

SEPTEMBER 2022



# CHEETAHS ARE BACK



## MANN KI BAAT

Prime Minister Narendra Modi's Address to the Nation



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# Prime Minister's Address



## My dear countrymen, Namaskar!

The topic that grabbed our attention in the last few days is the Cheetah. There have been a lot of messages and talk about cheetahs. Be it Arun Kumar Gupta of Uttar Pradesh or N. Ramachandran Raghuram ji of Telangana, be it Rajan ji of Gujarat or Subrata ji of Delhi, people from all corners of the country have expressed happiness over the return of cheetahs to India. 130 crore Indians are happy, full of pride; this is India's love for nature.

A common question posed by people about this is "Modi ji, when will we get an opportunity to see the cheetahs?"

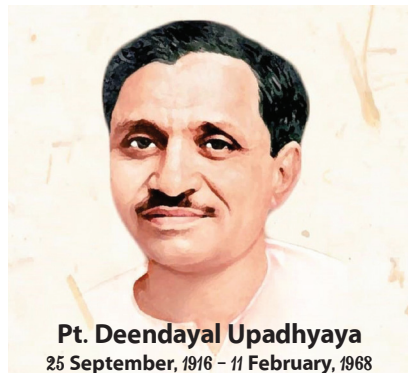
**Friends**, a task force has been formed. This task force will monitor the cheetahs and see how much they have been able to adapt to the environment here. On this basis, a decision will be taken after a few months and then you will be able to see the cheetahs. **But till then I am assigning some work to all of you. For this, a competition will be organized on the MyGov platform, in which I urge people to share certain things. What should be the name of the campaign that we are running on cheetahs? Can we even think of naming all**





these cheetahs.... by what name should each of them be called? By the way, if this naming is of traditional nature, then it will be very nice since, anything related to our society and culture, tradition and heritage, draws us easily. Not only that, you should also share how humans should behave with animals! Even in our fundamental duties, emphasis has been laid on Respect for Animals. I appeal to all of you to participate in this competition. Who knows...you may be the first to get an opportunity to see a cheetah as a reward!

**My dear countrymen,** today the 25<sup>th</sup> of September is celebrated as the birthday of Deendayal Upadhyay ji, a brilliant humanist, thinker and great son of the country. The more the youth of any country take pride in their identity and honour, the more their original ideas and philosophies attract them. The biggest feature of Deendayal ji's thoughts is that in his lifetime, he had seen the great upheavals of the world. He had



**Pt. Deendayal Upadhyaya**  
25 September, 1916 - 11 February, 1968

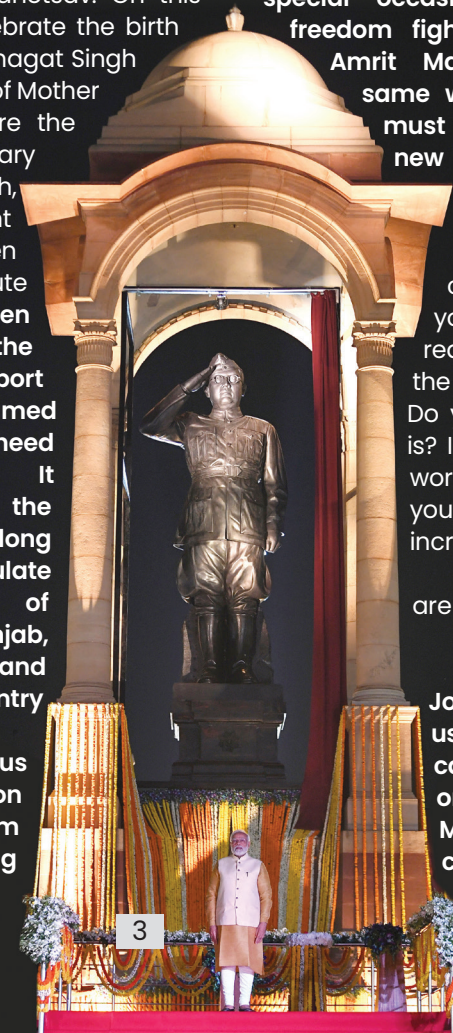


become a witness to the struggles of ideologies. That is why, he put forward an idea of 'Ekatma Manavdarshan' and 'Antyodaya' before the country which was completely Indian. Deendayal ji's 'Ekatma Manavdarshan' is such an idea, which in the realm of ideology gives freedom from conflict and prejudice. He again put forth to the world, the Indian philosophy which considers human beings equal. It has been said in our scriptures - 'Atmavat Sarvabhuteshu', that is, we should treat living beings akin to us and similarly treat them such. Deendayal ji taught us how Indian philosophy can guide the world even in the modern, social and political perspective. In a way, he awakened our intellectual consciousness by freeing us from the inferiority complex that prevailed in the country after independence. He also used to say - 'Our freedom can be meaningful only when it expresses our culture and identity'. On the basis of this

idea, he had created a vision for the development of the country. Deendayal Upadhyay ji used to say that the measure of the progress of the country is the person at the lowest step. In the Azadi Ka Amrit Mahotsav, the more we know Deendayal ji, the more we learn from him, the more we will get inspiration to take the country forward.

**My dear countrymen,** three days later, that is, on the 28<sup>th</sup> of September, is a special day of Amrit Mahotsav. On this day, we will celebrate the birth anniversary of Bhagat Singh ji, the brave son of Mother India. Just before the birth anniversary of Bhagat Singh, an important decision has been taken as a tribute to him. **It has been decided that the Chandigarh airport will now be named after Shaheed Bhagat Singh.** It had been in the waiting for a long time. I congratulate the people of Chandigarh, Punjab, and Haryana and the entire country for this decision.

Friends, let us take inspiration from our freedom fighters, following



**their ideals and build the India of their dreams... this is our tribute to them.** The memorials of martyrs, the names of places and institutions named after them inspire us with a sense of duty. Just a few days ago, the country has made a similar effort by setting up the statue of Netaji Subhas Chandra Bose on Kartavya Path and now the name of Chandigarh Airport after Shaheed Bhagat Singh is another step in that direction. **I wish, the way in which we are celebrating special occasions related to freedom fighters during the Amrit Mahotsav, in the same way every youth must try something new on the 28<sup>th</sup> of September.**

By the way, my dear countrymen, all of you have another reason to celebrate the 28<sup>th</sup> of September. Do you know what it is? I will say only two words and I know your enthusiasm will increase fourfold.

These two words are -

**Surgical Strike!**  
Hasn't the Josh risen!! Let us celebrate the campaign of the ongoing Amrit Mahotsav in our country with

full enthusiasm, sharing our happiness with everyone.

**My dear countrymen,** it is said – no obstacle can stand in the way of a person (who has) fought for the struggles of life. In our everyday life, we also see some friends who are coping with some physical challenge or the other. There are many people who are either unable to hear, or are unable to express themselves through speech. The biggest support for such friends is Sign Language. But a big problem in India for years was that there were no clear gestures, no standards for Sign Language. To overcome these difficulties, the Indian Sign Language Research and Training Center was established in the year 2015. I am happy that this institution has thus far prepared a dictionary comprising ten thousand words and expressions. Two days ago i.e., on the 23<sup>rd</sup> of September, on the Sign Language Day, many school courses have also been launched in Sign Language. A lot of emphasis has also been given in the National Education Policy

to maintain a fixed standard for Sign Language. It is being further disseminated, even by making videos of the dictionary of Sign Language. On YouTube, many people, many institutions have started their channels in Indian Sign Language, that is, the campaign that started in the country about Sign Language 7-8 years ago, is benefitting millions of my specially-abled brothers and sisters now. Pooja ji, who hails from Haryana, is very happy with the Indian Sign Language. Earlier, she was not able to communicate with her son, but after going through Sign Language training in 2018, the lives of both mother and son have become easier. Pooja ji's son also learned Sign Language and in his school he won a prize in storytelling as well. Similarly, Tinkaji has a six-year-old daughter who cannot hear. Tinkaji had made her daughter undergo a Sign Language course but she herself did not know Sign Language, and hence she could not communicate with her daughter.

**THE JOSH**  
**IS STILL HIGH IN THE**  
**HEARTS OF EVERY INDIAN**

**#SURGICAL**  
**STRIKE**

4

# INDIAN SIGN LANGUAGE:



## Building an inclusive society for Divyangs

Now, Tinkaji has also undergone sign language training and thus both mother and daughter now converse a lot among themselves. Manju ji of Kerala has also benefited a lot from these efforts. Manju ji is not able to hear since birth. Not only that, this has been the situation in the lives of her parents as well. In such a situation, sign language has become a means of communication for the whole family. Now Manju ji herself has decided to become a Sign Language teacher.

**Friends,** I am also discussing about this in 'Mann ki Baat' so that the awareness about Indian Sign Language increases. With this, we will be able to help our specially-abled friends more and more. Brothers and sisters, a few days ago, I got a copy of the Hemkosh too written in Braille. Hemkosh is one of the oldest dictionaries of Assamese language. It was prepared in the 19<sup>th</sup> century. It was edited by eminent linguist

Hemchandra Barua ji. The Braille Edition of Hemkosh is around 10,000 pages long and is going to be published in more than 15 volumes. In this, more than 1 lakh words have to be translated. I greatly appreciate this sensitive effort. Every such effort goes a long way in increasing the skill and capability of our specially-abled friends. Today, India is also raising the flag of success in Para Sports. We have all been witness to this in many tournaments. Today, there are many people who are



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engaged in promoting the fitness culture among the specially-abled at the grassroots level. This imparts a lot of strength to the self-confidence of the specially-abled.

**My dear countrymen,** a few days ago, I just met a girl from Surat, Anvi. My meeting with Anvi and Anvi's yoga has been so memorable that I want to tell all the listeners of 'Mann ki Baat' about it. Friends, Anvi is afflicted with Down syndrome since birth and she has also been battling with serious heart disease since childhood. She also had to undergo open heart surgery when she was only three months old. Despite all these difficulties, neither Anvi, nor her parents ever gave up. Anvi's parents gathered all the information about Down syndrome and then decided on the way to reduce Anvi's dependence on others. They started teaching Anvi how to lift a glass of water, how to tie shoe laces, how to

button clothes; small things such as these. What the appropriate place of things is, what the good habits are, they tried to teach Anvi all this with a lot of patience. The way daughter Anvi showed her will to learn, displayed her talent, her parents also got a lot of encouragement. They inspired Anvi to learn yoga. The problem was so serious, that Anvi could not even stand on her own two feet... In such a situation, her parents inspired Anvi to learn yoga. When she went to the Yoga coach for the first time, the coach too was in a dilemma whether this innocent girl would be able to do yoga! But even the coach probably had no idea of what stuff Anvi was made of. She started practicing yoga with her mother and now she has become an expert in yoga. Today, Anvi participates in competitions across the country and wins medals. Yoga gave a new life to Anvi. Anvi assimilated yoga and imbibed it in her life. Anvi's parents told me that yoga has brought

amazing changes in Anvi's life... Now her self-confidence has become remarkable. Yoga has also improved Anvi's physical health and the need for medicines is also lessening. I would like for the listeners of 'Mann ki Baat' in the country and abroad to do a scientific study of the benefits of yoga to Anvi. I think Anvi is a good case study for those who want to test the power of yoga. Such scientists should come forward with studies based on Anvi's success and introduce the world to the power of yoga. Any such research could be of great help to children afflicted with Down syndrome around the world. Now, the world has accepted that yoga is very effective for physical and mental wellness. Especially in problems related to diabetes and blood pressure, yoga helps a lot. In view of such power of yoga, the United Nations had decided to celebrate the International Yoga Day on the 21<sup>st</sup> of June. **Now, United Nations has recognized and honored another effort of India. This is an effort started in the year 2017 - the "India Hypertension**

**Control Initiative".** Under this, lakhs of people suffering from blood pressure problems are being treated in Government wellness centers. The way this initiative has attracted the attention of international organisations is unprecedented. It is a matter of encouragement for all of us that out of those who have been treated, about half of them have their blood pressure under control. I congratulate all the people working for this initiative who made it a success with their untiring hard work.

Friends, the evolutionary journey of human life has been continuously connected with water - be it seas, rivers or ponds. India is also fortunate that due to the long coastline of more than seven and a half thousand kilometers (7500 km), our bond with the sea has remained unbroken. This coastal border passes through many states and islands. India's culture, full of different communities and diversity can be seen flourishing here. Not only that, the cuisine of these coastal areas attracts a lot of people. But along with





these interesting things, there is also a grave side. These coastal areas of ours are facing many environmental challenges. Climate Change remains a major threat to Marine Eco-Systems. On the other hand, the litter spread on our beaches is disturbing. It becomes our responsibility to make serious and continuous efforts for these challenges. Here, I would like to talk about an effort of Coastal Cleaning in the coastal areas of the country 'Swachh Sagar – Surakshit Sagar'. This campaign, which started on the 5<sup>th</sup> of July culminated on the 17<sup>th</sup> of September, the day of Vishwakarma Jayanti. This day was also Coastal Clean Up Day. This campaign which started in the Azadi Ka Amrit Mahotsav lasted for 75 days. Public participation in this was a sight to behold. During this effort, many cleanliness related programs were seen for the entire two and a half months. A long human chain was made in Goa. During the Ganapati immersion in

Kakinada, people were told about the harm caused by plastic. About 5000 young friends from the NSS collected more than 30 tonnes of plastic. Within three days in Odisha, more than 20 thousand school students took a pledge that they would inspire their family and people along with them as well, for the Swachh Sagar – Surakshit Sagar initiative. I would like to congratulate all the people who took part in this campaign.

When I interact with elected officials, especially the mayors of cities and sarpanches of villages, I urge them to include local communities and local organizations in efforts like cleanliness as well as adopt innovative methods.

