drive to propel India's creative talent globally by showcasing the richness of Indian culture and innovation through original and quality content.



Dr. Subho Ray
President- Internet and Mobile Association of India

The WAVES challenges promote creativity and innovation in AVGC, broadcasting, and digital media, fostering collaboration, talent growth, and tech adoption. They support the Make in India and Atmanirbhar Bharat initiatives by boosting local talent and creating global export opportunities. WAVES provides a platform for showcasing talent, encouraging skill development, and driving sustainable models. Prime Minister Modi's mention in 'Mann ki Baat' elevates the initiative, enhancing national recognition, entrepreneurship, and institutional support, positioning India's creative talent on the global stage.



Siddharth Jain
Secretary General- Indian Broadcasting & Digital Foundation

Crafting Cultural Confidence

'Make in India' Campaign Paves Way for Quality Indian Products

“ My dear countrymen, this month marks the culmination of 10 years of another important campaign. The success of this campaign includes the contribution of the country's big industries as well as small shopkeepers. I am talking about 'Make in India'. Today, it gives me immense joy to see that the poor, the middle class, and MSMEs are getting a lot of benefit from this campaign.”

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

“In 2014, under the visionary leadership of Prime Minister Narendra Modi, the 'Make in India' (MII) initiative was launched...Over the past decade, it has not only galvanised GDP growth and employment but has also positioned the nation as an emerging global manufacturing powerhouse. From textiles and electronics to automobiles, aviation, renewable energy, and defence, India's manufacturing sectors have surged ahead.”

—Pankaj Mohindroo
Chairman, India Cellular & Electronics Association (ICEA)

As stated by PM Narendra Modi, “...the country is narrating the success saga of the 'Make in India' campaign.” However, it is more than just a government initiative to boost manufacturing. Launched in 2014, 'Make in India' is a celebration of India's cultural heritage and an affirmation of its potential on the global stage. At its core, the campaign aims to transform India into a global manufacturing hub, but its cultural implications resonate deeply, fostering a renewed sense of pride in Indian craftsmanship, innovation and entrepreneurship.

Reviving Traditional Industries

One of the most significant aspects of the 'Make in India' campaign is its emphasis on reviving and promoting traditional Indian industries. From textiles to pottery, handloom to metalwork, the campaign has encouraged artisans and craftsmen to showcase their skills. By integrating these traditional practices with modern manufacturing techniques, 'Make in India' honours the rich tapestry of Indian culture while simultaneously making

it relevant in today's economy. This not only creates jobs but also helps sustain and revive local cultures and crafts that have been passed down through generations.

Innovation and Entrepreneurship

The campaign promotes a spirit of innovation, encouraging young entrepreneurs to harness their creativity and cultural heritage in new and exciting ways. Startups that focus on indigenous products and sustainable practices are gaining traction, illustrating how cultural pride can drive economic growth. As PM Modi said, “This campaign has provided an opportunity to people of every class to showcase their talent.

Today, India has become a manufacturing powerhouse, and it is because of the youth power of the country that the whole world is looking up to us.” Companies are now creating contemporary designs inspired by traditional motifs, merging heritage with modern aesthetics. This not only appeals to domestic consumers but also attracts international markets eager for authentic Indian products.

Global Presence with Local Identity

'Make in India' also aims to establish a strong global presence for Indian products, advocating for the 'Vocal for Local' mantra. This push encourages consumers to support local brands, which





are often steeped in cultural significance. By promoting local goods, the campaign fosters a sense of community and identity, reinforcing the idea that every purchase contributes to the preservation of cultural heritage. When consumers buy Indian-made products, they are not just making a purchase, they are participating in a larger narrative of national pride and identity. As mentioned by PM Modi, "More than 50 Self Help Groups are working to preserve the 'Bhandara Tussar Silk'. Women have a huge participation in that. This silk is fast becoming popular and empowering local communities...and that is the spirit of the 'Make in India' campaign."

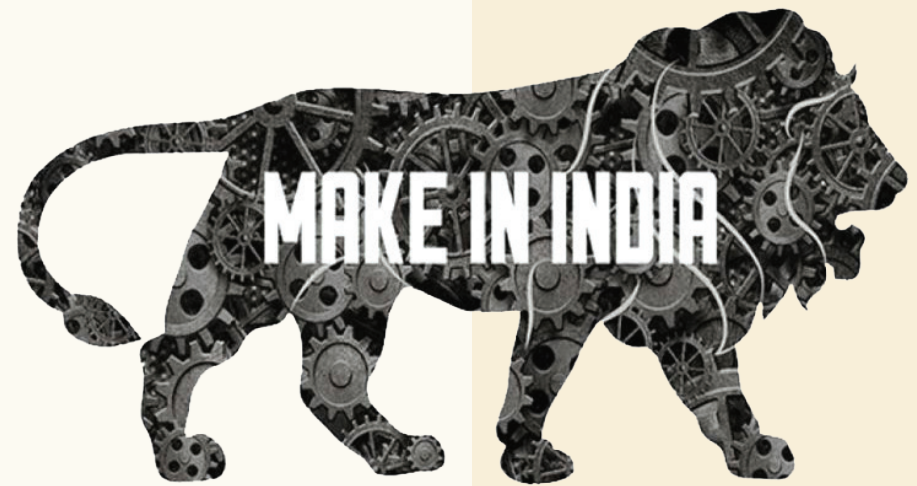
Cultural Diplomacy

Furthermore, the 'Make in India' campaign serves as

a tool for cultural diplomacy. By showcasing Indian craftsmanship and innovation at international trade fairs and expos, the initiative allows India to present its cultural richness to the world. This enhances India's soft power, establishing it as a nation that values its heritage while being forward-thinking and dynamic. Events like the 'India International Trade Fair' have become platforms for artisans to connect with global audiences, sharing their stories and skills.

