Seva Samarpan

20 Years of Good Governance
Our shared journey continues...
There is much to be done. We will not rest till we have achieved our dream of a strong, prosperous and inclusive India... the India our freedom fighters devoted their lives for.
Jai Hind.

Shri Narendra Modi, Hon’ble Prime Minister of India
“मेवा और समर्पण के साथ सुधारण के 20 वर्ष के दौरान पीएम श्री नरेंद्र मोदी जी ने एक सकारात्मक और आत्मनिर्भर राष्ट्र के निर्माण में अमूल्य और उल्कृष्ट योगदान दिया है।”

Shri Anurag Singh Thakur, Hon’ble Minister of Information & Broadcasting, and Youth Affairs and Sports
“Shri Narendra Modi ji is a reformer who cares about social issues. His emotional connection with people is unprecedented.”

Dr. L. Murugan, Hon’ble Minister of State for Information and Broadcasting & Fisheries, Animal Husbandry and Dairying
CONTENTS

01 Introduction: Seva Samarpan
20 years of Good Governance

02 Celebrating Sushasan:
Major events

03 Jal Jeevan Mission:
Har Ghar Jal

04 Panchayat and Co-operatives:
Path to self empowerment

05 Ek Bharat Shreshtha Bharat

06 Health care for all.
Pride in India's traditions:
Yoga and Ayurveda

07 Swachh Bharat – Clean & Green
Climate:
Climate to Climate Justice

08 Digital India:
A digitally empowered
nation

09 Aspirational Districts:
Overcoming Regional
Disparities

10 Give to the poor without taking
from the rich
11 North East as Ashtalakshmi
12 Narendra Modi the Reformer
13 Ease of Living
14 Urbanisation as an Opportunity
15 Rural Development – Revitalising Agriculture – Empowering Farmers
16 Imaginative Jammu & Kashmir and Ladakh
17 Re-Imagining Disaster Management
18 India First Foreign Policy: Vishwa Guru
19 Yuva Shakti: Sports to Startups
20 Social Empowerment
21 Cooperative & Competitive Federalism
22 Seva aur Samarpan
23 Media Coverage: A Snapshot
The key to all-round development of the nation is through Good Governance, or Sushasan. Good Governance ensures that Government processes and institutions produce results that meet the needs of society while making the best use of resources at their disposal. On India’s 75th Independence Day, Prime Minister Narendra Modi underlined the role of good governance in implementing social reforms in the country.

20 years ago, on 7th October 2001, Shri Modi became the Chief Minister of Gujarat. Since then, he has brought change in the lives of Indians by implementing people-centric, inclusive policies. His efforts to promote good governance in his home state became an example for the nation. In 2014, after becoming the Prime Minister, Shri Modi continued to work towards betterment of the people by promoting good governance in the nation.
To celebrate the spirit of Sushasan and contribution of the Prime Minister to nation-building, India observed a 20-day long campaign “Seva Samarpan – 20 years of Good Governance” starting from 17th September 2021, the 71st birthday of PM Modi, to 7th October 2021.
02 Celebrating Sushasan: Major events

- Journey of good governance - from Gujarat to the world stage
- Development and growth through good governance
- The spirit of ‘Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas’

The “Seva Samarpan– 20 years of good governance” campaign witnessed 360 degree outreach through TV programmes and radio shows, discussions through Conclaves and webinars, and innovative social media engagement.

‘Vadnagar se Vishwa Manch Tak’ – a biopic on life and times of PM Modi was broadcast by Doordarshan, All India Radio and private channels. ‘Karmyogi Narendra Modi’ – an audio biopic was aired by FM Gold and all primary channels of All India Radio.
Special programmes such as “Seva Samarpan: Sushasan ke 20 saal”, a series of 20 episodes, were telecast on DD News, along with broadcast of excerpts from the speeches of PM Modi, and short videos on his contribution in the development of India.

**News Service Division, All India Radio** broadcast its daily programme ‘Spotlight’ on related themes of “Seva aur Samarpan - 20 saal sushasan ke” with regional stories on development of various sectors aired by 46 RNUs across India in 22 languages.

**DD News** also organised a series of conclaves titled “Desh ki Baat, DD News ke saath”. The Conclave has been a one-of-its kind venture by the public broadcaster to disseminate ideas that shape major policy initiatives and reforms of the Government, along with the road ahead via Doordarshan’s pan-Indian platform. Eminent speakers included Union Ministers, technocrats, academicians, experts and sportspersons. A vibrant studio audience interacted with the panelists on set.

Twenty articles written by various eminent personalities were published in around 99 publications in Hindi, English and more than 10 regional languages, facilitated by the **Press Information Bureau**. These articles highlighted transformative aspects of India's governance paradigm under PM Modi’s leadership.

**Social media** was used extensively and innovatively to reach out to the citizens. All the social media handles of **Ministry of Information and Broadcasting**, came together for this integrated campaign. **Total impressions** received per day crossed 1 Crore through the use of social media platforms: Facebook, Instagram, Twitter and Public App and a large number of people were reached through various Whatsapp groups.

**Private sector stakeholders** also participated with enthusiasm in the campaign. **Federation of Indian Chambers of Commerce and Industry (FICCI)** and **Confederation of Indian Industry (CII)** organised webinars and seminars on topics like ‘India’s mega healthcare reforms – shifting paradigm’, ‘Achievements in Water and Sanitation’ etc.
Jal Jeevan Mission aims to provide safe and adequate drinking water through individual household tap connections by 2024 to all households in rural India. To aid in the making of JJM, a Jan Andolan for water, as envisioned by PM Modi, various activities were undertaken to create awareness around it.

