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INDIA TOUCHES NEW LANDMARK IN EXPORTS

\$400
BILLION



MANN KI BAAT

Prime Minister Narendra Modi's address to the Nation



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My dear countrymen,

Last week we achieved a feat that filled all of us with pride. You must have heard that last week, India has achieved the export target of \$ 400 billion, i.e. 30 lakh crore rupees. At first instance, it might come across as a matter related to the economy; but more than the economy, it is related to the capability of India, the potential of India. At one time, the figure of exports from India used to be 100 billion, at times 150 billion, sometimes 200 billion...today, India has reached 400 billion dollars. In a way, this means that the demand for items made in India is increasing all over the world; the other meaning is that the supply chain of India is getting stronger by the day... and it also has a very big message. The nation takes great strides when resolves are bigger than dreams. When there is a sincere effort day and night for the resolves, those resolutions also attain fruition... and you see, the same happens in a person's life as well. When one's resolve, one's efforts, become bigger than one's dreams, success comes to the person on its own.

Namaskar!



Friends,

New, ever new products from all corners of the country are reaching foreign shores. Leather products from Hailakandi in Assam or handloom products from Osmanabad, fruits and vegetables from Bijapur or black rice from Chandauli, the exports of all of these are increasing. Now, you will also find the world famous apricot of Ladakh in Dubai too and in Saudi Arabia, you will find bananas shipped from Tamil Nadu. Most importantly, an array of new products are being sent to ever newer countries. For example, the first consignment of millets grown in Himachal and Uttarakhand was exported to Denmark. Bainganapalli and Subarnarekha mangoes from Krishna and Chittoor districts of Andhra Pradesh were exported to South Korea. Fresh jackfruits from Tripura were exported to London by air and for the first time King Chilli from Nagaland was dispatched to London. Similarly, the first consignment of Bhalia wheat was exported from Gujarat to Kenya and Sri Lanka. This means, now if you go to other countries, Made in India products will be more visible than ever before.

Friends,

This list is very long and the power of Make In India is equivalent in might to the extent of the list. Equally great is the potential of India... and the basis of its strength are **our farmers, artisans, our weavers, engineers, our small entrepreneurs, the MSME sector; people from many different professions, all of them are its true strength. It is only due to their hard work, that the goal of exporting to the tune of \$ 400 billion has been achieved** and I am happy that this power of the people of India is now reaching new markets in every nook and corner of the world. When each and every Indian is vocal for local, it does not take long for the local to become global. Let's make the local 'global' and augment the prestige of our products further.



Friends,

the listeners of 'Mann Ki Baat' will love to know that the success of our small entrepreneurs at the domestic level also makes us proud. Today our small entrepreneurs are playing a major partnership role in government procurement through Government e-Market place i.e. GeM. A much transparent system has been developed through technology. During the last one year through the GeM portal, the government has purchased items worth more than one lakh crore rupees. Close to 1.25 lakh small entrepreneurs, small shopkeepers from every corner of the country have sold their goods directly to the government. There was a time when only big companies could sell goods to the government. **However, the country is changing now; the old systems are also changing. Now even the smallest of shopkeepers can sell one's goods to the government on the GeM Portal – this is the New India. She not only dreams big, but also shows the courage to reach that goal, where no one has reached before. On the basis of this very courage, all of us Indians together will definitely fulfill the dream of an Aatmanirbhar Bharat, a self-reliant India.**



My dear countrymen,

you must have observed Baba Sivanand ji in the recently held Padma Awards ceremony. Seeing the agility of the 126-year-old, everyone must have been surprised just like I was...and I saw, before one could bat an eyelid, he started bowing in the Nandi Mudra. I bowed a number of times and offered Pranaam to Baba Sivanand ji.

Both, the age of 126 years and the fitness of Baba Sivanand are the subject of discussion in the country today. I read many people's comments on social media, that Baba Sivanand is fitter than those one-fourth his age. Indeed, the life of Baba Sivananda is an inspiration for all of us. I wish him a long life. He has a passion for yoga and leads a very healthy lifestyle.

जीवेम शरदः शतम्।



In our culture, everyone is wished a hundred years of healthy life. We will celebrate 'World Health Day' on the 7th of April. Today, the collective Indian thought on health, whether it is Yoga or Ayurveda, is increasingly trending all over the world. Just last week you must have noticed a Yoga program being organized in Qatar. In this, citizens of 114 countries participated and made a new world record. Similarly, the market of the Ayush Industry is also increasing continuously. 6 years ago, the market for medicines related to Ayurveda was around 22 thousand crores. Today, the Ayush Manufacturing Industry is reaching around one lakh forty thousand crore rupees, that is, the possibilities are increasing continuously in this sector. In the start-up world too, AYUSH is becoming a subject of attraction.

Friends, I have often referred to earlier on other start-ups of the health sector, but this time I will talk to you especially on Ayush Start-Ups.

There is a start-up Kapiva! Its meaning is hidden in its name. Here, Ka means – Kapha, Pi means – Pitta and Va means – Vaata. This Start-Up is based on healthy eating habits in accordance with our traditions. Nirog-Street too is another start-up which is a unique concept in the Ayurveda Healthcare Ecosystem. Its technology-driven platform connects Ayurveda Doctors from across the world directly to the people. More than 50 thousand practitioners are associated with it. Similarly, Atreya Innovations, a healthcare technology start-up, is working in the field of Holistic Wellness. Ixoreal has not only spread awareness about the use of Ashwagandha, but has also invested a huge amount on top-quality production process. Cureveda has created dietary supplements for Holistic Life through the confluence of modern herbal research and traditional knowledge.



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Friends,

I have listed only a few names so far; this list is very long. It is a symbol of the young entrepreneurs of India and the new possibilities being created in India. **I also have a request for the Start-Ups of the Health Sector and especially the Ayush Start-Ups. Whatever portal you design online; whatever content you create, try to make it in all the languages recognized by the United Nations. There are many such countries in the world where English is neither spoken nor understood much. Promote your information keeping such countries in mind as well. I am sure that soon, Ayush Start-Ups from India with better quality products will reign all over the world.**

Friends, health is also directly related to cleanliness. In 'Mann Ki Baat', we always mention the efforts of the proponents of cleanliness.

One such Swachhagrahi is Chandrakishore Patil ji. He lives in Nashik, Maharashtra. Chandrakishore ji's resolve regarding cleanliness is very heartfelt. He stands by the Godavari river, and constantly encourages people not to throw garbage in the river. If he sees someone doing this, he immediately stops them. Chandrakishore ji invests a lot of his time in this endeavour. By evening, he has a pile of such things, which people have brought to throw into the river. This effort of Chandrakishore ji also raises awareness and is also inspiring. Similarly, there is another Swachhagrahi - Rahul Maharana of Puri in Orissa. Rahul goes to the pilgrimage sites in Puri early in the morning every Sunday, and clears the plastic garbage there. He has cleaned hundreds of kilos of plastic garbage and dirt so far. Be it Rahul of Puri or Chandrakishore of Nashik, they teach us a lot. **As citizens, we must carry out our duties, whether it is cleanliness, nutrition or vaccination... all these efforts also help us in staying healthy.**

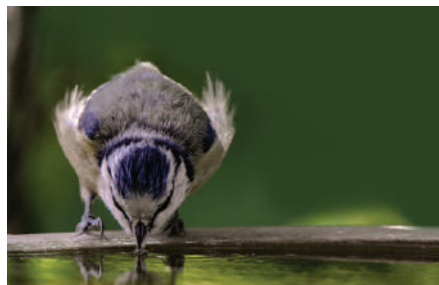


06

My dear countrymen,

let's talk about Mupattam Sri Narayanan ji of Kerala. He has started a project named – 'Pots for water of life'. When you come to know about this project, you will marvel at the wonderful work done.

Friends, Mupattam Sri Narayanan ji is running a campaign to distribute earthen pots so that animals and birds do not face water problems during summer. In summer, he used to get upset seeing the plight of animals and birds. Then he thought... why not start distributing earthen pots himself so that others were left with only the task of filling water in those pots. You will be surprised that the number of utensils distributed by Narayanan ji is going to cross one lakh. In his campaign, he will donate the hundred thousandth pot to the Sabarmati Ashram established by Gandhi ji. Today, when the summer season has knocked at our doors, this work of Narayanan will definitely inspire all of us and we will also make arrangements for water for our animal and bird friends this summer.



07

Friends,

I would also request the listeners of 'Mann Ki Baat' to reiterate our resolves. Whatever we can do to save every drop of water, we must do that. Apart from this, we have to keep giving equal emphasis on recycling of water. The water used at home can be used in pots, can be used in gardening, it must be reused. With a little effort, you can make such arrangements in your home. Centuries ago, Rahimdas ji had purposefully said 'Rahiman paani raakhiye, bin paani sab soon'. And in this task of saving water, I have high hopes from children. Just as our children made cleanliness a movement, they can help save water by becoming a 'Water Warriors'.



Friends, for centuries, water conservation in our country; protection of water sources has been part of the nature of society. I am happy that many people in the country have made water conservation a life mission. Like Arun Krishnamurthy is a friend from Chennai! Arun ji is running a campaign to clean the ponds and lakes in his area. He took up the responsibility of cleaning more than 150 ponds and lakes and successfully completed it. Similarly, there is a friend from Maharashtra, Rohan Kale. Rohan is an HR Professional. He is running a campaign to preserve hundreds of step wells in Maharashtra. Many of these wells are centuries old and are part of our heritage. Bansilal-Pet Kuan in Secunderabad is one such step well. Due to years of neglect, this step well got filled with mud and garbage. But now the campaign to revive this step well has started with public participation.

Friends,

I hail from a state where there has always been a shortage of water. These step wells are called Vav in Gujarat. Vav has played a big role in a state like Gujarat.

The 'Jal Mandir Scheme' played a significant role in the protection of these wells or step wells. Several step wells were revived all over Gujarat. This also helped a lot in raising the water level in these areas. You can also run similar campaigns at the local level. Be it the construction of Check dams or Rain Water Harvesting, individual efforts are also important in this and collective efforts are necessary too. **For instance, at least 75 Amrit Sarovars can be made in every district of our country in the Azadi ka Amrit Mahotsav. Some old lakes can be rejuvenated; some new ones can be dug. I am sure you will definitely make some effort in this direction.**



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My dear countrymen,

one of the beautiful aspects of 'Mann Ki Baat' is that I get your messages in many languages, in many dialects. Many people also send audio message on MYGOV. **India's culture, our languages, our dialects, our way of life, our culinary range, all of this diversity is our great strength. From east to west, from north to south, this diversity binds India together, leading to Ek Bharat Shreshtha Bharat.** Here too, both our historical sites and Pauranik literature contribute a lot. You must be wondering why I am mentioning this to you right now! The reason for this is the "Madhavpur Mela".

The listeners of Mann Ki Baat will find it very interesting to know where the Madhavpur Mela is held, why it is held, how it is related to the diversity of India.

Friends, "Madhavpur Mela" is held in the village of Madhavpur near the sea at Porbandar in Gujarat. But it also connects with the eastern end of India. You must be thinking how this is possible! The answer to this also comes from a Pauranik story. It is said that thousands of years ago Lord Krishna was married to Rukmani, a princess from the North East. This marriage took place in Madhavpur, Porbandar and as a symbol of the that marriage, even today Madhavpur fair is held there. This deep relationship between the East and West is our heritage.



With the passage of time with the efforts of the people, new aspects too are now being added to the Madhavpur fair. In local parlance, the bride's side is called Gharati and now many Gharaatis from the North East have started coming to this fair. Artists from all the states of the North East reach the Madhavpur Fair, which lasts for a week; when artisans associated with handicrafts arrive and the beauty of the fair is enhanced manifold. **For a week, this amalgamation of cultures of the East and West of India, the Madhavpur fair creates a very beautiful example of Ek Bharat Shreshtha Bharat. I request you to read and know more about this fair as well.**





My dear countrymen,

The Azadi ka Amrit Mahotsav in the country is now becoming a new example of public participation. A few days ago, on the 23rd of March, many celebrations were held in different corners of the country on Martyrs' Day. The country remembered the heroes and heroines of her Independence; remembered them reverently. On the same day I also got the opportunity to dedicate to the nation the Biplobi Bharat Gallery at Victoria Memorial, Kolkata. **This is a very unique gallery to pay tribute to the brave revolutionaries of India. If you get an opportunity, you must certainly visit it.** Friends, in the month of April we will also celebrate the birth anniversary of two great personalities. Both of them have left their deep impact on Indian society. These great personalities are - Mahatma Phule and Babasaheb Ambedkar. We will celebrate Mahatma Phule's birth anniversary on the 11th of April and Babasaheb's birth anniversary on the 14th of April. Both of these great men fought persistently against discrimination and inequality.