Educational Initiatives

The campaign also emphasises the importance of education and vocational training, vital for nurturing the next generation of manufacturers and entrepreneurs. Various initiatives aim to educate youth about traditional arts, crafts,

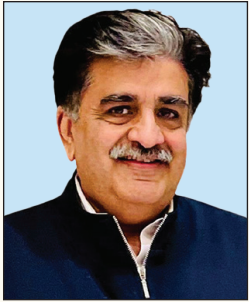


and manufacturing processes, instilling a sense of pride in their cultural roots. This education not only fosters skill development but also encourages young people to innovate within the framework of their cultural heritage, creating a bridge between past and future.

In conclusion, the 'Make in India' campaign is a multi-faceted initiative that transcends economic goals. It celebrates cultural heritage, revives traditional industries, and calls for innovation and entrepreneurship. By intertwining this heritage with modern manufacturing, 'Make in India' fosters a sense of national identity, encourages community support for local industries, and enhances India's global presence. As India continues to carve its path in the global economy, the cultural essence embedded in the 'Make in India' campaign plays a crucial role in shaping its narrative for the future.

The campaign promotes a spirit of innovation, encouraging young entrepreneurs to harness their creativity and cultural heritage in new and exciting ways. Startups that focus on indigenous products and sustainable practices are gaining traction, illustrating how cultural pride can drive economic growth. As PM Narendra Modi said, "This campaign has provided an opportunity to people of every class to showcase their talent. Today, India has become a manufacturing powerhouse, and it is because of the youth power of the country that the whole world is looking up to us." Companies are now creating contemporary designs inspired by traditional motifs, merging heritage with modern aesthetics. This not only appeals to domestic consumers but also attracts international markets eager for authentic Indian products.

Reflecting on a Decade of Make in India: Reviving Our Manufacturing Future



Pankaj Mohindroo
Chairman, India Cellular &
Electronics Association (ICEA)

and ITES services. However, we missed a crucial opportunity in manufacturing—a sector that has generated immense job opportunities and propelled many competing nations to significant economic prosperity.

In 2014, under the visionary leadership of Prime Minister Narendra Modi, the 'Make in India' (MII) initiative was launched. Symbolised by the majestic Bengal Tiger, this initiative roared onto the global stage, declaring India's readiness to lead and innovate. Over the past decade, it has not only galvanised GDP growth and employment but has also positioned the nation as an emerging global manufacturing powerhouse. From textiles and electronics to automobiles, aviation, renewable energy, and defence, India's manufacturing sectors have surged ahead.

What makes MII unique is our democratic framework ensuring transparency and accountability. Our young and dynamic workforce offers a significant demographic dividend. With a projected GDP growth between 6.5-7% in 2024-

“लहरों से डरकर नौका पार नहीं होती,
कोशिश करने वालों की कभी हार नहीं होती”

—हरिवंश राय बच्चन

India's economic journey has been marked by ambition, resilience and transformation. After liberalising the economy in 1991 from the crutches of excessive regulations, we emerged as a global leader in IT

25, India's robust constitutional values and stable political, policy, and legal systems provide a favourable business environment.

A further fillip in the form of the ingenious PLI schemes in 14 key industries has helped India establish itself as a trusted partner, showcasing resiliency and integrating into the Global Value Chains (GVCs).

Global market integration is essential for sustainable economic growth. Approximately 70% of global trade is linked to GVCs, where different stages of production are located across various countries. In the mobile phone and electronics sector, this figure is even higher, with almost all trade connected to GVCs. Recognising this, India has made concerted efforts to integrate its industries into these global networks, enhancing efficiency, technology transfer, and market access.

India's electronics industry has benefitted significantly, with manufacturing increasing 5 times to Rs 9,52,000 crores in 2023-24, primarily driven by mobile phones. Exports have also seen exponential growth, with electronics exports rising to Rs 2,41,157 crores in 2023-24, and

mobile phone exports reaching Rs 1,29,000 crores, marking a remarkable transformation that underscores India's growing prominence in the global market. The sector now employs about 15 lakh people directly and almost 60 lakhs indirectly.

The domestic auto-components industry has also been able to expand by supplying parts and components globally, growing at around 10% to clock the highest-ever turnover of US Dollar 74.1 Billion and exporting over US Dollar 21.2 Billion.

Boosted by the Ease of Doing Business (EoDB) initiatives to reduce regulations, promote single-window clearances, and minimal procedures, coupled with the intensive worldwide outreach led by the



Hon'ble Prime Minister himself, companies have built some of the largest factories in India, employing a large number of workers.

These achievements stem from a conducive policy environment – enabled by a 'Whole of Government' approach and close collaboration between industry and key government ministries.