There is a team in Bangalore – Youth for Parivarthan. For the last eight years, this team has been working on cleanliness and other community activities. Their motto is very clear – 'Stop Complaining, Start Acting'. This team has so far beautified more than 370 places across the city. The campaign of Youth for Parivarthan has connected 100 to 150 citizens at every place. Every Sunday, this program starts in the morning and continues till noon. In this task, not

only is the garbage lifted, the work of painting the walls and making artistic sketches is also done. At many places, you can also see sketches of famous people and inspirational quotes by them. Following upon the efforts of Youth For Parivarthan of Bangalore, I would also like to tell you about the 'Kabaad se Jugaad' campaign of Meerut. This campaign is related to the protection of the environment as well as the beautification of the city. The special thing about this campaign is that, in this, waste such as iron scrap, plastic waste, old tyres and drums are used. This campaign is also an example of how to beautify public places at a low cost. I appreciate all the people involved in this campaign from the core of my heart.

**My dear countrymen,** at this time there is a festive spirit all around the country. Tomorrow is the first day of Navaratri. In this, we will worship the first avatar of Goddess 'Maa Shailputri'. From here, there will be nine days of self discipline, restraint and fasting, then there will also be the festival of Vijayadashami. That is, if we look at it in a way, we will find that along

with faith and spirituality, how a profound message is hidden in our festivals. The attainment of 'Siddhi' through discipline and restraint, and then the festival of victory, that's the way to achieve any goal in life. After Dussehra, the festival of Dhanteras and Diwali will follow.

**Friends,** during the past years, a new resolution of the country has also been associated with our festivals. You all know, this is the resolution of 'Vocal for Local'. We now include our local artisans, craftsmen and traders in the joy of festivals. **On the occasion of Babu's birth anniversary on the 2<sup>nd</sup> of October, we have to take a pledge to intensify this campaign. Khadi, handloom, handicrafts... along with all these products, you must buy local goods. After all, the true joy of this festival is also when everyone becomes a part of it. Therefore, people associated with the work of local products also have to be supported by us. A good way is to include these type of products in whatever gifts we give during the festival.**

At this time, this campaign is also special because during the Azadi Ka Amrit Mahotsav, we are



## SWACHH SAGAR SURAKSHIT SAGAR

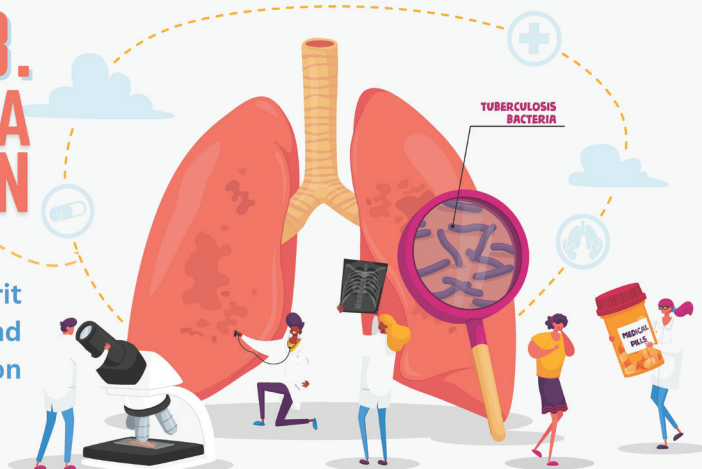


## VOCAL FOR LOCAL WITH KHADI



# T.B. FREE INDIA CAMPAIGN

Strengthening the spirit  
of social service and  
public participation



also moving forward with the goal of a self-reliant India which, in the real sense, will be a true tribute to the freedom fighters. That's why I request you to break all the records this time to buy these products of Khadi, handloom or handicrafts. We have seen that polythene bags are also being used a lot for packing and packaging during festivals. The harmful litter of polythene on the festivals observing cleanliness is also against the spirit of our festivals. Therefore, we should use only locally made non-plastic bags. The trend of jute, cotton, banana fibre, many such traditional bags is on the rise once again. It is our duty to promote them on the occasion of festivals, and take care of our health and environment along with cleanliness.

**My dear countrymen,** it is said in our scriptures – **'Parhit Saris Dharam Nahi Bhai'**

That is, there is no other Dharma

like doing good to others, serving others, doing charity. Recently, in the country, another glimpse of this spirit of social service was seen. You must have also seen that people are coming forward and are adopting one TB patient or the other, taking the lead in ensuring a nutritious diet. Actually, it is a part of the TB Free India campaign, whose basis is public participation; a sense of duty. It is possible to cure TB with the right nutrition, with the right medicines at the right time. **I believe that with this power of public participation, India will definitely be free from TB by the year 2025.**

Friends, I have also come to know such an example from the Union Territories of Dadra-Nagar Haveli and Daman-Diu, which touches the heart. Jinu Rawatiya ji, who lives in a tribal area here, has written that under the ongoing village adoption program, students of the medical college have adopted 50 villages. It also includes the village of

Jinu ji. These medical students make the people of the village aware to avoid illness, also help in the recuperation, and impart information about the schemes of the Government. **This spirit of philanthropy has brought new joy in the lives of the people living in the villages. I congratulate all the students of the medical college for this endeavor.**

Friends, a variety of new topics are being discussed in 'Mann ki Baat'. Many times, through this program, we get an opportunity to delve into the depth of some old subjects. Last month in 'Mann ki Baat', I discussed about coarse cereals, and celebrating the year 2023 as 'International Millet Year'. People are very curious about this topic. I have received many such letters in which people have written how they have made millets a part of their daily diet. Some people have also referred to traditional dishes made from millets. These are signs of a big change. **Seeing this enthusiasm of people, I think that we should prepare an e-book together, in which people can share their**

experiences and dishes made from millets, so that, before the start of the International Millet Year, we will have a public encyclopedia based on millets which can be published on the MyGov portal.

Friends, that's all this time in 'Mann ki Baat', but before I leave, I want to tell you about the National Games as well. National Games are being organized in Gujarat from the 29<sup>th</sup> of September. This is a very special occasion, because the National Games are being organized after many years. The previous events had to be canceled due to the Covid pandemic. **My very best wishes to every player who takes part in this sports meet. To raise the enthusiasm of the players on this day, I will be in their midst. All of you must also follow the National Games and encourage our players. I now take leave of you. We will meet again next month with new topics in 'Mann ki Baat'.**

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







# MANN KI BAAT

*Special Mentions by Prime Minister*





# Reintroducing Cheetahs to India

India is home once again to the majestic presence of cheetah, the world's fastest land animal that became extinct in India in 1952, mainly due to over-hunting and habitat loss. Conservation of Cheetahs has a very special significance for the national conservation ethic and ethos. Therefore, under 'Project Cheetah'- which is the world's first inter-continental large wild carnivore translocation project, the Government of India aimed to bring back the cheetah.



- 01 Prime Minister, Shri Narendra Modi reintroduced wild Cheetahs in India brought from Namibia on 17th September 2022.
- 02 8 Cheetahs were released in the Kuno National Park, Madhya Pradesh at two release points.
- 03 Out of the 8 Cheetahs, there are 5 female and 3 male Cheetahs.

## THE HISTORIC REINTRODUCTION OF CHEETAHS IN INDIA WILL

- 01 help restore open forest and grassland ecosystems in India
- 02 help conserve biodiversity and enhance the ecosystem services like water security, carbon sequestration and soil moisture conservation
- 03 lead to enhanced livelihood opportunities for the local community through eco-development and ecotourism activities.

### DO YOU KNOW ?

The name 'Cheetah' (Acinonyx Jubatus) originates from Sanskrit and means 'the spotted one'.

Known for its speed, the Cheetah's sprints have been measured at a maximum 114 km/hour and they routinely reach velocities of 80-100 km/hour.

### COMPETITIONS:

Suggest a name for the Cheetah Reintroduction Project

Suggest names for Cheetahs inspired by traditional nature, Indian heritage & culture

Share the importance of treating animals well



Scan the QR Code to participate.

**“ The nation's commitment to protecting the environment has been strengthened with the return of Cheetahs in India. ”**



Prime Minister Shri Narendra Modi, in his 93rd 'Mann Ki Baat' address, shared with the nation the joy and collective pride of bringing back the Cheetahs to India. With this, he urged the citizens to participate in an interactive series of competitions organized on the MyGov platform and get an exclusive opportunity to win a trip to see the Cheetahs!

# Cheetah in India – An Archetype of Wildlife Conservation



**Dr. S.P. Yadav**

Member Secretary, National Tiger Conservation Authority, Ministry of Environment, Forest & Climate Change

It was a rejoicing moment when Cheetah's (*Acinonyx jubatus*) were released in Kuno National Park by the Hon'ble Prime Minister on 17<sup>th</sup> September 2022. It is also significant to mention that, in the midst of Azadi Ka Amrit Mahatsov, the Cheetah introduction has taken place. In a historic event, first-of-its-kind inter-continental translocation from wild to wild, 8 Cheetahs have been brought from Namibia using a chartered cargo flight and released in quarantine enclosures at Kuno National Park. Further, efforts are on to bring 12 more Cheetahs from South Africa very soon after the signing of MoU. After carefully monitoring these founding populations regarding their adaptation to the Indian climate, habitat, and capability to hunt and survive, success in reproduction decisions would

be taken to supplement this population for the next 5 years or even after that till a viable population of 40-45 cheetahs is established.

The Cheetahs brought back in India speak not only about its re-introduction but also signifies the country's dedication and commitment towards wildlife and Biodiversity conservation and also to restoring its natural heritage in terms of ethical, ecological and economic means.

The History behind this momentous effort takes us back to 1952 when the extinction of Cheetahs in India was acknowledged during the first wildlife board meeting and called for immediate attention to assign special priority to the protection of Cheetahs. Since then, the negotiation started with countries like Iran, South Africa etc.

The extinction of Cheetahs has also taught a lesson which in turn led to the enactment of the Wildlife Protection Act in 1972 which outlawed all forms of hunting and capturing wild animals in India, except for scientific reasons or when they pose a threat to human life. Thereby, it paved the way for change in the modus operandi of conservation aspects in the Forestry and Wildlife Sector in India.

The reintroduction of the large carnivore is recognized as a strategy to conserve threatened species and restore ecological functions. In India, Cheetah is the

only large carnivore that has been extinct due to overhunting and loss of habitat. So, bringing back a top predator rejuvenates the lost ecosystem and also restores balance in the ecological pyramid. Besides that, it will ensure revival in dry grasslands and open forest ecosystems and its threatened species diversity that has been lost with the extinction of the Cheetah.

The continuous effort since 1952 and then from 2009 set a concrete platform for establishing Cheetah populations in India. Targeted deliberations and discussions led to a detailed survey and identification of potential re-introduction sites. Based on IUCN guidelines, 10 potential sites were evaluated in terms of species viability, suitable habitat, inviolate space and adequate prey base. Of which, Kuno National Park in Madhya Pradesh was rated high on priority in fulfilling all the criteria with minimal revamping of the existing establishment.

Kuno National Park is 748 Sq km and forms the larger part of Sheopur-Shivpuri dry deciduous open forest landscape spanning an area of 6,800 km<sup>2</sup>. It has an estimated carrying capacity to sustain a maximum of 21 Cheetahs based on prey densities.

The conscientious effort in this journey laid the foundation by signing an MoU between Namibia and India which facilitates the development of a mutually beneficial relationship to promote wildlife conservation and sustainable biodiversity utilization based on the principles of mutual

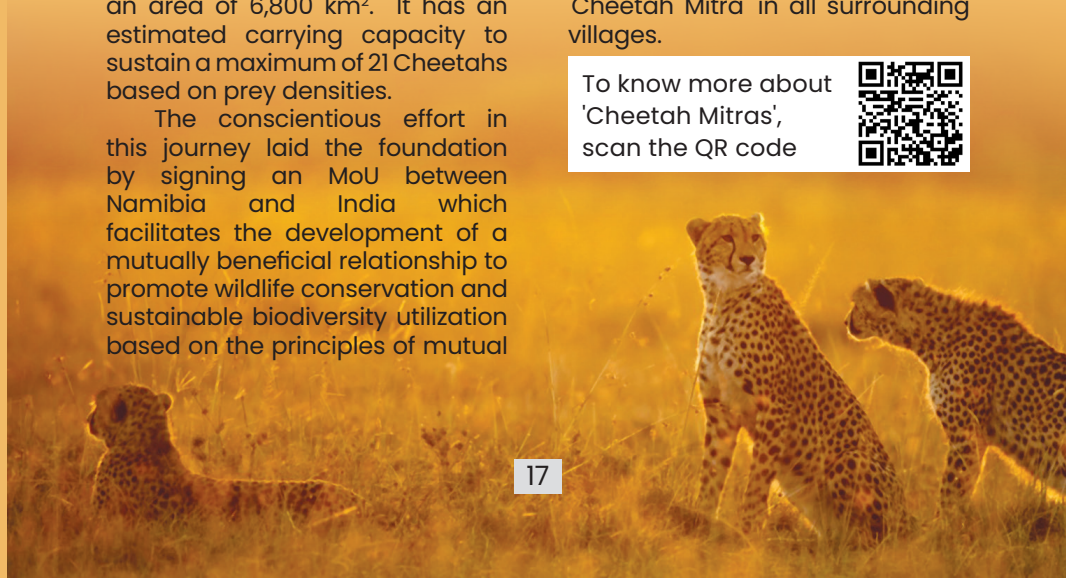
respect, sovereignty, equality and the best interest of both India and Namibia.

Eight Cheetahs (5 Females and 3 Males) were successfully brought with the help of the technical expertise of both countries and released successfully.