Mahatma Phule opened schools for girls in that era; raised his voice against female infanticide. He also launched large campaigns to get rid of the water crisis.

Friends, the mention of Savitribai Phule ji is equally important in this reference to Mahatma Phule. Savitribai Phule played a significant role in the formation of many social institutions. As a teacher and a social reformer, she also made the society aware and encouraged it. Together they founded the Satyashodhak Samaj... they made efforts for the empowerment of the people.



We can clearly see the influence of Mahatma Phule in the work of Babasaheb Ambedkar. He also used to say that the development of any society can be assessed by looking at the status of women in that society. **Taking inspiration from the life of Mahatma Phule, Savitribai Phule, Babasaheb Ambedkar, I request all the parents and guardians to ensure education for their daughters. In order to increase the enrollment of daughters in schools, the Kanya Shiksha Pravesh Utsav has also been started a few days ago... the focus is on bringing back to school those girls who missed their studies for some reason.**



Friends,

it is a matter of good fortune for all of us that we have also got an opportunity to work for Panch Teerth associated with Babasaheb. Be it his birthplace in Mhow, Chaityabhoomi in Mumbai, his home in London, the Deeksha Bhoomi in Nagpur, or Babasaheb's Maha-Parinirvana Sthal in Delhi, I have had the privilege of visiting all the places, all sacred sites. **I would urge the listeners of 'Mann Ki Baat' to visit the places associated with Mahatma Phule, Savitribai Phule and Babasaheb Ambedkar. You will get to learn a lot there.**





My dear countrymen,

This time too in 'Mann Ki Baat' we talked on many topics. Many festivals are lined up next month. Navratri is only a few days away. In Navratri, we practice fasting, perform sadhana of Shakti, worship Shakti...that is, our traditions teach us celebration and restraint as well. Sanyam and Tap are also a festival for us, which is why Navratri has always been very special for all of us. There is also the festival of Gudi Padwa on the very first day of Navratri. Easter also comes in April and the holy days of Ramadan are also starting. **Let us celebrate our festivals by including everyone together, strengthening India's diversity... this is our collective desire.** That's all this time in 'Mann Ki Baat'. I will see you again next month with new topics.

Many many thanks !

MANN KI BAAAT

Special Mentions by Prime Minister



MAKE IN INDIA FOR THE WORLD 'ATMANIRBHAR BHARAT'

achieving new heights in Export

“India set an ambitious target of \$400 billion of goods exports & achieves this target for the first time ever. I congratulate our farmers, weavers, MSMEs, manufacturers, exporters for this success. This is a key milestone in our Aatmanirbhar Bharat journey.”

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

India has achieved USD 400 billion merchandise export target in 2021-22. The consistent hand holding of the government in reviewing and monitoring the situation has developed confidence among trade and industry significantly benefited the exporters and manufactures to resume a higher export growth trajectory in the year 2021-22.

Pradeep Multani
PHD Chamber of Commerce

India has prospered with the blessings of Nature.

India has witnessed abundant offerings of the mother nature, be it having the most fertile soil in the world or sacred rivers spread wide across the country. Here exists all climatic seasons, and so do the treasures of medicines and minerals. At one point in time, this diversity of our natural resources has led us to the top of the global economy with the contribution of more than 21%. India again endeavours to bring itself at the top of the global economy with its productivity and rich natural resources. We are again working towards building our 'Atmanirbhar Bharat' or 'Self-reliant India' by increasing our global exports and thereby moving from 'Vocal for Local' to 'Local for Global'.



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The merchandise exports from India recently crossed the \$400 billion mark i.e. 30 lakh crore rupees in the current financial year. This is the first time ever that exports have crossed the \$400 billion-mark. The previous best was \$331.02 billion that was achieved in 2018-19. It is interesting to note, that engineering goods, petroleum products, gems and jewellery, chemicals and ready-made garments of all textiles were the top five commodities exported from India.

In March, 2022, during his 'Mann Ki Baat' address the Prime Minister Narendra Modi said that "this monumental feat has been possible due to the sheer hard work and determination of "farmers, artisans, weavers, engineers, small entrepreneurs, the MSME sector and people from many different professions, all of them are its true strength. It is only due to their hard work, that the goal of exporting to the tune of \$400 billion has been achieved and I am happy that this power of the people of India is now reaching new markets in every nook and corner of the world." He emphasised that "the demand for items 'Made in India' is increasing all over the world; and the supply chain of India is getting stronger by the day."



It is indeed a milestone of India's journey to be a competitive and resilient economy on the world's stage. Rising exports are a true reflection of a country's ease of doing business and reaching out to all corners of the globe in manufacturing and services.

Juzar Khorakiwala
Chairman and Managing Director
Biostadt India Limited

The landmark achievement of the export target of 400 billion dollars for 2021- 22 emphatically demonstrates the country's inherent manufacturing strengths, entrepreneurship and agility to conforming to the global demand.

Vir S Advani
Vice Chairman & Managing Director,
Blue Star Ltd.

'Make In India' products sourced from remote corners from across the country, be it leather products from Hailakandi in Assam, handloom products from Osmanabad, fruits and vegetables from Bijapur or black rice from Chandauli- the exports of all of these are increasing. An array of new products are being sent to ever newer countries. For instance, the first consignment of millets grown in Himachal and Uttarakhand were exported to Denmark. Bainganapalli and Subarnarekha mangoes from Krishna and Chittoor districts of Andhra Pradesh were exported to South Korea. Fresh jackfruits from Tripura were exported to London by air and for the first time, King Chilli from Nagaland was dispatched to London. Similarly, the first consignment of Bhalia wheat was exported from Gujarat to Kenya and Sri Lanka. Now if one goes to foreign countries, 'Made in India' products will be more visible than ever before.

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The government has been working round the clock to ensure a conducive environment and infrastructure for industries and exporters alike to enhance their export performance. A detailed strategy, including specific targets set - country - wise, product - wise & EPC-wise, monitoring and course correction is being implemented.

In order to achieve this monumental export target Government has initiated a series of reforms. The smooth roll out of Remission of Duties and Taxes on Export Products (RoDTEP) and rebate of State & Central Taxes and Levies (ROSCIL) even in the midst of the pandemic reflects the strong resolve of the government to walk the talk. The Interest Equalisation Scheme has been extended to exporters and which is benefiting a large number of MSME exporters. With such efforts, the Government of India has been striving to achieve a coherent and coordinated action for fulfilment of exports target.



Director General and CEO of Federation of Indian exporters organisation Dr Ajay Sahai, believes that the best thing about this export performance is that it is very inclusive; we have seen contributions from farmers, artisans, craftsmen, women entrepreneurs, and small businesses and that has made export much more inclusive.

We have seen a rapid increase in both the products and the market, new centres have emerged which will help India to increase its export in times to come. District as an exports hub is an excellent strategy for bringing all districts and helping them by providing the necessary infrastructure for propelling India's export.

Once only known as the world's largest market, India is now firming its position as the world's top exporter due to Prime Minister Narendra Modi's vision of "Make in India for the World."



Chairperson IIFT Prof. Rakesh Mohan Joshi, states that this has been the first time in the trade promotion history of India wherein, the Ministry of Commerce, Government of India has gone to the grassroots level. This has been for the first time that it is not only the state-level export promotions (SLEP) committees, but Ministry has also gone to the district-level export promotions. States were asked to prepare their promotion plans, whereas the districts were asked to identify the products, and those products were integrated into the overall promotional plan.

With several positive factors such as demographic dividend, a democratic system, and the young and talented population, India is pursuing 'Make in India' with zeal and gusto. When it comes to national security, self-sufficiency is imperative, one must take pride in 'Made in India products' which uphold global standards and compete on a global scale.

It is entirely due to the vision and commitment of the Hon'ble Prime Minister and the excellent ecosystem provided by the government that we have been able to reach the new milestone, a \$400 billion dollar merchandise export this year.

Dr Ajay Sahai
 Director General and CEO, FIEO

India Shining at the Global Market

Growth in Exports with Accelerated Efforts

In his 'Mann ki Baat' – March 2022 address to the nation, Prime Minister Narendra Modi mentioned about the rapid growth in India's export and its impact on the India's growth in the global economy. India has encouraged its local products to go international, in order to help the nation achieve its unprecedented export target.

The journey of 'Vocal for Local' towards 'Self-reliant India' is now progressing on the path of 'Local for Global', as we have reached the everest-like peak of our exports. This has become possible because of our small and medium size entrepreneurs, whose efforts and products have been helping us gaining a foothold in the international market. *Bringing more light on the subject, Doordarshan reached out to the entrepreneur in Meerut, Hastinapur of Mahabharata era, to learn about their opinions.*

Mr. Sunnesh Agarwal, Chairman of Indian Industry Association – Meerut Chapter, also runs his own business called Premier Leggaard Works, states that the shortfall in the demand of outdoor sports, due to COVID-19 pandemic, has now slowly being met, due to which the exports of sports goods will see a rise.



Appreciating the efforts of the government, **Mr. Arpan Mahajan, Director-Exports Sales of 'Himco International'**, has said," the government supports the manufacturing of sports products in Meerut through the scheme 'One District, One Product. The Single Window Clearance enables us to facilitate the ease of manufacturing and export of the products. The demand for the sports related products has witnessed a surge, at a domestic level due to the government's thrust towards 'Khelo India' movement, which has been further supported with the implementation of favourable policies. We are now manufacturing fitness and sports products at a small scale and exporting them to 10-12 nations including the UK, South Africa and Australia."

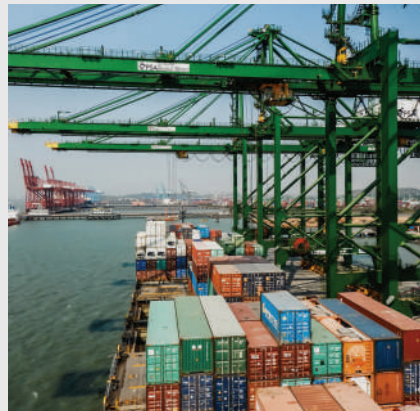
Drawing light on the growing global demands for Indian products and their popularity in the world, **Mr. Ashok Anand, Managing Director – Nelco India Pvt. Ltd.** has said that sports equipments of our country have been used in global sports events like Olympics and Commonwealth Games. He added, "We export majorly to Europe, USA, UAE, Singapore, Malaysia and Hong Kong. In the months of February and March, 2022, we have covered around 65% of the pre-covid market."He hopes that the financial year 2022-23 will turn out to be a prosperous one for the exporters in India.

Discussing on the subject, **Shri V.K. Kaushal, the Deputy Commissioner of Industries – Meerut** has disclosed that the export of Rs. 700 crore has been observed, under the scheme of 'One District, One Product' in the last financial year. In the last 3 years, a growth of over 200% has been recorded. For the year 2022, Meerut is determined to touch Rs. 1000 crore of exports.

Under the scheme 'One District, One Product', a subsidy of 25% is given to manufacturing units on all loans. Along with that, two weeks skill training is also provided to the employees with specialized tasks in the industry. The scheme also assists in facilitating a better market access. Financial support is also provided for organizing exhibitions in and around the district as well as to make the products reach at various ports in India.

Under the leadership of Prime Minister Narendra Modi, the Government of India is striving to create a positive business environment and is providing all possible help to encourage entrepreneurs. The efforts of the government to develop entrepreneurship in the country are now fructifying.

