



Ministry of Information
and Broadcasting
Government of India

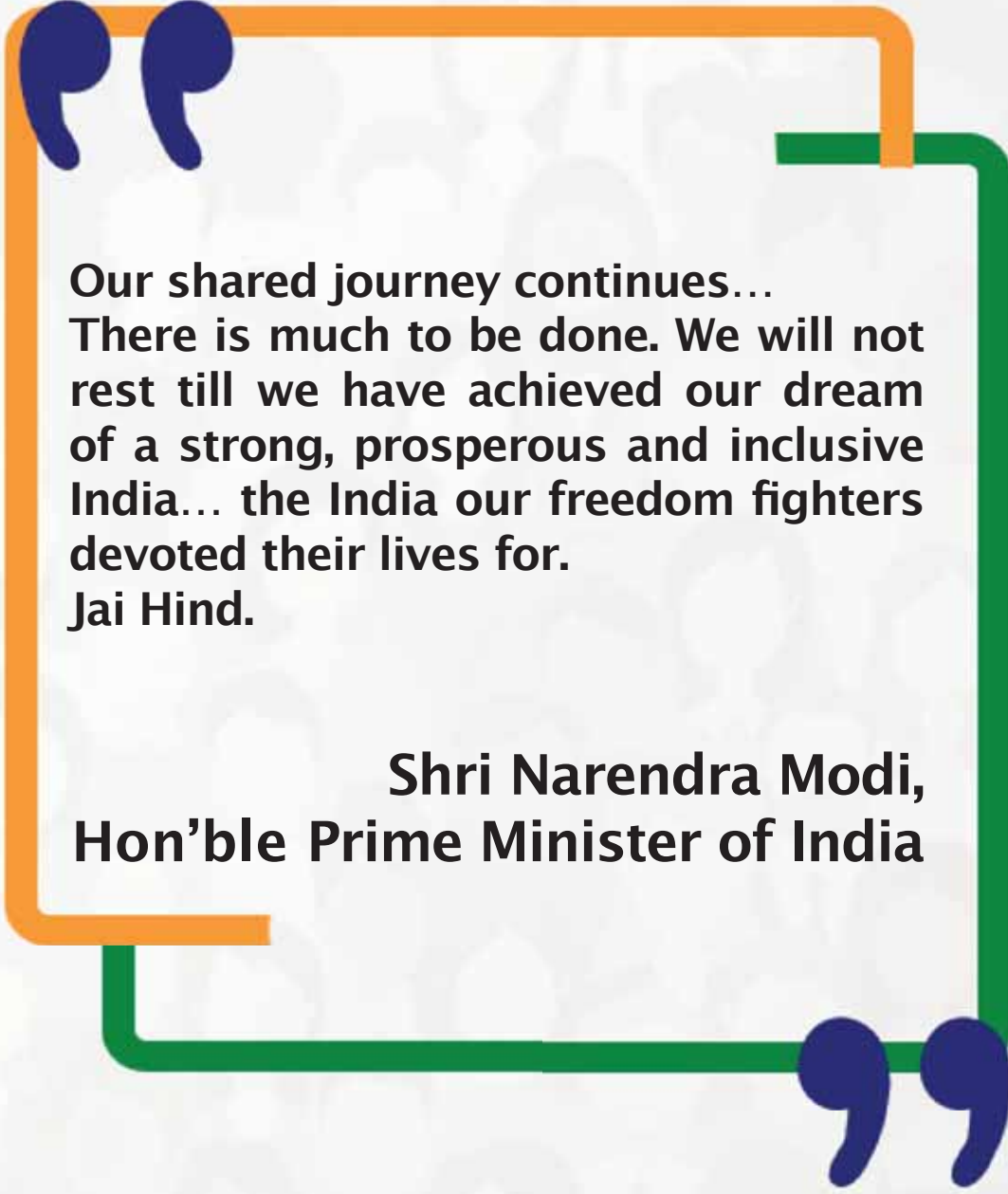
75
आज़ादी का
अमृत महोत्सव

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.**

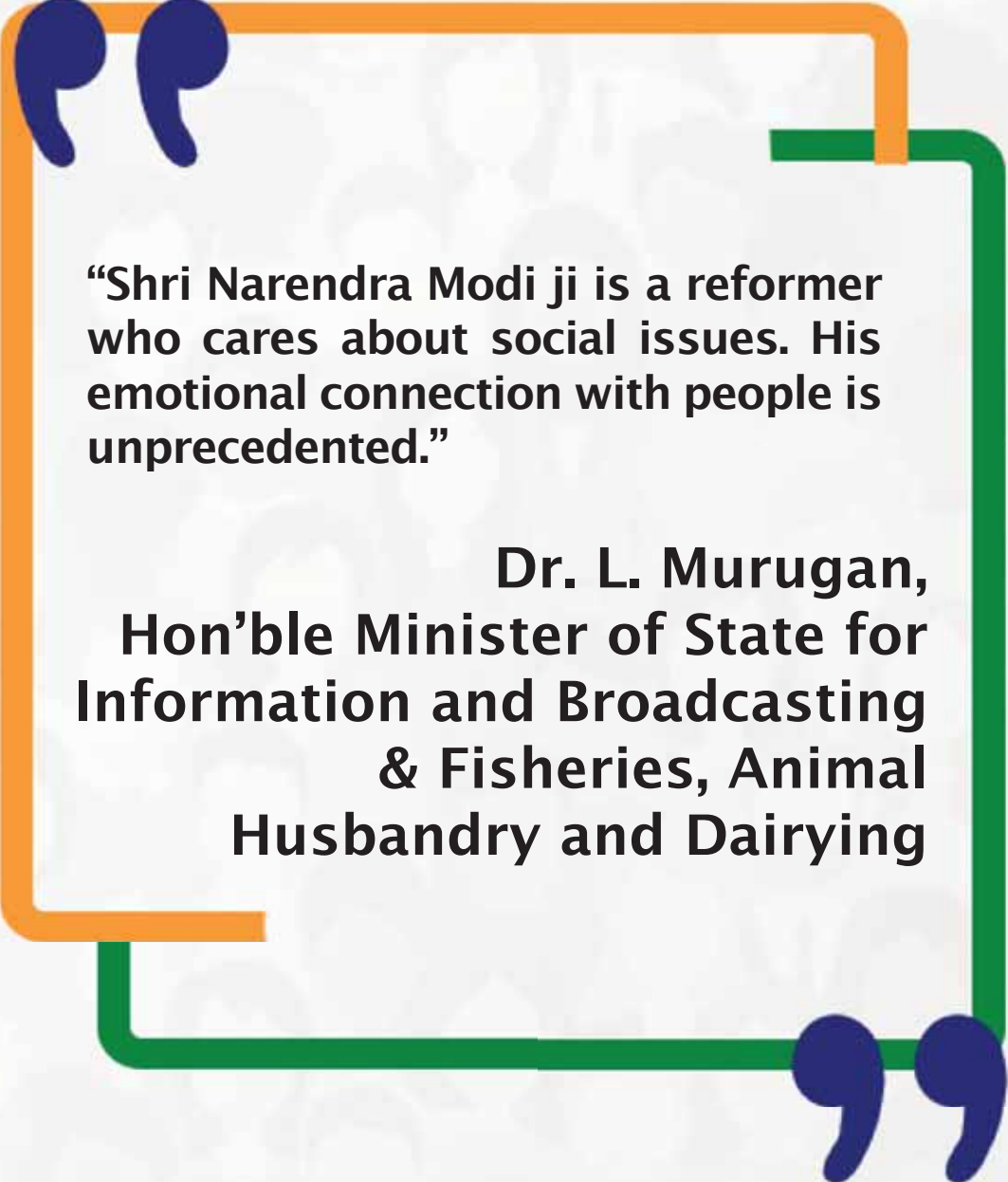
**Shri Narendra Modi,
Hon'ble Prime Minister of India**