The Prime Minister in his 'Mann ki Baat' program on Cheetah reintroduction underlined the curiosity that has been created among the citizens. To multiply this effect, he requested each and every citizen to give their views on naming this initiative and to suggest names for all the cheetahs either traditional or associated with the culture of the society.

The fundamental duty of every citizen as laid down in our Constitution mentions that it is our duty to "protect and improve the natural environment including forests, lakes, rivers and wildlife and to have compassion for living creatures". As emphasized, let us strive together to make this happen in the conservation of Cheetah in the wilderness in India. A massive awareness drive has been launched among people and students besides appointing 'Cheetah Mitra' in all surrounding villages.

To know more about 'Cheetah Mitras', scan the QR code







*"I have full faith in you (Cheetah Mitras), that you will face difficulty but will not let these Cheetahs face any adversity. This is why I am trustingly handing over the responsibility of these 8 Cheetahs to you! I trust that you will live up to my expectation, as always."*

-PM Narendra Modi (in his interaction with Cheetah Mitras)

## Who are 'Cheetah Mitras'?



With the re-introduction of Cheetahs to India after around 70 years, the Government has taken measures for the smooth settling in of the Cheetahs in the Kuno National Park.

One such way is through 'Cheetah Mitras' or 'Cheetah friends'.



The forest officials have around **400 Cheetah Mitras** from 51 villages, including school teachers, village headmen and patwaris, to familiarise the local population with the big cats and make them aware of the cheetah and its characteristics.



Keeping in mind all the potential changes, such as the animal venturing out of the forest, the Cheetah Mitras have been appointed for the 'protection of the cheetahs', and to alert the officials about the movement.



While the main objective of these Cheetah Mitras is the safety of the animal and the villagers, they have also been trained to generate awareness in the local population about 'not hunting or harming the animal' and 'how to differentiate the cheetah from a leopard'.

## CHEETAH MITRAS SPEAK ...

When PM Modi visited Kuno National Park, he bestowed upon us the responsibility of being the 'Cheetah Mitras'. Our responsibility is to take care of these 8 Cheetahs. The reason being, if they come out of the forest, no individual should harm them. It is our responsibility to inform the forest department immediately and make people aware to not harm the Cheetahs by any means, for they won't harm any individual either.

- Ramesh

It is our sole responsibility to make the villagers aware that these Cheetahs don't attack/harm any individual, and take good care of them.

- Surya

I am a Cheetah Mitra and it is my duty to tell people that Cheetahs are not harmful; they are our 'Mitras'. Hence, we need to take care of them and keep both the villagers and the Cheetahs safe!

- Chetan

On 17th September, when PM Modi came to Kuno National Park, he gave us a few responsibilities. We, as Cheetah Mitras, need to generate awareness that the coming of Cheetahs to India is a moment of pride for us. It creates various employment opportunities for us and therefore, we must do everything in our will to take good care of the Cheetahs and not harm them in any way.

- Arvind

# The Life and Philosophy of Pandit Deendayal Upadhyaya

Born on September 25, 1916, in the village of Nagla Chandrabhan in Mathura District, Pandit Deendayal Upadhyaya was the eldest son of Shri Bhagwati Prasad and Shrimati Rampyari. Having lost both his parents at an early age, he was brought up by his maternal grandfather and then his maternal uncle. But despite the loss he faced, Deendayal Ji drew strength from the opposing forces and sufferings around him and developed a unique personality that typified how a person could rise above his circumstances through sheer grit and determination.

A profound philosopher, an organiser par excellence and a leader who maintained the highest standards of personal integrity, Pandit Deendayal Upadhyaya's morals were well reflected in his publications 'Rashtra Dharma', 'Panchajanya', and 'Swadesh'. As the leader of the Bharatiya Jana Sangh from 1953 to 1968, he raised a band of dedicated workers imbued with idealism and provided the entire ideological framework of the organisation. His philosophy of Integral Humanism, which is a synthesis of the material and the spiritual, the individual and the collective, bears eloquent testimony to this.

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## The ideal of 'Antyodaya'

Pandit Deendayal Upadhyaya proposed the 'Antyodaya' philosophy, which means the 'rise of the last person.' He stressed upon 'Antyodaya' to rid the nation of extreme poverty. It is the basic principle of the political and economic thoughts of Shri Upadhyaya. Deendayal Ji in his economic policy always emphasized on the welfare of the poorest of the poor. The last man in the society was at the centre of his economic thoughts. He said, "The success of economic planning and economic progress will not be measured through those who are at the top of the society's ladder, but through the people at the lowest rung of the society." He was of the view that the state should assure a minimum standard of living for all individuals.

## The ideal of 'Integral Humanism'

He propounded the philosophy of Integral Humanism which discovers the threads of integration in apparent separateness. It is the idea of integration of individuals with society and nature and thus it gives freedom from conflict and prejudice. According to him, Indian tradition rejects the separateness between the individual, society and nature and establishes its relationship with both the unconscious and conscious. Every individual of the society is mutually linked, this world is not an alien place, this earth is a family that frees us from the ideas of separateness, alienation and dialectical relationship.

Integral humanism rejected the intrinsic diversity based on race, colour, caste or religion, it identified all human beings as part of this one organic whole, sharing a common consciousness of national thought. The people of all other faiths and sects are essentially one and their intrinsic unity should be based on this common consciousness of "Rashtriyata".

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# Integral Humanism: Ideal of India's National Policy



**Mukul Kanitkar**  
Author

In the last 'Mann ki Baat', the Prime Minister paid homage to the pioneer of Integral Humanism, Pt. Deendayal Upadhyaya ji, and discussed the development paradigm extending to the bottom of the pyramid. Going beyond politics, Pandit ji presented the idea of national policy in the form of Integral Humanism. It is the path for all-round national development for the welfare of all, derived from the true understanding of India. The idea of development without competition facilitates the concept of 'Vasudhaiv Kutumbhakam' even among nations. Due to this, India's full development will provide the solutions to the problems

of humanity. The philosophy of Integral Humanism is not a limited, conflicting political or economic ideology but an all-encompassing resolution for the development of all.

On 25<sup>th</sup> September, which is Pandit Ji's birth anniversary, the Hon'ble Prime Minister did not mention Integral Humanism just to remember him. Indeed, this is reflected in his every action. Along with the ongoing schemes for the development of every citizen, the implementation of real democracy through continuous dialogue and participation is fulfilling Pandit ji's dream. The campaigns of financial inclusion like Jan Dhan yojna and universal access to digital payments are facilitating self-sustaining development. Managing our unique healthcare system, food distribution system, as well as focus on economic self-reliance even during the difficult times of the pandemic was a masterpiece example of this philosophy. Maintaining supply to the distressed countries of the world while securing oneself is a true homage to Pandit Deendayal Upadhyaya.

India-centred national education policy, self-reliant economic policy, a self-confident foreign policy based on mutual respect and dialogue is a practical form of Integral Humanism. The idea of nation-building based on

cultural development together with prosperity is being realised through the policy of national integration from Jammu and Kashmir to Ladakh to Arunachal, a competent capable army along with the restoration of places like Ayodhya, Kashi, Ujjain, etc. The goal is to seat the all-inclusive supreme Mother India on the throne of World Leader so that she could re-establish the concept of *Sarve Bhavantu Sukhinah*.





# Indian Sign Language

## A Symbol of Pride and Identity

“No obstacle can stand in the way of a person who has been forged by the struggles of life. There are many people who are either unable to hear, or unable to express themselves through speech. Indian Sign Language is a big support to them.”

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

“If we talk about education in India, the hearing-impaired children lacked education opportunities as there was no material available in sign language. Deaf students suffered a lot due to this. But ever since the establishment of ISLRTC, the condition has changed. We are very thankful to the Government.”

–Manju  
Student, ISLRTC

Hearing loss is the most common sensory deficit in humans today. India is home to approximately 6.3 crore people who are suffering from significant auditory impairment (WHO). As per a survey by National Sample Survey Office, there are 291 persons per one lakh population who are suffering from severe to profound hearing loss. Of these, a large percentage is children in the age group of 0-14 years.

For a very long time, India has suffered from the absence of clear gestures and standards for sign language. Unable to communicate, this portion of India’s population not only goes through the feeling of solitude, seclusion and dissatisfaction but also misses out on various opportunities for growth and prosperity.

The Government of India established the Indian Sign Language Research and Training Centre (ISLRTC) in 2015 with the objective to develop Indian Sign Language (ISL) and promote it as a mode of communication in various fields. ISL is a deaf-friendly language created using



the visual-manual modality in which a person communicates with the help of gestures to convey meaning. In the past seven years, ISLRTC has developed a visual dictionary of approximately 10,000 words.

To ensure equal opportunities in education for children, National Education Policy, 2020 recommends for standardization of the ISL across the nation and the development of National and State curriculum materials for use by students with hearing impairment. To execute this, NCERT, along with ISLRTC started developing ISL video books from Class I to Class XII in 2020. So far, the organization has launched e-content in ISL for Class I to Class VI. The video dictionary and NCERT e-content can be accessed on DIKSHA platform.

Learning ISL is important not only for those who can't hear

but for all to ensure that we provide a welcoming society for them. Taking a step forward, ISLRTC in collaboration with Federal Institute of Science and Technology, Kerala, launched the 'Sign Learn App' on the Sign Language Day, 23<sup>rd</sup> September 2022.

Various of these initiatives have started to bear fruits now. Pooja from Haryana was not able to communicate with her son. After getting trained in Indian Sign Language, the lives of both mother and son have become easier. Tinkaji, whose six-year-old daughter is hearing-impaired, underwent Indian Sign Language training and now she can easily converse with her. Manju ji from Kerala was not able to hear since birth, her parents were also hearing-impaired. Today, Indian Sign Language has become a means of communication for the whole family. Manju ji

"I want to thank Hon'ble Prime Minister Shri Narendra Modi for introducing and promoting Sign Language in New Education Policy 2020 as it will change the landscape for various generations of hearing-impaired community."

-Shivam Goel  
Student, ISLRTC

has now decided to become a Sign Language teacher herself. There are thousands of such motivational stories resulting from the development and research in this field.



























The Prime Minister in his 'Mann ki Baat' address mentioned another important initiative that will have a positive impact on a major section of visually impaired people. Hemkosh, which is one of the earliest Assamese dictionaries, was translated into Braille. This edition of Hemkosh comprises around 10,000 pages

and more than 1 lakh words. It will be published in more than 15 volumes.

The Government of India, working under the mantra of 'Sabka Saath, Sabka Vikas, Sabka Vishwas and Sabka Prayas' has taken various initiatives to make an inclusive New India. As the nation enters the Amrit Kaal, these path-breaking changes taken by the Government of India, under the visionary leadership of Prime Minister Narendra Modi, will ensure that Divyangjans are not deprived of educational and employment opportunities, they are not deprived of the pride and identity that every human being deserves. It will also ensure that every Indian becomes a part of the era of holistic growth that the nation is marching towards.

Scan the QR code to more about the Indian Sign Language (ISL).



A 	B 	C 	D 
E 	F 	G 	H 
I 	J 	K 	L 
M 	N 	O 	P 
Q 	R 	S 	T 
U 	V 	W 	X 
	Y 	Z 	

## MAKING ISL DICTIONARY MORE ACCESSIBLE TO THE MASSES



Includes 10,000 words in video format



Sign videos can also be shared on Social Media



Bilingual app, available in both Hindi and English



Available on both Android and iPhone





## Indian Sign Language: Opening New Windows for Hearing-Impaired Indians

In the 93<sup>rd</sup> episode of 'Mann ki Baat', Prime Minister Narendra Modi mentioned about the hearing-impaired citizens of India and the challenges that they face in day-to-day life due to lack of communication modes. To provide an equal ground of opportunities, the Government of India established Indian Sign Language Training and Research Centre in 2015. Today, ISLRTC is working to develop the ISL and provide study materials to hearing-impaired students.

*The team of Doordarshan talked to the students at ISLRTC to know how this development*

*has helped them in their learning experience.*

**Lucky Shah**, a student, highlighted how the establishment of ISLRTC has made educational materials easily accessible to hearing-impaired students. **Shivam Goel**, another student at ISLRTC said, "Earlier, the majority of the population didn't understand sign language that hearing-impaired people used, they weren't aware that we have our own distinct culture. This condition created a lot of barriers for us. But ever since the Hon'ble Prime Minister Shri Narendra Modi introduced



and promoted Indian Sign Language as an important part of National Education Policy 2020, the landscape is changing. I am very thankful to the Prime Minister for taking this progressive step."

**Kavita**, a student, talked about the challenges that the deaf community faced earlier and how ISLRTC is helping in overcoming it. "Earlier, the hearing impaired students couldn't get proper education as most of the schools and colleges focused on the oral mode of teaching. Other institutes and organisations like police stations, hospitals, banks, and courts were also inaccessible to us as there was no proper mode of communicating. But after the establishment of

## OBJECTIVES OF INDIAN SIGN LANGUAGE RESEARCH AND TRAINING CENTRE:



To develop manpower for teaching and conducting research in Indian Sign Language (ISL)



To promote use of ISL as an educational mode for deaf students at primary, secondary and higher education levels



To carry out research through collaboration with universities and other educational institutions in India and abroad



To create linguistic records, do analysis of the ISL, and create ISL vocabulary

To orient and train various stakeholders for understanding and using ISL

To collaborate with organizations of the deaf to promote and propagate ISL

To collect information relating to Sign Language used in other parts of the world to upgrade ISL.

ISLRTC, the awareness of deaf-friendly language is increasing. Now the non-deaf people are also developing their ISL skills. The result is that communication is becoming easier for us. ISLRTC has given us a lot in the past 7 years. Today, the ISLRTC dictionary, NCERT and various story books in ISL, and various training sessions are helping the community in building an identity."