Along with the growing entrepreneurship in India, immense possibilities are also being created which is making India strong and self-reliant. Through "Sabka Saath, Sabka Vikas and Sabka Prayas" India is achieving new and unprecedented goals.





Exports – steering India on an accelerated growth trajectory

Baba Kalyani

Chairman & MD, Bharat Forge Ltd.

In August 2021, even as India was just about recovering from the impact caused by the second wave of the pandemic exporters like us were grappling with the volatile demand and widespread disruptions caused to the global value chains by the semiconductor shortage. It is in this backdrop that the **Hon'ble Prime Minister addressing a group of exporters and Heads of Indian Missions world over gave a clarion call, 'Local goes Global – Make in India for the World'** and set an ambitious target of \$ 400 billion merchandize exports to achieve for the fiscal 2021–22. Little would we have imagined then that India would not only achieve this target but in the process, scale new benchmarks, penetrate deeper in existing markets, open new avenues for trade and exhibit its ability to work on a mission mode, with a collective will to succeed.

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Two years since we first went into a country wide lockdown, this remarkable feat also depicts **India's accelerated growth trajectory and improved export competitiveness across a multitude of sectors including engineering goods, mobile phones, apparel, organic chemicals, agricultural products among others.** Contributing approx. 20% to India's GDP, Exports is a formidable pillar of India's economic growth and a means for high-income livelihoods for lakhs of families across the country. For India to remain one of the fastest growing large economies, a broader export sector with deeper market linkages and strategic alignment with emerging global mega-trends is imperative.

Leveraging the inherent cost advantage and a vast pool of exceptional human talent, India has to solidify its positioning as the **'Global Manufacturing Hub'** and aspire to achieve \$ 1 Trillion merchandize exports in a reasonable time frame. A 2.5x growth in merchandize exports would also register a similar growth in the domestic manufacturing sector thereby **strengthening the foundations of a New India by providing a platform for high-income employment avenues and inclusive growth.** The **production-linked incentive (PLI) schemes** across 14 sectors, the **PM-GATI Shakti** mission to provide multi-modal connectivity and infrastructure, promotion of **districts as exports hubs**, are some of the many initiatives by the Government of India to drive demand, improve cost disabilities and in-effect enhance India's overall export competitiveness.

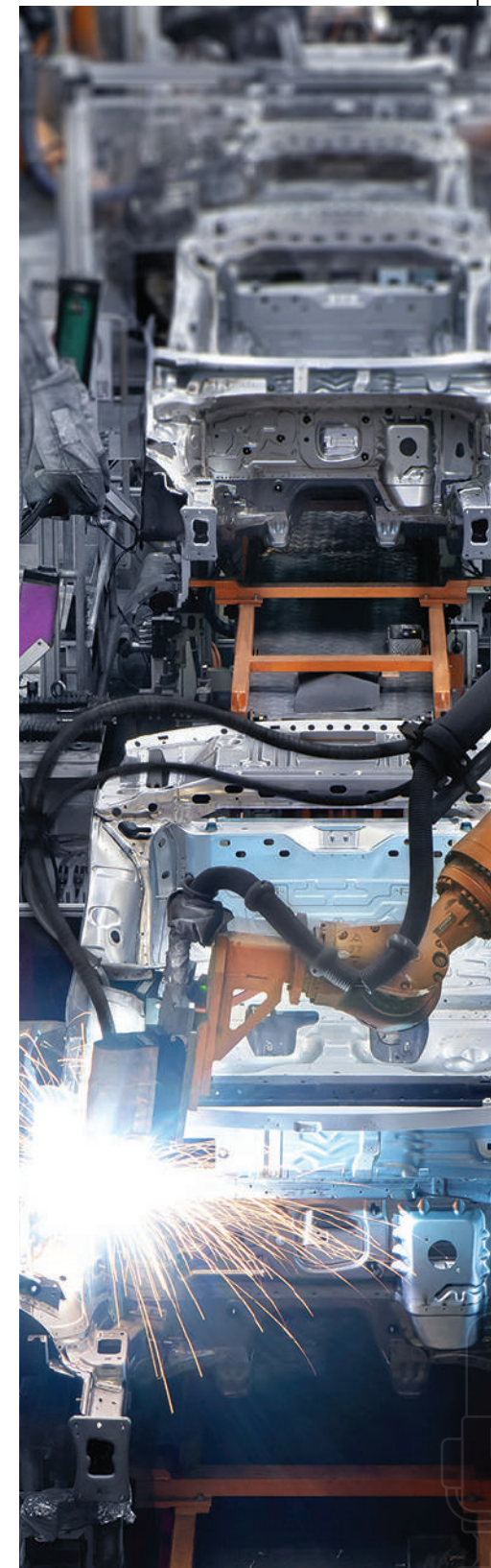
With India emerging as a major global manufacturing and export power, we can aggressively leverage the successes of Indian companies to further enhance our brand equity. **"Make in India" must become a symbol for precision quality, credible reliability, outstanding innovation capabilities, a conscientious protector of the environment and a benchmark for customer care and service.** Government and industry will need to collaborate and work together to achieve this.

Several Indian companies particularly from sectors such as Auto & Auto components, Pharmaceuticals, Gems & Jewellery, Petro-Chemicals are today recognized as global category leaders. While further strengthening India's positioning in these segments, thrust on building **'Brand India'** would enable the country to explore new opportunities and create avenues to export value-added products to existing and new markets across the world.

Going forward, we are all expected to witness an increasingly volatile and uncertain geo-political and macro-economic external environment. Individuals, societies, organizations, and institutions will have to adapt their strategies and business models to align with this emerging new reality. **With a strong political leadership and a stable economic outlook, India is suitably poised to steer global economic growth in the emerging decades. In line with Hon'ble Prime Minister's vision of 'Local goes Global – Make in India for the World', let us take a resolve to steer India to USD 1 Trillion export in the near future and come together to work on a mission mode and with a collective will to realize this aspiration.**

Jai Hind!

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PROGRESSING WITH SMALL ENTERPRISES

GOVERNMENT e-MARKETPLACE

“There was a time when only big companies could sell goods to the government. However, the country is changing now; the old systems are also changing. Now even the smallest of shopkeepers can sell one’s goods to the government on the GeM Portal—this is the New India. She not only dreams big, but also shows the courage to reach that goal, where no one has reached before. On the basis of this very courage, all of us Indians together will definitely fulfil the dream of an AatmaNirbhar Bharat, a self-reliant India.”

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

With Prime Minister Narendra Modi’s initiative of GeM, from a single click on a single platform different vendor from all over India can expand their business with ease. On the portal, zero charges are applicable from registration till order processing. Even when the pandemic hit, we were able to generate business through the portal. The GeM team is also very prompt in their support services.

Hansa Kumar
Ironman Securities Pvt. Ltd.

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India is on its path of becoming a Self-Reliant nation. With every small step that we take to promote our indigenous products, we contribute to the achievement of that goal. Various initiatives under the leadership of Prime Minister Narendra Modi like ‘Vocal for Local’, ‘Make in India’ and ‘AatmaNirbhar Bharat’, have one goal – of building a ‘new India, a strong India’.

When the whole world was facing the challenge of COVID-19 pandemic, India too was not untouched by it. It was then that Prime Minister’s clarion call of ‘AatmaNirbhar Bharat’ boosted the nation’s spirit and developed conviction in its capability of becoming self-empowered. At the heart of this idea lies the need to strengthen the potential of our homegrown businesses. The Prime Minister has repeatedly expressed his confidence in our country’s farmers, artisans, weavers, engineers, small entrepreneurs and the MSMEs and in their ability to make competitive products to boost ‘Make in India’ and ‘Vocal for Local’ initiatives.

The emphasis on being ‘Vocal for Local’ is not only to encourage small enterprises but also for the products to be made competitive vis-a-vis global brands. As envisioned by Prime Minister Narendra Modi, to promote and provide online market access to various seller groups, Government e-Market (GeM), an online platform for public procurement by the Government of India, was launched in 2016.

In the 87th edition of ‘Mann ki Baat’, Prime Minister Narendra Modi said that “today our small entrepreneurs are playing a major partnership role in government procurement through GeM.”



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The dynamic, self-sufficient and user-friendly GeM portal has been a game-changer as it has not only helped the MSMEs directly engage with the Government but also provided the Government with a wide range of products and prices on a single platform. Self-Help Groups (SHGs), Women Self-Help Groups (WSHGs), tribal communities, craftsmen, and weavers have sold their products to various Government ministries, departments and institutions on GeM, amplifying its purpose of ‘Vocal for Local’. Such direct and transparent access is helping small enterprises reach new heights.

In his speech at the launch of Historic Support and Outreach Initiative for MSME sector in 2018, Prime Minister Narendra Modi had said, "MSME or small-scale industries are the means of livelihood of millions of people in our country and they also play an important role in the economy. The MSMEs are strong steps, which accelerate the development of the nation."

During the financial year 2021-22, the Government purchased items worth more than one lakh crore rupees through the GeM portal. There is 160% growth compared to the last financial year which shows that from individual to public level, the whole country is contributing towards a growing economy. Close to 1.25 lakh small entrepreneurs, small shopkeepers from every corner of the country have sold their goods directly to the Government. 57% of the total business on GeM has come through the MSME units and over 6% has been contributed by female entrepreneurs.



The "Womaniya on GeM" initiative has enabled women entrepreneurs and Women SHGs to sell their commodities on GeM. This initiative has enabled women entrepreneurs and women self-help groups to sell handicrafts and handloom, accessories, jute and coir products, home décor and office furnishings, directly to various Government ministries, departments and institutions.

The GeM portal offers 99% of services that may be required by any government organisations and more categories of products are on-boarded regularly. Keeping in line with all the government regulations, the GeM portal has efficient built-in systems for the sellers belonging to women, SC/ST and low-income groups.

Since the start of the COVID-19 pandemic in March 2020, we were under extreme pressure that we may have to close our business, but we were able to sell our products from the GeM portal to all over India. GeM has 100% transparency and truly stands to support the local business and 'Made in India' products. I would like to thank the Government of India for this support.

Raja Majumdar
GCC Biotech,
Kolkata



I have been selling my products such as stationary items to the Government departments since last 15 years. But since the launch of GeM my turnover has increased manifold, for this I want to thank Prime Minister and the GeM team.

Suman Mittal
Proprietor, Atul Syndicate,
Udhampur

I have been selling my products on the GeM portal since 2016. Being a woman entrepreneur, I am very fortunate that GeM has given me as well as many other women like me a platform to sell our products to the Government directly. I want to thank the portal and Government for this initiative.

Mishu Arora
HMG Enterprises Pvt. Ltd.,
Delhi

The Government-e-Marketplace

(GeM) platform was launched on August 9, 2016 as an online, end-to-end solution for procurement of commonly used goods and services for all Central Government and State Government Ministries, Departments, PSUs and affiliated bodies. It is an inclusive online open market which has ushered in an era of e-governance by leveraging the power of digital tools.

Benefits of GeM Portal:

- Fast, easy, transparent, and cost effective procurement
- Dynamic pricing
- Multiple procurement options
- Easy of doing business with the Government

GeM was adjudged as the winner in the "Best Use of Digital Technology" category at the CIPS Excellence in Procurement Awards 2021 held at London. GeM emerged the winner in this category after competing with some of the biggest and best names in procurement across the public and private sector globally. GeM was also shortlisted as a finalist in two additional categories - 'Public Procurement Project of the Year' and 'Best Initiative to Build a Diverse Supply Base' where it was in the august company of some path-breaking organizations with great initiatives.

Steps are also taken for GeM to integrate with Panchayati Raj Institutions to allow online buying and selling by the Panchayats at the grassroots level. 'GeM SAHAY' is another initiative to facilitate small sellers to avail credit financing from various integrated lenders for the orders received on GeM.

The portal also provides Persons with disabilities/ Divyangjan with market access to Government buyers where they can showcase their finely crafted products. As GeM grows with the increasing number of Public Procurements, the efficiency is bound to increase due to more transparency, visibility, and ease of doing business. The Portal is set to become the one-stop shop National Procurement Portal. And it is further solidifying the dream of 'AatmaNirbhar Bharat' by making indigenously developed products easily available on the country's largest e-marketplace.