“सेवा और समर्पण के साथ सुशासन के 20 वर्ष के दौरान पीएम श्री नरेंद्र मोदी जी ने एक सशक्त और आत्मनिर्भर राष्ट्र के निर्माण में अमूल्य और उत्कृष्ट 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

06

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

02

Celebrating *Sushasan*:
Major events

07

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

03

Jal Jeevan Mission:
Har Ghar Jal

08

Digital India :
A digitally empowered
nation

04

Panchayat and Co-operatives:
Path to self empowerment

09

Aspirational Districts:
Overcoming Regional
Disparities

05

Ek Bharat Shreshtha Bharat

10

Give to the poor without taking
from the rich

11

North East as Ashtalakshmi

18

India First Foreign Policy :
Vishwa Guru

12

Narendra Modi the Reformer

19

Yuva Shakti :
Sports to Startups

13

Ease of Living

20

Social Empowerment

14

Urbanisation as an
Opportunity

21

Cooperative & Competitive
Federalism

15

Rural Development –
Revitalising Agriculture –
Empowering Farmers

22

Seva aur Samarpan

16

Imaginative Jammu & Kashmir
and Ladakh

23

Media Coverage: A Snapshot

17

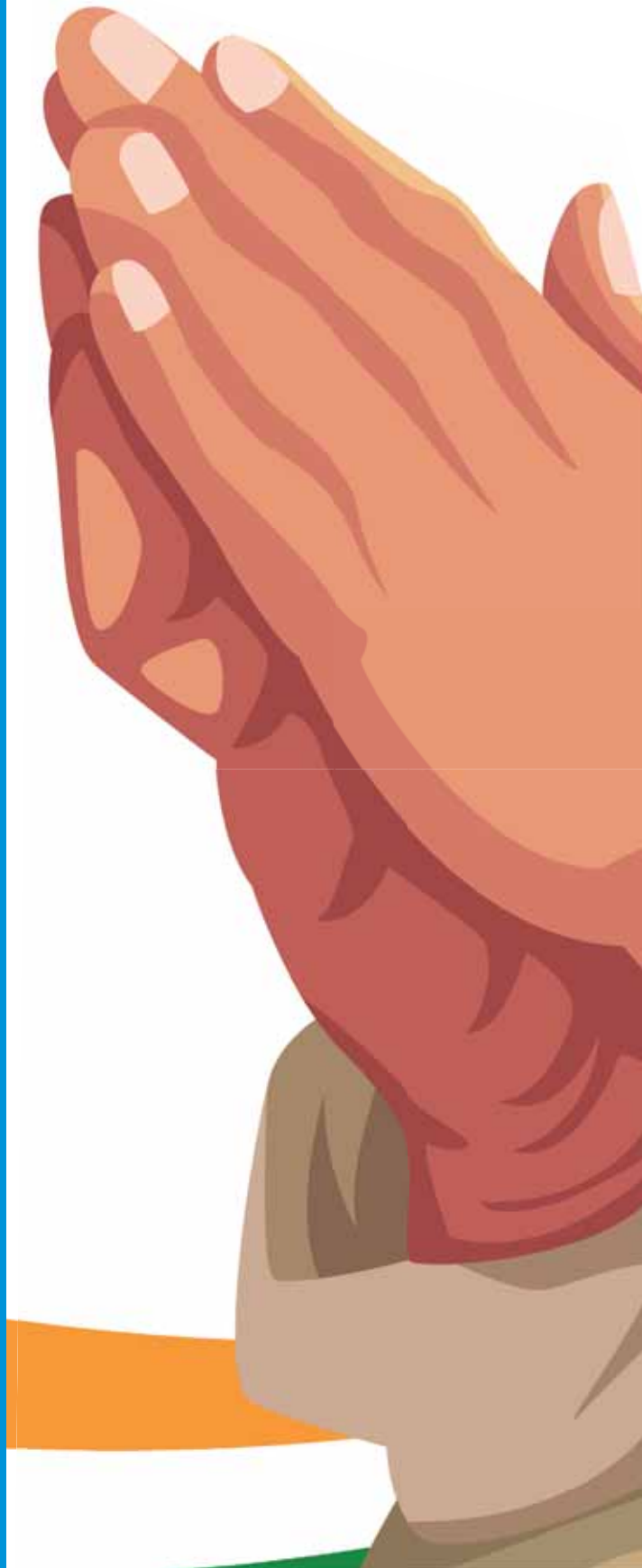
Re-Imagining Disaster
Management

01 Introduction: Seva Samarpan 20 years of Good Governance

- *Prime Minister Narendra Modi's ethos of good governance in service of the people*
- *20 years of Good governance or Sushasan as a key to all-round development*
- *Changing the lives of people through inclusive, people-centric policies*

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.





Ministry of Information
and Broadcasting
Government of India



PM Shri Narendra Modi: in the service of 130 crore Indians



Scan here to see the video

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.

03 Jal Jeevan Mission: Har Ghar Jal



- 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

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



FICCI Webinar

Achievements in Water and Sanitation: The Way Forward

18th September 2021, 01:45 – 02:45 pm

 <p>Shri G Asok Kumar (IAS) Additional Secretary & Mission Director, National Water Mission, Department of Water Resources, River Development & Ganga Rejuvenation, Ministry of Jal Shakti, Government of India</p>	 <p>Ms Naina Lal Kidwai Past President, FICCI Chairman, FICCI Water Mission Chairman, India Sanitation Coalition Chairman, Advent Private Equity</p>	 <p>Mr Dilip Chenoy Secretary General, FICCI</p>		
 <p>Mr Sourav Daspatnaik Managing Director, Swach Environment Pvt Ltd</p>	 <p>Mr Rajneesh Chopra Global Head – Business Development, VA Tech Wabag</p>	 <p>Mr Manoj Gulati Managing Director, Water.org</p>	 <p>Mr Nicolas Osbert Chief of WASH, UNICEF</p>	 <p>Dr ASAD Umar Head of Water and Sanitation, Aga Khan Foundation</p>

‘From a drop to a drizzle and then to a gush’ written by Shri Shekhawat, was published in 36 publications covering 10 languages across the nation.

FICCI conducted a webinar on ‘Achievements in water & sanitation: The way forward’ with keynotes 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 Samarpan - 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.