The contribution of every citizen is needed to build a New India. Today, the development of Indian Sign Language has opened new doors for the hearing-impaired people of the country. As India enters the Amrit Kaal, the hearing-impaired citizens of India will be able to walk shoulder to shoulder with this dawn of communication.



# ISL: The Flagbearer of Inclusive Communication



**Rajesh Yadav**

Director, Indian Sign Language Research and Training Centre

used in the Deaf community all over India. Due to the need for accessibility for persons with hearing disabilities through the mode of ISL, deaf associations had been demanding the setting up of an exclusive institute focusing on development and furtherance of ISL. With a view to enhance accessibility for people with hearing disabilities in India, the Government approved the establishment of the Indian Sign Language Research and Training Centre (ISLRTC) as an autonomous organization under the aegis of the DEPwD, MSJE on 28<sup>th</sup> September 2015. The main objective of the Centre is to develop manpower for using, teaching and conducting research in Indian Sign Language. The Centre offers two Diploma courses of two years duration duly approved by RCI namely- Diploma in Indian Sign Language Interpretation and Diploma in Teaching Indian Sign Language.

To generate awareness about ISL and to promote its use, ISLRTC has been striving hard since its establishment. Some of the major activities and achievements of ISLRTC are as follows:

ISL interpreting services to Doordarshan, Hon'ble Prime Minister's 'Mann ki Baat', Prime

Minister's address to the nation on 15<sup>th</sup> August etc.

To facilitate communication, and meet the requirement of both deaf and hearing people ISLRTC has developed an Indian Sign Language Dictionary with 10,000 words which is the ISL largest dictionary of our country. The ISL dictionary app in the android and iOS versions has also been developed to make the ISL dictionary easily accessible.

ISLRTC signed an MoU with NCERT for converting NCERT textbooks and other educational materials into ISL in digital format to make them accessible to children with hearing disabilities. NCERT textbooks in ISL from classes 1-5 were launched last year. The NCERT textbook of class 6 in ISL was launched on Sign Language Day on 23<sup>rd</sup> September 2022.

The Centre developed 99 accessible videos in ISL in order to provide accessibility to persons with Hearing disabilities in view

of the important information, guidelines and awareness material related to the COVID-19 outbreak released by the MHA, MHFW, PIB and DEPwD.

ISLRTC participated in the 72<sup>nd</sup> Republic Day parade with a tableau on the theme "Bhartiya Sanketik Bhasha - Ek Rashtra, Ek Sanketik Bhasha". The aim of the tableau was to raise awareness and highlight the commitment of the Government towards creating a barrier-free environment for persons with hearing disabilities by promoting ISL.

The Centre signed an MoU with DMRC and conducted very basic and need-based ISL communication skills for the frontline staff members of DMRC. So far 978 DMRC staff have been given training on basic ISL.

The Centre conducts Indian Sign Language Competition every year to provide opportunities to Deaf students to encourage their creativity skills.

As per the 2011 Census, there are 50,71,007 persons with hearing disabilities and 19,98,535 persons with speech disabilities in India out of a total of 2,68,10,557 persons with disability. Sign languages are visual-gestural manual languages that use movements of the hands, facial expressions, and head/body positions to convey linguistic messages. Sign languages are the main medium of communication for people who are deaf or hard of hearing. Indian Sign Language (ISL) is





# Inclusion Through ISL Not a Distant Dream, But a Reality



**T.K.M. Sandeep**

CEO, Deaf EnAble Foundation

The hearing-impaired people in the country faced a multitude of challenges both physical and mental in nature including social stigmas and were largely excluded from the process of nation-building. But now this trend has reversed with both Government as well as civil society coming up with innovative and structured solutions for the development of people with disabilities. With the establishment of the Indian Sign Language Research and Training Centre and various other organizations like Deaf EnAble Foundation (DEF), the country is witnessing the rise of a disabled-friendly environment.

Deafness is not a liability. Sign Language is not just the language of the deaf. These very words became the founding pillars of Deaf EnAble Foundation (DEF), an organisation that was founded by

a deaf individual like me who was once looked down as inferior to a non-deaf person. I started DEF with the agenda to open an institute that can help in training deaf youngsters to educate themselves, find good jobs and ensure that they lead dignified lives independent of any form of support or sympathy. Little did I know that this simple thought would turn out to be a mammoth task to achieve.

Traditionally, our education system supported oral forms of teaching and interpreters were scarcely available to help deaf students. Moreover, special education institutes were only present in selective metropolitan cities. Apart from the infrastructural issues, a deaf person had to deal with social stigmas that viewed deafness through the coloured lens of karma and its other religious counterparts. Not only this, even the parents of many deaf children preferred to send their wards to regular non-deaf schools and colleges instead of understanding their needs. But the biggest challenge that we also faced was that of the communication gap that was widely existent within the society.

Since the challenges were huge, the efforts must also be of similar level and that too from all quarters. It was important to build an environment that not just provides them with equal opportunities for growth but also includes them as proactive

contributors in the process of nation-building. With initiatives such as Indian Sign Language Training and Research Centre, the Government has taken a big leap forward. Even DEF works on this philosophy. It not just provides academic support & skill development opportunities to deaf students to help them secure work but also hosts sign language workshops at places of education, work & other public utility areas to spread awareness about deaf culture.

Another major initiative that will have a long-term impact on mainstreaming persons with hearing impairment in terms of education and economic opportunities is the Indian Sign Language dictionary. We have seen extraordinary efforts from the Government as well as civil society in developing the ISL dictionary. ISLRTC has come up with 3 editions of its ISL dictionary. In fact, we launched the DEF ISL mobile dictionary in 2018 so as to spread the knowledge of Sign Language to a larger number of people. Today, we are glad to inform you that we have translated over 60,000+ English words into Indian Sign Language and the

app has clocked in 1,98,000+ users belonging to not just India but also countries like Bangladesh, USA, UK and Turkey.

When the Central Government announced its decision to formally introduce Indian Sign Language in schools, we were thrilled that our country has finally begun to recognize the importance of Indian Sign Language in bringing people together. The thought that someday people wouldn't feel the need for an interpreter to express themselves gave me an assurance that the future of the Indian deaf community is finally looking better and brighter by the day. This is just the beginning of a new dawn where inclusivity would no longer be called a distant dream but reality slowly shaping itself. All we request from our Hon'ble Prime Minister Shri Narendra Modi is to accord the Indian Sign Language as one of the official languages of this country thereby valuing the culture of the 'deafizens' of this land.

Scan the QR code to know Shri T.K.M. Sandeep's view on the Government's initiatives for the hearing-impaired people





# Swachh Bharat

## Every Indian's Resolve

“These coastal areas of ours are facing many environmental challenges. Climate Change remains a major threat to Marine Ecosystems. On the other hand, the litter spread on our beaches is disturbing. It becomes our responsibility to make serious and continuous efforts for these challenges.”

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

“Ever since Prime Minister Narendra Modi initiated the Swachh Bharat Abhiyaan, there has been a renewed sense of public cleanliness and responsibility towards maintaining the hygiene and sanitation of our public spaces. The kind of social impact that this movement has, it has given dignity to women in rural areas and it is something that is unprecedented.”

–Tejasvi Surya  
MP, BJP Yuva Morcha President

सत्त्वशुद्धिसौमनस्यैकाग्रयेन्द्रियजयात्म  
दर्शनयोग्यत्वानि च ॥

*Shauch* gives rise to purity of mind, contentment, one-pointedness, the conquest of the senses and competency to attain Atma-Darshana (Self-Realization)

Cleanliness of body, mind and soul was paramount in Vedic times. The sages of yore realized that without clean surroundings and healthy bodies, worship and meditation were extremely difficult. Mahatma Gandhi, who was a proponent of cleanliness, made cleanliness a mass movement and associated it with the dream of Independence. Even today, with the emergence of New India, cleanliness is seen to be a crucial responsibility of transferring these values through generations.

It has therefore been peremptory that healthy, sanitary methods are practiced, to keep the environment healthy, water clean, and the air fresh, since time immemorial.

However, as vital as the responsibility for cleanliness is, for the past several decades, the challenge of waste accumulation and environmental pollution has become much bigger due to the neglect by human beings. Consequently, its detrimental impact continues to affect the global ecosystem be it land, water or air. Microplastics for instance

have been found in soil, deep ocean and even in human blood. The increased presence of plastic on the ocean surface has resulted in more serious problems by disturbing the food chain and thus aquatic life.

Realizing the compelling need for action, and coming together as a nation to prioritise sanitation and build a cleaner India, Prime Minister Narendra Modi launched Swachh Bharat Mission on 2<sup>nd</sup> October, 2014. He called for the support of each and every citizen to accelerate the efforts to achieve universal sanitation coverage and to put the focus on cleanliness. With the tagline ‘Ek Kadam Swachhata Ki Aur’, India’s biggest ever cleanliness drive kickstarted, resulting in a fundamental behavioural change in the country.

The mission achieved great success, however, the country did not stop there. The people have realized the importance of cleanliness and since then the

country has witnessed countless efforts by individuals, civil society, youth organizations and the Government as well. There are small as well as big initiatives taken up by the people at every level such as cleaning the rivers, beaches, water bodies, etc. which are connecting every Indian to the cause of building a cleaner and greener New India.

Taking the ethos of Swachhta forward, the Government of India has started various initiatives including the Namami Gange Programme to accomplish the twin objective of effective abatement of pollution, conservation and rejuvenation of the National River Ganga; Municipal Solid Waste Management Plans; the National Clean Air Mission program to address the problems of air pollution at the regional level; ‘Waste to Wealth’ Mission aiming to identify, develop, and deploy technologies to treat waste to generate energy, recycle materials, and extract resources of value; and





a notable ban on identified Single-Use Plastic items to establish environment-friendly plastic waste disposal solutions.

With these initiatives, the country has witnessed the tremendous spirit of Jan-Bhagidari or public participation. People from different sections of society have come forward and joined this mass movement for cleanliness. What started as a Swachta Abhiyaan to achieve a clean India by the Government, has turned into a 'Jan Andolan' with the efforts of millions of Indians.

In his recent 'Mann ki Baat' address, Prime Minister Narendra Modi talked about the 'Swachh Sagar Surakshit Sagar' campaign, a 75-day citizen-led campaign carried out at 75 beaches across the country for improving ocean health through collective action. The coastal cleanliness campaign

"Many objects and artistic structures made of waste materials were installed by the Meerut Municipal Corporation in the busiest parts of Meerut. These installations established at different places of Meerut city made a positive impact on the local public and also spread awareness about artistic innovations at low cost from supposedly unusable items."  
**-A K Sharma**  
 Minister, Energy and Urban Development Department, UP

targeted at the removal of at least 1,500 tonnes of waste from the oceans.

People-driven initiatives and community activities encouraging more and more people to take an active part in the Abhiyaan are working at the grassroots level. Be it the 'Youth for Parivartan' team from Bengaluru with a very clear motto - 'Stop Complaining, Start Acting', or the 'Kabaad se Jugaad' campaign of Meerut aimed at protection of the environment as well as the beautification of the city are initiatives which are truly evoking Jan Andolan through Jan Bhagidari along with Government-led initiatives and are successfully fulfilling the dream of a Clean India.

As the nation sets foot in Amrit Kaal, it is only through the collective efforts of the people and unwavering spirit of change, along with focused initiatives at the Government, community and most importantly, individual levels that will lead to the creation of a Swachh New India.

## 'Swachh Sagar Surakshit Sagar'

Under the Prime Minister's call for Swachhta, the country is achieving new milestones. With the success of the Swachh Bharat Abhiyaan, the focus is expanding towards the cleanliness of our oceans. The 'Swachh Sagar Surakshit Sagar' campaign was started on 5<sup>th</sup> July, 2022, with strategic underlying goals to target transformation and environmental conservation through behavioural change. The 75-day citizen-led campaign, for improving ocean health through collective action, was launched to protect our Seas and Seashores. The 'Swachh Sagar Surakshit Sagar' campaign was carried out at 75 beaches across the country with 75 volunteers for every kilometre of the coastline. The campaign culminated with the largest beach cleaning event on 17<sup>th</sup> September, 2022 (International Coastal Cleanup Day) covering 75 beaches across India's 7500+km coastline.

This campaign was centered in Goa where coastal clean drive was

organised. The Coastal Clean Up Campaign was observed on all 35 beaches of Goa on 17<sup>th</sup> September which was inaugurated at Miramar Beach. It was the first-of-its-kind and longest-running coastal cleanup campaign in the world with the highest number of people participating in it.

Our Doordarshan team talked to the Deputy Mayor of Panaji, **Sanjeev Naik**, about the cleanliness drive.

Shri Naik told us, "On the occasion of the birthday of Prime Minister Shri Narendra Modi, we had organized a beach cleaning drive at Miramar Beach which was attended by the Hon'ble Chief Minister and Governor of Goa along with the Ministers and MLAs of Panaji. A huge number of people participated in the cleaning drive including students and Government departments and the drive was very successful. We had created a human chain along the beach and the effort was appreciated all across the country."



### SWACHH SAGAR SURAKSHIT SAGAR

स्वच्छ सागर सुरक्षित सागर  
Clean Coast Safe Sea

- Launched on July 3, 2022 and culminated September 17, 2022 on "International Coastal Cleanup Day"
- Targets transformation and environmental conservation through behaviour change
- Aimed to spread awareness about reducing the marine litter, minimal use of plastics, segregation at source and waste management
- 3 goals of the campaign are to Consume Responsibly, Segregate waste at home and disposing waste responsibly
- Launched "Eco Mitram" app to spread awareness about the campaign

75

DAYS  
BEACHES  
VOLUNTEERS/KM  
00+ KM COASTLINE

36

## A New Era of Behavioural Change and Responsibility for Public Sanitation



**Tejasvi Surya**

Member of Parliament, &  
BJP Yuva Morcha President

*Our Doordarshan team talked with **Shri Tejasvi Surya** about the success of the Swachh Bharat Abhiyaan.*

Ever since Prime Minister Narendra Modi initiated the Swachh Bharat Abhiyaan, there has been a renewed sense of public cleanliness and responsibility towards maintaining the hygiene and sanitation of our public spaces. One of the biggest things about Prime Minister Modi is that any issue or scheme that he takes up he ensures the spirit of Jan Bhagidari. So perhaps, in Independent India's history, he is the only Prime Minister who has made development a mass movement. Therefore, today we witness the Swachh Bharat Abhiyaan not just as a Government initiative, but as a people's movement.