Scan this QR code to know how GeM is writing new success stories.

ARULMOZHI SARAVANAN, Madurai, Tamil Nadu- The lady who sells goods to Prime Minister

Not every success story begins with a dream. Some arise out of circumstances and the need to achieve a better standard of living.

Arulmozhi Saravanan from Madurai in Tamil Nadu is one such story. Beginning an online business with a single order of Rs. 243, she now handles multiple orders worth lakhs.

Her story of grit and determination is so inspiring that even the Prime Minister has mentioned about her in his 'Mann Ki Baat' address.



Arulmozhi grew up in a small village near Usilampatti town in Madurai district. She could not continue her studies beyond Class 12, because her family could not afford to send her to college. She got married at the age of 19. Soon after, she became a mother of a boy and the family settled in Madurai town. Two years after her daughter was born, Arulmozhi enrolled in a training course but did not look for work as she felt she could not do justice to her children if she got a job.

She was scouting for opportunities to supplement her family income without having to venture outside for work. That's when she heard about GeM. She registered on GeM to supply office products. She pawned her jewellery for Rs 40,000, and slowly and steadily started to buy the products. She waited patiently for two months before she received her first order.



It was through perseverance and determination that she not only delivered her initial orders but also expanded the list of products she offered. Armed with a feasibility report, she approached a bank for a loan of Rs 50,000 under the Central Government's Mudra Yojana Scheme. She then used the fresh funds to source products from wholesale markets and would plough back the profits into the fledgling venture.

Arulmozhi uploads the details of products on the site, sources supplies and has employed five members of her family to help her. She supervises the entire process, right from procurement and packing to delivery and has dispatched orders to far flung areas of the country including Leh. Some years ago, she saw a requirement for thermos flasks from the PMO worth Rs 1,600. She sent a "thank you" note to the Prime Minister along with the order where she explained how government schemes like GeM and Mudra Yojana had helped her to be financially independent and supplement her family income.

The Prime Minister has often cited Arulmozhi as an example of how a woman can empower herself if she puts her mind to it.

Arulmozhi says "when the Prime Minister came to lay the foundation stone for AIIMS in Madurai, he called me directly and complimented me. So I now have the desire to achieve more. Right now, I am only buying items and selling them on GEM. My goal is to manufacture my own products and sell them on the portal."

AYUSH STARTUP

BRINGING GLOBAL HEALTH FROM TRADITIONAL WEALTH

“The market of the Ayush Industry is also increasing continuously. 6 years ago, the market for medicines related to Ayurveda was around 22 thousand crores. Today, the Ayush Manufacturing Industry is reaching around one lakh forty thousand crore rupees, that is, the possibilities are increasing continuously in this sector. In the start-up world too, AYUSH is becoming a subject of attraction.”

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

The dream of the Prime Minister is to make the world healthier and better and this is possible only with the use of Yoga and Ayurveda. The Prime Minister's call for adoption and promotion of Ayurvedic Startups has come at a turning point. With our efforts, we are sure that we will be able to take Ayurveda to the global level and make the country and the world healthier.

Devendra Triguna
Padma Vibhushan and Padma Shri,
honorary physician to the
President and Prime Minister of India

'Ayushman Bhava'! An affectionate blessing in our culture which shows our wish for one's healthy and long life.

Traditionally in our country, health and well being have always been linked with the Nature in the form of Ayurveda, Yoga and other traditional medicinal practices. Nowadays, the awareness towards health and healthy lifestyle increasing. Prior to the currently popular allopathic medical system, we used to adopt our own traditional practices such as Ayurveda, Yoga, Unani, Siddha, Homeopathy etc.

The most authentic and trusted, Ayurveda, is an ancient medical science which has been prevalent in India for ages. Ayurvedic remedies were documented in the Vedas and Puranas and are being widely practiced in India even today. It is interesting to note that more than 90 percent of Indians use Ayurvedic remedies in some or the other form.

In his monthly radio programme, PM Narendra Modi said, "Today, the collective Indian thought on health, whether it is Yoga or Ayurveda, is increasingly trending all over the world. There is an increasing trend in the whole world towards Indian thinking about health. The market of the Ayush Industry is also increasing continuously. In the start-up world too, AYUSH is becoming a subject of attraction. It is a symbol of the young entrepreneurs of India and the new possibilities being created in India."

According to the University of Minnesota's Centre for Spirituality and Healing, this tradition has gained a lot of popularity in the western world over the past few years.

Through Ayurveda, we can enhance our immunity, which will not only protect us from the ill effects of a pandemic like COVID-19, but can also safeguard us against many other deadly viruses.

Ayurveda has reached from the Gods to sages and from sages to the Vedas and has been benefiting all of those who accept it, embrace it.

With our age old principle of 'Vasudhaiva Kutumbakam', India is ready to use its traditional knowledge for the benefits of all mankind. That is why the present Modi government has made many inspiring efforts to promote Ayurveda at the national and international level.

Padma Shri Devendra Triguna, honorary physician to the Prime Minister and President of India, says that the medical system in countries like America and Europe is so expensive that it is not accessible even for the citizens there. He wishes that India should combine the virtues of Allopathy, Ayurveda and Yoga to create an affordable medical system for all.

Due to the efforts and vision of the Hon'ble Prime Minister, our cultural heritage has been promoted and accepted globally. The necessary impetus given by the Prime Minister to Ayurveda is not only taking the country to newer heights, but also making everyone's life healthier.

Manoj Neshri
Advisor, Ministry of AYUSH



Presently, with the efforts of Prime Minister Narendra Modi, Ayurveda, as a traditional system of medicine is gaining global fame and has made its impact in more than 30 countries. Its acknowledgment at the global level through increasing demand for medicines amidst India's growing entrepreneurship, led to the rise of many new start-ups in this field. Citing the increase in global demand of Ayurvedic medicines during the COVID-19 pandemic, Prime Minister urged the private sector, including start-ups to study the global demand for Ayurveda and become a Global Champion in this field by being 'Vocal for Local'.

With the futuristic vision and leadership of the Hon'ble Prime Minister, the Government of India has taken several steps to promote the AYUSH Start-up Ecosystem in the country. In order to promote entrepreneurship by leveraging academic knowledge, All India Institute of Ayurveda (AIIA) has set up an Incubation and Innovation Centre in its campus to create a slew of new age ventures. In addition, All India Institute of Ayurveda in association with Start-up India has also launched an "AYUSH Start-up Challenge" in February, 2022 to encourage early stage start-ups and individuals working on innovation and alternative treatments in the Ayurveda sector. The winners of the AYUSH Start-up Challenge will receive both a cash prize and incubation support from AIIA.

Ayush industry is reaching around one lakh forty thousand crore rupees today, which means people have started considering the method of herbs prepared by the confluence of modern research and traditional knowledge as a part of their life, especially in an era when the daily routine and food habits of the people have changed in the urban culture.

Pulkit Mathur

Head, Department of Nutrition,
Lady Irwin College



Prime Minister Narendra Modi in his Mann Ki Baat address states that due to such efficient policies and tireless efforts of the Government of India, today many healthcare and wellness start-ups are flourishing in the country. The Prime Minister also mentioned some of the unique start-ups like Kapiva, Nirog-Street, Atreya Innovations, Ixoreal and Cureveda which are contributing in promoting the age-old Indian heritage, and have come a long way in fulfilling theirs and the Ministry of AYUSH's objectives and principles. The list of such start-ups is extensive and continues to grow. It is not only symbolic of young entrepreneurs of India but also of the new possibilities, new hopes being created in the country.

It is a well-known fact, that healthy living and good nutrition are important for self-preservation of an individual and fortunately with its vast heritage and knowledge of Ayurveda, India does not have to look anywhere else than within. Riding on the waves of growth, Ayurveda is poised to re-enter our lives in unique ways through a growing number of start-ups in the AYUSH sector. This ancient wisdom has taught us that with the changes that come with the passage of time, deepens our roots making us more empowered.

Rising stars of Ayurveda world

Kapiva was started with the aim of taking Ayurveda to every household in the country as it has many other properties besides medicinal properties. Ayurveda has a wide scope globally. In today's world people want a healthy life in spite of stress, pollution and other factors and this has increased the role of Ayurveda in one's life. We want our legacy to reach everyone across the world through Indian companies. Start-ups are playing an important role in improving the economic condition of the country by providing a large number of employment opportunities. Ayurveda has many benefits, for example it has no side-effects because it is completely natural and also because of its usefulness in curative care. Kapiva is a new name for the new generation which has its roots in Ayurveda and aims at the health and well-being of all.

Amev Sharma

Founder & CEO, Kapiva Startup

The idea of India is the health and well-being of all and Ayurveda is the best way to implement it and this is the reason for its increasing acceptance globally. The ability to make an impact in people's lives paved the way for Nirog-Street. Ayurveda was developed in India but made for the world. 300 million affluent people across the globe practice yoga, which is an introduction to Ayurveda, so it is important to promote it in various languages, especially in languages recognized by the United Nations.

Ram Kumar

Founder & CEO, Nirog Street Startup

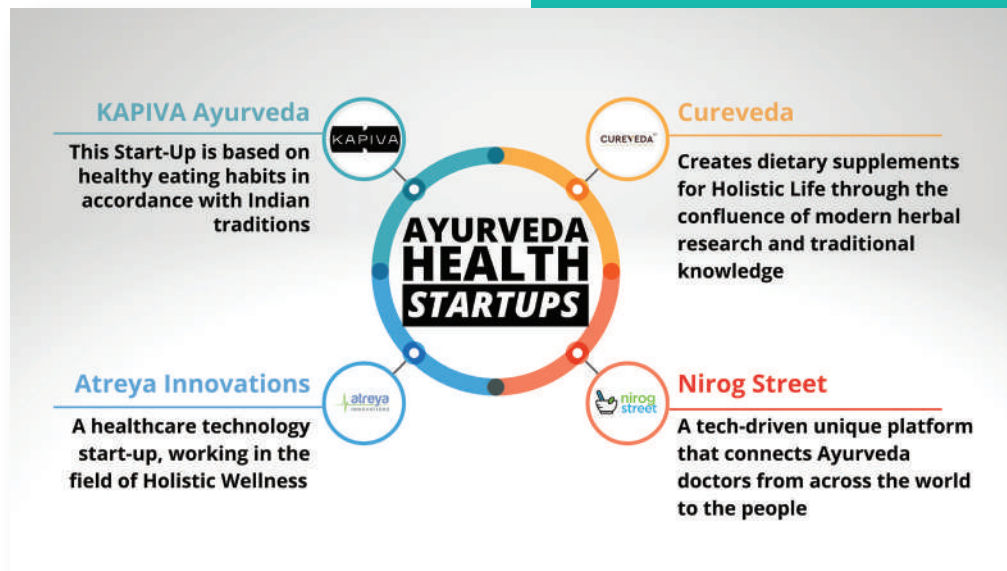
Diet- Precautions and Ayurveda

In the present times when rapid urbanization is leading to drastic changes in diet and lifestyle, awareness and acceptance of a balanced diet based on Ayurveda is also increasing. People are adding natural spices and other herbs to their daily food and diet.

Dr. Bani Tumar Ari, Associate Professor, University of Delhi states that, in his monthly 'Mann Ki Baat' programme, Hon'ble Prime Minister has highlighted that we should focus on our traditional diet which is a balanced and healthiest diet. He also emphasized that we should incorporate healthy eating habits in our lifestyle.

Speaking about the importance of diet in Ayurveda, **Dr Sulochana Bhatt,** Head, Central Research Institute of Ayurveda, Bangalore, says that a healthy diet is more than just calorific value and nutrients. Ayurveda lays emphasis on the fact that one should not be obsessed with healthy food but should eat in moderation and check what suits him/her to lead a healthy life.

Today, the whole world is recognizing the importance of our traditional medicine practices. The Prime Minister's vision is now becoming a reality. With the efforts of the Government of India and our young entrepreneurs, Ayurveda and other traditional systems will reach and benefit the entire human race.