The Prime Minister has laid out an ambitious vision of Viksit Bharat– making India into a 'Developed Economy' by 2047 where the manufacturing industry holds strategic importance – contributing over 25% to GDP. India's focus now is to

deeply integrate with GVCs, set up large-scale manufacturing units, and increase domestic value addition with a key emphasis on exports. This requires streamlining policies and initiatives across all levels to foster economic prosperity, technological advancement, and sustainable developments.

To elevate our global technological position, we must enhance MII by integrating innovation and design – moving beyond assembly to become a hub for cutting-edge product development and intellectual property creation. Manufacturing alone is not sufficient; by fostering an environment that encourages R&D, we can enhance our value proposition in the global market. By nurturing 'Make and Design in India', we aim to nurture robust hardware and software ecosystems, leveraging advanced technologies like AI, Machine Learning, and Blockchain to revolutionise product design and create innovative business models.

Let the initiative of MII and Aatmanirbhar Bharat be our guiding light as we move forward—to elevate India's manufacturing prowess to such heights that we shape not just our own destiny but the future of the global economy.



'Ek Ped Maa ke Naam'



K.N. Rajasekhar

Telangana

"Friends, when there's a confluence of our strong resolve and collective participation, it leads to amazing results for the entire society. Its most recent example is 'Ek Ped Maa ke Naam' – this was an amazing campaign; such an example of public participation is truly inspiring..."

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

One such inspiration is a nature lover, from the Bhadradi Kothagudem district, KN Rajasekhar, who took up the 'fifteen days plantation activity', planting over 1,500 saplings.

Interview of KN Rajasekhar on inspiration behind planting one tree a day, community involvement and support in the campaign.

What inspired you to start planting trees daily and how did the idea for the campaign come about?

My name is Kotturi Nurvi

Rajasekhar. Many call me Mokkalara Rajasekhar. I am working as a fitter at Singareni Central Workshop at Kothagudem (Telangana). My father K. Pandu was the first inspiration for me to become a nature lover. When I was 11 years old in the 1980s, my father explained to me the benefits of the plants and this inspired me to take up the plantation activity. Some of the trees planted by my father have become big and are giving me fruits. I would like to inform all that the trees planted now will benefit all of us in the future.

Planting over 1,500 saplings is an extraordinary achievement. What challenges did you face while maintaining this commitment?

Many people humiliated me, when I took up the plantation activity. This happened when I would travel by bike with plants. They used to question me, saying why are you doing the plantation every day? But, I never felt bad for their words as I have been doing this activity for Mother Nature. I always wanted my good intentions to be known to the people who were humiliating me. And this was realised when Honourable

Prime Minister Narendra Modi ji took my name in the 114th 'Mann ki Baat'. Now all these people, who used to humiliate me, are appreciating me and they are coming forward in the plantation activity.

Even after facing a mishap, you continued your mission. How did you stay motivated during such a difficult time?

I faced many hurdles during the 1563 days of plantation activity. Due to a road accident, I got an injury in my stomach. And during this time my family members also became ill. I also faced financial difficulties. Despite all of this, I continued the



plantation activity with the help of my family and friends who are also nature lovers. I have taken selfies and videos while planting saplings.

In your opinion, how can individuals contribute more to environmental conservation?

Everyone who is interested in environmental protection is planting saplings. Whether it is a nature lover or anyone...It is good to plant saplings. Because it is the plant which provides us oxygen...it is the plant which provides fruits and vegetables, it is the plant which gives us shade, it is the plant which gives us herbal medicines. It also stops soil erosion. It is a plant which brings rain. So, everybody should take up plantation like a movement and I feel happy to save nature.

How did you feel upon being featured in the 'Mann ki Baat' program alongside other inspiring initiatives?

Honourable Prime Minister has recognised 'service to nature' and my efforts. He mentioned me in the 114th episode of 'Mann ki Baat'. It is a memorable day. I am so blessed that my name was mentioned by him. My wife, daughter, relatives, Singareni

employees, and all nature lovers congratulated me on the Prime Minister taking my name in MKB. He has made the entire world aware of my efforts. Thank you so much.

In your opinion, what role does 'Mann ki Baat' play in motivating individuals to engage in environmental conservation and social initiatives?

Prime Minister Narendra Modi has taken up a novel programme that no other prime minister has done. 'Mann ki Baat' is very useful as it is taking many schemes of the government to the people. Not only that, those who have made special contribution to society, right from those who are in the top position to the poor, were brought to the limelight through 'Mann ki Baat'. People are getting motivated. Besides, the PM has initiated so many programmes for society, like the Swachh Bharat, International Day of Yoga, etc. He launched Ayushman Bharat to bring qualitative medicare to people at an affordable cost. He has launched so many programs. As a result, people are getting benefits.



MANN KI BAAT

Media Scan



K.Annamalai @annamalai_k
On behalf of [@BJP4TamilNadu](#), we thank our Hon PM Thiru [@narendramodi](#) avl for appreciating the noble efforts of Smt Subashree avl of Madurai through [#MannKiBaat](#) today. She has been growing medicinal herbs and helping hundreds of people with remedies for their ailments.

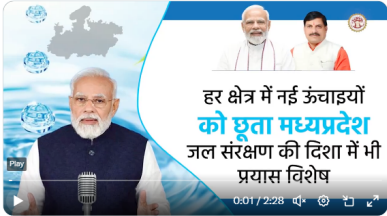
Heartiest wishes to Smt Subashree avl.