JAL SE JEEVAN

- Increased height of Sardar Sarovar Dam
- Excess water from Narmada diverted through Sujalam Sufalam Canal Network
- Freshwater reservoir created in Gulf of Khambat under Kalpsar Project

HAR GHAR NAL SE JAL

- 4.92 Crore rural households given tap water connection within 2 years of Jal Jeevan Mission
- 100% households in over 1 Lakh villages getting tap water supply



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.

Scan here to view the video of journey of jal jeevan mission



04 Panchayats & Co-operatives: Path to Self Empowerment

- *Key role played by Panchayats and co-operatives in developing India*
- *PM Modi 's vision of transforming villages for transforming the country*
- *Self-reliance and technology built in every layer of the Panchayati Raj system*

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**'.

Regional Channels of DD Network like **DD News Telangana, DD News Sahyadri, DD News Kerala, DD News Kashmir** aided the campaign by running special reports on '**Co-operatives & Shashakt Gaon**' in Telugu, Marathi, Malayalam and Kashmiri.

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.



Scan here to view
With underlying philosophy
of Seva Samarpan, PM Shri
Modi laid down the vision of
empowering Panchayats

BUILDING NEW INDIA through e-GramSwaraj



1.8 lakh

Gram Panchayats where
Geo-tagging of assets has
been initiated



2.6 lakh

Gram Panchayats' profiles
created so far



7.1 lakh

active Elected Representatives

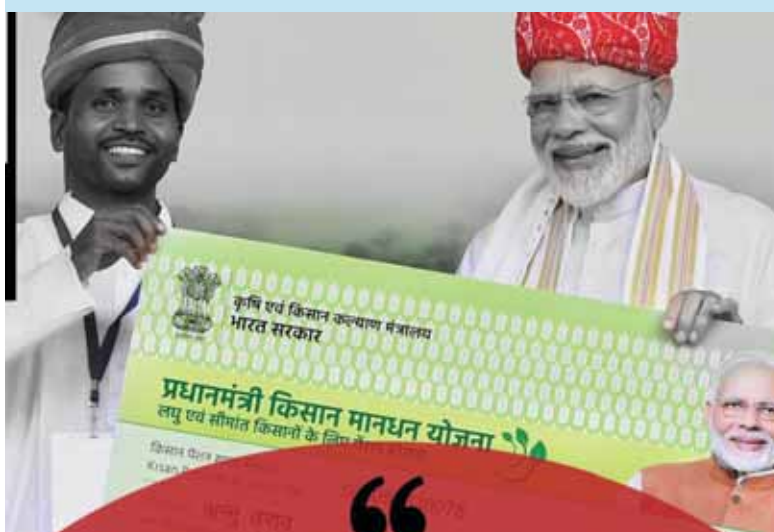
Then



Now



Twitter: /MIB_India, /MIB_Hindi, /COVIDNewsByMIB Facebook: /inbministry, /inbministry YouTube: /inbministry, /inbministry Instagram: /mib_india



“ किसानों और ग्रामीण अर्थव्यवस्था के लिए जो निर्णय हाल में हुए हैं, उन्होंने एग्रीकल्चर इकॉनमी को वर्षों से गुलामी से मुक्त कर दिया है। अब भारत के किसानों को अपने उत्पाद, अपनी उपज देश में कहीं पर भी बेचने की आज़ादी मिल गई है।

श्री नरेन्द्र मोदी
प्रधानमंत्री

”

Seva
Samarpan
in the spirit of Gandhian Values



05 Ek Bharat Shreshtha Bharat

- *Launched on 31st October, 2015 by the PM Modi on Sardar Vallabhbhai Patel's birth anniversary*
- *'Ek Bharat Shreshtha Bharat' to enhance understanding and bonding amongst the people of the various states*
- *Connecting the diverse cultures and traditions of India with a thread of unity*

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'.

Scan here to view
Modi's vision of building
New India



06 Healthcare for all & Pride in India's Traditions (Yoga and Ayurveda)

- *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'*

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.



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 recieved exceeded **1 crore**. Large number of people were reached through **124 Whatsapp** groups.



“
आज हम आयुष्मान भारत के लिए ही नहीं, बल्कि
आयुष्मान विश्व के लिए भी कार्य कर रहे हैं। योग और
आयुर्वेद को लेकर दुनिया भर में जो जागरूकता आ रही
है, वो भी Rising India का ही एक प्रतिबिंब है।

श्री नरेन्द्र मोदी
प्रधानमंत्री

”

AYUSHMAN BHARAT

World's largest government
funded healthcare scheme

Rs. 5 Lakh
per family per year for
secondary and tertiary care

50 crore
beneficiaries eligible for these
benefits

**Pradhan Mantri Jan
Arogya Yojana (PM-JAY)**

1 Lakh Health and Wellness
Centres (HWCs) to be created

Procedures covering all the costs
of treatment



Scan to View
PM Modi's views
on Yoga



Scan to View
Pride in India's traditions:
Yoga and Ayurveda



07 Swachh Bharat Clean and green Climate Climate Change to Climate Justice

- Universal sanitation coverage through Swachh Bharat, implementing Mahatma Gandhi's vision
- PM Modi's vision of tackling climate change with climate justice
- Policies and collective effort to build a sustainable future

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.



Confederation of Indian Industry

Inaugural Session

27 September, 1100-1200 hrs



Shri Bhupender Yadav
Minister of Environment
Forest and Climate Change &
Labour and Employment
Government of India



Mr T. V. Narendran
President
Confederation of Indian Industry &
CEO & MD, Tata Steel



Ms Seema Arora
Deputy Director General
Confederation of Indian Industry



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.

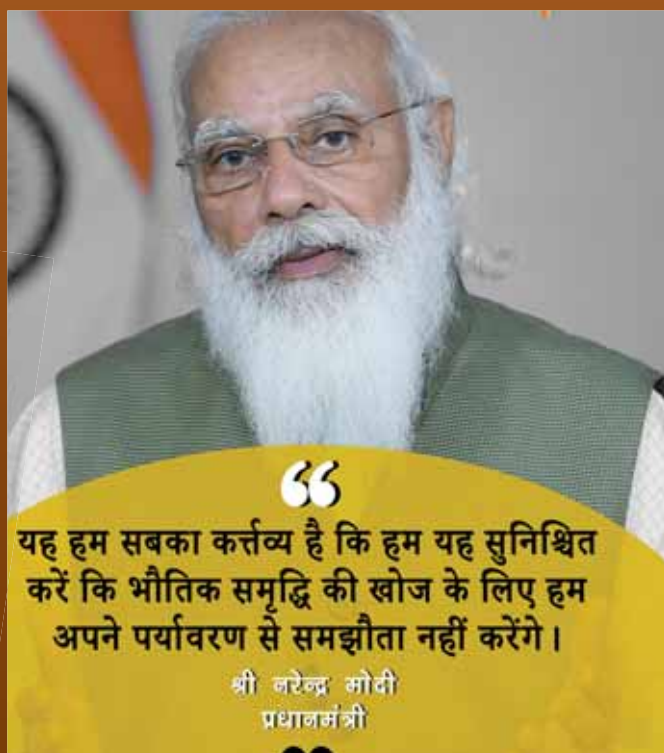
An article was published on '**India's Transition from Climate Change to Climate Justice**' written by Shri Bhupendar Yadav in **20 publications** in six languages and '**India marches on towards Swastha, Sashakt & Samrudh Bharat**' written by Shri Mansukh Mandaviya (Union Minister for Health and Family Welfare) in **52 publications** in **seven languages**.