DD News, in its special series “Seva Samarpan Sushasan ke 20 saal”, ran an episode on ‘Ghar Ghar Jal’ where it highlighted the initiatives undertaken by Shri Modi as the CM of Gujarat to provide water in the drought ridden areas of the state, announcement of JJM after Shri Modi became the PM of India, the work done under the Mission in North-East India, role of JJM in aspirational districts and the milestones achieved so far. The programme also showcased beneficiary bytes and interview bytes from Shri Gajendra Singh Shekhawat (Union Minister of Jalshakti) and Shri Jairam Thakur (CM, Himachal Pradesh). The regional news channels of DD News network also aired special programmes on the theme. DD News Chandana ran a special story on JJM in Kannada. An article on

- PM Modi’s vision of ‘Har Ghar Nal Se Jal’, launched by the PM on 15th August, 2019
- Tap water in every household in rural India by 2024
- A ‘Jan Andolan’ to provide water, sanitation and dignity to every Indian
FICCI conducted a webinar on ‘Achievements in water & sanitation: The way forward’ with keynote speakers Shri G. Asok Kumar (Additional Secretary & Mission Director, National Water Mission, Ministry of Jal Shakti), Shri Rajneesh Chopra (Global Head - Business Development, VA Tech Wabag), Shri Sourav Daspatnaik (Managing Director, Swach Environment Pvt Ltd), Shri Manoj Gulati (Managing Director, Water.org), Shri Nicolas Osbert (UNICEF), Dr. Asad Umer (Head of Water & Sanitation, Aga Khan Foundation). The webinar was telecast live by DD India.

AIR, in its special show ‘Seva aur Samapran - 20 saal sushasan ke’ covered the initiatives undertaken under the JJM, and the work done by PM Modi as the CM of Gujarat. It also highlighted beneficiary bytes and voice bytes of Union Minister Shri G.S. Shekhawat. 46 RNUs also broadcast stories and special programmes on the theme.

All the social media handles highlighted achievements of JJM under the leadership of PM Modi. Total impressions received were more than 20 lakh. A large number of people were reached through 209 Whatsapp groups at national & regional levels.

Private TV channels like Republic World and Republic Bharat highlighted the success of JJM under the leadership of PM Shri Narendra Modi; Zee Rajasthan highlighted how the Indian government is committed to provide water to every household.
Panchayats and Co-operatives play an important role in strengthening democracy, decentralisation & self-governance. PM Modi believes that when our villages will transform, the country will transform.

**DD News** ran an episode on initiatives undertaken by PM Modi in boosting cooperatives and rural empowerment. The show highlighted the beginning of Gandhi’s Gram Swaraj in Punsari village of Gujarat, which went on to become an ideal model for the whole nation, connection of villages with technology & strengthening of Panchayati system, importance of schemes like Sujalam Sufalam, Beti Padhao Beti Bachao, Jyoti Gram Yojana, Karmyogi abhiyan and Swagat in Gujarat model and how after becoming the PM of India, Shri Narendra Modi spread the same model to other parts of the country. The show also consisted of beneficiary bytes.

DD News also telecast the Ojas Diwas event held in New Delhi on ‘Global Vision of Prime Minister’.


An article on ‘Strengthening self-empowerment through Panchayats & Co-operatives in rural areas’ written by Shri Kapil Moreshwar Patil, Minister of State for Panchayati Raj was published in 39 publications in eight languages.

**AIR** aired a programme ‘Rural self-empowerment through Panchayats and Co-operatives’ which highlighted Gujarat’s Panchayati Raj system and
programmes related to Cooperatives on the lines of Gandhi’s dream, role of privatisation of APMC in Gujarat helping villagers, role of co-operatives in development of various cottage industries, dairy industry & women farmers in the rural Gujarat, participation of women in the Panchayati system, importance of Project Svamitva in providing the land ownership rights to people, role of e-gram swaraj in strengthening e-governance in Panchayati Raj system. The programme also highlighted beneficiary bytes & voice bytes of Shri Giriraj Singh, Minister of Panchayati Raj.

RNU of Agartala and Imphal aired special stories on the theme.

Social media handles of the Ministry highlighted the efforts taken by PM Modi to promote Panchayati Raj & Co-operative system in the past 20 years. Total impressions received exceeded 1 crore. 195 Whatsapp groups were used to reach out to the citizens.

With underlying philosophy of Seva Samarpan, PM Shri Modi laid down the vision of empowering Panchayats.
Prime Minister announced ‘Ek Bharat Shreshtha Bharat’ on 31st October, 2015, the 140th birth anniversary of Sardar Vallabhbhai Patel with the vision to enhance understanding and bonding between the states, thereby strengthening the unity and integrity of India.

A special programme on ‘Ek Bharat Shreshtha Bharat’ was aired on AIR which highlighted the importance of the “Statue of Unity”, role of Indian traditions, culture and pilgrimage sites in uniting India as one nation.

The show also talked about the Kartarpur corridor between India & Pakistan, development in Jammu & Kashmir & North-eastern states of India.

RNU Agartala aired a special story on Ek Bharat Shreshtha Bharat.

An article titled ‘Building unity, synergies and convergence through Ek Bharat Shreshtha Bharat’ written by Shri G. Kishan Reddy, Union Minister Culture and Tourism was published in 55 publications in nine languages all over the nation.

PM mooted the idea of Ek Bharat Shreshtha Bharat on 31st October 2015, with the vision of building a New India.
DD News telecast an episode on the role of PM Modi in bringing unity in diversity with the motto of ‘Ek Bharat Shreshtha Bharat’. The show highlighted the role of Sardar Patel in integration of India, excerpts from various speeches of PM Modi, importance of festivals, culture, food, rivers, languages and religions in uniting India, how rescue operation done by India in Afghanistan set an example of India’s secular nature and role of events like Bhasha Sangam, which aims to celebrate the linguistic diversity of India, and its impact on children at school level.

Regional news channels of DD network: DD News Jammu, DD News Punjab and DD News Odia telecast on Ek Bharat Shreshtha Bharat in Dogri, Punjabi and Odia respectively.

Social media platforms and Whatsapp were used extensively to highlight the efforts taken by PM Modi to promote ‘Ek Bharat Shreshtha Bharat’.
Health has been one of the key issues taken up by PM Modi. In this sphere, the work done by him in the past 20 years is commendable. The Government has focused on ensuring affordable healthcare for all.

An article titled ‘Pride in India’s tradition like Yoga and Ayurveda’ written by Shri Sarbanand Sonowal, Union Minister of Ayush, and Port & Shipping, was published in 15 publications in three languages.