The school children, especially those in primary school, are the soldiers of this Swachh Bharat Abhiyaan. If their parents or elders at home litter outside their houses, they are the ones who immediately point out that this is wrong. So this cultural change, this behavioural change is something that we are witnessing for the first time. When we visit other countries, we are in awe of the cleanliness around us. But when we come back, our behaviour changes completely and we start littering again. Swachh Bharat Abhiyaan has truly transformed this, there is a behavioural change and people today are realising that if our streets have to be clean, we must not litter. If our public toilets must be clean, we must maintain them well. If our railway platforms are to be clean, we must not spit there. Cleanliness of public places in India is no more a Government-only duty, it is a collective responsibility of a billion Indians. This is what the Prime Minister has achieved.

Swachh Bharat Abhiyaan has been a unifying campaign since it has had a great impact both in urban and rural areas. But in rural areas, there is a great social impact of the campaign because the few crore toilets that have been constructed under this scheme have, in true sense, empowered the women of the villages. In 21<sup>st</sup>-century



India, it was unbelievable that until the Prime Minister began this campaign, there were crores of women in India who had to defecate in the open and as a nation, we had let this pass for so many decades. The social impact of this movement has given dignity to women in rural areas, which is something that is unprecedented.

Prime Minister Narendra Modi is motivating a billion Indians to collectively strive towards building this country and taking it to unprecedented heights. But Swachhta Abhiyaan is not a one-time activity, this is a continuous program. The way we clean our homes every day, in the same manner, Swachh Bharat Abhiyaan is an ongoing process. The most important yardstick for measuring the success of this program would be assessing the cultural change brought by this initiative. As I recollect, there was a woman in UP who refused to marry because there wasn't a toilet in the house

she was getting married into, a school-going girl demanded a clean toilet in her school because there was a lack of one— all these are examples of cultural and behavioural change in the country.

I think we are reaching a great level of public education. The more the youngsters are made aware of this campaign and the more they are made aware of how beautiful it is to live in places which are clean and how it is all of our responsibility to maintain public hygiene and cleanliness, it will automatically become a mass movement and we will be able to sustain that level of cleanliness we see abroad. Swachh Bharat Abhiyaan is the largest mass movement in the whole world that is channelising the energy of the citizens collectively to make India clean.

Scan the QR code to listen to youth icon Shri Tejasvi Surya talk about Swachh Bharat Abhiyaan





## Meerut Municipal Corporation's 'Kabaad Se Jugaad'

Meerut Municipal Corporation has beautified the intersections and parks of the city with the 'Kabaad Se Jugaad' initiative undertaken by their team. Prime Minister Narendra Modi appreciated this initiative in his 'Mann ki Baat' program, which boosted the enthusiasm of the entire team of the Municipal Corporation.

*Our Doordarshan team interacted with the officials of Meerut Municipal Corporation and the residents of the city.*

**Pooja Rawat**, a Meerut city resident, says, "Earlier when we used to go out for a night walk, the filth of the city was visible but now the waste items, which were thrown on the side of the roads, were reused by the Meerut Municipal Corporation officials to



beautify the city. Now, we see a renewed Meerut and it feels great. In fact, it is commendable that the echo of the work done by our city officials has reached the Prime Minister."

**Amit Pal**, Municipal Commissioner, said, "When single-use plastic was banned by the Government, all the officers and employees of the Municipal Corporation of Meerut were called to discuss and talks were held on how to make this campaign more effective. At that time it was thought that whatever scrap or junk is lying in our sanitation store should be connected with the city beautification work, and that is how the 'Kabaad se Jugaad' program was started. Old tyres, drums, plastic scrap lying in the store were used to make various shaped installations which were installed in the squares of our city. This campaign was highly appreciated by the residents of Meerut."

The Meerut Municipal Corporation was selected in the 'Indian Cleanliness League' award under the Swachhata Survey Award by the Government of India. Along with this, Meerut



Municipal Corporation stood at second in the state and 15<sup>th</sup> in the whole nation, for which it has been selected in the 'Fastest Mover City' Awards. Hearing the Prime Minister's appreciation of this program in 'Mann ki Baat', Amit thanked the Prime Minister and said, "Meerut Municipal Corporation will take this program further as per the intention of the Prime Minister. City beautification work will be taken further by linking it with public participation so that we can make Meerut a clean and healthy city"

**Inder Vijay Singh**, Assistant Municipal Commissioner also shared his experience, "We hired a vendor and gave all Municipal Corporation's junk to him and asked him to design different things which were used at intersections and roadsides. Using three 'R' principle i.e. 'Reduce, Reuse and Recycle' we created a Gandhi memorial in Children's Park. Over here, we have created a Charkha using handcart, chain and freewheel, which is worth seeing and is now becoming famous as a selfie point. We thank the Prime Minister for appreciating the work that we have done."



**Yash**, a resident of Meerut says, "The way in which the city has been made so beautiful and clean with 'Kabaad Se Jugaad' in our city is very commendable. I want to thank the Municipal Corporation for coming up with this new and innovative idea. Where people used to throw all these things, now with this initiative of the Municipal Corporation, the same junk is now increasing the beauty of this city in a new form. I would urge every youngster to participate enthusiastically in this campaign and make our city clean. I also want to thank the Prime Minister for praising this campaign of our city."

Another resident **Riya Jawa** also expressed her views, "In this project, we have seen that Municipal Corporation is beautifying the road intersections with the help of recycled waste. After the Prime Minister's mention of this program, I hope that every person in this city will promote this initiative and together we will be able to make Meerut beautiful."

Scan the QR code to watch a special report on the 'Kabaad se Jugaad' program.



# 'Kabaad se Jugaad' : Proper Use of Disposable Materials



**A.K. Sharma**  
Minister of Energy and Urban  
Development Department, U.P.

'Kabaad se Jugaad' is a campaign, in which artistic and attractive structures are constructed from waste materials and objects at a very low cost, keeping in mind environmental protection, urban beautification and public utility.

During the Swachhta Abhiyaan, a detailed action plan was prepared by the Meerut Municipal Corporation for the construction of beautiful and visible structures and works of art by using the unusable items available in their various departments like iron scrap, old disposable tyres, old oil drums, rickshaw wheels, etc. Under the

aegis of this project, many objects and artistic structures made of waste materials were installed by the Meerut Municipal Corporation in the busiest parts of Meerut for the daily use and viewing of the public. These installations, established at different places in Meerut city, made a positive impact on the local public and also spread awareness about artistic innovations at low cost from supposedly unusable items. By mentioning the campaign 'Kabaad se Jugaad', initiated by the Meerut Municipal Corporation, in his 'Mann ki Baat', the Hon'ble Prime Minister has greatly encouraged the stakeholders of the project. The citizenry and the Government of Uttar Pradesh are immensely grateful to the Prime Minister for this honour.

A mini fountain was installed along with beautification of Gandhi Ashram square at very minimal expenditure using free wheel, cycle chain, iron scrap etc. available in Meerut Municipal Corporation health store. For the convenience of senior citizens and women, the construction work of 15 sets of stools and tables has been done by the Municipal Corporation using old disposable tyres of vehicles.

Street installation has been constructed for plantation by



painting, beautification of the non-usable drums of engine oil used in vehicles. Reconstructed drums have been installed as artistic pots in those areas where suitable locations for plantation were not available. Along with the beautification of the road, there is an increased awareness about the 3R principle among the citizens.

Display wall and barricading from tyres and rims of old JCB/tractors and handcarts, and light trees from iron scrap have been made. Disposable tyres are being used to create creepers for plantation and swings, play tunnels for children.

Apart from this, the Meerut Municipal Corporation has tied up with recyclers to process plastic and polythene, which are collected daily to create walking tracks, benches and murals in the parks. Near the important landmark 'Bachha Park', an image of the revered Mahatma Gandhi spinning the wheel has been innovatively created using the freewheel, old cycle chains, etc. At another busy intersection of the city, 'Jail-Chungi', an attractive

structure of many spinning wheels has been built, in which junk material has been used.

Old wheels painted in different colours and arranged in a balanced proportion are combined with grandeur in the form of dividers on the Western Kachahari Marg of the city.

The efforts and initiatives made by the Municipal Corporation in the past 2-3 months regarding public awareness and the relationship built with various social and civic organizations are encouraging the public's tendency to recycle and reuse old materials.

This experiment is commendable from the point of view of protecting the environment and creating useful economic assets with disposable materials for society without any significant expense. With the blessings of the Hon'ble Prime Minister, this local campaign will undoubtedly assume a national role. I once again express my sincerest gratitude to the Hon'ble Prime Minister for his appreciation for Meerut's 'Kabaad se Jugaad' campaign.





**Amith Amarnath**

Founder, Youth for Parivarthan

## Stop Complaining, Start Acting

*Amith Amarnath's interview to Doordarshan on the important role of youth in the transformation of the country.*

"Youth for Parivarthan' is a non-Governmental non-profit youth organisation consisting of students and working professionals. The motto behind our organisation is 'Stop Complaining, Start Acting.' In 2014, when Bengaluru city was hitting the headlines as the 'Garbage City of India', Youth for Parivarthan was born to bring a change in the situation. Starting by identifying the garbage-prone areas, cleaning them up, painting them and beautifying them, we began transforming the public places.

I am an advocate and our team consists of doctors, engineers, CAs, and people from diverse backgrounds, most of whom are students. I would like to take this opportunity to thank all the members of our team who are also contributing tremendously by investing their time in society.

We believe some time should be spent on the nation and society and that is how we have done our work. So far, we have undertaken more than 390 spot fixes across the city in the past eight years. At 'Youth for Parivarthan', we don't just believe in transforming spaces but also the mindset. When people dirty public spaces they think it's the Government's property and is thus their responsibility to clean it. But we are trying to change this mindset and how people view public spaces.

We have faced many challenges and the most challenging spots are those that even after cleaning tend to become dirty again. When we clean up a spot, we try to keep track of the maintenance of that spot and if we see it is getting dirty again, we clean up again



and try to do something extra. For example, if we had painted the wall for the first time, the next time we try to install planters, benches, etc. We also try to involve the local residents and associations also to create a sense of ownership which automatically ensures the maintenance of the space.

Prior to the launch of the Swachh Bharat Abhiyaan, we faced many difficulties in getting people to support us but after the Mission was launched there was a paradigm shift. Swachh Bharat Abhiyaan validated our work and we have seen a change in the attitude of people; they are taking more responsibility by trying to maintain the cleanliness of spaces around them. The residents and associations are supportive and participate with

equal enthusiasm. Swachh Bharat Abhiyaan was started in October 2014 and we started this initiative in June 2014. Many people around us used to mock us and call us 'street sweepers' but after the Swachh Bharat Mission, a revolution was started. Now, all those people are appreciating us and this mention of our organisation by the Prime Minister in 'Mann ki Baat' programme has given us a moral boost and motivated us to continue our efforts and make it bigger. The Prime Minister himself appreciating our work is a huge thing and it has worked like magic for us."

Scan the QR code to know more about 'Youth for Parivarthan'.



# YOUTH FOR PARIVARTHAN®





# Vocal For Local

## Marching Towards a Self-reliant India

“During the past years, a new resolution of the country has been associated with our festivals. This is the resolution of ‘Vocal for Local’. We now include our local artisans, craftsmen, and traders in the joy of festivals. This campaign is also special because, during the Azadi Ka Amrit Mahotsav, we are also onwards with the goal of a self-reliant India.”

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

“The ‘Vocal for Local’ initiative under the leadership of the Hon’ble PM is a great platform, especially for small entrepreneurs and businesses to sell our products and promote them on various platforms. It is truly an initiative leading to building an Atmanirbhar Bharat, boosting the country’s economy and making our lives better.”

-Sunny Singhal  
Haryana Khadi & Gramudyog Board

“Every Indian must become vocal for local”, was the Prime Minister’s pathbreaking mantra that emerged during the COVID-19 pandemic to promote Indian industries, and meet the consumer demands locally. The ‘Vocal for Local’ campaign was started by the Prime Minister as a resolve for boosting local manufacturing, local markets, and local supply chains, to make India economically empowered. Ultimately, this resolution began to be closely associated with our festivals. Urging the masses to shop locally, and spread the joy of festivals among one and all, the intent of this campaign was to illuminate the homes of our local artisans, craftsmen, entrepreneurs, and traders during the festive season. Supporting this, and strengthening the spirit of ‘self-reliance’, the Prime Minister has appealed Indians to buy local goods and not only promote them ‘vocally’, but also ‘globally’.

In his recent ‘Mann ki Baat’ address, he emphasized public participation or Jan Bhagidari in making ‘Vocal for Local’ a success, as he appealed, “Khadi,

handloom, handicrafts... along with all these products, you must buy local goods.”

Following his call for becoming ‘Vocal for Local’, people have immensely encouraged and supported this campaign. This can be seen in the record level of sales achieved by khadi and handloom products during the past few years.