Chief Minister, MP @CMMadhyapradesh
हर क्षेत्र में नई ऊंचाइयों को छूता मध्यप्रदेश जल संरक्षण की दिशा में भी प्रयास हो रहे विशेष

मयासी प्रधानमंत्री श्री [@narendramodi](#) जी ने [#MannKiBaat](#) के 114वें एपिसोड में [#मध्यप्रदेश](#) में [#जल संरक्षण](#) को लेकर किए जा रहे विशेष प्रयासों और [#एक पेड़ मां के नाम](#) अभियान में देश के हृदय प्रदेश की सशक्त भागीदारी की सराहना की है...

[@PMOIndia](#)
[@DrMohanYadav51](#)
[#DrMohanYadav](#) [#CMMadhyapradesh](#) [#Madhyapradesh](#)
Translate post



Ganesh Shankar Mishra, IAS Retd. @gsmishraCG
खादी ग्रामोद्योग लगातार नए कीर्तिमान स्थापित कर रहा है।

माननीय प्रधानमंत्री श्री [@narendramodi](#) जी ने [#MannKiBaat](#) कार्यक्रम के दौरान स्वदेशी अपनाने की अपील की थी, जिसके परिणामस्वरूप [#GandhiJayanti](#) के दिन नई दिल्ली के कर्नाट पोस स्थित खादी भवन में सिर्फ एक दिन में 2 करोड़ रुपये से अधिक के खादी उत्पाद बिके।
Translate post



Dharmendra Pradhan @dpradhanbjp
माननीय प्रधानमंत्री श्री [@narendramodi](#) जी ने आज 'मन की बात' कार्यक्रम में संघाती भाषा का उत्सव किया। यह हमारे जनजातीय समुदायों की भाषा है और झारखंड, ओडिशा, बंगाल समेत कई राज्यों में बोली जाती है।

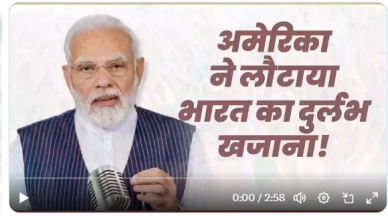
Digital India के माध्यम से संघाती भाषा और संघाती साहित्य को लोकप्रिय बनाने एवं जन-जन तक पहुंचाने के लिए मधुबन, ओडिशा के रामजीन दुड़ का कार्य हर किसी के लिए प्रेरणादाई है। उनके अमूल्य कार्य को बढ़ावा देने के लिए संघाती साहित्य से जुड़े रहे हैं। उनके प्रयासों को देशवासियों के समर्थन से सफल बनाने के लिए प्रधानमंत्री जी को धन्यवाद देता हूँ। मातृभाषा को बढ़ावा देने के लिए माननीय प्रधानमंत्री जी ने नेतृत्व में भारत सरकार भी अनेक पहल कर रही है। आइए, हम सभी देशवासियों मिलकर देश की महान संस्कृति को संजोए रखने वाली सभी मातृभाषाओं के प्रचार-प्रसार के लिए अपनी बहुमूल्य सहभागिता सुनिश्चित करें।



Dr Dinesh Sharma BJP @drdineshbjp
अमेरिका की मेरी यात्रा के दौरान, अमेरिकी सरकार ने भारत की करीब 300 प्राचीन कलाकृतियां वापस लौटाईं।
लोटवाई हुई कलाकृतियां Terracotta, Stone, राधी के दांत, लकड़ी, तांबा और कांसे जैसी चीजों से बनी हुई हैं। इनमें से कई तो घर घर हजार साल पुरानी हैं।

मुझे इस बात की बहुत खुशी है, पिछले एक दशक में ऐसी कई कलाकृतियों और प्राचीन धरोहरों की घर वापसी हुई है।

- पीएम श्री नरेंद्र मोदी
[@narendramodi](#) [@JPNadda](#) [@AmitShah](#) [@bsanathosh](#) [@myogadityanath](#) [@ldharampalsingh](#) [@pmoindia](#) [@BJP4India](#) [@BJP4UP](#) [#MannKiBaat](#)
Translate post



Kiren Rijju @KirenRijju
जब हमारे हृदय संस्कृति के साथ सामूहिक भागीदारी का संगम होता है तो पूरे समाज के लिए अद्भुत नतीजे सामने आते हैं। इसका सबसे ताज़ा उदाहरण है 'एक पेड़ मां के नाम'। माननीय प्रधानमंत्री श्री [@narendramodi](#) जी



12:31 PM · Sep 29, 2024 · 2,137 Views

Himanta Biswa Sarma @himantabiswa
Create in India - A wonderful opportunity for the creators - Hon PM Shri [@narendramodi](#) Ji
[#MannKiBaat](#)
[@PMOIndia](#) [@MIB_India](#)



12:11 PM · Sep 29, 2024 · 5,194 Views

Jagat Prakash Nadda @JPNadda
आज दिल्ली स्थित महिषासुर में आदरणीय प्रधानमंत्री श्री [@narendramodi](#) जी के [#MannKiBaat](#) कार्यक्रम के 114वें संस्करण को भाजपा कार्यकर्ताओं के साथ सुना।