DD News telecast an episode titled ‘Swasth aur Sashakt Bharat.’ The show highlighted PM Modi’s dream of a healthy India. It talked in detail about the Amrutam Yojana that was launched by Shri Modi as the CM of Gujarat. After becoming the PM of India, he launched PM Bhartiya Jan Aushadi Pariyojana which helped the poor in getting medicines at affordable prices, and launched Yoga universities in the country. The show also highlighted the initiatives taken by the PM during COVID crisis like Oxygen Express, increase in numbers of dedicated COVID & ICU beds, use of PM CARES fund in making ‘Made in India’ ventilators, launch of e-Sanjeevani, Aarogya Setu App, ‘Made in India’ COVID-19 Vaccine, CoWin App, and world’s largest vaccination drive, the importance of Yoga and Ayush during the pandemic. It also showcased excerpts from the speeches of PM Modi, beneficiary bytes for Ayushman Card and PM Jan Arogya Yojana (PMJAY).

Regional channels of DD Network like DD News Tamil and DD Haryana telecast a special report titled: ‘Health & Ayurveda’ and ‘Swasth aur Sashakt Bharat’ in Tamil and Hindi respectively.

• PM Modi’s continuous efforts to provide affordable healthcare for all
• Raising awareness about India’s traditions like Yoga and Ayurveda and taking it to the global stage
• India’s healthcare reforms and pandemic response reflecting ‘Rising India’
AIR aired a special report on ‘Yoga and Ayurveda: Health care for all and pride in India’s traditions’. The show talked about the first Yoga university set up in Gujarat in the year 2013, formation of Ayush Ministry in 2014, importance of Yoga & Ayurveda and International Yoga Day. It focused on the impact of schemes & programs like PMJAY, Ayushman Bharat, World’s largest vaccination drive, etc.

FICCI conducted a webinar on ‘India’s Mega Healthcare Reforms– Shifting the Paradigm’ which was telecast by DD India. Keynote speakers included Shri Rajesh Bhushan (Secretary, Health & Family Welfare), Shri Alok Roy (Chairman, Medica Group of Hospitals), Shri Gautam Khanna (CEO, P D Hinduja Hospital).

RNU Imphal, RNU Bangalore ran special shows on ‘Pride in India’s traditions like Yoga and Ayurveda’ in Manipuri and Kannada respectively. RNU Agartala aired stories on ‘Good Health for All’ and ‘AB–PMJAY’ in Bengali.

The media units used social media platforms to highlight the efforts taken by PM Modi to provide healthcare for all & promote Indian traditions like Yoga and Ayurveda. Total impressions received exceeded 1 crore. Large number of people were reached through 124 Whatsapp groups.
To accelerate the efforts to achieve universal sanitation coverage and to put the focus on sanitation, the PM of India launched the Swachh Bharat Mission on 2nd October 2014, the 145th birth anniversary of Mahatma Gandhi. PM Modi believes that the route to tackle climate change is via climate justice.

CII organised a virtual conclave on *Clean and Green Planet* which focused on the collective effort of stakeholders in building a sustainable future. The three sessions at the virtual event saw enriching deliberations from 11 eminent speakers, across government, industry, and academia. **Union Minister of Environment, Forest and Climate Change, & Labour and Employment, Shri Bhupender Yadav** inaugurated the Conclave and spoke on how India under the vision and leadership of PM Modi has championed the cause of Renewable Energy.
DD News telecast an episode titled ‘Swachhta aur Jalvayu Suraksha’, which highlighted the role of Swachh Bharat Mission in making India an open defecation-free nation in 2019. It was India’s only program that focused on creating a clean India by bringing behavioral change in the society, lead by PM Modi himself. Participation of celebrities like Virat Kohli, PV Sindhu etc and contribution of films like ‘Toilet ek prem katha’ in motivating people were mentioned. The initiative taken by Ahmedabad Municipal Corporation, where they installed machines to convert waste to fertilizers was highlighted. Namami Gange project, steps taken to reduce carbon emission, promotion to green fuel, Akshay Urja Park (Gujarat) were also mentioned. The regional channels of DD network like DD News Tamil, DD News Jammu, DD News Odia and DD News Manipur ran special shows on Swachh Bharat Abhiyan to Climate Justice in Tamil, Dogri, Odia and Manipuri languages respectively.

An article was published on ‘India’s Transition from Climate Change to Climate Justice’ written by Shri Bhupendar Yadav in 20 publications in six languages and ‘India marches on towards Swastha, Sashakt & Samrudh Bharat’ written by Shri Mansukh Mandaviya (Union Minister for Health and Family Welfare) in 52 publications in seven languages.
The show also mentioned initiatives like: International Solar Alliance, National Hydrogen Mission, launch of Swachh Bharat Mission followed by the historic revolution of making India an open-defecation-free.

`Swachh Bharat aur Swachh Jalvayu’ show on AIR highlighted the creation of the Climate Change Department under the leadership of PM Modi in 2009. The show mentioned the book written by Shri Modi as CM of Gujarat: ‘Convenient action: Gujarat’s response to challenges of climate change”. It talked about how under the direction of PM Modi India became a leader in climate change conversations happening at international level and went on to play a very important role in the Paris Convention in 2015.
The programme also recalled the time when PM Modi was awarded the Champion of Earth award by the United Nations. RNU Imphal aired a special story on ‘Clean and Green Planet’ in Manipuri language.

Social media handles of Ministry of Information and Broadcasting highlighted the efforts taken by PM Modi to promote Swach Bharat Abhiyan & to make India a clean & green country. Total impressions received exceeded 1 crore. A large number of people were reached through 225 Whatsapp groups.

Private regional News channels like News18 Odia highlighted the testimonial tweet by Shri Bhupendar Yadav, where he praised PM Modi for achieving new milestones in the journey towards a clean & green India. Zee UP/UK also ran a special episode on Swachh Bharat Mission.
Digital India: A Digitally Empowered Nation

- Flagship programme of ‘Digital India’ creating a new era of digitally empowered society, announced by PM Modi on 18th July, 2015
- Empowering new India through e-Governance and bridging the digital divide
- Jan Dhan-Aadhaar-Mobile Trinity and Direct Benefit Transfer changing face of welfare delivery

Digital India is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society.

CII organised a virtual Town Hall on Digital India: A Boost to Economy with a focus on the Digital India economy and its pivotal role towards achieving the PM’s vision of Aatmanirbhar Bharat. Shri Ajay Prakash Sawhney (Secretary, Ministry of Electronics and Information Technology) delivered the Keynote Address on Digital India. Meanwhile Shri Hari Rajan Rao (Joint Secretary, Department of Telecommunications) delivered the Keynote Address on Telecom Reforms and Digital Infrastructure or driving Digital India.