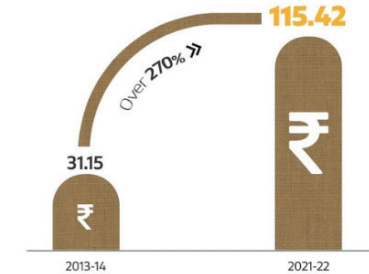
In the same light, this year, during ‘Azadi Ka Amrit Mahotsav’, the Prime Minister’s call to the country to adopt ‘Vocal for Local’ as a fitting tribute to our freedom fighters, brings to the fore interesting ways to include it in our festivities.

One of the suggestions is to use the beautifully crafted, local handloom and handicrafts as gifts for one’s family and friends during the festivals. They will not only brighten up the homes of your loved ones but will spread joy to many families whose livelihoods will be sustained with the sale of these products.

## POPULARITY OF KHADI Breaking New Records

Khadi beats Major FMCGs to become the only company to reach 1 lakh crore in turnover

KVIC Annual Turnover  
(Value in Rs Thousand Crore)



Another way of responsibly incorporating local products in our festivities is to use jute, cotton, and banana fibre bags for packing and packaging during festivals and bid farewell to the harmful plastic polythene bags. This will not only take care of our health, environment and cleanliness but will also take the production of non-plastic, traditional bags on the rise.

Khadi, one of the most popular





"Thanks to the Hon'ble PM Modi's vision of 'Vocal for Local' which is helping locals to not only sell and promote their products locally but export them globally."

**-Shri Krishan Pal Gurjar**  
Minister of State of Power,  
and Heavy Industries

Indian products, whose demand has increased exponentially over the past few years, has its echo across the globe. Indian diaspora and people across the world are buying, gifting as well as promoting khadi products. Khadi has become a big brand today. Various Indian designers have also curated designer lines with khadi as the 'hero fabric'. And with this, it is only time to

take this trajectory forward, to newer horizons by becoming vocal for our local hero products.

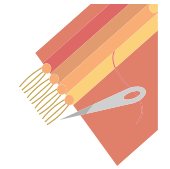
As the Prime Minister calls for breaking all records this season by buying local khadi, handloom and handicraft products, it is also time to extend his vision of 'Vocal for Local' and promote 'Local for Global' and usher in a new era of self-reliance in India.

### PM's clarion call

On the occasion of Bapu's birth anniversary on the 2<sup>nd</sup> of October, we have to take a pledge to intensify this campaign. Khadi, handloom, handicrafts... along with all these products, you must buy local goods. After all, the true joy of this festival is also when everyone becomes a part of it.



## Handlooms of India



### Strengthening the 'Vocal for Local' campaign

Handloom weaving is one of the richest and most vibrant aspects of Indian cultural heritage. India is the **second largest exporter of handloom products** in the world, with exports valued at ₹380.4 crore in 2018-19.

Here's a sneak peek of some of the finest handlooms of India:

#### Paithani Maharashtra

The queen of Maharashtrian sarees, Paithani derived its name from a town in Aurangabad known as Paithan and was the garment worn by the royal women of the Maratha empire.



#### Bandhani Gujarat

The pride of Gujarat, the Bandhani sarees are dyed by hand and it takes several hours of labour, made with over 4,000 handwoven knots and a colourful blend.

#### Kunbi Goa

Kunbi is the traditional handwoven saree of the Goan people that has a bright red colour as its base which is improved by a checkered pattern on it.



#### Muga Silk Assam

Muga Silk is a gorgeous fabric made and worn in Assam. It takes 10 or more long days to produce the saree.

#### Kullu Shawls Himachal Pradesh

Kullu shawls are made of a gorgeous fabric that has elegant geometrical figures all over it and can be worn by both men and women.



#### Mysore Silk Karnataka

Mysore silk is extremely soft and is made from zari and pure silk.

#### Kalamkari Andhra Pradesh

Made by hand printing various designs, motifs, and tales, these sarees are highly regarded in the textile industry.



#### Chanderi Madhya Pradesh

Chanderi is a lightweight, luxurious saree that gained its name from a small town in Madhya Pradesh. The saree is woven together and has golden zari and silk in the mix.

## Ushering in a New Era of Atmanirbharta with 'Vocal for Local'

The Prime Minister's 'Vocal for Local' campaign is fulfilling the dreams of many local artisans, craftsmen and entrepreneurs in India. His call for being 'Vocal for Local' is reverberating in every region, every district and every state of the nation, with each adding its own element of innovation to the campaign.

Iconic initiatives like Hunar Haats are turning into rewarding platforms where traditional arts and crafts are getting the recognition they deserve. Hunar Haats organized across the country are providing local artisans access to the national and international markets for showcasing their skills and talents, increasing their incomes and providing employment opportunities. In doing so, Hunar Haats are deemed a successful initiative for bringing out the true



potential and heritage of India.

From handloom to handicrafts, and homemade delicacies to organic khadi produce, a wide range of indigenous products are being showcased through the means of Hunar Haats and gaining massive attraction from people across India.

Giving an impetus for growth, the 'Vocal for Local' campaign is transforming the lives of many. For the women, who were looking for avenues for work, it is now empowering them and their families through employment.

*The team of Doordarshan talked to such people whose lives have been transformed due to 'Vocal for Local'.*

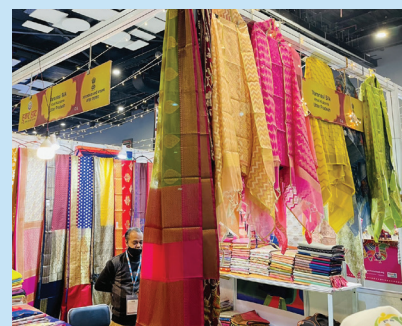
**Geeta** from Nayi Disha Swayam Sahayata Samooh shares, "With 10 groups of 10-12 women in each, we have received a platform to sell our homemade produce, make successful sales and generate employment for



many other women through PM's 'Vocal for Local'. This initiative has given women a chance to make a living and lead dignified lives."

It is also enabling the unemployed youth of India to venture into business by creating an innovative platform for them to start with and further expand their businesses. **Vivek**, participating in the 'Vocal for Local' exhibition organized by Zila Parishad in Faridabad says, "Under the Rashtriya Gramin Ajivika, to promote 'Vocal for Local', we are associated with the Swayam Sahayata Samooh, and have brought homemade items like Achar and Papad to sell and promote. We also actively participate in the Saras Mela and Hunar Haat. The 'Vocal for Local' initiative by the PM is an innovative scheme. We have been associated with it since 2016, and today the income flow is steady and we have been able to generate employment for various women who did not have many opportunities before and were not previously employed."

Khadi, an important indigenous brand, is also extensively popularized and



promoted through the 'Vocal for Local' campaign. **Sunny Singhal** from the Khadi Gram Udyog who sells handmade, organic khadi products ranging from skincare to haircare, shares, "This scheme is uplifting small entrepreneurs and businesses. People looking for funding, who aspire to grow their businesses, especially the youth who want to venture out into business, this is a game-changing platform given by the Government and turning out to be a huge success across the masses."

India is moving towards self-reliance faster now than ever before. Demands are being met, locally. The country's economy is flourishing through indigenous products. A new dawn of Atmanirbharta is seen in India. However, the resolve of the nation should not just be promoting these handmade, indigenous products locally, but also taking them to a global level. Whenever we talk about Vocal for Local in the future, it should translate to high-quality products made in India, for India and the world. This should be our only resolve moving forward and our vision for New India.



# Khadi for Nation and Fashion



**Ritu Beri**

Fashion Designer

As the entire nation comes together to celebrate the 'Azadi Ka Amrit Mahotsav' with full zeal and pride, everything that translates to Azadi becomes a noteworthy thing. From the lens of a fashion designer and a true Indian, the biggest thing that reflects Azadi, which has also united the nation for decades, is Khadi. When Mahatma Gandhi picked up the Charkha, his sole objective was to take Khadi to every individual and every household in the nation and instill a sense of nationalism in the hearts of Indians, especially during India's fight for Independence. Even after Independence, the importance of Khadi has increased manifold. Today, Khadi is a symbol of patriotism and deservedly considered the pride of the nation.

Khadi is not only a fabric, it's a thought; a philosophy; a vision.

Khadi is a beautifully handmade, handwoven fabric that comes in a variety of weights and colours. The modern avatar of Khadi is truly a luxury; unique and bespoke. With zero carbon footprint, Khadi is a clean, sustainable fabric that lasts well and is a dream to work with.

Considered only for politicians or senior citizens back then, I curated a collection using the versatile fabric of khadi, for various occasions ranging from Diwali to other festivals and even weddings. Today, when my brand curates collections of Khadi in reds, maroons and turquoise blues, it leaves people in awe wondering if it is truly made of Khadi fabric. And interestingly, those pieces are sold at designer rates. This reflects that in today's times, Khadi not only reflects the richness of our Indian heritage but is also regarded with as much respect as any other designer fabric, making it a very special entity. My aim has also been to make the nation believe that Khadi, too, can look luxurious, rich and special. And in turn, prove to the entire world that it is our national fabric and we are truly proud of this rich heritage.

The fact that Mahatma Gandhi believed in it, the fact that

our freedom fighters wore it while they fought for India's freedom, and the fact that the youth of today needs to feel this spirit of India makes Khadi extremely special. Khadi also sets a perfect example of social equality; from a politician to a student, from a journalist to a housewife, everyone wears Khadi. It has become a brand that resonates with every individual. Carrying this vision forward, I curated a *Vichar Vastra*, which can be worn by both men and women.

As an advisor for Khadi and Village Industries Commission (KVIC), over the years I have strived to bust the myths and misconceptions about Khadi. Following the vision of our Hon'ble Prime Minister to be 'Vocal for Local', I have constantly endeavoured to take the fabric that is made with the hard work of our weavers at the Khadi Gram Udyog to the people all over India. Under the leadership of our Prime Minister, Khadi has become a household brand. The nation is collectively initiating conversations around Khadi. He has spread the awareness to one and all that Khadi is extremely important for making our nation Atmanirbhar or self-reliant. And today, as one of the first movers in the field of fashion who decided to take the narrative of Khadi forward, I am truly inspired by the PM's mantra of "Khadi for Fashion, Khadi for Nation and Khadi for Transformation".

Additionally, the youth, the trendsetter of tomorrow, has started wearing Khadi, and it has become a movement. People from smaller regions and states are also participating in the movement and making it a 'Jan Andolan' in its truest form.

Designers across the nation today have come to an awakening that Khadi must go global. For this, various initiatives have been taken up. We, at KVIC, introduced khadi to the nation's top designers and urged them to use it in multiple ways, as per their field of expertise. Various designers are exhibiting Khadi on the global platform. Mohanjeet introduced khadi in Paris in the 1960s, Vaishali S went to Paris and showcased Indian weaves in haute couture. This is reflective of the fact that Indian designers, Indian weaves and khadi are already taking the global stage. And with our collective efforts, we can take 'Local for Global'.

I urge every Indian citizen to own at least one garment in Khadi and wear it to an important event/function so that everyone can witness the richness of Khadi. And the youth, as change-makers of tomorrow, must support khadi, own it, and experience it. This Diwali, we must include Khadi in our festivities to lighten up the homes of our Indian weavers and spread the joy and spirit of India all across.



## Seva Paramo Dharma

### Transforming Country's Future with Jan Bhagidari

“There is no other Dharma like doing good to others, serving others, doing charity. Recently, in the country, another glimpse of this spirit of social service was seen. People are coming forward and adopting one TB patient or the other. I have also come to know such an example from Dadra-Nagar Haveli and Daman-Diu (where)... students of the medical college have adopted 50 villages. This spirit of philanthropy has brought new joy in the lives of the people living in the villages.”

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

"No national health mission can succeed without the active participation and mobilization of people. In our run-up to the 2025 target, which is not too far, people from all walks of life need to come together for a Jan Andolan to eliminate TB."

–Dr. Vinod Paul  
Member, NITI Aayog

“Parhit Saris Dharam Nahi Bhai.” That is, there is no superior religion like doing good to others. Hon'ble Prime Minister Narendra Modi quoted this line from Tulsidas's *Shri Ramcharitmanas* in his recent 'Mann ki Baat' address. He was talking about the importance and examples of the spirit of social service and philanthropy.

Social service has always been considered paramount in Indian culture. Whether it is Veda Vyasa's 'परोपकारः पुण्याय', our sages invoking 'सर्वे भवन्तु सुखिनः सर्वे सन्तु निरामयाः', or Maithilisharan Gupt writing 'वही मनुष्य है कि जो मनुष्य के लिए मरे' – everyone has considered 'parhit', that is, the interest of others, as dharma.

The Prime Minister often calls himself the 'Pradhan Sevak' of the country. And today, under his leadership, many such campaigns are being run by the Government whose basis is 'Jan Bhagidari'. Swachh Bharat Abhiyaan, Mission Amrit Sarovar, Vocal for Local – the foundation of all these initiatives is Jan Bhagidari and service to our community and our society, by rising above ourselves. Even during the COVID-19 pandemic, we saw how people came forward to help each other in the toughest of times.

An example inspired by the

motto of 'Sabka Prayas' is the launch of the 'Ni-Kshya Mitra' initiative of the TB-Free India Campaign, under which many people have taken the initiative to 'adopt' TB patients. Ni-kshay Mitras can be any individual or NGOs, corporates, elected representatives and can provide nutritional, diagnostic and professional support to patients suffering from TB, in addition to the support already being provided by the Government. Ni-kshay 2.0 portal has been launched to make this entire process easy. Here, TB patients can get themselves registered, and Ni-kshay Mitras can join this portal and help TB patients to lead a normal life.

As citizens of a democracy, it is the responsibility of each one of us to make our community and our society a suitable place to live. And this is possible only when every individual understands his/

her responsibility towards the society and voluntarily works for its progress. Human beings are social animals, and service is the foundation of any society.