Spotlight

SWACHH BHARAT ABHIYAN... CLIMATE TO CLIMATE JUSTICE

'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 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





ZEE NEWS

गांधी जी का सत्याग्रह...मोदी का स्वच्छाग्रह

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 Swachh 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.

SWACHH BHARAT MISSION

World's Largest Behavioural Change Programme

3 Lakh	Deaths averted since 2014, as a result of Swachh Bharat Mission, as per WHO report
10 crore	Toilets constructed under Swachh Bharat Mission so far
60 crore	People positively influenced with safe and hygienic sanitation practices

THEN

OPEN DEFECATION FREE (ODF) INDIA

NOW



Scan to View
PM Modi's efforts to provide
renewable energy to India

08 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.

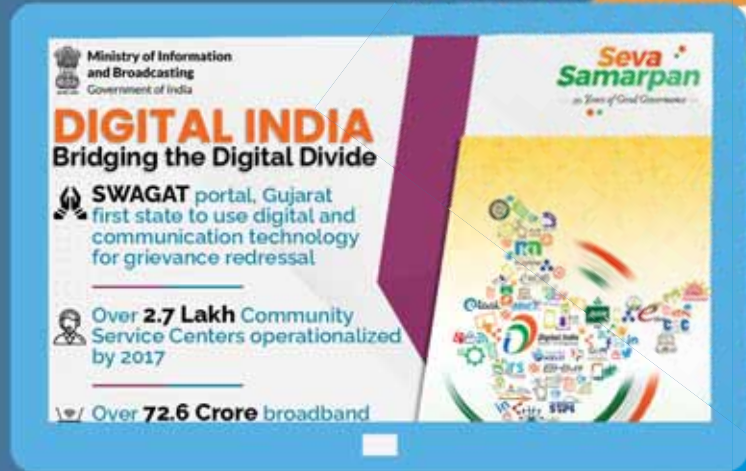
DD News telecast an episode titled '**Digital India**' which highlighted the **success stories** from the **remote areas** of India, role of Digital India in connecting the under-privileged section of society with the mainstream **banking system** of India, **Direct Benefit Transfers**,

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.



*Scan to view
Digital Revolution in India*



09 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,



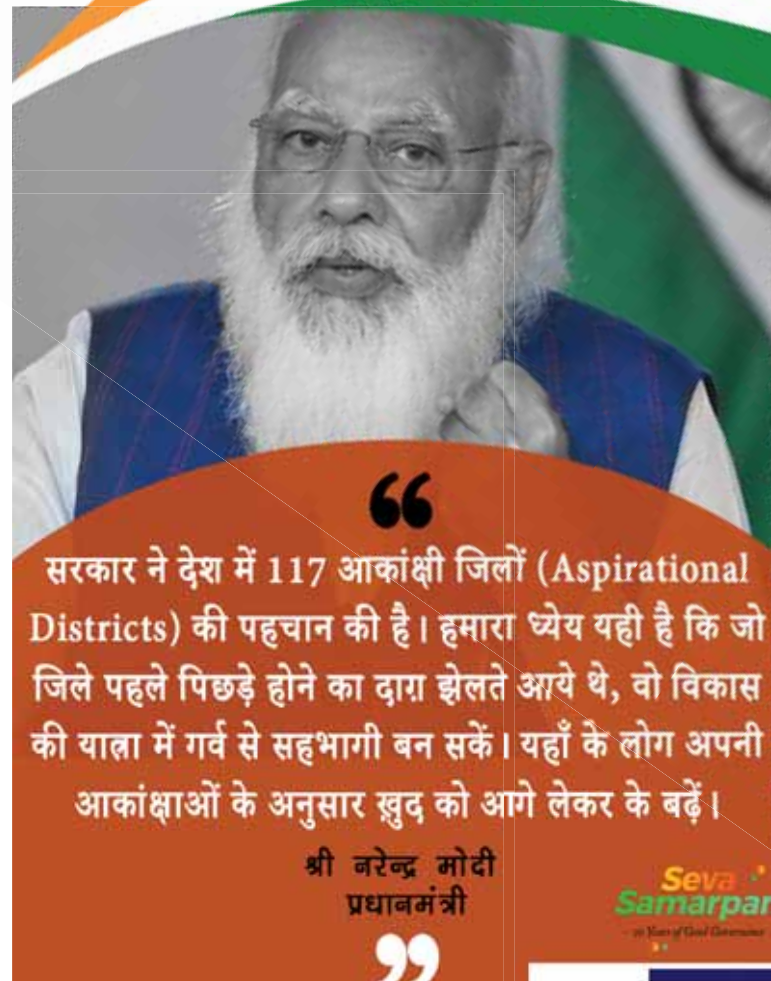
Manipuri and Dogri languages respectively.

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.



*Scan to view
Transformation
of Aspirational
Districts: Building a
New India*




Ministry of Information and Broadcasting
Government of India


ASPIRATIONAL DISTRICT


On the path to prosperity

NAMSAI, ARUNACHAL PRADESH

Humara Vidhyalaya

 **School Prabhari** for each school - to ensure monitoring, assessment and guidance

 Online platform **Yathasarvam** - linked to a mobile app to record responses

 Substantial improvement in learning outcomes and teaching practices



10 Give to the poor without taking from the rich

- 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



#SEVASAMARPAN

Spotlight
20 Years of Good Governance

Ministry of Information and Broadcasting
Government of India

BUILDING NEW INDIA
with Sabka Saath, Sabka Vikas, Sabka Vishwas & Sabka Prayas

Pradhan Mantri Awas Yojana - Gramin
Driven by the objective of providing "Housing for All"

2.95 Crore PMAY-G houses with all basic amenities by 2022

1.58 Crore PMAY-G houses completed as of now

Rs. 46000 Crore* budget allocation for FY2020-21, highest since the launch of the scheme

Pradhan Mantri Awas Yojana - Urban
Pucca house for eligible urban households by the year 2022

1.13 Crore houses sanctioned

86.92 Lakh houses grounded

50.29 Lakh houses completed so far

योजना-सबके लिए आवास (शहरी)

प्रधान-का-वास
सबके-विकास

योजना-सबके लिए आवास (ग्रामीण)