AYUSH MARKET GROWTH IN INDIA

AYUSH MANUFACTURING INDUSTRY IS WORTH RUPEES 1 LAKH 40 THOUSAND CRORE IN 2022

AYUSH MARKET STANDS AT A WHOPPING \$10 BILLION

THE MARKET WILL WITNESS A 50% INCREASE BY 2027

THE AYUSH SECTOR MARKET SIZE HAS GROWN BY 17 % IN 2014-20 AMOUNTING USD 18.1 BILLION

Prime Minister's clarion call to AYUSH startups

"Whatever portal you design online; whatever content you create, try to make it in all the languages recognized by the United Nations. There are many such countries in the world where English is neither spoken nor understood much. Promote your information keeping such countries in mind as well. I am sure that soon, Ayush Start-Ups from India with better quality products will reign all over the world."



SWACHH BHARAT ABHIYAAN

A MISSION FOR THE PEOPLE, BY THE PEOPLE

“Be it Rahul of Puri or Chandrakishore of Nashik, they teach us a lot. As citizens, we must carry out our duties, whether it is cleanliness, nutrition, or vaccination... all these efforts also help us in staying healthy.”

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

It gives me immense pleasure that the Hon'ble Prime Minister honoured my efforts. And I wish to say to the people of the nation, that even your efforts can be appreciated by the PM himself. All you need to do is not litter on the streets or throw garbage or plastic in the rivers and if you see anyone doing so, you must stop them.

Chandrakishore Patil
Nasik, Maharashtra

Living in a clean environment keeps the body healthy, and fosters the happiness of both body and mind. Therefore, cleanliness must be included, by habit and by choice, in our daily routines.

Mahatma Gandhi rightly said 'Cleanliness is service.' It is extremely important for our country, our life. Since dirt affects the environment and life around us, we must keep our surroundings clean and also inspire others to do the same.

By adopting cleanliness in our lifestyle, we can prevent sickness. This importance of cleanliness was also well understood during the last two years of the COVID-19 pandemic.

Prime Minister Narendra Modi launched 'Swachh Bharat Mission' on 2nd October 2014 as a consolidated cleanliness drive across India which brought a revolution in the nation. As a result, awareness around cleanliness increased among the masses and it became an integral part of our behaviour, thus turned this mission into a janandolan movement.

As a tribute to Mahatma Gandhi's dream of a cleaner India, the Prime Minister led this National movement for cleanliness with the sole mantra '*Na gandagi karenge, Na karne denge*' (People should neither litter nor let others litter).

Thereupon, it is the millions of people of the country, who have taken forward the baton and made the Swachh Bharat Mission one of the biggest-ever drives to accelerate the nation's efforts towards achieving a Clean India.

The Prime Minister has always led by example and consistently spread the message of Swachh Bharat by urging people across the nation through his words and actions while encouraging and bringing to light the inspiring endeavours of the proponents of cleanliness - as he calls *Swachhagrahis*.

Chandrakishore Patil - A vigilant hero of cleanliness

In his 'Mann Ki Baat', the PM lauded the efforts of one such Swachhagrahi whose resolve for cleanliness is truly heartfelt. Chandrakishore Patil, from Nashik, Maharashtra is a determined man who stands by the Godavari river, and constantly encourages people not to throw garbage in the river. He strives for cleanliness unswervingly, so much so that if he sees someone doing it, he immediately takes an action and stops them.

Realizing the adverse effects of water pollution upon seeing people dispose of waste in the waterbody after the festivities, five years ago, he decided to take a stand and now invests a lot of his time in this endeavour.

Patil ji is also working on creating green fencing on river banks with native trees in order to prevent littering in the river. His interesting attempt at changing people's behaviour toward cleanliness is such that when he notices resistance from people for this noble cause, he fills bottles with the river water and asks the people to take a sip from it. When they refuse, he makes them aware of the severe pollution in the river and so forth continues to spread awareness. Chandrakishore ji's relentless effort towards creating a Swachh Bharat is indeed a motivating force for the citizens to take conscious actions for a cleaner India.



Bringing attention to this subject, Shri Patil states that "If we look at the condition of the rivers today, we cannot even put our hands in it. Whereas when we were young, we used to drink the holy water of these rivers. Our previous generations never even drank bottled water, because whatever was abundant in the villages & its rivers. Ever since we came to the cities, we saw nothing except for plastic and garbage in those rivers. And this we need to stop. Because if we don't take action today, what will we leave for our future generations?"

Shri Patil suggested a few steps to follow towards making India clean and plastic free:

- Carry a cloth bag while leaving your house every time
- Carry a container whenever you go to buy milk
- Dispose your garbage only in the garbage trucks and not on the riverside
- Do not litter on the streets and if you see anyone doing it, you must stop them

Even if each one of us spares half an hour or one hour daily for this noble cause, our nation will be garbage-free, pollution-free, and plastic-free.

Shri ChandraKishor has not only created awareness but also inspired people to be a catalyst in the development of the nation, keeping the country clean.



Scan this QR code to know more about the efforts of Chandrakishore Patil

Rahul Maharana – His inspiring feat of plastic garbage cleaning

Rahul Maharana of Puri in Odisha is another Swachhagrahi who was applauded by the PM in his 'Mann Ki Baat' for his inspiring feat of cleanliness. Rahul goes to the pilgrimage sites in Puri early in the morning every Sunday and clears the plastic garbage from the sites. With sheer determination, Rahul has cleaned hundreds of kilos of plastic garbage and dirt so far.

It all started when the 22-year-old Rahul Maharana, from Khurda, visited Devi estuary near Astaranga along with his friends and saw the estuary littered with waste. A little ahead in the mangrove, he found deposits of more such waste covered in several layers of thick mud. He then decided to visit at least once every week and clean the place. With that decision made, he now sets out on a solo journey every Sunday, with a gunny bag on his back, and collects every piece of garbage, litter or waste on the beach and the mangrove nearby. The green warrior also plans to launch awareness camps at villages to sensitize people on hazards of pollution and importance of protecting mangroves.

Rahul Maharana, the green warrior of Orissa, shares his source of inspiration for this cleanliness campaign:

"In 2018, there was an awareness program in my college on 'Pollution caused by the mismanagement of plastic and its destructive effects. And the facts shared helped me understand the devastating impact of the same."

Hailing from a humble background, he has taken up the noble work of plastic garbage cleaning on his own and spends from his pocket without help from any organisation or individual. Rahul's conviction for cleanliness gives a clarion call to every Indian for carrying out their duties toward cleanliness and spreading the message of 'Cleanliness is next to Godliness.'



Way forward for the Cleanest City in India

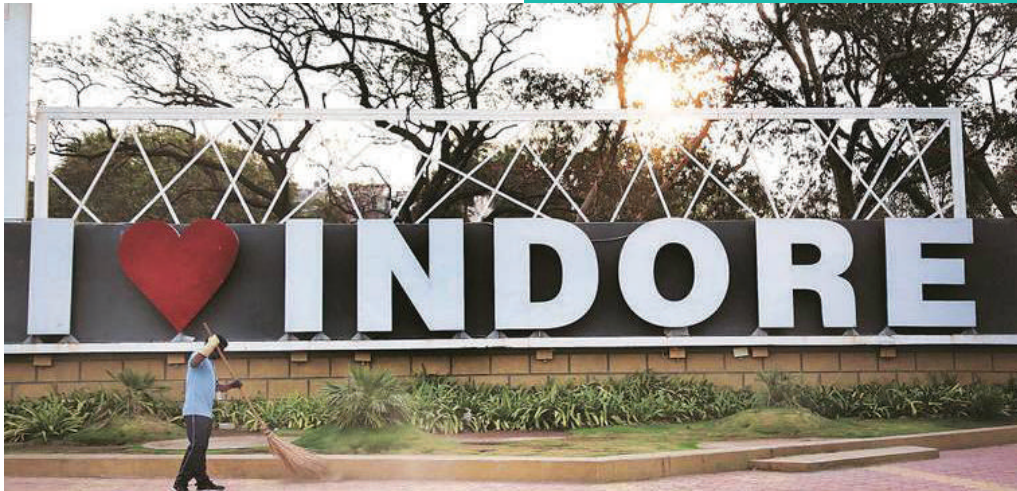
It is rightly said, little drops make the mighty ocean. It is with the efforts of every individual that a significant change is brought about. A true exemplar is the inspiring story of **Indore** – the city and its people. Upholding the virtues of Swachhata, Indore has created a special identity of its own when it comes to cleanliness and the people of Indore are undoubtedly entitled to felicitations.

Indore has remained at number one in 'Swachh Bharat Ranking' evaluated through the Swachh Survekshan for many years. Over and beyond that, the people of Indore have embarked upon the journey of transforming Indore into a 'Water Plus City' and are striving for it with all their might. The citizens of Indore have come forward and connected their drains with the sewer line. As a result, the polluted water draining into the Saraswati and Kanh rivers has been considerably reduced.

Indore's example is reflective of the fact that the people are at the core of a progressive nation. It is indeed the elements of '**Jan Bhagidari**' (people's participation) and '**Jan Chetna**' (people's awareness), put forth by the Hon'ble Prime Minister Narendra Modi, that have fast-tracked India's progress in every sector and enhanced India's position on the world stage. Be it initiating the largest cleanliness drive under Swachh Bharat Abhiyaan, or administering the largest vaccination drive during the COVID-19 pandemic, it is through Jan-Bhagidari and **Jan-Andolan** that India has reached its greatest milestones.

Today, as the country is celebrating Azadi Ka Amrit Mahotsav, we must never let the resolve of Swachh Bharat Abhiyan diminish and continue to serve as the responsible citizens of the nation by strengthening Jan - Bhagidari, taking one step closer to cleanliness with every passing day.

Ek Kadam Swachhata Ki Ore!



WATER CONSERVATION SAVE WATER, SAVE LIFE

“ **Whatever we can do to save every drop of water, we must do that at home. Centuries ago, Rahimdas ji had purposefully said 'Rahiman paani raakhiye, bin paani sab soon'. And in this task of saving water, I have high hopes from children. Just as our children made cleanliness a movement, they can help save water by becoming a 'Water Warriors'.** ”

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

I was pleasantly surprised by the Prime Minister's mention of my efforts. More than an individual effort, the recognition is a great encouragement for volunteers' field efforts to save the environment. It was a true celebration of India's democracy where government and civic society came together to collaborate on such initiatives

Arun Krishnamurthy
Founder, Environmentalist
Foundation of India (EFI)

Since ancient times, water holds an important place in India as it is believed to hold purifying and cleansing powers. In Indian culture, making water available to the thirsty is considered as one of the best ways to collect good karma. The government of India, through Jal Jeevan Mission is committed to provide safe and adequate drinking water through individual household tap connection to all rural households by 2024. The mission has already achieved the milestone of providing drinking water to 9 crore rural homes in less than 3 years.



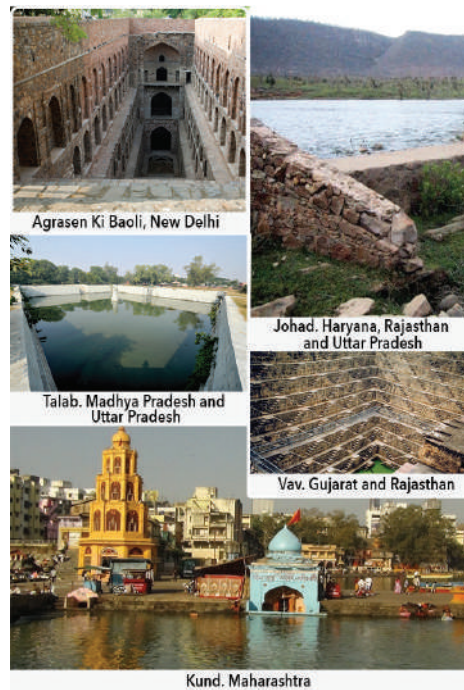
Dyeing Industries of Tiruppur, Tamil Nadu: A model to conserve water.

Dyeing industry association of Tiruppur, Tamil Nadu, has set an example of efficient water management practices being practiced in the industries. They have been saving up to 12 Crore litres of water every day by using recycled water recovered from dye effluent using Zero Liquid Discharge (ZLD) Technology, discovered by the dyers of the city themselves. Since 2012, the dyers have implemented this technology in all the dyeing industries of the town.