DD News telecast an episode titled ‘Digital India’ which highlighted the success stories from the remote areas of India, role of Digital India in connecting the under-privileged section of society with the mainstream banking system of India, Direct Benefit Transfers,

Dr. Anand Agarwal, Chairman, CII National Committee on Telecom and Broadband and Group CEO, Sterlite Technologies Ltd
Good Governance, Aarogya Setu and CoWin app. Shri Narendra Modi’s initiatives as the CM of Gujarat, such as e-Dhara, e-Gram, e-Municipality, etc. were mentioned to showcase the beginning of dream of Digital India.

The show also consisted of excerpts from the speech of Sundar Pichai (CEO, Google), Satya Nadella (CEO, Microsoft), John Chambers (Chairman, CISCO) where they mentioned the vision of PM Modi & the bright future of India. Regional News channels of DD network like DD News Tamil, DD News Odia, DD News Punjabi, DD News Manipuri and DD News Jammu ran special reports in Tamil, Odia, Punjabi, Manipuri and Dogri languages respectively.

AIR aired a special report titled ‘Digital India – Financial Inclusion’ which highlighted the journey of Digital India starting from the taluka level of Gujarat, when PM Modi was the CM of Gujarat, till today. The programme it also talked about the role of Digital India in bringing a positive change in rural India, financial inclusion through Jan Dhan Account & Aadhar, Direct Benefit Transfer, Aarogya Setu App, CoWin, UPI, BHIM etc. It also consisted of voice bytes of Shri Ashwini Vaishnaw (Minister of Electronics and Information Technology) and of beneficiaries.

Social media platforms also highlighted the efforts taken by PM Modi to make India a Digital Economy. Total impressions exceeded 1 crore. Large number of people were reached through 234 Whatsapp groups.

Private News channels like CNN News 18 carried an advertisement on Digital India initiative & News18 Odia did a report on how PM Modi’s visit to the USA is expected to give a new direction to the IT sector in the country.
Aspirational Districts: Overcoming Regional Disparities

- Launched in 2018 by the PM to improve living standards in the aspirational districts
- Building New India through removing regional disparity
- Convergence, Collaboration and Competition uplifting aspirational districts

Launched by Hon’ble PM in January 2018, the Aspirational Districts programme aims to quickly and effectively transform 117 most under-developed districts across the country.

An article titled ‘How the Aspirational District programme has addressed Regional Disparity’ written by Shri Amitabh Kant (CEO, NITI Aayog) and Shri Amit Kapoor was published in 69 publications in eight languages across the nation.

An episode aired on DD News titled ‘Aspirational Districts and good governance’ which highlighted the contribution of PM Modi in prioritising the development of backward districts of the country, and charting out a roadmap of prosperity for them. Regional channels of DD network like DD News Tamil, DD News Odia, DD News Punjabi, DD News Manipuri and DD News Jammu, ran special programs in Tamil, Odia, Punjabi,
Manipuri and Dogri languages respectively.

A special report ‘Development Work in Aspirational Districts’ showcased PM Modi’s resolve and dedication towards achieving Sabka Vikas through the Aspirational District programme. This was broadcast on All India Radio.

Over 5 Lakh impressions were received on social media platform which highlighted PM Modi’s vision behind aspirational districts project and its achievements.
• PM Modi’s determination to help the poorest of the poor while encouraging entrepreneurs
• Development for all, without compromising on growth
• People-centric modern schemes transforming lives of Indians

With many initiatives like Jan Dhan account and Aadhaar based Direct Benefit Transfer (DBT) and schemes like Ujjwala Yojana and One Nation One Ration Card, PM Modi has proved his determination to help the poorest of the poor of India.

An article titled ‘Redistribution, but not at the cost of growth’ written by Shri Amitabh Kant (CEO of NITI Aayog) and Shri Amit Kapoor was published in seven languages covering 38 publications across the country.

AIR aired a special report on the theme ‘Giving to the poor without taking from the rich’. It highlighted schemes like Ujjwala Yojana praised by World Health Organisation, Ujjwala Yojana 2.0, Pradhan Mantri Garib Kalyan Anna Yojana and its role in providing food to poor during COVID-19 pandemic, Pradhan Mantri Gramin Aswas
Yojana etc. Beneficiary bytes from various regions of the country were also aired during the programme.

**DD News** telecast a special episode titled ‘Bringing Prosperity to the Poor’ to highlight how initiatives like Pradhan Mantri Gramin Aawas Yojana, Pradhan Mantri Shehri Aawas Yojana etc. are helping in elevating the financial status of men, women & transgenders. It also consisted of excerpts from PM Modi’s speeches and beneficiary bytes.

Regional channels of DD Network like **DD News Punjabi** and **DD News Jammu** ran special reports titled ‘Prosperity to the poor’ in Punjabi and Dogri languages respectively.

Social media platforms highlighted various programs, schemes & policies initiated by PM Shri Narendra Modi in the past 20 years. Total impressions for the theme crossed 10 Lakh and around 394 Whatsapp groups were used to reach out to people.
North East as Ashtalakshmi

- PM Modi’s vision of North East becoming India’s growth engine
- Eight north-eastern states embodying Goddess Lakshmi’s manifestations
- North East India’s development journey

PM Modi believes that North East India has the potential to become India’s new growth engine. Hence, he has addressed eight north-eastern states of India as Ashtalakshmi, the group of eight manifestations of Devi Lakshmi, the goddess of wealth.

**DD News** telecast a special episode on ‘North East India’s Development Journey’ which highlighted various development projects. It also consisted of interview bytes from Shri G. Kishan Reddy (Minister of Tourism), Shri Conrad Sangma (CM of Meghalaya) Shri Biren Singh (CM of Manipur) and beneficiary bytes from various natives of North–East India.

Regional channels of DD Network like **DD News Mizoram, DD News Jammu, DD News Tamil, DD News Punjab, DD News Odia and DD News Manipuri** ran special reports on ‘Development in North East India’ in Mizo, Dogri, Tamil, Punjabi, Odia and Manipuri languages respectively.

**AIR** aired a special report on the theme ‘North-East as Ashtalakshmi’ where various development projects & growth of North–eastern states of India were highlighted. It also consisted of sound bytes from various speeches of PM Shri Narendra Modi.