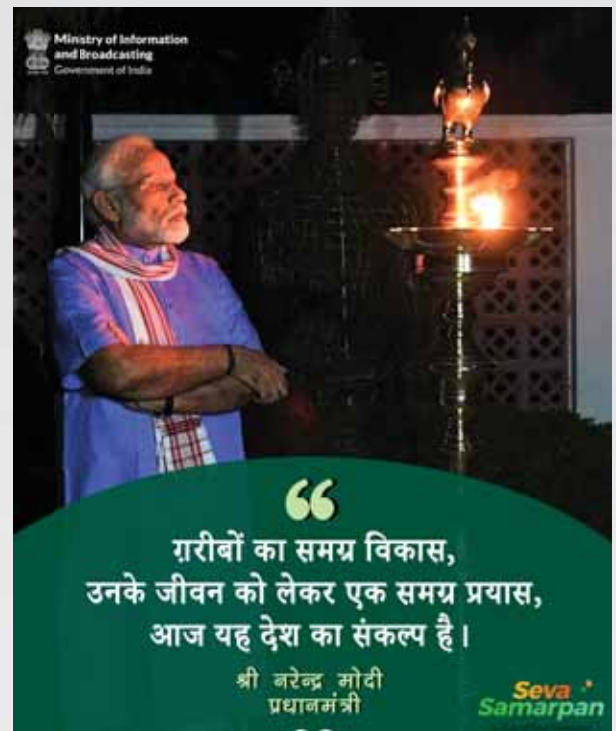
Yojana etc. Beneficiary bytes from various regions of the country were also aired during the programme.

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.

*Scan to view
PM Modi’s initiatives to
elevate the poor & weak*



“
गरीबों का समय विकास,
उनके जीवन को लेकर एक समय प्रयास,
आज यह देश का संकल्प है।

श्री नरेन्द्र मोदी
प्रधानमंत्री

Seva
Samarpan



गरीबों को समर्थ-सशक्त बनाना है उद्देश्य

11 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**.

Scan to
view
Incredible
North-East



FICCI Webinar
New Paradigms in Development of North-East region
6th October 2021 | 11.30 am

Speakers:

- Mr. Adil Zaidi**
Partner
Ernst & Young
- Mr. Shyamkanu Mahanta**
MD, MMS Advisory Ltd, Chief Functionary, Trend MMS
- Mr. X. Kavichasa**
Commissioner & Secretary, Commerce & Industry, Govt of Nagaland
- Mr. Ranjit Bartha**
Chairman, FCD Northeast Advisory Council & Chairman Globally Managed Services
- Mr. Anirudh S Singh**
Secretary (IT), Government of Arunachal Pradesh
- Prof. Ch. Priyoranjan Singh**
Manipur University

Logos: Seva Samarpan, 75 Azadi Ka Amrit Mahotsav, FICCI, Knowledge Partner, EY (Building a better working world).



12 Narendra Modi The Reformer

- *'Karmayogi' Shri Narendra Modi's spirit of 'Reform, Perform, Transform'*
- *A reformer believing in holistic development of India and Indian society*
- *Visionary reform policies changing the face of India for 20 years*

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.

Article titled, **'Karmayogi Modi- An aspiration for 135 crore**

Indians' written by Shri Piyush Goyal (Union Minister for Commerce & Industry, Consumer Affairs, Food & Public Distribution & Textiles) appeared in **41 publications** in **six languages** across the nation and **'Prime Minister Shri Narendra Modi – The Architecture of Transformation of India's Energy Ecosystem'** written by Shri R.K. Singh (Union Minister of Power, and New and Renewable Energy) appeared in **53 publications** in **seven languages**.

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



13 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**.



#SEVASAMARPAN



Spotlight Ease of Living

NEWS HD



तकनीक की सुविधा अब घर-घर उपलब्ध

DD
NEWS HD



देश में 100 प्रतिशत घरों में गैस कनेक्शन दिया गया है

Scan to view
PM Modi's efforts
to promote Ease
of Living



14 Urbanisation as an opportunity

- *PM Modi sees urbanisation as an opportunity to improve ease of living*
- *Governance centred on cities having opportunities, prosperity, security and technological advancements*
- *Building a new India through holistic urbanisation*

PM Shri Narendra Modi believes that Indian cities should have opportunities, prosperities, 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.

Ministry of Information and Broadcasting
Government of India

HOLISTIC URBANISATION
Building a New India

► GREEN URBAN MOBILITY

- Non-Motorised Transport infrastructure
- Innovative urban transit modes
- Intelligent Transport System (ITS) facilities
- Retrofitted buses for energy efficiency
- Low-cost Metro solutions for Tier-2/Tier-3 Cities: MetroLite and MetroNeo systems

Seva Samarpan
— an Year of Good Governance —



Scan to view
Urbanisation is not a challenge but an opportunity



15 Rural Development: Revitalising Agriculture – Empowering Farmers

- *Strengthening agricultural sector to fulfill the goal of five trillion dollar economy*
- *Farmer First approach in policies and governance leading to farmer welfare*
- *Reforming farming and empowering farmers for development of India*

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.

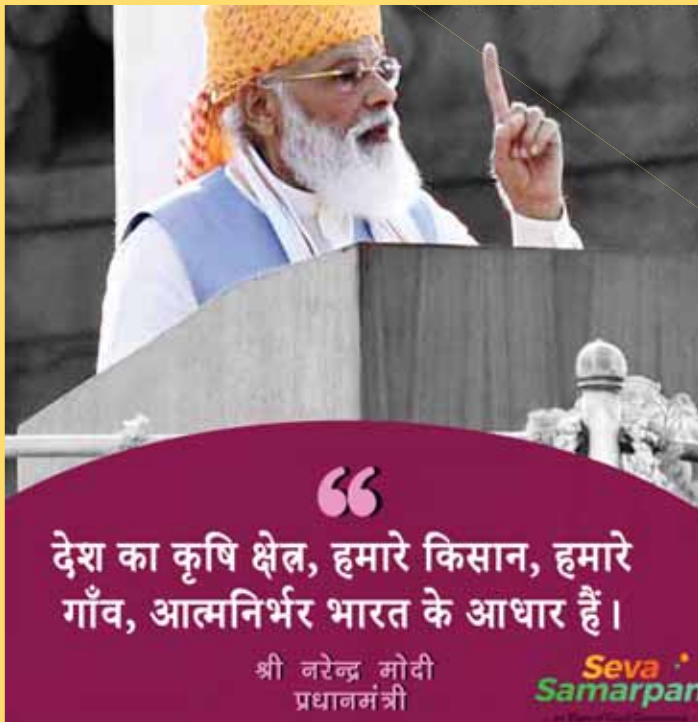
A special programme on 'Rural Development – Revitalising Agriculture Empowering Farmers' was aired by AIR where it highlighted PM Modi's initiatives such as Kisan Bima Yojana, Fasal Bima Yojana, e-NAM etc. Excerpts from the speech of PM Modi and beneficiary bytes were also part of the programme.

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.

#SEVASAMARPAN



Spotlight RURAL DEVELOPMENT



“

देश का कृषि क्षेत्र, हमारे किसान, हमारे
गाँव, आत्मनिर्भर भारत के आधार हैं।

श्री नरेन्द्र मोदी
प्रधानमंत्री

Seva
Samarpan

EMPOWERING FARMERS

PRADHAN MANTRI FASAL
BIMA YOJANA (PMFBY)



- 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



16 Imaginative Jammu & Kashmir and Ladakh

- *Strengthening democracy and making J&K and Ladakh an integral part of Aatmanirbhar Bharat*
- *Developmental leaps in the region and dawn of a peaceful era*
- *PM Modi and the whole-of-government working tirelessly to strengthen J&K and Ladakh's future*

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 Chandrashekar (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.