This environmentally sensitive practice became possible when 326 dyeing industries came together to form 18 Common Effluent Treatment Plants (CETPs) and 100 Individual Effluent Treatment Plants (IETPs). The result is that, today the Dyeing industry of Tiruppur is using 90% to 95% recycled water for their processing.

Its impact is visible from the fact that Before 2000, the water of the river Noyyal wasn't fit for usage in agriculture because of high Total Dissolved Solid (TDS), but after the implementation of the ZLD system, the river water is again safe to be used for irrigation purposes.

The extreme summers also lead to scarcity of water in our country. Hence, it becomes important to protect our water resources to ensure water availability to all. For centuries, water conservation has been a part of our civilization in the form of step wells, ponds, etc. The ancient wisdom of water conservation was a collective vision of our ancestors, who wanted future generations to benefit from it. The Vavs, Baolis, Johad, Kunds, Talabs are some such examples of traditional methods through which our ancestors conserved water. But, with time we moved to newer methods of water conservation and forgot about the ones that were gifted to us by our previous generations.



PM Shri Narendra Modi highlighted the efforts of Arun Krishnamurthy from Chennai, who is running a campaign to clean ponds and lakes of India. He has already cleaned 150 ponds and lakes. Similarly, Rohan Kale from Maharashtra started a campaign to preserve hundreds of stepwells, most of which are centuries old and a part of our heritage. Bansilal-Pet Kuan in Secundrabad was filled with mud and garbage due to years of neglect, is now undergoing preservation with public participation.

In the past eight years, the government of India, under the leadership of PM Shri Narendra Modi has been working dedicatedly towards Swacchh Bharat and Water Conservation. In the same light, the government launched Jal Shakti Abhiyan in the year 2019, which aims at water conservation and water resource management. With the theme, "Catch the rain, where it falls", the mission covers both rural as well as urban areas of all the districts of the country. Apart from rain water harvesting, watershed development, afforestation, the mission also focuses on renovating traditional water bodies. As on 26th July 2021, 81,776 traditional water bodies have been renovated.

Citing the example of Jal Mandir Scheme of Gujarat, which played a significant role in protecting the stepwells, PM Shri Narendra Modi requested the citizens to run similar campaigns at local level.

This month, the Pm Shri Narendra Modi mentioned our work during Mann ki Baat. The team working on restoration is very happy that our efforts are being appreciated at such high levels. The locals of Maharashtra are also happy that the nation is getting to know about the beautiful stepwells of Maharashtra. We wish that more people will join our campaign in coming times

Rohan Kale

Environmentalist, Maharashtra

India, being a tropical country, faces harsh summers each year. There are certain places in the country like Rajasthan, Delhi, Uttar Pradesh etc. where temperature reaches above 40 degrees during the season, and on some days, the mercury even touches 50 degree celsius. Such extreme conditions affect not only humans, but our animals and bird friends too.

When Mupattam Sri Narayanan ji from Kerala saw the plight of animals and birds during summers, he started a project called 'Pots for Water of Life'. In this campaign, he is distributing earthen pots to the people so that animals and birds do not face water problems during the summers. It is wonderful to know that the number of earthen pots donated by Mupattam is about to cross 1 lakh.



Arun Krishnamurthy – a man on a mission to clean lakes

Arun Krishnamurthy, founder of Environmentalist Foundation of India (EFI), embarked on a journey to clean up the lakes in his early 20s. He left his high-paying job in Google and founded Environmentalist Foundation of India in 2007, which has grown into a movement that has helped to restore water bodies in 15 States and diversified to address other environmental issues as well.



Scan this QR code to know the efforts of Arun Krishnamurthy for water conservation.

His passion for the environment started in childhood at Mudichur in Chennai, a locality then surrounded by water bodies. The natural environment around his house and its slow degradation, motivated him to volunteer for conservation.

Days spent as a student volunteer taught him how a NGO works, EFI was a purely volunteer-driven movement between 2007 and 2011, largely involving students in lake clean-ups through Arun's personal networks in Chennai, Coimbatore and Hyderabad. Krishnamurthy was the face of such volunteering efforts, a popular concept now in Chennai and many other cities.

It was in 2012 that EFI was registered as a wildlife conservation and habitat restoration group. He was chosen for the Rolex Award for Enterprise the same year. The non-profit trust has restored nearly 141 water bodies across 15 States. The EFI's focus on restoration changed after the government streamlined NGO participation in 2014 with the water security mission. With the collaboration of the government, civil society, NGOs and industries, it became a success model for lake conservation.

He is now involved in beach clean-ups through EFI's Samudhra project to mitigate the localized ocean trash pollution in coastal cities and has plans for deep ocean cleaning too. In the next few years he wants to invest more time in urban afforestation and has set a goal to restore 50 lakes and ponds every year. He also aims to build the next level of leadership at his foundation to take up more environmental projects and make his dream of creating freshwater habitats and trash-free zones on Chennai's beaches a reality.

Rohan Kale : Rejuvenating Step wells of Maharashtra – one step at a time

"Our ancestors worked hard to make the stepwells for us, so that we can conserve water. But today, people consider these stepwells as a dumping ground. Hence, we started a campaign to preserve the stepwells of Maharashtra.

From October 2020 to March 2021, I travelled across Maharashtra and identified 400 stepwells in this 14000 KM journey. I brought together travellers, trekkers, heritage explorers, archeologists etc to decide the vision of this campaign.

Till now we have successfully mapped 1650 stepwells in Maharashtra. Our next target is to get the architecture documentation ready for these stepwells which will include the details about their creation, creator, purpose, etc. In this detail study we are also collecting photos and drone shots of the stepwells to understand the structures better. Our main objective is to identify and execute the strategies to conserve these beautiful heritages and convert these into popular tourist destinations."





Restoration of Bansilal – Pet Kuan, Secunderabad, Telangana : a people’s (Janbhagidari Abhiyan) movement

Bansilal-Pet Kuan, a beautiful heritage stepwell located in the Secunderabad area of Hyderabad, was filled with garbage for the last 42 years. The Municipal administration of the city, took the charge of restoring the stepwell with the help and support of peoples. Various NGOs, sanitation workers and locals were involved in this Janbhagidari abhiyan and approximately 2000 tonnes of garbage was removed from this 53 ft deep marvelous stepwell.

Kalpana Ramesh, the founder of Rain Water Project and an active contributor to this movement mentions that stepwells like Banislal-pet can reduce major problems of urban floods, groundwater pollution and can become a source of rain water harvesting.

MV Ramachandrudu, an environmentalist associated with the restoration activities believes that Bansilal – Pet stepwell is a symbol of a strong tradition of conserving where people were able to harvest water for a variety of purposes.

Srinivas Reddy, the Zonal Commissioner of Greater Hyderabad Municipal Corporation emphasized that restoration of stepwells like Bansilal-Pet will tell future generations about how such beautiful structures were constructed 100-150 years ago and how it catered to the water related needs of the locals.

Project – ‘Pots for Water of Life’

Shri MupattamSri Narayan, the pioneer of the initiative sharing his inspirational story

“It was 9 years ago that I thought of providing drinking water to birds, squirrels and other animals . I thought of this when I happened to see a bird dying for the lack of drinking water. The incident evoked intense feelings in me and I was determined to find a solution for the problem. On the same day itself I started my effort to provide drinking water for birds. I planned a project named ‘Pots for water of life’.

Under the project, I supplied earthen pots to my fellowmen to provide drinking water to birds. I ask them to keep water in these to quench the thirst of birds. The number of pots keeps on increasing with time. I started distributing thousands of pots each year to different parts of the country. This provided drinking water to lakhs of birds, squirrels and so on.

Three years back I sought the involvement of scouts and guides students and thus I could extend the project from Kasargod to Kanyakumari. Last year, I distributed pots to SevaGram Ashram in Wardha of Maharashtra. The ashram is visited by several Chiefs of state, Politicians, Literary figures and such influential peoples from all over the world. When they reach the Ashram they are given one of my pots. When they take the pot to their country it becomes an inspiration to do the charity work in their own country and thus the project is extended to all over the world.

I am glad to say that this year the number is racing around one lakh pots. Now I am greatly satisfied to fulfill my ambition. Once again I seek the blessing of god.”



Scan this QR code to better understand Sree Narayana Mupattam's campaign 'Pots for water of life'.

MADHAVPUR FAIR

AN AMAZING GLIMPSE OF UNITY IN ART, CULTURE, AND DIVERSITY

“India’s culture, our languages, our dialects, our way of life, our culinary range, all of this diversity is our great strength. From east to west, from north to south, this diversity binds India together, leading to Ek Bharat Shreshtha Bharat. Here too, both our historical sites and Pauranic literature contribute a lot.”

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



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India, since time immemorial, has been known for its diversity. Be it the languages or the geography, cuisines or costumes, art forms or traditions – diversity has always been inherent to our country.

Despite these variations, this diversity continues to nurture India’s greatness as well as its integrity. India’s unity in diversity stands unparalleled in the whole world.

Just like the beauty of a rainbow lies in the unique combination of its seven colours, the varied cultures and traditions of India make it stand apart from rest of the world. ‘Unity in Diversity’ – we revel in our diversity and at the same time stand united as a nation. Spread over an area of about 33 lakh square – kilometre, India is home to several languages, beliefs, and traditions. Despite the complexity, certain inherent linkages bind us together – a shared history, our values, and even our folktales and myths. Perhaps, this is what makes us **Ek Bharat, Shreshtha Bharat**. And to enhance this very spirit among the masses, the Government initiated the ‘Ek Bharat, Shreshtha Bharat’ programme.

The objective of the programme is to promote mutual understanding among the people of different States/Union Territories. It make us aware of our responsibilities as citizens of a country woven by diverse linguistic, cultural and religious threads-responsibility not to merely know about the unique characteristics of other States/UTs, but also to acknowledge and appreciate the inherent ties between different cultures and communities. As Prime Minister Shri Narendra Modi has said, “Sardar Patel had given us ‘Ek Bharat’ and now it is our responsibility to make it ‘Shreshtha Bharat’.”

And to understand the feeling of unity in diversity and to continue to rise on the path of greatness, we need to explore the underlying ties amidst this diversity and rediscover our traditional roots. ‘Madhavpur Mela’ of Gujarat is one such fine example of our traditions signifying the regional ties, symbolizing ‘Ek Bharat Shreshtha Bharat’.

The Prime Minister, in the March 2022 ‘Mann Ki Baat’ programme, said, “Madhavpur Mela is held in the village of Madhavpur near the sea at Porbandar in Gujarat. But it also connects with the eastern end of India. You must be thinking how this is possible! The answer to this also comes from a *Pauranic* story. It is said that thousands of years ago Lord Krishna was married to Rukmini, a princess from the North East. This marriage took place in Madhavpur, Porbandar and as a symbol of that marriage, even today Madhavpur fair is held there. This deep relationship between the East and West is our heritage.”

Madhavpur Mela, a beautiful example of ‘Ek Bharat, Shreshtha Bharat’, signifies the historic ties between Gujarat and the Idu-Mishmi tribe of Arunachal Pradesh. What one wonders is how a fair connects two states situated on the extreme eastern and western ends of the country?

According to mythology Lord Krishna’s wife Rukmini was the daughter of the legendary King Bhishmak (of Bhismaknagar) of the Idu-Mishmi tribe of Arunachal Pradesh. Bhismaknagar, located near Roing in the Lower Dibang Valley district, also finds mention in *Kalika Purana*. According to mythological beliefs, Rukmini had accepted Lord Krishna as her husband. However, her brother Rukmi opposed this and proposed that the princess be married to Shishupāla. At Rukmini’s request, Lord Krishna abducted her to prevent an unwanted marriage and brought her with him to the present-day Gujarat. It is believed that it was in Madhavpur where Lord Krishna and Rukmini’s wedding took place and the fair celebrates this holy union.