मोदी जी ने इस अवसर पर जल संरक्षण, भाषाओं के संवर्धन, स्वच्छता, समाज निर्माण में मोडिया की भूमिका, देशभर में विभिन्न लोगों के द्वारा किए जा रहे सकारात्मक प्रयासों आदि के संदर्भ में विस्तृत चर्चा की।

इस कार्यक्रम के 10वर्ष पूर्ण हो रहे हैं। प्रधानमंत्री जी का यह आनीय संवाद देशभर में बड़े परिवर्तनों की पहल बना है। सामाजिक-आर्थिक विमर्श हो या रूपांतरणकारी प्रयास 'मन की बात' के प्रोत्साहन से राष्ट्रवापी हुए हैं।



2:37 PM · Sep 29, 2024 · 9,316 Views

Devendra Fadnis @Dev_Fadnis
मा. पंतप्रधान नरेंद्र मोदीजीकडून 'भंडारा टसर सिल्क' या वस्त्रोद्योगातील पुरातन परंपरेचा आवर्तून उल्लेख, स्वामिक महिलांना रोजगार देणारी ही परंपरा 'व्होकल फॉर लोकल' तसेच [#MyProductMyPride](#) चे उदम उदाहरण असल्याच सांगत मा. पंतप्रधानांकडून गौरव.

(मन की बात | 29-9-2024)
[@narendramodi](#) [@mannkibaat](#)
[#MannKiBaat](#) [#VocalforLocal](#)
Translate post



0:01 / 3:31

Pankaj Mohindroo @PankajMohindroo
ICEA ANSWERS HON'BLE PRIME MINISTER'S CALL FOR CREATING IN INDIA

In association with the [@MIB_India](#), [@ICEA_India](#) is pleased to organize the 'TruthTell Hackathon' to create technological solutions that can help tackle the growing problem of fake news.

Under the 'Create in India Challenge' in the run-up to the World Audio Visual and Entertainment Summit (WAVES) Summit 2025, this Hackathon aims to utilize the potential of Artificial Intelligence (AI) to empower broadcasters to deliver reliable information to the masses and enable viewers to know fact from fiction.

Hon'ble Prime Minister Shri [@narendramodi](#) Ji also invited people to join this challenge through his latest ["#MannKiBaat"](#) on 29th September 2024.

Dr. Ramesh Pokhriyal Nishank @DrRPNishank

आज केटीएम संस्कृत विश्वविद्यालय, रघुनाथ कीर्ति परिसर देवप्रयाग में अकादमी, विद्यार्थियों व स्थानीय जन के साथ आदरणीय प्रधानमंत्री श्री [@narendramodi](#) जी के लोकप्रिय रेडियो कार्यक्रम 'मन की बात' को सुनते हुए।

'मन की बात' कार्यक्रम के माध्यम से प्रधानमंत्री मोदी जी ने आम नागरिकों के साथ संवाद स्थापित कर राष्ट्र निर्माण में उन्हें भागीदार बनाया है। 'मन की बात' कार्यक्रम संवाद हम सभी को राष्ट्रिय में अपने कर्तव्यों के निर्दिष्ट की प्रेरणा देता है।



Shashi Shekhar Vempati राशि शेखर @shashidigital · Sep 29
While Nehru's Discovery of India was a look to the past with a perspective that was frozen in time, PM [@narendramodi](#)'s Mann Ki Baat in contrast is a dynamic evolving perspective on India that looks to the Future drawing inspiration from the past making it a distinctive Prime
Show more



Yogi Adityanath @myogadityanath

आदरणीय प्रधानमंत्री श्री [@narendramodi](#) जी द्वारा आज [@mannkibaat](#) कार्यक्रम में जनपद झाँसी के स्वयं सहायता समूह से जुड़ी महिलाओं द्वारा 'जल सहेती' बनकर मृतप्राय घुरारी नदी के संरक्षण और पुनर्जीवन के प्रयासों का उत्सव, पूरे उत्तर प्रदेश के लिए गर्व का विषय है। निश्चि ही इससे जल संरक्षण के कार्यों को नई ऊर्जा प्राप्त होगी।

सैकड़ों जलवाहियों के निर्माण में सहयोग कर महिला सशक्तिकरण की अद्भुत प्रतीक बनीं इन जल सहेती महिलाओं ने अनेक चुनौतियों का सामना करते हुए जल संरक्षण एवं संवर्धन का एक बेहतरीन उदाहरण प्रस्तुत किया है।

आज संरक्षण के लिए प्रेरणा बनीं मातृशक्ति का हार्दिक अभिनेदन एवं प्रधानमंत्री जी का आभार।
Translate post

1:27 PM · Sep 29, 2024 · 37,4K Views

PM Modi, in #MannKiBaat, shared the inspiring story of Subramanian Ji from Kerala, who has given a new life to over 23,000 chairs. His efforts reflect the powerful mantra of 'Reduce, Reuse, Recycle.'

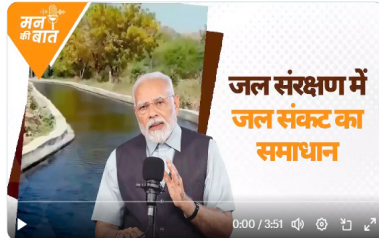
#SwachhBharatMission #SwachhataHiSeva2024



Swatantra Dev Singh @swatantrabrp

जल संरक्षण में जल संकट का समाधान...