However, the essence of social responsibility cannot be taught in books or by any other individual. It takes continuous effort on our own part to learn and imbibe it. And in a young country like India, this responsibility rests on the shoulders of the youth. To inculcate the spirit of social service from adolescence, the Government of India, through the Ministry of Youth Affairs and Sports, runs the National Service Scheme (NSS). With its motto of 'Not Me But You', the sole objective of NSS is to enable young students to experience community service.

Today's youth are well aware of their responsibility towards their society. Take the example of Dadra and Nagar Haveli and Daman and Diu. Here, the students of a medical





college have adopted 50 villages. Along with making the villagers aware about the prevention of various diseases, these students also help them during illness and spread awareness about the Government schemes.

Based on the idea of 'Self4Society', the 'Main Nahi Hum' portal was launched in 2018 in order to enable IT professionals and organizations to bring together their efforts towards social causes, and service to society, on one platform. Today, the portal is playing a catalytic role in promoting collaboration towards the service of the weaker sections of society, especially by leveraging the benefits of technology.

But as the Prime Minister says, "On many occasions, what the 'Sarkar' cannot do, 'Sanskar' can." The Government can come up with many schemes for the benefit of the citizens, but the success of any initiative lies in the bhagidari of the people involved in it. In the journey of nation-building, along with the efforts of the Government,

"It is a matter of great pleasure for us that the Hon'ble Prime Minister mentioned this Village Adoption Programme of ours in 'Mann ki Baat'."

– Rupali Baria  
Student, NAMO Medical  
Education & Research Institute

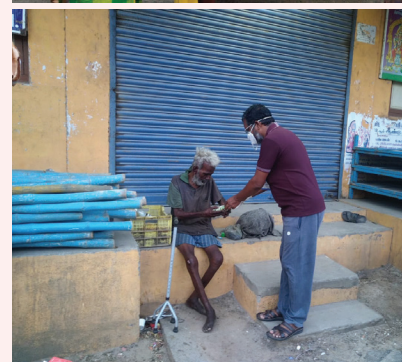
it is the responsibility of every citizen to contribute towards the welfare of fellow countrymen at their personal level.

Many times, in his 'Mann ki Baat' addresses, the Prime Minister has mentioned such people who have dedicated their entire lives to the social cause. Be it Ram Bhupal Reddy of Markapuram, Andhra Pradesh, who donated all his retirement earnings for the education of about 100 girls, or Shyam Singh of Agra, Uttar Pradesh, who handed over all the money he got after his retirement to get fresh water to his village through a pipeline; Manoj Bainjwal of Rudraprayag who has been involved in making the holy places



plastic-free for the last 25 years, or Champa Devi of Devar village, who has created a green colony by planting hundreds of trees – there are countless such people in our country who, rising above their own selves, have made the mantra of service to the society their life goal.

When there is a sense of service to the people in the mind, there is a will to bring about change, then it becomes possible to achieve the biggest of the goals. Social service should be a matter of pride for everyone. And to promote this spirit, the Government has renamed the Padma Awards as 'People's Padma', honouring those whose



tireless efforts have brought a significant difference in the lives of the people of their communities.

If there is perseverance, and sincerity towards one's duties, then even a single individual can change the future of the whole society. Today, as India is moving forward towards becoming a global superpower, it is necessary that every citizen should become empowered, empower the society, and consequently empower the country. And this will happen when we follow the principle of 'Vasudhaiva Kutumbakam' and stand for each other like a family. This should be our resolution and our *sadhna* as we enter the 'Amrit Kaal'.



## TB-Free India Campaign: Duty of Every Citizen

Hon'ble Prime Minister, in his recent 'Mann ki Baat' address, mentioned about the 'Ni-Kshay Mitra' initiative launched under TB-Free India campaign. He said that Jan Bhagidari and a sense of duty in every citizen is the basis of this campaign. Several people are voluntarily becoming a part of this initiative and adopting TB patients to meet India's goal of eradicating TB by 2025.

One such person is **Priyanka Priyadarshini**. She says, "I started following the programme 'Mann ki Baat' during the COVID-19 lockdown. In his address on 25<sup>th</sup> September, the Prime Minister appealed to the countrymen to take a pledge to make India TB-free, so I also thought that I should contribute in a big way. On 8<sup>th</sup> October, I adopted five patients from Vijayanagar TB Unit Centre, Ghaziabad to provide them with nutritional support. I have resolved that I will extend my full support to these patients during their treatment."

**Dr. Deepak Bhargava** of Rotary Club, Indirapuram says, "If

a TB patient gets proper nutrition, medicines, and care, s/he can lead a healthy life. We have set a target of 1,000 people, and these include both children and adults. There are also patients who suffer from Multidrug-Resistant TB. We have also adopted the Prime Minister's target of making India TB-free by 2025."

**Nalin Joshi**, the managing trustee of Diwaliben Trust based in Bardoli, Gujarat, says, "We are working with the Government to help TB patients. We were contacted by the authorities of the local Primary Health Centre and were told that we should boost the ongoing efforts of the Government. They asked us to provide protein-based immunity boosters so that TB patients can recover faster. We are now ensuring that 100 TB patients get these boosters regularly for a year, free of cost. We hope that just like us, other NGOs will also come forward and support the Prime Minister's TB-free India Campaign."

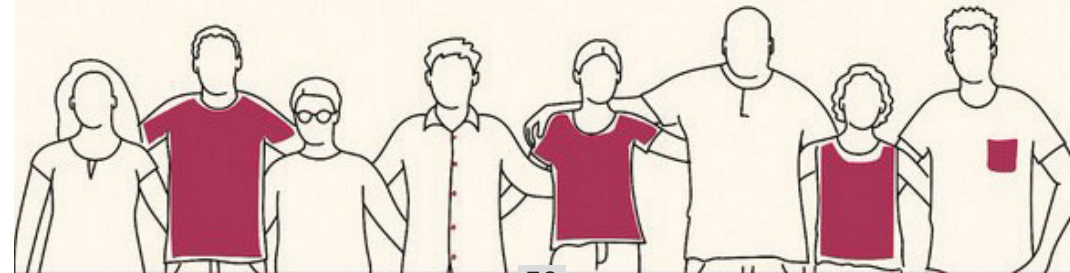


**Virat Kohli**  
Cricketer

*Cricketer **Virat Kohli** shares his thoughts on the importance of public participation in TB-free India campaign*

"Hello friends! This is Virat Kohli. In his recent 'Mann ki Baat' address, the Prime Minister talked about the importance of serving the society. I believe that this spirit of social service is an intrinsic part of Indian culture. Swachh Bharat Campaign is, I think, the biggest example of this. And now, as part of the TB-Free India Campaign, people are coming forward and adopting TB patients to support them in every possible way. Despite being curable, TB is the world's top infectious killer. The United

Nations has set the goal of ending TB by the year 2030. But the Government of India has set the target of ending TB by the year 2025. So, it is the duty of all citizens to give high priority to the TB-Mukt Bharat Abhiyaan. I think it's a great initiative and I thank the Prime Minister for this. He has always led by example and inspired us all to serve the society. I appeal to you all to join the TB-Free India Campaign and show the world the power of Jan Bhagidari."





## Ushering in Jan Andolan to End TB



**Dr. Vinod Paul**

Member, NITI Aayog

In 2018, Prime Minister Shri Narendra Modi gave a clarion call to eliminate TB in the country by the year 2025 – five years ahead of the global 2030 timeline set under the Sustainable Development Goals. Following this, we witnessed the launch of a truly patient-centric, comprehensive and responsive National Strategic Plan to achieve TB Mukht Bharat. This led to the introduction of multiple interventions that marked a paradigm shift in the way the programme enables the prevention, detection, treatment and follow-up of TB patients.

It was recognized that a large number of patients receive care in the private sector but are not connected well to the TB programme systems, hampering effective care. To address this, in partnership with professional organizations, notably the Indian Medical Association and the

Indian Academy of Pediatrics, effective systems have been operationalized in over 350 high-burden districts across the country to ensure that standardised and quality care is provided to all patients, irrespective of the source of care. This initiative, along with important policy adjustments, led to an exponential improvement in TB case notifications from the private sector (from around 1 lakh cases in 2014 to 6.6 lakh in 2019).

Further, there has been a focus on upgrading and expanding our diagnostic capacity. Today, there are over 3,700 advanced molecular diagnostic labs. Indigenously-developed tools are in place in every district of the country taking diagnostic services close to the community.

The Government has also been swift in introducing newer, safer and shorter drug regimens such as bedaquiline and delamanid, leading to a significant improvement in treatment outcomes among drug-resistant TB patients. The programme also understood the need to increase the ambit of support available to a TB patient, and the Ni-kshay Poshan Yojana was started to support nutrition through direct cash benefit transfers to all patients on treatment.

India is among the very few countries that track the entire cascade of care for each TB patient digitally, and employ electronic systems to transmit information from the ground

up the reporting chain at the national level. The IT platform, Ni-kshay, serves as a live national data repository that enables the programme teams to undertake advanced analytics and provides an enormous resource for generating concurrent insights into TB epidemiology, treatment coverage and programme functioning. We are also actively exploring AI solutions to strengthen certain programme elements, such as X-ray screenings, automated reading of diagnostic tests, hotspot mapping, etc. These novel tools hold immense promise in improving the accurate targeting of interventions.

No national health mission can succeed without the active participation and mobilization of people. In our run-up to the 2025 target, which is not too far, people from all walks of life need to come together for a Jan Andolan to eliminate TB. There is a special onus for this on influential voices from the society particularly the elected representatives, corporate leaders, influencers, media persons and community leaders on the ground to lend their support for the cause of TB elimination.

The Pradhan Mantri TB Mukht Bharat Abhiyaan, launched by the President of India last month, is a unique initiative to leverage society's goodwill to extend a caring hand to the TB patients. The idea of this movement is to rally the community behind the TB elimination mission. The PM TB Mukht Bharat Abhiyaan aims to connect a range of stakeholders, from individuals to organisations,

with TB patients through the course of their treatment. Those who come forward can choose the nature of support they wish to extend – e.g. additional nutrition, support for additional diagnosis and investigations, or towards vocational training to the patients.

It is extremely heart-warming to witness the amazing response this initiative has received in less than a month. Under the Abhiyaan, a cohort of 10 lakh TB patients consented to receive support. In response, over 28,000 Ni-kshay Mitras (the donors) have come forward to support over 9.8 lakh (97%) of them. This is a shining example of the commitment of our generous society toward making India a healthier nation and caring for the most needy.

This initiative should go hand in hand with other efforts by us all. Most importantly, let us help individuals in our knowledge to seek care if they have prolonged cough or other signs of TB because early care-seeking is the key to other actions. Lend a helping hand to the individuals to get an X-ray and other tests done and treatment started. Media can play an even greater role in destigmatizing the disease. We need to reach our tribal populations, in particular, where difficult reach and poor family resources pose special challenges. Tribal welfare departments and NGOs need to make all-out efforts for this mission.

The End TB goalpost is in sight. Coupled with an effective programme thrust, a strong Jan Andolan will power our final sprint to the finish line.

# Community Ownership Critical to Accelerate Efforts to End TB in India



**Poonam Khetrpal**  
Regional Director,  
Southeast Asia, WHO

health spending, with an estimated 30–80% of TB-affected households in the Region incurring catastrophic costs, despite access to free TB diagnostic and treatment services.

The COVID-19 pandemic has exacerbated the social and economic determinants of TB, pushing tens of millions of people in the Region into extreme poverty, and heightening undernutrition, which in 2019 is estimated to have contributed to nearly a million new TB cases in the Region.

Today, and in the months and years ahead, addressing these determinants – and empowering TB-affected communities – is critical. And on this, India continues to lead from the front.

In October 2021, at a virtual ministerial meeting co-hosted by India, Indonesia and Nepal, countries of the Region committed to renew the TB response, drawing on the legacy of the 2018 Delhi End TB Summit and the Region's Statement of Action.

Member States also endorsed a new Regional Strategic Plan towards ending TB by 2030, which calls for community-led monitoring, participation and engagement in TB governance, law and policy reform, as well as increased social protection,

Community ownership and empowerment are critical to accelerate efforts to end TB by 2030, in line with the WHO South-East Asia Region's eight Flagship Priorities, the Sustainable Development Goals and the Global End TB Strategy.

Since as early as 1944, an effective antibiotic has been available to treat TB. However, the fight against TB has traditionally followed a biomedical approach, disconnected from key social and economic determinants, such as poverty and undernutrition.

In the South-East Asia Region, TB continues to be closely associated with catastrophic



including from cash transfers and nutritional support.

In 2020, in alignment with the Hon'ble Prime Minister's vision of ending TB, India transformed the fight against TB into a 'Jan Andolan', or people's movement. The Ni-kshay Poshan Yojana, launched in 2018, continues to provide direct benefit transfers of ₹ 500 per month to TB patients. In 2021, the financial outlay for patient support activities was more than USD 100 million.

At the same time, the 'Adopt a TB Patient' campaign, which is part of the Pradhan Mantri TB Mukh Bharat Abhiyaan, launched in September 2022, is set to provide all TB patients additional nutritional support,

complementing the free diagnostics and drugs already being provided. This will help more patients complete treatment, reduce stigma and mitigate the catastrophic costs that TB-affected families face.

As the incoming chair of the G20, India has a unique opportunity to enhance its global leadership of the battle to end TB by 2030, as well as to showcase its many achievements during the UN High-level Meeting on TB in 2023.

I wish India all the success and assure all Indians of WHO's ongoing support, for a TB-free India, a TB-free South-East Asia Region, and a TB-free world.