An article titled ‘Ashtalakshmi: North East on the path of progress’ written by Shri B.L. Verma (MoS DONER and Co-operation) was published in 43 publications in eight languages.

Social media platforms highlighted various programs, schemes & policies initiated by PM Modi to bring prosperity
in the North-eastern states of India. Total impressions received were around 15 Lakh. A large number of people were reached through 180 Whatsapp groups.

FICCI conducted a webinar on ‘New Paradigms in Development of North East Region’ with speakers including Shri Anirudh S Singh (Secretary IT, Government of Arunachal Pradesh), Shri Ohed Uz Zaman (Joint Secretary, Industries & Commerce, Government of Assam), Shri Adil Zaidi (Partner Ernst & Young), Shri Shyamkanu Mahanta (Managing Director, MMS Advisory Ltd), Prof. Priyoranjan Chongtham (Manipur University). The webinar was covered by DD India.
In the past 20 years of his service to the nation, PM Modi has evolved into a reformer who passionately worked towards social and economic issues of the citizens of India. He believes in the holistic development of our society and country.


AIR aired a special programme titled, ‘Narendra Modi: The Reformer’. It highlighted visionary views of PM Modi through sound...
bytes from his various speeches and his various reforms like Beti Bachao Beti Padhao, Swachh Bharat Abhiyan, Ujjwala Yojana, ban on Triple Talaq, Foreign Direct Investment in Defence, Aviation, Coal, E-commerce sectors, Goods and Services Tax, etc. along with bytes of people from different walks of life.

DD News telecast an episode titled ‘Jan-nayak Pradhan Sevak’ where they highlighted the poem by Shri Modi ‘Saugandh mujhe is mitti ki, main desh nahi mitne doonga’ and the mantra ‘Reform, Perform and Transform’. It also showcased how PM Modi reformed Kutch after the disastrous earthquake of 2001 by starting Rann Utsav to promote the art and craft of the region. PM Modi’s focus on making an India that has equal opportunities for people from all castes, backgrounds & genders; and an India that knows how to reply to the enemy were also highlighted.

Regional channels of DD network like DD News Jammu, DD News Tamil, DD News Odia and DD News Punjab ran special shows titled ‘Good Governance & PM Modi: the reformer’ in Dogri, Tamil, Odia and Punjabi respectively.

Social media platforms highlighted the views and reforms of PM Modi to make India a prosperous nation. Total impressions received were around 14 Lakh. Many people were reached at national and regional level through 664 Whatsapp groups.

Scan to view
20 years of good governance under the leadership of Shri Narendra Modi
Ease of Living

- Ease of Living as a foundation of PM Modi’s governance model
- Improving lives of all, till the last mile
- Schemes and policies focused at uplifting people and improving quality of life

Development means nothing if it is not making life easier for the people. The government, under the leadership of PM Modi, has kept ease of living as one of the foundations of his governance model.

DD News telecast a special episode on Ease of Living where it focused on how various schemes introduced by the government in the last seven years, like MUDRA Yojana, Jan Dhan Yojana, PMAY etc. helped in achieving the qualitative goal of Ease of Living. Regional channels of DD Network like DD News Tamil, DD News Punjab, DD News Odia, DD News Mizo ran a special show titled ‘Ease of Living’ in Tamil, Punjab, Odia and Mizo respectively.

Doordarshan also organized a conclave on the topic with Keynote speakers Shri Amitabh Kant (CEO, NITI Aayog) Dr. Charan Singh (Chief Executive, eGrow Foundation) and Dr. Nupur Tiwari (Head, Centre of Excellence for Tribal Affairs, Indian Institute of Public Administration).

The panelists discussed the roles of initiatives like Jan Dhan accounts, world’s biggest health insurance scheme: Ayushman Bharat, Jal Jeevan Mission and many others.

An article on ‘Transforming Lives: Enhancing Ease of Living of Citizens’ written by Shri Amitabh Kant (CEO, NITI Aayog) & Shri Amit Kapoor was published in 20 publications in five languages.

AIR aired a special programme on the theme where they highlighted the efforts taken by Shri Narendra Modi as the CM of Gujarat and later as the PM of India. Impact of initiatives like SWAGAT portal, Digital India, UPI, Rupay Card, Fasal Bima Yojana, Soil Health Card, CoWin, e-Gram, e-Nagarpalika etc in promoting Ease of Living was showcased.

Various social media accounts of the Ministry highlighted efforts taken by Shri Narendra Modi to promote Ease of Living in India. Total impressions received were around 18 Lakhs and a large number of people were reached through 393 Whatsapp groups.
Spotlight
Ease of Living

Scan to view PM Modi’s efforts to promote Ease of Living
PM Shri Narendra Modi believes that Indian cities should have opportunities, prosperity, respect, security, empowered society and latest technologies. He sees urbanisation as an opportunity to make our cities world class urban spaces that furthers the ease of living.

An article titled ‘Urbanisation as an Opportunity’ written by Shri Hardeep Singh Puri (Union MInister for Petroleum and Natural Gas and Housing & Urban Affairs) was published in 39 publications in seven languages.

DD News ran a special episode titled ‘Smart Bante Shehar’ where they highlighted how various initiatives like PM Awas Yojana, Pink autos with women drivers, MUDRA Yojana and Smart Cities Mission are helping build better cities. Regional channels of DD Network like DD News Jammu, DD News Odia, DD News Imphal, DD News Gujarati and DD Mizo ran special reports in Dogri, Odia, Manipuri, Gujarati and Hindi respectively.
AIR aired a special show on the theme where it highlighted programs and schemes like: Smart City Project, Pradhan Mantri Shehri Awas Yojana, Metro train projects in various cities of the country, Atal Mission for Rejuvenation and Urban Transformation (AMRUT) etc. The show also consisted of sound bytes from beneficiaries of various schemes.

Various social media accounts of the Ministry were used to highlight efforts taken by Shri Narendra Modi to make Indian cities a modern urban space. Total impressions received were 12 Lakh and 297 Whatsapp groups were used to reach a large number of people.
The big dream of India becoming a five trillion economy cannot be achieved without including the agriculture sector. Development of rural areas is one of the priorities of PM Modi.

**DD News** ran a special episode titled ‘Development of agriculture and farmer welfare’ where it highlighted how various schemes like Soil Health Card, PM Fasal Bima Yojana, e-NAM etc. are bringing prosperity to the farmer community & rural India. **Regional channels** of DD Network like DD News Jammu and DD News Uttar Pradesh ran a special report titled ‘Revitalising Agriculture and Farmer Welfare’ in Dogri and Hindi respectively.