आदर्श प्रथममंत्री श्री @narendramodi जी के उत्साहवर्धन से देश और प्रदेश में जल संवचन के कार्य में जनभागीदारी बढ़ती जा रही है।



Prof.Subash Nayak @ProfSubashNayak

जल संरक्षण में जल संकट का समाधान...

आदर्श प्रथममंत्री श्री @narendramodi जी के उत्साहवर्धन से देश और प्रदेश में जल संवचन के कार्य में जनभागीदारी बढ़ती जा रही है।



Col Rajyavardhan Rathore @Ra.THORE

जब हमारे दृढ़ संकल्प के साथ सामूहिक भागीदारी का संगम होता है तो पूरे समाज के लिए अद्भुत नतीजे सामने आते हैं। इसका सबसे ताजा उदाहरण है #मक. पेड़. मूँ. के नाम

ये अभियान अद्भुत अभियान रहा, जन-भागीदारी का ऐसा उदाहरण वाकई बहुत प्रेरित करने वाला है। राजस्थान में केवल आरंभ महीने में ही 6 करोड़ से अधिक पौधे लगाए गए हैं।

-आदर्श प्रथममंत्री श्री @narendramodi जी

#MannKiBaat #10YearsOfMannKiBaat

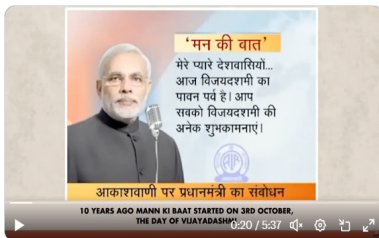


Jyotiraditya M. Scindia @JM_Scindia

"मन की बात की हमारी इस यात्रा को 10 साल पूरे हो रहे हैं। 10 साल पहले 'मन की बात' का प्रारंभ 3 अक्टूबर को विजयदशमी के दिन हुआ था और ये किताब पत्रिका बन गई, कि इस साल 3 अक्टूबर को जब 'मन की बात' के 10 वर्ष पूरे होंगे, तब नवरात्रि का पहला दिन होगा।

"मन की बात" की हर बात को, हर घटना को, हर विद्दि को मैं याद करता हूँ, तो ऐसे लगता है जैसे मैं ईश्वर रूपी जनता जनार्दन के दर्शन कर रहा हूँ।"

#MannKiBaat



Swatantra Dev Singh @swatantrabrp

जल संरक्षण में जल संकट का समाधान...

आदर्श प्रथममंत्री श्री @narendramodi जी के उत्साहवर्धन से देश और प्रदेश में जल संवचन के कार्य में जनभागीदारी बढ़ती जा रही है।



मन की बात 3 अक्टूबर को 10 साल पूरे हो रहे हैं साबित हुआ लोग पाजिटिव स्टोरी पसंद करते हैं: मोदी

मन की बात को 10 साल पूरे हो रहे हैं। 10 साल पहले 'मन की बात' का प्रारंभ 3 अक्टूबर को विजयदशमी के दिन हुआ था और ये किताब पत्रिका बन गई, कि इस साल 3 अक्टूबर को जब 'मन की बात' के 10 वर्ष पूरे होंगे, तब नवरात्रि का पहला दिन होगा।

मन की बात के 10 साल, पीएम का स्वदेशी पर जोर

मन की बात के 10 साल पूरे हो रहे हैं। 10 साल पहले 'मन की बात' का प्रारंभ 3 अक्टूबर को विजयदशमी के दिन हुआ था और ये किताब पत्रिका बन गई, कि इस साल 3 अक्टूबर को जब 'मन की बात' के 10 वर्ष पूरे होंगे, तब नवरात्रि का पहला दिन होगा।

'मन की बात' के 10 साल, पीएम का स्वदेशी पर जोर

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मेक इन इंडिया ने टैलेंट उभारा, क्रिएट इन इंडिया से रचनात्मकता बढ़ेगी: मोदी

मेक इन इंडिया ने टैलेंट उभारा, क्रिएट इन इंडिया से रचनात्मकता बढ़ेगी: मोदी. मन की बात के 10 साल: प्रधानमंत्री ने कहा-कार्यक्रम ने साबित किया, लोगों में सकारात्मक जानकारी की भूख

Listeners real anchors of Mann Ki Baat: Modi

Listeners real anchors of Mann Ki Baat: Modi. Highlights from address. The PM said that the success of Mann Ki Baat lies in the fact that it has become a platform for the people to express their views and concerns.