The 15th Century Madhavarai temple, signifies this site. During the celebrations, which last about a week, a colourful chariot carrying the idol of Lord Krishna goes around the village. This fair also celebrates the immortal journey that Rukmini made with Lord Krishna from Arunachal Pradesh to Gujarat. Indeed, Madhavpur Mela is an exemplar of the Prime Minister’s resolution of ‘Ek Bharat, Shreshtha Bharat’.

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Inspired by the Prime Minister's 'Ek Bharat, Shreshtha Bharat' programme, 8 Northeastern states participated in this fair in 2018 with much galore. As the Prime Minister mentioned in the 'Mann ki Baat' programme, nowadays many *gharatis* (representatives of the bride's side) have also started coming to this fair from the Northeastern states. As the representative of Rukmini's family these people are traditionally welcomed by the locals at the fair. Every year, this event brings together a unique combination of art, music, and culture of the Northeast and Gujarat, signifying the unmatched amalgamation of India's rich culture and tradition.

Madhavpur Mela

A Unique Example of Ek Bharat, Shreshtha Bharat

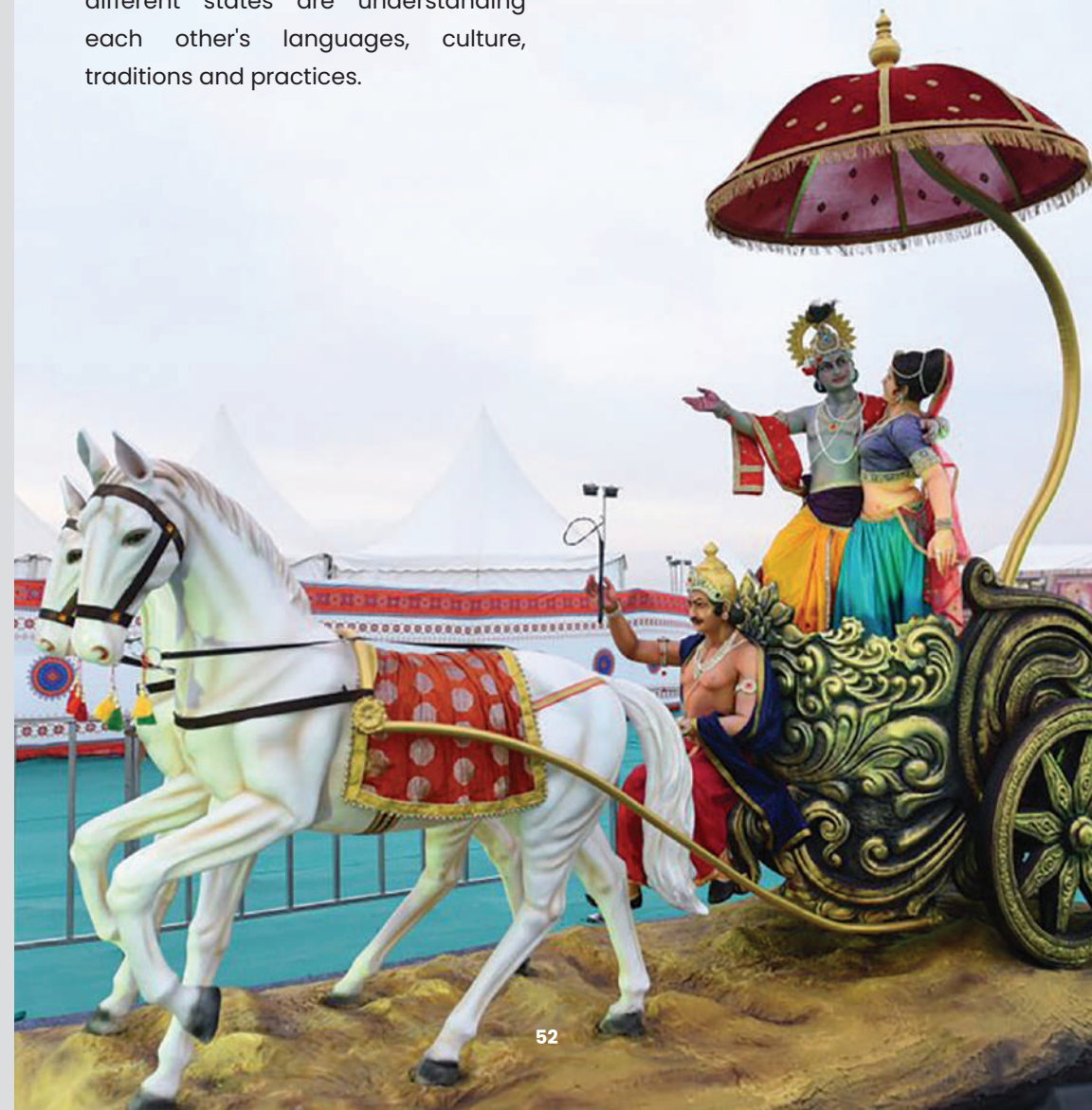
- Held in Gujarat, the fair connects the western and eastern extremes of the country.
- It was in Madhavpur where the marriage of Lord Krishna and princess Rukmini of Idu-Mishmi tribe of Arunachal Pradesh took place.
- Bishmaknagar, Arunachal Pradesh finds mention in *Mahabharata* and *Kalika Purana*.
- A beautiful cultural integration of Gujarat and Northeast India is seen in this fair.

Similar to the Madhavpur Mela, several other such celebrations of art and cultural diversity are being studied, conserved and propagated to every corner of the country. This subject related to the basic framework of India is not only bringing all of us together, but is also showing that since ancient times India has been 'Ek Bharat', Shreshtha Bharat'.



Inspired by the Prime Minister's vision, 'Ek Bharat, Shreshtha Bharat' aims at promoting a sustained and structured cultural interaction between people from different regions. The Prime Minister believes that when we recognise India's diversity, we are able to recognise India's strength. Through this exchange, today people of different states are understanding each other's languages, culture, traditions and practices.

This has led to an enhanced understanding and bonding between one another, thereby strengthening the unity and integrity of India. Along with this, 'Ek Bharat, Shreshtha Bharat' is also providing a catalytic spur to AatmaNirbhar entrepreneurship and socio-economic development of the country.



The story behind Lord Krishna and Rukmini's wedding

Shri Narottam Palan, a noted historian and a scholar of mythology, shares his insights about the Madhavpur Mela, which celebrates the wedding of Lord Krishna and Rukmini. He says that Krishna received a letter from princess Rukmini in which she had requested him to save her from an unwanted marriage with Shishupal, as she wished to marry Krishna. Krishna reaches Kundilpur (in present day Bishmakhnagar, Arunachal Pradesh) and takes Rukmini with him. The princess' brother and Shishupal chase Krishna and Rukmini to some distance, only to be stopped by Balaram, Krishna's brother, who inconspicuously came in aid of Krishna.

Shri. Palan further adds that this incident (also known as 'Rukmini Haran') is described in detail across three adhyayas in the dashamskandh of *Śrīmad Bhāgavatam* (*Bhāgavata Purāna*). At the same time, the description of the natural vegetation at the site of the wedding confirms the authenticity of the wedding taking place in Madhavpur Ghed, Gujarat. Talking about the historicity of the Madhavpur Mela, Shri Palan says that the fair is at least 500 years old as it finds mention in a late 15th Century poet's work based on *Śrīmad Bhāgavatam*. The historian expresses his happiness over the fact that as a unique example of social integration the Madhavpur Mela not only survives but flourishes till date.

Mahabharata- an epitome of Ek Bharat Shreshtha Bharat

Shri Vijay Swami, Director, RIWATCH (Research Institute of World's Ancient Traditions Cultures and Heritage), Lower Dibang Valley, Arunachal Pradesh expressed how the epic *Mahabharata* is the epitome of Ek Bharat Shreshtha Bharat.

The epic *Mahabharata* is regarded as a text about *itihaas* (history) as well as *dharma* (moral law/righteousness). The epic that brims with numerous characters, such as Arjuna, Bhishma, Kunti, and Draupadi, teach us the different values of Indian culture. The character at the centre of this epic is Lord Krishna whose teachings to Arjuna in the battlefield came to take the form of the *Bhagwat Geeta*. There are several stories about Lord Krishna in the *Mahabharata* which have greatly influenced the culture of the Indian subcontinent. The legends of his life are heard even today in the remotest corners of the country.

The Northeastern part of India is not an exception to this. People here have adapted the stories of Lord Krishna's life into dance and music. Bishmakhnagar, located near Roing in Lower Dibang Valley district, in Arunachal Pradesh is one such place where one can experience the influence of such stories in their performative art forms. The reference of Kundil state (of the King Bhishmak) present day Bishmakhnagar, in the *Mahabharata* reiterates the fact that the epic has, since ages, served as an inherent link connecting different parts of India.



Scan this QR code to know why Madhavpur Mela signifies 'Ek Bharat Shreshtha Bharat'?

BIPLOBI BHARAT

SALUTING THE HEROES OF INDEPENDENCE

“ The country remembered the heroes of Independence; remembered them reverently. On the same day I also got the opportunity to dedicate to the nation the Biplobi Bharat Gallery at Victoria Memorial, Kolkata. This is a very unique gallery to pay tribute to the brave revolutionaries of India. ”

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

This initiative by the Narendra Modi Government, is a positive step towards educating the youth of the country. The Biplobi Bharat Gallery was inaugurated by the Hon'ble PM on 23rd March, 2022 and it presents a clear picture about the sacrifices made by the revolutionaries to get India free from the clutches of the colonial empire.

Chandra Kumar Bose
Netaji Subhash Chandra Bose's
Grand Nephew

Today, India is celebrating 'Azadi Ka Amrit Mahotsav'. On this virtuous occasion of Amrit Mahotsav, the countless revolutionaries who sacrificed their blood, and sowed the seeds for the freedom struggle are not present among us. They are the same revolutionaries who gave up on their family, friends and all forms of luxuries and amenities for India's independence. It is our duty to make masses aware of the contributions and sacrifices of such innumerable heroes.

With this belief, the Hon'ble Prime Minister Narendra Modi virtually inaugurated the Biplobi Bharat Gallery at the magnificent Victoria Memorial Hall in Kolkata on the occasion of Shaheed Diwas on 23rd March 2022. Shaheed Diwas is a special day to honour the valour and commitment of the brave hearts who laid down their lives for India's independence. It was on this day in 1931 when Bhagat Singh, Shivaram Rajguru and Sukhdev Thapar were hanged to death by the British Raj.

It was the revolutionaries who ignited the spark of nationalism that spread throughout the country. Through their sheer courage and undying spirit, they created a wave of mutiny – the wave that can be witnessed even today in the Biplobi Bharat Gallery, which depicts the political and intellectual backdrop that triggered the revolutionary movement for India's Independence. 'Biplobi' is a Bengali word that means revolutionary in English. As the name suggests, the gallery displays the contributions of the revolutionaries in the freedom struggle and their armed resistance to British colonial rule.

While dedicating to the nation, the four refurbished heritage buildings in Kolkata, the Prime Minister took the initiative of reviving them once again and dedicated a space for showcasing India's Freedom Fighters. The gallery offers a fresh perspective on the history of India's independence and the events that led to it. The gallery also highlights the contributions of revolutionaries who took part in the freedom struggle. The Biplobi Bharat Gallery strives to bring to light these important aspects of the freedom movement which were left out of the mainstream discourse and give it a deserved space.

The gallery underlines the thread of unity that ran through the freedom struggle where different regions, languages, resources were united in fervour to serve the country with utmost patriotism. Biplobi Bharat Gallery is a new pearl in Kolkata's rich tradition and proof of the government's commitment to preserving and enhancing the heritage of West Bengal.

The key element to nation-building is preserving the heritage left behind by the great leaders of the freedom struggle. Working towards this vision, a nationwide campaign is underway to promote 'heritage tourism' in India. Be it a monument in the memory of Salt Satyagraha in Dandi or the reconstruction of Jallianwala Bagh memorial, be it the Statue of Unity in Kevadia or Bhagwan Birsa Munda Memorial Park and Museum in Ranchi, it is the legacy of the past that guides the present and inspires us to build a better future.