A special programme on ‘Rural Development – Revitalising Agriculture Empowering Farmers’ was aired by AIR where it highlighted PM Modi’s initiatives such as Kisan Bima Yojana, Fasal Bima Yojana, e-NAM etc. Excerpts from the speech of PM Modi and beneficiary bytes were also part of the programme.

Various social media accounts were used to highlight the initiatives taken by PM Shri Modi to develop rural India & empower farmers. Total impressions received were around 12 Lakh and a large number of people were reached through 271 WhatsApp groups.
Spotlight
RURAL DEVELOPMENT

EMPOWERING FARMERS
PRADHAN MANTRI FASAL BIMA YOJANA (PMFY)

- Ensuring flow of credit to the agriculture sector
- 10.5 crore+ farmers covered
- 15.8 crore+ hectares of land insured
- Financial support to farmers suffering crop loss/damage arising out of unforeseen events
- Stabilizing the income of farmers to ensure their continuance in farming
- Encouraging farmers to adopt innovative and modern agricultural practices

Scan to view
PM Modi’s Aatmanirbhar Krishi Vision
To strengthen democracy and make Jammu & Kashmir and Ladakh an integral part of Aatmanirbhar Bharat, PM Modi took a major step of abrogation of Article 370. Ever since this remarkable decision, the region has made huge leaps in terms of progress and development.

AIR conducted a special programme on the theme where it highlighted how abrogation of Article 370 has reduced militant activities in the region. The initiation of 3-tier Panchayati Raj System has accelerated the progress of Jammu & Kashmir and Ladakh. Initiatives like Mission Youth, first Central University in Ladakh, Central Institute for Buddhist Studies (Leh) etc. were also mentioned along with the beneficiary bytes from the people of the region.

DD News telecast a special episode titled ‘The changing Jammu, Kashmir and Ladakh’ which showcased how the abrogation of Article 370 has brought better development in the region and ignited hope in the minds of youth of Jammu, Kashmir & Ladakh, for a better future. Regional channels of DD Network like DD News Jharkhand ran a special report in Hindi.

DD also organised a Conclave on the topic with keynote speakers Dr. Jitendra Singh (MoS, PMO, Earth Sciences, Atomic Energy and Space), Shri Radhakrishna Mathur (Lt. Governor of UT of Ladakh),
Shri Jamyang Tsering Namgyal (MP, Ladakh), Shri Jamyang Tsering Namgyal (MP, Ladakh), Shri Junaid Azim Mattu (Mayor of Srinagar), Shri Chander Mohan Gupta (Mayor of Jammu). The speakers discussed the growth graph of the region since the abrogation of article 370.

An article titled ‘Narendra Modi’s 77 Ministers working for J&K’s future just as for all of New India’ written by Shri Rajeev Chandrashekhar (MoS, Ministry of Electronics & Information Technology) was published in 19 publications in six languages.

Various social media accounts of the Ministry highlighted the efforts undertaken by the government for the betterment of Jammu & Kashmir and Ladakh. Total impressions received were around 15 Lakh and 263 Whatsapp groups helped in reaching out to a large number of people at national and regional levels.
After the Bhuj earthquake of 2001, the CM of Gujarat, Shri Modi involved scientific thinking in the field of disaster management. He focused not only on constructing buildings but also worked towards the holistic development of the region. The Bhuj model of Disaster Management was adopted in other parts of the country.

A special report on the theme was aired by AIR. The report highlighted PM Modi’s initiatives like the National Disaster Management Plan and the success stories of scientific thinking in the field of disaster management from Kutch, Uttarakhand, Jammu & Kashmir, West Bengal, Odisha etc.

A special episode titled ‘New approach to Disaster Management’ was telecast by DD News which showcased how Bhuj recovered after the earthquake and now the country is investing in pre-disaster & post-disaster preparedness. Regional channels of DD Network like DD News Goa ran special report in Konkani.

With Keynote speakers like Shri S.N. Pradhan (DG, NDRF), Dr. R.K. Jenamani (Scientist, IMD), Shri Agendra Kumar (Managing Director, ESRI India), Prof. Santosh Kumar (NIDM) and Shri Krishna S. Vatsa (Member NDMA), a DD Conclave was

• Bringing scientific thinking in disaster management from Gujarat to whole of India
• Bhuj model of disaster management extended to other parts of the country
• Prime Minister’s 10-point agenda for Disaster Risk Reduction
conducted on the theme, where the speakers discussed in detail about how various initiatives taken by the government under the leadership of PM Modi has helped India in overcoming various emergencies like COVID-19, Amphan cyclone, Uttarakhand flash floods, etc.

The Ministry, through its various social media accounts, reached out to the citizens and received over 8 Lakh impressions. 138 Whatsapp groups were used to disseminate information & achievements about the theme.
18

India First Foreign Policy: Vishwa Guru


Vande Bharat Mission - helping Indians stranded abroad during COVID-19 pandemic, bringing back 44 lakh passengers through 34,000+ flights.

Neighbourhood First - Developmental projects in Bangladesh, Nepal, Bhutan, Sri Lanka, Myanmar, Thailand among others.

Act East - connecting India to East Asia through better infrastructure, trade, and regional institutions.

Strengthening of strategic partner relations with nations ranging from the US and Australia to Japan and Vietnam.
Earlier when the world talked about India, it was considered as one of the fragile five economies, but today, when the world talks about India, they discuss the five trillion dollar economy goal that PM Modi has set. This perception started to shift since Shri Narendra Modi became the PM of the world’s most promising economy.

**DD News** ran a special episode titled ‘India’s Foreign Policy’ which entailed the contribution of Hon’ble PM Modi in bringing India on the global stage and putting forth India’s perspective at various platforms. **DD News Jharkhand** telecast a special show titled ‘India becoming Vishwaguru’ in Hindi.

With Keynote speakers like Shri S. Jaishankar (Minister of External Affairs), Shri Arvind Gupta (Former Deputy NSA), Vice Admiral Shekhar Sinha (former CIDS) and Professor Swaran Singh, **DD Conclave** provided a platform where people directly interacted with the experts. The speakers discussed in detail about the changes in India’s foreign policy under the leadership of PM Modi and its impact on the image of India on the world map.