मन की बात के 10 साल पूरे हो रहे हैं। 10 साल पहले 'मन की बात' का प्रारंभ 3 अक्टूबर को विजयदशमी के दिन हुआ था और ये किताब पत्रिका बन गई, कि इस साल 3 अक्टूबर को जब 'मन की बात' के 10 वर्ष पूरे होंगे, तब नवरात्रि का पहला दिन होगा।

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चकोर पक्षी जैसे हैं देशवासी, गर्व से सुनते देश की उपलब्धियां: मोदी

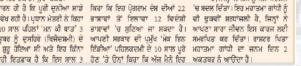
जगल हूँ। वह किसी एकदेशीय पक्षी नहीं है। वह देशी-देशिय है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है।

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भारत निरमाह भेडर 'स पादरगाडुस घट गिआ है-मेसी

3 अक्टूबर को 'मन की बात' के 10 साल पुरे से साठो

देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है।



'मन की बात' के 10 साल को पीएम मोदी ने बताया अहम

भारत को अपनी 4 हजार पुरानी विरासत पर गर्व झंझी की 'जल सहैलियो' की जमकर तारीफ की। 'मन की बात' के 10 साल के अवसर पर प्रधानमंत्री नरेंद्र मोदी ने देशवासियों को देश की उपलब्धियां बताने के लिए देशवासी के रूप में गर्व से सुनना है।

मन की बात

देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है।

सणासुदीला 'मेड इन इंडिया' वस्तु खरेदी करा

प्रधानमंत्री नरेंद्र मोदी ने 'मेड इन इंडिया' वस्तु खरेदी करने का आवाहन किया। उन्होंने कहा कि देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है।

पाप्रीनी अणुयुग अंशिकी मडिआओने नुडीने छवम आयु

देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है।

Found many talented Indians in 10 yrs of 'Mann Ki Baat': PM

Prime Minister Narendra Modi on Sunday said that through his monthly radio show "Mann Ki Baat", he had, over the past 10 years, become familiar with several talented people across the country. He also invited the creator community to showcase their talent and strengthen the "Create in India" movement.

country was narrating the initiative's success. "Now we are mainly focusing on two things. The quality of goods we manufacture should be of global standard, and the local products should get maximum promotion under the 'Vocal for Local' scheme," he said.

पीएम मोदी ने मन की बात में छतरपुर और डंडोरी जिले में स्व सहायता समूह के काम को सराहा

देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है।

A decade of 'Make in India': Modi asks people to buy local products for festivals

ON completion of 10 years of 'Make in India' initiative, Prime Minister Narendra Modi in his 114th episode of the monthly radio programme "Mann Ki Baat" on Sunday urged the people to buy locally made products during festivals. He also invited the creator community to showcase their talent and strengthen the "Create in India" movement.

government had returned around 300 ancient artefacts to India. "Biden, very affectionately, showed me some of these artefacts at his residence in Delaware. The returned artefacts are made of materials such as terracotta, stone, ivory, wood, copper and bronze. Many of these are 4,000 years old," he said.

महिलाओं ने बंजर जमीन पर तैयार किया फ्रूट फॉरेस्ट

देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है।

Promote local, produce global quality: PM to manufacturers

Prime Minister Narendra Modi on Sunday urged Indian manufacturers to focus on meeting global quality standards and promoting local products under the 'Vocal for Local' initiative. Speaking on 'Mann Ki Baat', a monthly radio programme the prime minister uses to reach out to the citizens, Modi credited his government's 'Make in India' campaign for transforming India into a global manufacturing powerhouse.



Prime Minister Narendra Modi

'द्वि-चर' बन 'द्वि-आ' आह्वान करेआरे निजरा धुनन-गीतालाऊ उजाराब कररु : घुधानपक्षा

देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है। हमें देश की उपलब्धियां बताने के लिए हमें देशवासी के रूप में गर्व से सुनना है।

متعدد ممالک ہندوستانی نوادرات کر رہے ہیں واپس □ ملک میں 20 ہزار زبانیں اور بولیاں

اور ہر سب کی لکھی ہوئی زبانیں ہیں۔ چھوٹی چھوٹی لسانیائی زبانوں کے استعمال کرنے اور ان کی لسانیائی زبانوں کے استعمال سے ان زبانوں کے تلفظ کے لیے لکھی ہوئی زبانیں ہیں۔ ان زبانوں سے ان کی لکھی ہوئی زبانوں کے استعمال سے ان زبانوں کے تلفظ کے لیے لکھی ہوئی زبانیں ہیں۔ ان زبانوں سے ان کی لکھی ہوئی زبانوں کے استعمال سے ان زبانوں کے تلفظ کے لیے لکھی ہوئی زبانیں ہیں۔



وزیر اعظم نرندرا مودی نے کہا کہ انسانی زبانوں کی تنوع کو برقرار رکھنا اور ان کی لکھی ہوئی زبانوں کے استعمال سے ان زبانوں کے تلفظ کے لیے لکھی ہوئی زبانیں ہیں۔

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తండ్రి స్మార్తి.. హరిత దీప్తి!

- 116 ఏట నుండి 'మొక్క'ని సంరక్షించండి
- వ్యవసాయం ద్వారా వనరులను సంరక్షించండి
- పంట కి లాభ తప్ప ఉత్పత్తి చేయండి



వనరులను సంరక్షించండి. వ్యవసాయం ద్వారా వనరులను సంరక్షించండి. పంట కి లాభ తప్ప ఉత్పత్తి చేయండి.

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Ahead of Mann Ki Baat 10th anniversary, PM highlights efforts to save water

PM highlights efforts to save water. PM highlights efforts to save water. PM highlights efforts to save water. PM highlights efforts to save water. PM highlights efforts to save water.