Ministry of Information and Broadcasting
Government of India

SHIFT IN PARADIGM:
Jammu & Kashmir and UT of Ladakh

- World's tallest 467 metre bridge on river Chenab is likely to be completed this year
- Kashmiri Kesar has received the G.I tag. Now Kashmiri Saffron is reaching even the north-eastern states.
- The Indian Winter Games were organized at Gulmarg for the first time.
- First Himalayan Film Festival held in Ladakh

Scan to view
*The dream of one nation,
one law, one symbol is
finally fulfilled by PM Shri
Narendra Modi*



17 Re-imagining Disaster Management

- *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*

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.

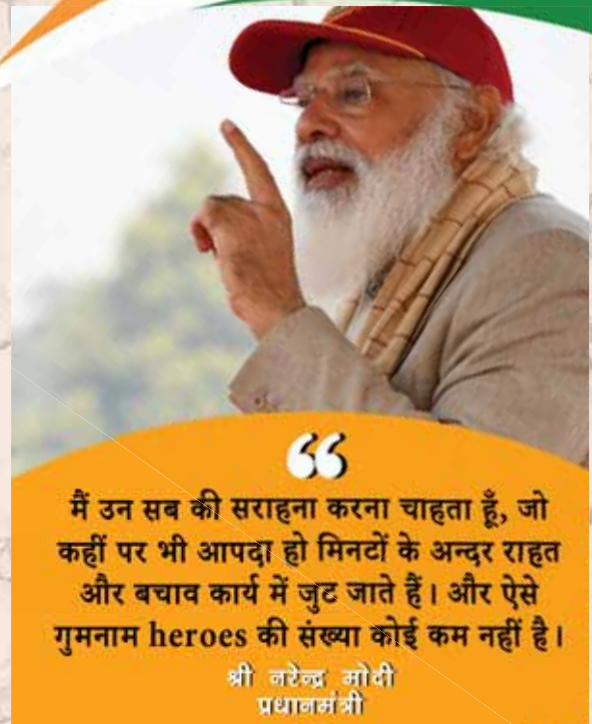
A special episode titled '**New approach to Disaster Management**' was telecast by **DD News** which showcased how Bhuj recovered after the earthquake and now the country is investing in pre-disaster & post-disaster preparedness. Regional channels of DD Network like **DD News Goa** ran special report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



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.



Scan here to view PM Modi's efforts to bring new approaches in Disaster Management

18

India First Foreign Policy : Vishwa Guru

Ministry of Information and Broadcasting
Government of India

INDIA AS VISHWAGURU

Presiding over **United Nations Security Council (UNSC)** meet in August 2021

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

Seva Samarpan
in Spirit of Good Governance



- *Taking India to the stage of world leadership*
- *India's rising stature in the sphere of international relations and diplomacy*
- *India's image as the world's most promising economy*

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.



Scan here to view
PM Modi's Vision: A strong, cooperative and transformative India



19 YUVA Shakti : Sports to Startups

- *PM Modi's vision of government opening doors for opportunities for young Indians*
- *India taking advantage of its demographic dividend*
- *Harnessing Yuva Shakti: From sports to start-ups*



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-Sports to Startups**'. 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 **40**
field of Sports



20 Social Empowerment

- *PM Modi's mantra of "Empowerment that ensures dignity"*
- *Tireless focus on social reform and upliftment of the marginalised*
- *Emphasis on 'Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas'*

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



Scan to view
Social Empowerment for all
under the leadership of
PM Modi



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.



FICCI Webinar

"SOCIAL AND ECONOMIC REFORMS UNDER MODI GOVERNMENT"

4 OCTOBER 2021

11:00 AM – 12:05 PM

 <p>Dr. Arvind Virmani Chairman, Foundation for Economic Growth & Welfare, and Former Chief Economic Adviser, Govt. of India</p>	 <p>Mr. Sunil Sanghal Founder & CEO NovaDhruva Capital Pvt Ltd</p>	 <p>Shri Ajay Seth Secretary Economic Affairs Government of India</p>	 <p>Mr. Rakesh Shah Past President FICCI and Chairman Edelweiss Group</p>	 <p>Mr. Nilesh Shah Managing Director Kotak Mahindra Asset Management Co. Ltd. and Part-time Member, Economic Advisory Council to the Prime Minister</p>	 <p>Dr. Sachchidanand Shukla Chief Economist Mahindra Group</p>
--	--	---	---	--	---

21 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.

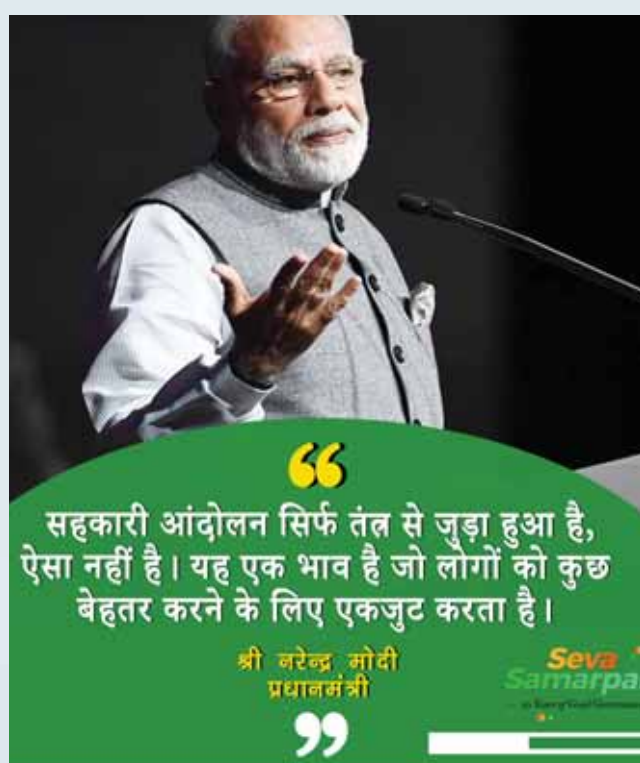
DD News also conducted a Conclave on Cooperative Federalism '**Desh ki Baat DD News ke Saath**'.

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.



Scan to view
PM Modi advocated for
Cooperative Federalism for
an all round development
of the nation



22 Seva Aur Samarpan

- *Overview of the new dawn of good governance exemplifying PM's spirit of Seva and Samarpan*
- *PM Modi's unfettered vision of building a resilient, inclusive and Aatmanirbhar Bharat*
- *Performing on every front of governance, reforming each sphere of life and ushering transformation to new India.*

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**.