The country sees its history as an eternal source of dynamism and power. It is through the virtues of Revolution, Satyagraha and Public Awareness that India got freedom from hundreds of years of slavery. And it is such stories of these unsung heroes that inspire all of us to work relentlessly towards the progress of the country, even today. The Prime Minister while addressing the nation during Mann Ki Baat programme informed the citizens about the Biplobi Bharat gallery and the contribution of revolutionaries in the freedom struggle. He said, "This is a very unique gallery to pay tribute to the brave revolutionaries of India. If you get an opportunity, you must certainly visit it." Today, India is in its 75th year of independence and to celebrate the glorious history of its freedom struggle, people, culture and achievements, the Government of India is hosting Azadi Ka Amrit Mahotsav.



The Government of India has curated a series of innovative programmes to celebrate Amrit Mahotsav under the overall spirit of "Janbhagidari". It is to ensure wider participation and increased awareness among the citizens of India while recalling the sacrifice and patriotism in the glorious journey of 75 years of independence. Impactful events such as Shaheed Diwas, Constitution Day and Mahaparinirvan Diwas have been organized across the country. These events aim to connect the participants in the journey of creating a New India.

There has been enthusiastic participation from the Indian citizens along with the involvement of the local government. The Azadi Ka Amrit Mahotsav is a grand celebration that showcases the convergence of the values and glories of the freedom struggle of the past with the aspirations and dreams of a young, new and iconic India.



A Glance at the Gallery – Through the eyes of the visitors

We present a holistic viewpoint of the visitors coming from different walks of life to visit the gallery. This helps in highlighting the true values and importance of this iconic gallery. Below are a few thoughts shared by the people of different age groups:

“The objects present in the gallery were from the era of independence like guns, letters and articles of historical importance. The guns present in the museum were the same ones that were used during the freedom struggle against the British Raj. A lot of stories related to the freedom fighters were being played inside the museum with the help of projectors. A lot of things that were used by freedom fighters like Netaji Subhas Chandra Bose, Khudiram Bose etc. were also displayed in the museum.”

“I learned about the many women revolutionaries who had contributed towards India’s freedom movement.”

“The articles in the gallery have been preserved very well. I even saw articles such as guns and documents that dated back to 1857. There were a lot of things that people would have read on the internet. However, here, you can actually feel the true essence of those things.”

“I had a very knowledgeable experience and I got to learn a lot of new things about the history of the freedom struggle. Each one of us should visit this place at least once to know more about the freedom fighters that contributed towards India’s independence.”

“Being an Indian, it is important that we know the history of our country, and this museum showcases the lives of revolutionaries in a very simplified form. The articles in the museum have also been digitized so we can read the old documents on touch pads with ease. Overall, it was a wonderful experience for me.”

“We get to learn a lot of things just by visiting the gallery. The museum teaches us how, the India that we live in today got freedom from the clutches of colonial rule.”

“It was a great feeling to connect with the past and after visiting the museum, I feel proud to be an Indian.”





MANN KI BAAT

Media Scan

Keshav Prasad Maurya @kpsmaurya1

जीवेम शरदः शतम्।

हमारी संस्कृति में सबको सौ वर्ष के स्वस्थ जीवन की शुभकामनाएं दी जाती हैं।

हम सात अप्रैल को 'विश्व स्वास्थ्य दिवस' मनाएंगे। आज पूरे विश्व में हेल्थ को लेकर भारतीय चिंतन चाहे वो योग हो या आयुर्वेद इसके प्रति रुझान बढ़ता जा रहा है।

- मा. पीएम जी

#MannKiBaat

5:46 PM · Mar 27, 2022 · Twitter for Android

Nitin Gadkari @nitin_gadkari

'मन की बात' के आज के 87वें संस्करण में प्रधानमंत्री श्री @narendramodi जी ने विभिन्न विषयों पर बात की और कई प्रेरक विचार साझा किए। काशी निवासी पद्मश्री बाबा शिवानंद जी का उल्लेख उन्होंने किया। #MannKiBaat

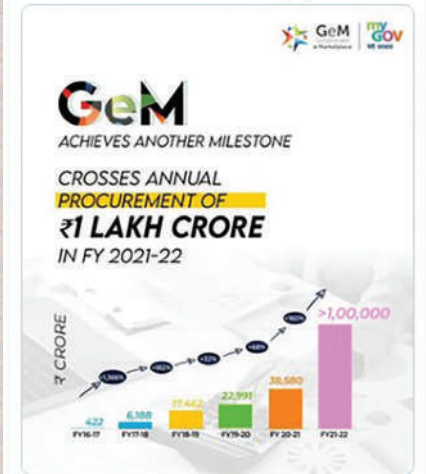
1:49 PM · Mar 27, 2022 · Twitter for iPhone

K. Annamalai @annamalai_k

#MannKiBaat with Hon PM

Earlier it was believed only big people could sell products to the Govt but the GeM Portal has changed this

(GeM) initiative launched in Aug 2016 to bring transparency in public procurement has achieved an order value of Rs 1 lakh crore in a single year!



12:25 PM · Mar 27, 2022 · Twitter for iPhone

Dr. Shalabh Mani Tripathi @shalabhmani

देश, विराट कदम तब उठाता है जब सपनों से बड़े संकल्प होते हैं। - प्रधानमंत्री श्री @narendramodi जी।

#MannKiBaat

1:47 PM · Mar 27, 2022 · Twitter for Android

Devendra Fadnis @Dev_Fadnis

नाशिकचे चंद्रकिशोर पाटील गोदावरी स्वच्छ ठेवण्यासाठी करीत असलेल्या प्रयत्नांची आज मा. पंतप्रधान नरेंद्र मोदीजी यांनी 'मन की बात'मध्ये प्रशंसा केली. हा उपक्रम सर्वासाठीच प्रेरणादायी आहे!

youtu.be/M_S8iVNJhys

#MannKiBaat @mannkiabaat

4:51 PM · Mar 27, 2022 · Twitter Media Studio

Dharmendra Pradhan @dpradhanbjp

आज #MannKiBaat कार्यक्रम में प्रधानमंत्री @narendramodi जी से भारत की सांस्कृतिक विविधता, योग-आयुर्वेद जैसी हमारी पारंपरिक सम्पदा के विस्तार, \$400 बिलियन एक्सपोर्ट, GeM की सफलता और 21वीं सदी के मजबूत, नए भारत के निर्माण में "सबके प्रयासों" की कई अनूठी कहानियां सुनने को मिली।

1:54 PM · Mar 27, 2022 · Twitter for iPhone

Smriti Z Irani @smritiirani

#MannKiBaat में PM @narendramodi जी ने गुजरात में पानी की समस्या को दूर करने के लिए 'जल मंदिर योजना' की सफलता के ऊपर चर्चा की।

1:38 PM · Mar 27, 2022 · Twitter for iPhone

Yogi Adityanath @myogiadityanath

आदरणीय प्रधानमंत्री श्री @narendramodi जी द्वारा @mannkiabaat कार्यक्रम में आज काशी निवासी 'पद्मश्री' बाबा शिवानंद जी का उल्लेख किया गया है।

126 वर्ष की आयु में बाबा शिवानंद जी की स्फूर्ति एवं स्वास्थ्य योग की महत्ता को दर्शाते हैं।

ईश्वर उन्हें दीर्घायु प्रदान करें!

12:14 PM · Mar 27, 2022 · Twitter Web App

C R Paati @CRPaati

स्वास्थ्य का सीधा संबंध स्वच्छता से भी जुड़ा है।

महाराष्ट्र के नासिक में रहने वाले स्वच्छता चंद्रकिशोर पाटिल जी.. @narendramodi सर #MannKiBaat

12:08 PM · Mar 27, 2022 · Twitter for iPhone

लोकल को ग्लोबल बनाना है : मोदी

नई दिल्ली (बता)। प्रधानमंत्री नरेन्द्र मोदी ने सोमवार को लोकल को ग्लोबल बनाना है, देश को निर्यात के लिए 400 अरब डॉलर के लक्ष्य के साथ देश को दुनिया के हर कोने तक पहुंचाने का लक्ष्य रखा है।



भारत के साप्ताहिक में जुड़ी बात है

● अर्थव्यवस्था से ज्यादा भारत के साप्ताहिक में जुड़ी बात है

अर्थव्यवस्था से ज्यादा भारत के साप्ताहिक में जुड़ी बात है। प्रधानमंत्री नरेन्द्र मोदी ने सोमवार को लोकल को ग्लोबल बनाना है, देश को निर्यात के लिए 400 अरब डॉलर के लक्ष्य के साथ देश को दुनिया के हर कोने तक पहुंचाने का लक्ष्य रखा है।

'मन की बात' में मनु बन्सलालोंपैट मैल्लबाबु

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नए भारत में बड़े सपने देखने और उन्हें साकार करने का साहस: मोदी

मन की बात

400 अरब डॉलर निर्यात दुनिया में नए उपायों की खोज का साहस

नई दिल्ली, विशेष संवाददाता। प्रधानमंत्री नरेन्द्र मोदी ने सोमवार को लोकल को ग्लोबल बनाना है, देश को निर्यात के लिए 400 अरब डॉलर के लक्ष्य के साथ देश को दुनिया के हर कोने तक पहुंचाने का लक्ष्य रखा है।

Export target met as our goods are in demand: PM

HT Correspondent
letters@hindustantimes.com

NEW DELHI: Hailing the country for exceeding the significant export target of \$400 billion, Prime Minister Narendra Modi said on Sunday that demand for Indian products was increasing globally.

In the 87th edition of his monthly radio broadcast, Mann Ki Baat, the Prime Minister urged people to remain 'vocal for local' so that Indian products could gain prestige across the world.

Farmers, artisans, weavers, engineers, small entrepreneurs, medium, small and micro enterprises (MSMEs) and people from different professions are the basis and 'true strength' of the country, Modi said. "It is only due to their hard work that the goal of exporting to the tune of \$400 billion has been achieved, and I am happy that this power of the people of India is now reaching new markets in every nook and corner of the world," he said.



continued on p-16

MANN KI BAAT

\$400-b in exports signifies India's potential

OUR BUREAU
New Delhi, March 27
Prime Minister Narendra Modi on Sunday applauded India's export potential as the country achieved its export target of \$400 billion in this financial year. The Prime Minister noted that India's strength is its MSME sector, farmers, engineers, weavers, among others.

Speaking at the 87th edition of the monthly radio broadcast, Mann Ki Baat, Modi noted that 'vocal for local' has helped India popularize its products on the global arena.

"It is only due to their hard work that the goal of exporting to the tune of \$400 billion has been achieved, and I am happy that this power of the people of India is now reaching new markets in every nook and corner of the world," the Prime Minister said. He further said, "When each and every Indian is vocal for local, it

देश ने 30 लाख करोड़ का ऐतिहासिक लक्ष्य हासिल किया

पीएम मोदी बोले, बड़े होने चाहिए संकल्प, निर्यात में बना रिकॉर्ड

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रु. 30 लाख से ज्यादा ग्रहणमूर्ति

विश्व के अनेक देशों में भारत की ग्रहणमूर्तियों की मांग बढ़ रही है। प्रधानमंत्री नरेन्द्र मोदी ने सोमवार को लोकल को ग्लोबल बनाना है, देश को निर्यात के लिए 400 अरब डॉलर के लक्ष्य के साथ देश को दुनिया के हर कोने तक पहुंचाने का लक्ष्य रखा है।

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Supply chain strengthening: PM

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उड़िया, गुजरात, राजस्थान, पंजाब, बिहार, उत्तर प्रदेश

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पत्रिका ब्यूरो

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पद्मश्री सम्मानित 126 वर्षीय बाबा शिवानंद ने बताई PM मोदी को प्रणाम करने की वजह, गिनाए योग के लाभ



प्रधानमंत्री मोदी ने की बावड़ियों के संरक्षण के लिए महाराष्ट्र के एचआर पेशेवर के जुनून की तारीफ



PM Modi Mann Ki Baat: देशाने 30 लाख कोटींची निर्यात करत 400 अब्ज डॉलर्सचे लक्ष्य गाठलं: पंतप्रधान मोदी



PM Modi Mann ki Baat: भारत ने प्राप्त किया 30 लाख करोड़ के ऐतिहासिक निर्यात का लक्ष्य