## 'Village Adoption Programme' A Unique Initiative by Medical Students

The administration of the Union Territory of Dadra and Nagar Haveli and Daman and Diu has taken a unique initiative, the 'Village Adoption Programme', under which the MBBS students of NAMO Medical Education & Research Institute, Silvassa have adopted 50 villages. The Health Department, under the leadership of Administrator Sh. Praful Patel, has started this programme as a part of the students' MBBS training course to increase awareness about health and other Government services in rural areas.

*Our Doordarshan team spoke*



Jinu Rawatiya

*to the people associated with this initiative.*

**Rakhi Dubey**, a student of NAMO Medical College, says, "We come to Bindrabin village every Saturday, in groups of 10 students, along with our mentor teachers. Here in the village, we check people of all ages for various ailments. We check children for anemia and malnutrition and pay close attention to the mothers needing antenatal and postnatal care. We also check the elderly for blood pressure, diabetes, and TB. Along with these, we provide information about various health-related Government schemes to the villagers, which has benefited them a lot. We also spread awareness about how to separate wet and dry waste and its benefits." Rakhi said that due to their efforts, the villagers have adopted a healthy lifestyle, the impact of which is visible in the villagers.

The experience of **Rupali Baria**, an MBBS student, during the Village Adoption Programme, has also been unique. "Usually, it is during the internship after five years of MBBS is when we get to visit villages and learn there. I am a second-year student and due to the Village Adoption Programme, have got the opportunity to visit different villages and know about the lives of the village dwellers. We not only teach the villagers but also get to learn a lot from them. What we might have learnt later



during our internships, we got the opportunity to learn all that through this programme. It is a matter of great pleasure for us that the Hon'ble Prime Minister mentioned this Village Adoption Programme of ours in 'Mann ki Baat'."

The Director of Medical and Health Services of the Union Territory, **Dr. V.K. Das** said, "We divided 500 college students into 50 villages in batches of 10 each. These students were trained and every Saturday they have to go to their allotted villages to complete tasks like basic survey work, make people aware about diseases and health-related and many other Government schemes (like PM-AWAS, Kisan Credit Card)."

"We have decided that the student who will be allotted a village will take the responsibility of that particular village for five

years. By doing this, not only the student will feel more attached to that village, the villagers will also start recognizing that student well, which will make the interaction easier. The children in these villages who interact with these students are also getting encouraged that they too can do the same in the future," Dr. Das added.

Sharing her experience, **Garvi Choudhary**, another student of NAMO Medical College, said, "Unlike urban people, villagers are often hesitant to visit health centres. So, the administration decided that if the villagers cannot go to the health centre, then the facilities must come to them through medical students."

Seeing the work of these students, **Jinu Rawatiya**, a tribal woman from Bindrabin village, wrote a letter to the Prime Minister, which was mentioned by the Prime Minister in his address. Village resident **Suraj** said, "Jinu Ben told me that she wants to write a letter to the Prime Minister about the change that the medical college students have brought to our village Bindrabin. Jeenu Ben's health has improved due to the efforts of these students. And she thought, why not send a letter about this noble initiative to the Prime Minister. The letter reached him and he mentioned it in his 'Mann ki Baat' address and also took the name of our village, for that we thank him and the Administrator sir from the bottom of our hearts."

Scan the QR code to know more about the 'Village Adoption Programme'.



## Reducing Gap Between Urban and Rural Health Services



**Praful Patel**

Administrator, Dadra & Nagar Haveli and Daman & Diu, Lakshadweep

The Union Territory of Dadra and Nagar Haveli and Daman and Diu is a small territory and the number of seats allocated under the central pool for MBBS were in the single digit. The Prime Minister gifted a medical college with a capacity of 177 students to improve the standards of medical education as well as to expand the medical services in the UT. The Union Territory will always be indebted to the Prime Minister for his visionary thought.

Inspired by the aim of the Prime Minister to make all the villages to be self-reliant and strong by focusing on their overall development, NAMO Medical Education and Research Institute in UT of Dadra and Nagar Haveli and Daman and Diu launched a special initiative 'Village Adoption Program' as a part of the MBBS training curriculum. Under this program, medical students are

posted in the rural and tribal areas where they adopt the families and provide preventive and curative health services to them. This holistic program has been introduced with the aim of benefitting both villagers as well as medical students. The primary objective of the program is to empower the villagers by providing basic healthcare services and to increase their awareness about various public health and social welfare schemes provided by Central and UT Governments. The students help the villagers to take the maximum benefits of these schemes leading to a better and healthy lifestyle. The students' interaction with families helps in improving their communication and social skills. This program will also eventually reduce the urban rural divide in healthcare services. The school-going children also get motivated for higher studies after watching these medical students in their villages on a regular basis.

It was a privilege for me to launch the "Village Adoption Program" on April 7, 2022 on the occasion of World Health Day in UT of Dadra Nagar Haveli and Daman & Diu where fifty villages were adopted by 506 medical students. Once a week, a team of ten students visits the adopted villages along with one teaching and one non-teaching faculty for assistance. The students interact with the PRI members, complete the family survey focusing mainly on the vulnerable population like children, pregnant women, elderly etc., and also provide

health education to the villagers regarding healthy nutrition habits, emphasize on the importance of immunization among children, malnutrition in children, complete antenatal care of pregnant women, the significance of environmental sanitation, de-addiction, screening the families for anemia, communicable and non-communicable diseases and refer the patients to the nearest health centre if required.

In the initial survey done by the students, they found cataract patients in the villages and referred them to the nearest health centres for cataract surgery. They also diagnosed hypertension and diabetes among the elderly population who were not aware of their disease status and helped in starting their treatment.

Students also observed that basic health check-up and screening is required for children enrolled in anganwadis. Therefore, screening was conducted in 303 anganwadis by health workers and 17,356 children were screened in DNH. Amongst those, all the severely and moderately malnourished children were referred and their treatment was started. On a similar note, a detailed plan for school health check-ups has been made to promote a healthy lifestyle at a young age.

They also help families to avail various public health and social welfare schemes by becoming the link between the family and

the system. This helps in increased awareness and uptake of various health schemes like Pradhan Mantri Jan Arogya Yojana, Pradhan Mantri Matru Vandana Yojana, Janani Suraksha Yojana, Janani Shishu Suraksha Karyakaram, Pradhan Mantri Ni-kshay Yojana, UT initiatives like Dikri Development Scheme, Pari Pakva Mata Niyojit Bal Yojana and other welfare schemes like Pradhan Mantri Awas Yojana-(Gramin), Jal Jeevan Mission, Pradhan Mantri Kisan Samman Nidhi, Pradhan Mantri Gram Sadak Yojana, Pradhan Mantri Kaushal Vikas Yojana, Pradhan Mantri Jan Dhan Yojana, Soil Health Card and Atal Pension Yojana.

The students have to visit the adopted families at regular intervals during their entire MBBS course which will result in the development of a trustworthy and long-lasting relationship with the families, which in turn will facilitate health-seeking behaviour in the community.

I recently received one very emotional letter from a tribal woman, Ms Jinu Ravatiya residing at Bindrabini Village, appreciating the exemplary work done by the students. She elaborated on the activities carried out by the students and its impact on her family and village. She described the ongoing programme as a great vision of our Hon'ble Prime Minister and thanked UT Administration for a successful rollout of the said campaign.





# Miracle Millets

The United Nations has declared 2023 as the International Year of Millets after an India-sponsored resolution saw support from over 70 countries in the UNGA.



The Prime Minister, in 'Mann ki Baat' address, asked the listeners to share their millet recipes. He also ideated that all such recipes can be compiled into an e-book and can be published on the MyGov platform.

Let's look at some of the delicacies that can be prepared using these super grains.

## Barnyard Millet & Fox Nuts Kheer

### Ingredients

- Barnyard millet: 50 g
- Fox nuts: 50 g
- Milk: 100 ml
- Ghee: 1 tbsp
- Sugar: 150 g
- Cardamom powder: one pinch
- Nutmeg powder: one pinch
- Almond slices: 2 tbsp
- Pistachio slices: 2 tbsp
- Cashew nuts: 2 tbsp
- Saffron threads: one pinch

### PROCESS

- Clean, wash, and soak the barnyard millet in cold water for 5 min and drain the water.
- In a heavy-bottomed pan, heat ghee and lightly roast the fox nuts until crispy.
- Remove the fox nuts and add milk in the same pan.
- Bring the milk to boil and add soaked millet and let it cook (keep stirring continuously).
- In a mixer, grind the roasted fox nuts coarsely and add to the millet boiling in the milk.
- Now, add sugar and continue cooking the kheer for another 5 min.
- Add saffron, cashews, cardamom and nutmeg powder.
- After a couple of minutes, turn off the heat.
- Pour the kheer in a serving bowl and garnish it with almond and pistachio slices.



Little Millet Khichdi

## Little Millet Khichdi

### Ingredients

- Little millet: 500 g
- Green gram: 200 g
- Onion: 25 g
- Green chillies: As required
- Oil/ghee: 50 g
- Vegetables (beans, cauliflower, potato, carrot, etc.): 400 g
- Tomato: 100 g
- Curry leaves: few
- Coriander leaf: 50 g
- Mustard seeds: 5 g
- Cumin seeds: 5 g
- Ginger garlic paste: 5 g
- Salt: As per taste

### PROCESS



Barnyard Millet & Fox Nuts Kheer

- Wash green gram and soak it in a bowl for 30 min.
- Wash the little millet and keep aside in a bowl.
- Chop onions, green chillies and vegetables.
- Take a medium-sized pan and heat the oil/ghee.
- Add the mustard seeds, cumin seeds, curry leaves, chopped onions, green chillies, and stir fry at a low flame for 2 to 3 min.
- Add ginger garlic paste and stir fry for 2 min on low flame.

- Add all the vegetables, turmeric powder, tomato, and stir fry for 5-10 min on low flame.
- Add green gram, water, and heat it on medium flame till water boils.
- Once water starts boiling, pour the little millet into the pan. Add salt as per taste.
- Cover the pan and cook for 20-25 min.
- Keep stirring at regular intervals and check if the little millet is cooked or not.
- Turn off the heat after completion of cooking. Serve with a garnishing of chopped coriander leaves.





**Vikas Khanna**  
Professional Chef

*Chef Vikas Khanna shares his thoughts on the importance of millets*

"It is a matter of great pride for India that due to the efforts of Hon'ble Prime Minister Narendra Modi, the year 2023 will be celebrated as the International Year of Millets. This is amazing! Millet is one grain which is super sustainable, not just for our planet but also for our body and our mind.

In his 'Mann ki Baat', the

Prime Minister has urged home cooks and professional chefs to share their recipes of millets – professional and modern recipes, as well as traditional recipes. And I too urge people to share their recipes, so that all this brainpool of recipes could be turned into an e-book which could be shared with the world."

Scan the QR code to hear what people are saying about millets.



## Millets are Becoming Everyone's Favourite

*In a conversation with Doordarshan, people shared their views on the benefits of millets*

"There are a variety of domestically-produced products which are made from millets, like dhundhi or laddoos, made by mixing desi ghee and tisi, which are very tasty. Nowadays, if you go to five star hotels, then there are all kinds of cookies made from millets, which are delicious and full of nutrition. Khichdi is made from bajra or other millets, which is very much liked by people. Recently, there was an international event in New Delhi in which about 51 countries participated. Here, dishes made from millets were served to them everyday and they were also informed about their nutritional value.

– Dr. A.K. Singh, Director, Indian Agricultural Research Institute

"I thank Prime Minister Narendra Modi for popularizing millets, urging farmers to grow more and more of these crops. Millets are the heritage of our country, and are very healthy. Many things can be made from them. I believe that when professional chefs like me put these dishes together, make great salads, desserts, with modern presentation, a lot of people will adopt and eat millets. Now, the United Nations has also declared 2023 as the International Year of Millets. So come join us and push millets further."

–Dr. Parvinder Singh Bali, Corporate Chef (L&D), Oberoi Hotels & Resorts

"As a result of the efforts of Prime Minister Narendra Modi, the next year is being celebrated as the year of encouragement for millets, which is a very good and meaningful initiative. Millets are very important for our health. If we encourage the consumption of these grains, then their cultivation will be encouraged. And with this the contribution of agriculture in India's economy will increase even more. If we will spread the health-related information of millets internationally, then it will also increase their demand in the world, and millets produced in India can also be exported on a large scale."

– Dr. Ajay Joshi, Resident, Bikaner





# MANN KI BAAT

*Media Scan*























PM Modi Mann Ki Baat: पीएम मोदी ने बताई योग की महत्वता, मन की बात में सुनाई अन्वी की प्रेरणादायक कहानी

## हि हिन्दुस्तान

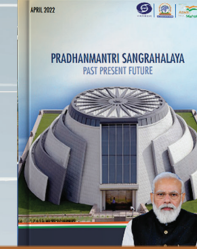
'सिर्फ 2 शब्द कहूंगा और 4 गुना बढ़ जाएगा जोश', आखिर PM मोदी ने 'मन की बात' में ऐसा क्या कहा?

## जनसत्ता

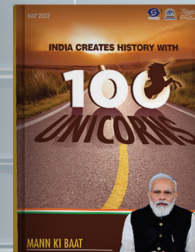
Mann ki Baat: चीतों को किस नाम से बुलाया जाए- पीएम मोदी ने लोगों से मांगे सुझाव

## नईदुनिया

Mann Ki Baat Highlights: चंडीगढ़ एयरपोर्ट अब होगा भगत सिंह एयरपोर्ट, मन की बात में पीएम मोदी ने कही ये बड़ी बातें

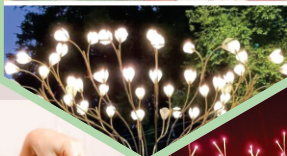


To read all the editions of  
**'Mann ki Baat',**  
scan the QR code









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UP  
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सत्यमेव जयते

Ministry of Information and Broadcasting  
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