“

भारत में लोकतंत्र सिर्फ संविधान की धाराओं का संग्रह नहीं, बल्कि यह हमारी जीवनधारा है।

श्री नरेन्द्र मोदी
प्रधानमंत्री

”



Scan to view
PM Modi's 20 years journey

त्रि दुसरी राजधानी जलसंधारण योजनाअन्तर्गत विविध क्षेत्रात बांधण्यात येणाऱ्या बांधकामात २०१९-२० चे वर्ष अत्यंतच उत्तम ठरले आहे. विशेषतः अनेक नवीन बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत.

जगणं आता आणखी सुलभ !



जलसंधारण योजनाअन्तर्गत विविध क्षेत्रात बांधण्यात येणाऱ्या बांधकामात २०१९-२० चे वर्ष अत्यंतच उत्तम ठरले आहे. विशेषतः अनेक नवीन बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत.

२०१९-२० मध्ये बांधकामात २०१९-२० चे वर्ष अत्यंतच उत्तम ठरले आहे. विशेषतः अनेक नवीन बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत.

२०१९-२० मध्ये बांधकामात २०१९-२० चे वर्ष अत्यंतच उत्तम ठरले आहे. विशेषतः अनेक नवीन बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत.

२०१९-२० मध्ये बांधकामात २०१९-२० चे वर्ष अत्यंतच उत्तम ठरले आहे. विशेषतः अनेक नवीन बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत.

२०१९-२० मध्ये बांधकामात २०१९-२० चे वर्ष अत्यंतच उत्तम ठरले आहे. विशेषतः अनेक नवीन बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत. यातून अनेक बांधकामे सुरू झाली आहेत.

PRATIDIN
Odia Daily

Visit us: www.pratidinnews.com

कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति



कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति. कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति. कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति. कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति. कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति.

कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति. कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति. कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति. कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति. कृषि क्षेत्रात घुनर्जित व कृषकका शक्ति.

Transforming Lives: Enhancing the Ease of Living of Citizens

Transforming Lives: Enhancing the Ease of Living of Citizens. Transforming Lives: Enhancing the Ease of Living of Citizens. Transforming Lives: Enhancing the Ease of Living of Citizens. Transforming Lives: Enhancing the Ease of Living of Citizens.

Highland Post

ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಪ್ರವಾಸದಲ್ಲಿ ನಗರ ಕಂಡ ಹೊಸ ಭರವಸೆ ಹಾಗೂ ಆಕರ್ಷಣೆಗಳ ಆಧಾರ

ಕಾಶ್ಮೀರದ ಭವಿಷ್ಯಕ್ಕೆ ಒಂದು ಕಟ್ಟು ನಿಂತ ಕೆಲಸ

ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಪ್ರವಾಸದಲ್ಲಿ ನಗರ ಕಂಡ ಹೊಸ ಭರವಸೆ ಹಾಗೂ ಆಕರ್ಷಣೆಗಳ ಆಧಾರ.

ಕಾಶ್ಮೀರದ ಭವಿಷ್ಯಕ್ಕೆ ಒಂದು ಕಟ್ಟು ನಿಂತ ಕೆಲಸ.

زندگی بسر کرنے کا عمل آسان ایسا نہ کھیلے سہولتوں کی بھروسہ سانی

[illegible]

একদিন

এখানে চলার সমী
যুব শান্ত, ক্রীড়া থেকে স্টাট-আপ

[illegible][illegible]

Mizo Award

NE State-te - Hmasawwna Kawngah

North Eastern Region (NER) State parlat Ashtalakshmi tia hril lar chu ni dang zawng awq zint tunah chuan a muasawn tawh a. Hel pawl awngah huaina leh dang leh dun kemahw theih leh thin chu thil kal tawh a ni ta. A chhan ber nia lang chu hmasawwna kawng hrang hrang hmuah tar a awng wawh a ni.

Sawkrar leh lai hmasa hmasawwna a awm theih nan kawng hrang hrangin hma a ta a, chuang zingah chuan inkalpuhna tha leh khawling tana tha ruhril a siamte a ni. Tunah hin NER-ah chuan hmasawwna ruhril fin tak tak kalpui mek a ni a, tam zawk chu kawngin inkalpuhna a ni a, rel hmasa inkalpuhna, thlawha hmasa inkalpuhna, kawpetha, telecom, petroleum leh natural gas, etc ta a ni.

Act East Policy huainah hmarchhak state te theih theusawn mar, viz Myanmar leh Bangladesh, crore te chu kum nga kai ta khun zawhfel ni tawh bawh. North East Road Se Development Scheme (NERDS) N huainah chuan kawng siam thei ngai bi thawn thei mek a ni bawh. Project 24, 1566.75 Cr te chu kalpui a ni bawh a, chu zingah putham Rs 87.86 Cr chu zawhfel ta nian, project 21 Rs 1478.89 Cr chu tha mek a ni.

Tunhai mar khaan sawkrar chu National Mission for Fiddable Oils/Oil Palm, hmarchhak state-a tar tak kalpui tar a ni. Hema atan hmasa sawkrar chuan North East Regional Agricultural Marketing Corporation (NERAMAC) Rs 77.45 Cr taru hmasa a mi thia a puang tawh bawh. He revival pack hian NER-a loneinate a tainpi beisei a ni a neeth dan thei zawk mzinrina, organic thil leh heitha hman te theihgen a huainah

vrajkishanbhoori@yahoo.in
प्रजकिशन भूमि
SUDAK KUSHANBHOOORI / DAKSHIN

© 2011 Pearson Education, Inc.

VRAJ KISHAN BHOOMI (DAILY)

(દાન-૬)

પ્રધાનમંત્રી મોદીના સૌના માટે સાવત્રિક અને કિફાયતી આરોગ્ય સેવા પૂરી પાડવાને અનુરૂપ દૃષ્ટિકોણની દિશામાં ભારતનાં આગળ ધપતાં કદમ

પ્રધાનમંત્રી મોદીના સાર્વત્રિક કિશાયતી આરોગ્ય સેવા પૂરી પાડવાના વિઝન સાથે સશક્ત અને સમૃદ્ધ રાષ્ટ્રનામાર્ગે આગળ વધતાં કદમ -શ્રી મનસુખ માંડવિયા