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भारत दुनिया में विनिर्माण का 'पावरहाउस' बना : मोदी

नई दिल्ली (भाषा) ।

मन की बात के 10 साल पूरे

- कहा, सभी देशों की नजरे हम पर हैं टिकी
- त्योहारों पर 'मेड इन इंडिया' उत्पादों का है उपहार



हलेकमनिक्स और रख का क्षेत्र है। हर क्षेत्र में देश का निर्वाह लगाकर रहता है। प्रशासनिक से कक्षा कि देश में प्रत्यक्ष विदेशी निवेश (एफडीआई) का लगातार बढ़ावा भी 'मेक इन इंडिया' की सफलता की गारंटी कह रहा है। उन्होंने कहा कि देश अब वैश्विक गुणवत्ता वाली चीजों के निर्माण के साथ ही स्थानीय उत्पादों को बढ़ावा देने पर ध्यान केंद्रित कर रहा है।

श्रोता ही 'मन की बात' के असली सूत्रधार

प्रधानमंत्री नरेन्द्र मोदी ने श्रोताओं को 'मन की बात' कार्यक्रम का असली 'सूत्रधार' करार देते हुए रविवार को कहा कि इस रैंडिंग कार्यक्रम से संबंधित किया है कि देश के लोगों में सकारात्मक जासूसी को विक्रम प्रेरणित है और सकारात्मक श्रोता एवं प्रेरणादायक उपहारों उन्हें बहुत प्रेरित करते हैं। प्रधानमंत्री मोदी ने जल संरक्षण, पर्यावरण संरक्षण और स्वच्छता अभियान के महत्व को भी रेखांकित किया और लोगों से इसमें सक्रिय भागीदारी का अपेक्षा की।

प्रधानमंत्री नरेन्द्र मोदी ने रविवार को कहा कि भारत आज दुनिया में विनिर्माण का 'पावरहाउस' बन गया है और सभी देशों की नजरे 'मन पर टिकी हैं क्योंकि सरकार वैश्विक गुणवत्ता वाली चीजों के निर्माण के साथ ही स्थानीय उत्पादों को बढ़ावा देने पर भी ध्यान केंद्रित कर रही है। आकाशवाणी के मासिक रैंडिंग कार्यक्रम 'मन की बात' को 114वें वर्ष में मोदी ने देशवासियों से त्योहारों के मौसम में उपहार स्वरूप 'मेड इन इंडिया' उत्पादों को एक-दूसरे को देने का आह्वान किया।

यह देखकर खुश बहुरी मिलती है कि गरीब, मध्यम वर्ग और समग्र या फायदा उठाएंगे इस अभियान से बहुत प्रभाव मिल रहा है और इस अभियान ने हर वर्ग के लोगों को सशक्त बना रही है और साथ ही 'मेक इन इंडिया' की भावना को भी दर्शा रही है। मोदी ने कहा, आज, भारत विनिर्माण का पावरहाउस बन गया है और देश की युवा-शक्ति को वापस से दुनिया-भर की नजरे हम पर है। अटोमोबाइल, इलेक्ट्रिकल से लेकर 'मेड इन इंडिया' की भावना को श्रेय या फिर

अमृत विचार

Mann Ki Baat: पीएम मोदी ने की झांसी की जल सहेलियों की तारीफ, कहा- 'जल सहेली' ने घुरारी नदी को बचाया

दैनिक भास्कर

man ki baat: प्रधानमंत्री मोदी ने मन की बात कार्यक्रम में जल-संरक्षण के लिए प्रदेश के महिला स्व-सहायता समूहों की पहल को सराहा



बदलो बहो, वैश के साथ

'Mann Ki Baat' को दस साल पूरे; पीएम मोदी ने दिया धन्यवाद, बोले - श्रोता ही असली सूत्रधार



'Listeners are real anchors': PM Modi marks 10 years of 'Mann Ki Baat'



Rise in FDI shows success of 'Make In India'; exports in every sector up: PM Modi



जागरण संपादकीय: मन की बात के दस वर्ष... प्रधानमंत्री ने जनता को विभिन्न विषयों के प्रति किया जागरूक



'मन की बात' कार्यक्रम : प्रधानमंत्री नरेन्द्र मोदी ने देशवासियों को स्वच्छता, जन भागीदारी और जल फॉर लोकल का दिया संदेश



'Mann Ki Baat' shows people like positive stories: PM Modi

नईदुनिया

Mann Ki Baat: मन की बात में पीएम मोदी ने सराहा छतरपुर की महिलाओं का काम, बोले- सूखा तालाब जिंदा कर दिया



'Mann Ki Baat': PM Narendra Modi hails return of artefacts from US, calls it triumph for India's heritage

THE ECONOMIC TIMES

PM Modi urges creators to participate in 'Create in India' challenge in his 'Mann Ki Baat' address

ThePrint

भारत दुनिया में विनिर्माण का 'पावरहाउस' बना, सभी देशों की नजरें हम पर टिकी हैं: मोदी

The Statesman

PM lauds Jhansi women's contribution to water conservation in 'Mann Ki Baat' program



Mann ki Baat: 'मन की बात' के 10 साल पूरे, पीएम मोदी ने कहा- करोड़ों श्रोता इस कार्यक्रम के असली सूत्रधार; हर गांव में शुरू हो धन्यवाद प्रकृति अभियान



THE TIMES OF INDIA

Modi lauds U'khand village's unique cleanliness campaign in 'Mann Ki Baat'



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