A special episode on India’s Foreign Policy was broadcast on **AIR**. It highlighted India’s contribution in supplying vaccines to foreign countries under “Vaccine Maitri”. The programme featured an interview of António Guterres, Secretary-General of the United Nations appreciating India’s contribution at the time of crisis. It also highlighted various foreign policies of India like Neighbourhood First Policy, Act East Policy, etc.

Various social media accounts of the Ministry highlighted the numerous efforts taken by PM Modi to make India a Vishwaguru. Around **8 Lakh** impressions were received and **131** Whatsapp groups were used to reach out to the people.
Today, India has the highest population of youth in the world. PM Modi believes that by working in the right direction, the government can open doors of numerous opportunities for the young Indians.

AIR, in its special show “Seva aur Samarpan - 20 saal sushasan ke” did an episode on Yuva Shakti. The show included interview bytes from Ms Neha Goyal (Indian Field Hockey player), Shri Pullela Gopichand (Coach of Indian National Badminton Team), Shri Atul Rai (Co-founder and CEO, Staqu Technologies) and other beneficiaries from government schemes related to sports and startups.

DD News telecast a special episode titled ‘Hausalon ki Udan’ where they showcased the Youth from sports to start ups and how the youth is contributing in fulfilling the dream of new India. The show featured interview bytes from Shri Deepak Bagla (CEO, Invest India), Dr. Kartik Jain (Vice Chancellor, Swarnim Startup & Innovation University), Shri Sunil Shukla (Director, Entrepreneurship Development Institute of India), and young athletes. Regional channels of DD Network like DD News Tamil, DD News Punjabi, DD News Jammu telecast special reports on the theme in Tamil, Punjabi and Dogri respectively.

DD News also conducted a Conclave on ‘YuvaShakti–SportstoStartups’. The guests on the show were Shri Alok Agrawal (Innovation and Business Consultant), Ms Poonam
Beniwal (National Boxing Champion and High Performance Manager, Sports Authority of India), Shri Pranav Bhatia (Innovative Incubator), and Shri Anuj Yadav (Founder and COO, Ms Sukriti Social Foundation).

CII organised the Make In India Conclave highlighting the Improving Competitiveness of Indian Industry. The keynote panel discussion was moderated by Ms Shereen Bhan (Managing Editor, CNBC), and panelists included prominent industry veterans and both past and present officer bearers of the CII.

An article titled ‘YUVA Shakti–Sports to Start-Ups’ written by Shri Nisith Pramanik (Union Minister of State for Youth Affairs and Sports) was published in 37 publications in three languages.

Around 5,00,000 impressions were received on various social media accounts of the ministry.

Around 5 Lakh impressions were received on various social media accounts of the Ministry. 273 Whatsapp groups were used to reach people at national and regional levels.

Scan to view Initiatives taken in the field of Sports
The mantra of the government under PM Modi is – “Empowerment that ensures dignity”. This drives the actions of the government. Ranging from the recognition of rights of transgenders to empowering the Divyangs and granting Constitutional status for National Commission for Backward Classes, a number of steps have been taken.

FICCI conducted a webinar on ‘Social and Economic reforms under Modi Government’ which was telecast by DD India. The keynote speakers: Dr. Arvind Virmani (Chairman, Foundation for Economic Growth & Welfare), Shri Nilesh Shah (MD, Kotak Mahindra Asset Management Co. Ltd), Dr. Sachchidanand Shukla (Chief Economist, Mahindra Group), discussed about the transformation of the Indian economy over the last seven years.

DD News, in its special episode, showcased social empowerment during the tenure of Prime Minister
Narendra Modi. The programme showcased the success of programmes like Beti Bachao Beti Padhao, Mudra Yojana, support of Divyangs etc. It included video bytes from Dr. Bhushan Punani (Executive Secretary, Blind People’s Association), Ms P N Kavoori (Founder, Disha Foundation, Anganwadi worker) and beneficiaries of various government schemes from different states. Regional channels of DD Network like DD News Uttar Pradesh ran a special show on the theme in Hindi.

**DD News Conclave ‘Desh ki Baat DD News ke Saath’** showcased the achievements of the Government in the last seven years. The chief guest in the Conclave was Dr. Virendra Kumar (Minister of State, Social Justice and Empowerment). Eminent speakers included Shri S K Rungta (General Secretary, National Federation of the Blind of India), Prof Sushma Yadav (Member, UGC), and others.

**All India Radio’s** special show ‘Seva aur Samarpan - 20 saal sushasan ke’ did an episode on ‘Social Empowerment including Divyangs’. It also featured beneficiary bytes from different states.

Social media accounts of the Ministry were used extensively where around **5 Lakh** impressions were received. 273 Whatsapp groups were used to spread messages around efforts taken by PM Modi for social empowerment.
Co-operative and Competitive Federalism

- PM Modi’s emphasis on leveraging co-operative and competitive federalism to achieve all round growth
- Decentralised approach to governance with local requirements of different states
- Shift from a ‘one size fits all’ approach to an integrated developmental approach

For a long time India worked on ‘One size fits all’ approach, not taking into account the heterogeneity of different states and their local requirements. After becoming the PM, Shri Modi stressed on the need to leverage co-operative & competitive federalism to achieve all round growth of the country.

Doordarshan News ran a special episode on Co-operative and Competitive Federalism, and touched upon important landmark decisions like GST to increase revenue share of States and also how the Centre has constantly worked to further empower the States. It included interview bytes from Prof Ramesh Chand (Member, NITI Aayog) and Prof Ashwini Mahajan (Economist), to shed light on Cooperative and Competitive Federalism. Regional channels like

DD News Uttar Pradesh ran a special story on the theme in Hindi.

DD News also conducted a Conclave on Cooperative Federalism ‘Desh ki Baat DD News ke Saath’.

Union Minister Shri Kiren Rijiju addressed the Conclave virtually. Shri N K Singh (Chairman, 15th Finance Commission) was the Chief Guest and other eminent guests included Shri Ramesh Chand (Member, NITI Aayog) and Shri B P Singh (Former Sikkim Governor).