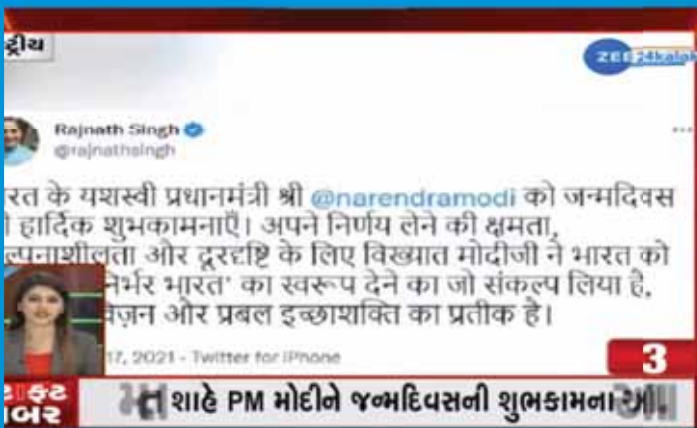
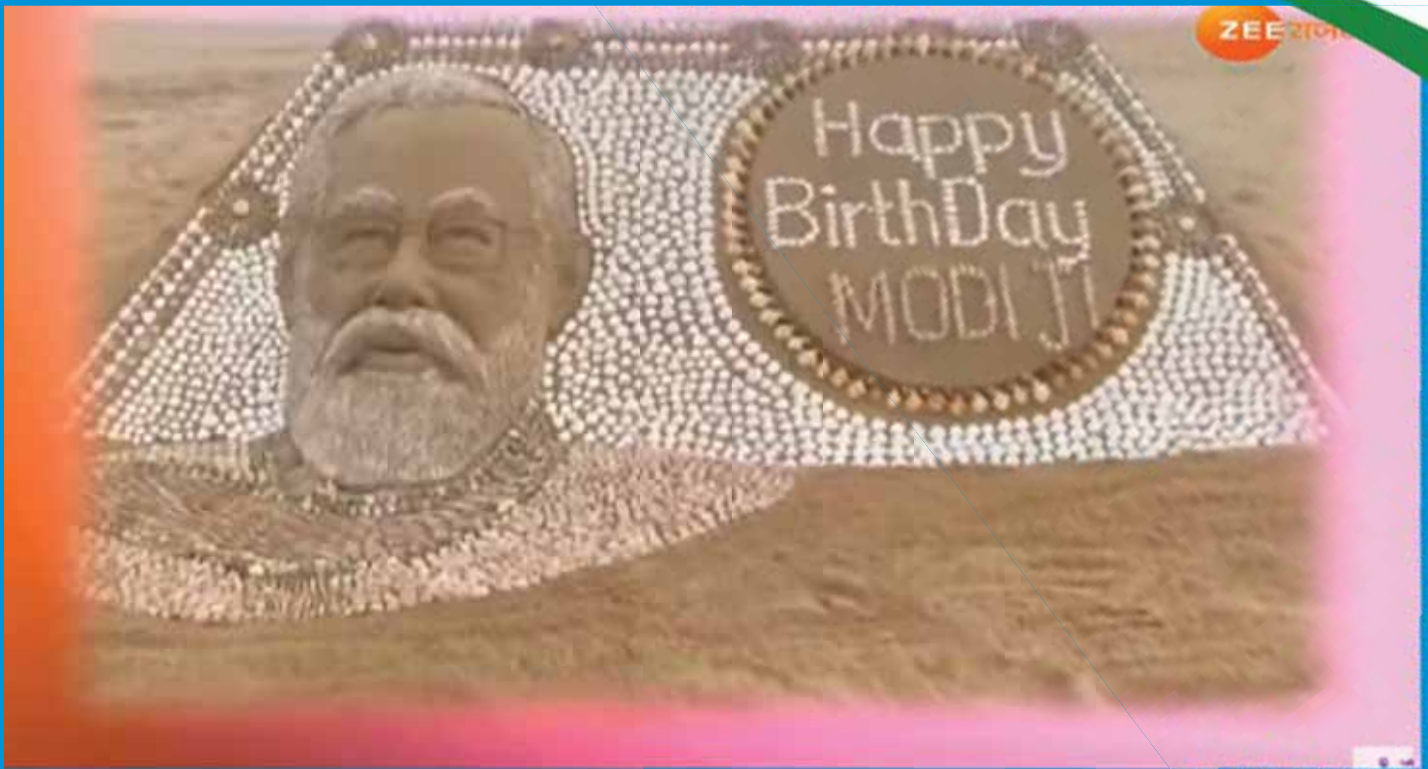
[illegible]

4 JUNIOR KURAL Friday 08-10-2021 CHENNAI

இந்தியாவின் வளர்ச்சிப் பாதையில்
எட்டு வடகிழக்கு மாநிலங்கள்

[illegible][illegible]





Ashwini Vaishnaw @AshwiniVaishnaw · Oct 18
A mark of India's digital evolution. 🇮🇳

#SevaSamarpan

Doctor Thalamus @Neurochauhan · Oct 16

With only ₹10 in my wallet, I have travelled 2649 km in the past 3 days. Thanks to digital payments which is accepted even by food vendors, cabs and small shops. This is a huge transformation in INDIA and the credit goes to @narendramodi 🇮🇳

PS- Ignore my worn out wallet.



189 443 4.3K

Piyush Goyal @PiyushGoyal · Oct 4
Connecting INDIA by Creating INFRAI

Bridging divide through #SevaSamarpan



36 196 1K

Nimrat Kaur @NimratOfficial

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

7:58 AM · Sep 17, 2021 from Mumbai, India

Paresh Rawal @SirPareshRawal

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

9:31 AM · Sep 17, 2021

Abhishek Bachchan @juniorbachchan

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

Sep 17, 2021

Hema Malini @dreamgirlhema

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 🇮🇳



Riteish Deshmukh @Riteishd

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



Randeep Hooda @RandeepHooda

Dear Prime Minister @narendramodi, wishing you great health and inner peace on your 71st birthday 🇮🇳 #HappyBdayModiji



Manish Malhotra @ManishMalhotra

Wishing our honorable Prime Minister @PMOIndia @narendramodi ; a very happy birthday filled with good health and a great year.

11:29 AM · Sep 17, 2021 · Twitter for iPhone

Karan Johar @karanjohar

Wishing our honourable Prime Minister @narendramodi 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!

10:07 AM · Sep 17, 2021 · Twitter for Android



Anurag Thakur @ianuragthakur · Sep 20

PM Shri @narendramodi ji had shared his ideas of #EkBharatShreshthaB on 31st October 2015, with the vision of building a New India.

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

#SevaSamarpan: 20 Years of Good Governance



Dr. L. Murugan @Murugan_MoS · Oct 7

We take inspiration from our Hon'ble @PMOIndia Shri @narendramodi ji's #SevaSamarpan.

Visited JaysBharat Hospital #Nellore, and interacted with patients. Doctors and healthcare workers are the epitome of #SevaSamarpan.

#20YearsOfSevaSamarpan



BJP and 6 others



Temjen Imna Along @AlongImna · 21h

#SevaSamarpan

PMJDY 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.

@narendramodi @PMOIndia



3 10



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

#SevaSamarpan



Nitin Gadkari @nitin_gadkari · Sep 19

प्रधानमंत्री श्री @narendramodi जी के नेतृत्व में सरकार के लिए आत्मनिर्भर कृषि और आत्मनिर्भर किसान सर्वाधिक महत्वपूर्ण है। #AatmaNirbharBharat #SevaSamarpan



89 340 2.5K



Jyotiraditya M. Scindia @JM_Scindia · Sep 23

यशस्वी प्रधानमंत्री श्री @narendramodi जी के नेतृत्व में आम नागरिकों के बेहतर इलाज के लिए चल रही विश्व की सबसे बड़ी स्वास्थ्य योजना, आयुष्मान-साल पूरे हो गए हैं। देशभर के 50 करोड़ से ज्यादा जरूरतमंद लोगों के लिए साबित हुई है। #SevaSamarpan





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>