All India Radio, in its special show ‘Seva aur Samarpan - 20 saal sushasan ke’ did an episode on Cooperative and Competitive Federalism. It also featured interview bytes from Shri Amitabh Kant, Dr. VK Paul (Member, NITI Aayog), Shri Ajay Narayan Jha (Former Finance Secretary) and Ms Pratibha Pal (Commissioner, Indore Municipal Corporation). The show also highlighted the testimonials of
beneficiaries from Tripura, Gujarat, and Kerala.

Apart from 309 Whatsapp groups used to reach out to the citizens, all the social media handles of the Ministry also played a crucial role in highlighting the initiatives taken by PM Modi to strengthen the Co-operative and Competitive federalism in the country. Around 10 Lakh impressions were received.
On 7th October, 2001, Shri Narendra Modi became the Chief Minister of Gujarat. He won the trust of crores of people, built a unique connect with them and ushered in Gujarat’s greatest era of good governance. In 2014, people of this country made him the Prime Minister of world’s largest democracy.

An article titled ‘Resetting reforms for a resilient and inclusive New India’ written by Smt. Nirmala Sitharaman (Union Minister for Finance and Corporate Affairs) was published in 99 publications in 11 languages.

DD News ran a special segment on Hon’ble PM Modi completing 20 years in public service. The program showed the journey of Shri Modi from the office of CM of Gujarat to becoming Prime Minister and one of the most popular leaders in the world.

Regional channels like DD News Chattisgarh, DD News Jharkhand, DD News Haryana, DD News Uttar Pradesh ran a special report titled ‘Seva Samarpan ke 20 saal’ in Hindi.

AIR broadcast a special show on Seva Samarpan: 20 Saal Sushasan ke where they highlighted PM Modi’s 20 years in public service since assuming the office as a CM of Gujarat. The radio channel also did a special story of 20 decades of Seva aur Samarpan. The show also highlighted the changes brought in different sectors of the society by Shri Narendra Modi in Gujarat and later throughout the country as the Prime Minister.

Various social media handles of the Ministry were utilised innovatively where over 10 Lakh impressions were received. The Ministry also used around 241 Whatsapp groups to reach out to a large number of people in all parts of the country. Various private national news channels like Times Now, CNN News, Republic TV, Republic Bharat, Zee News, Times Now Navbharat, News 18 India, Bharatvarsh, Zee Hindustan, NewsX and regional news channels like Zee MPCG, News18 Odia, Puthiya Thalaimurai and Thanthi TV carried special reports or news reports highlighting 20 years of Seva Samarpan.
Sewa Samarpan: PM Modi Bole - Ustaat sabse yuva desh, vyajwanaon ki ousah sahi kshetra mein lagne isapar satarkat paryashtat

Sewa aur samarpit abhyan ke tahat kai karya kram hue

India's Transition from Climate Change to Climate Justice

The Hindu

PM Narendra Modi completes 20 years in public office, red planned

The Tribune

Mishra: The office of the Prime Minister in the 71st year of office

Hindustan Times

Prime Minister Narendra Modi completed his 20 years in office on Thursday.

The Indian Express

Highlights: On PM Modi’s birthday, India administers over 2 crore Covid-19 vaccine doses

Sewa Aur Sarvajana Ayudh

PM Modi turns 71; President, leaders extend wishes

Media Coverage
शहरीकरण एक अवसर: हरदीप एस. पुत्ता

अर्थप्रकाश

Ashtalakshmi: Ka thain shatei lammihungi ha ka lynti ka jingkiew shaphrang

UPEHNGOR

भारत के एनर्जी इकोसिस्टम में परिवर्तन के वास्तुकार हैं पीएम

प्रभात खबर

PM Naredra Mod completes 20 years in public office, events panned

Swa Auro Sanrarap Abyian was launched in September in Prime Minister Narendra Modi’s 71st birthday to mark his 20 years in office
It is the janam din of our Honourable PM Shri Narendra Modi ji who has led the country with courage of conviction even during difficult pandemic times. God give him the strength & energy to continue his selfless good work for the welfare of the nation. Let us all pray for him.

Wishing our Honourable Prime Minister Shri @narendramodi ji a very Happy Birthday. May God bless you with long life, happiness and great health Sir. #HappyBirthdayModiji

Wishing our honourable prime minister Shri @narendramodi ji the best of health and a wonderful, fulfilling, long life. A very, very #HappyBirthdayModiji

Prayer to god to grant you a very long and a healthy life. Wishing you sir a very happy birthday @narendramodi

A very happy birthday to our Honourable Prime Minister, Shri @narendramodi ji. Wishing you a long and healthy life ahead.

Wishing our honourable Prime Minister @NMOIndia @narendramodi ji a very happy birthday. Thank you for providing us the strongest hand to hold as a country, one which guides us to newer heights with each passing day!
Anurag Thakur @anuragthakur · Sep 20
PmSh @narendramodi j had shared his idea of EkBharatShreshthaBharat on 31st October 2015, with the vision of building a New India.

Here’s a visual journey capturing India’s rich heritage.

#SevaSamaran 20 Years of Good Governance

Tenjens Inna Along @AlongInna · 2th
#SevaSamaran

PM/DY as an initiative played a major role during the nationwide lockdown across States in India, the govt. transferred cash directly into the bank accounts of migrant labourers and poor sections of the society.

Dr. L. Murugan @L_Murugan · Oct 7
We take inspiration from our Hon’ble PmSh @narendramodi j for #SevaSamaran.

Visited JayaBharat Hospital @MinHindi, and interacted with patients. Doctors and healthcare workers are the epitome of #SevaSamaran.

#20YearsOfSevaSamaran

Kanu Desai @KanuDesai180 · Sep 22
EMPOWERED FARMERS, EMPOWERED NATION.

The government is ensuring financial inclusion and access to Agricultural Credit through Initiatives like eNAM and Kisan Credit Cards: Union Minister Kiren Rijiju

#SevaSamaran

World’s Largest Financial Inclusion Scheme

Boosting digital payments

Offers financial inclusion for the poor

Enabling the world’s largest direct benefit transfer programme

Nitin Gadkari @nitin_gadkari · Sep 19
AapnoPradhanMantri Jee Ki Seva, serve the people of the country is the mantra of our Prime Minister. #AatmaNirbharBharat #SevaSamarp
October 2021 Edition

Ministry of Information & Broadcasting
Government of India
Dr. Rajendra Prasad Road
Shastri Bhawan
New Delhi–110001

For more information visit: https://mib.gov.in