

JULY 2022



HAR GHAR TIRANGA



MANN KI BAAT

Prime Minister Narendra Modi's Address to the Nation

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Prime Minister's Address



My dear countrymen, Namaskar!

This is the 91st episode of 'Mann ki Baat'. Earlier, we have talked about so many things, shared our views on myriad topics, but, this time 'Mann ki Baat' is very special. The reason for this is Independence Day this time, when India will complete 75 years of her independence. We are all going to be witness to a splendid and historic moment. The Almighty has blessed us with this great fortune. Think about it... had we been born in the era of slavery, then how would we have imagined this day? That yearning of freedom from slavery, the desperation for freedom from the shackles of subjugation - how formidable it must have been! Those days, when, every single day, we would be seeing millions of countrymen fighting, battling, making sacrifices for the sake of freedom. Then we would wake up every morning with this dream of when my

India would be free... and maybe that day would dawn in our lives when we would dedicate our lives to the generations to come, chanting Vande Mataram and Bharat Maa Ki Jai, spending our youth for the cause.

Friends, on the 31st of July i.e. today, all of us countrymen salute the martyrdom of Shaheed Udham Singh ji. I offer my humble tributes to all such other great revolutionaries who sacrificed their all for the country.

Friends, I am very happy to see that the Azadi Ka Amrit Mahotsav is taking the form of a mass movement. People from all walks of life and from every section of the society are participating in different programs connected with it. One such event took place in Meghalaya earlier this month.





People remembered the brave warrior of Meghalaya U. Tirot Sing on his death anniversary. Tirot Sing ji fiercely opposed the British conspiracy to control the Khasi Hills and destroy the culture there. Many artists gave beautiful performances in this program. They made history come alive. A carnival was also organized as part of the event, in which the great culture of Meghalaya was depicted in a beautiful manner. A few weeks ago, in Karnataka, a unique campaign named Amrita Bharathi Kannadarthi was also launched. In this, grand programs related to the Azadi Ka Amrit Mahotsav were organized at 75 places in the state. In these, along with remembering the great freedom fighters of Karnataka, efforts were also made to bring to the fore the local literary achievements.

Friends, in this very July an

interesting endeavour has been undertaken, named Azadi Ki Railgadi Aur Railway Station. The objective of this effort is to make people know the role of Indian Railways in the freedom struggle. There are many such railway stations in the country, which are associated with the history of the freedom movement. You too will be surprised to know about these railway stations. Gomoh Junction in Jharkhand is now officially known as Netaji Subhas Chandra Bose Junction Gomoh. Do you know why? Actually at this very station, Netaji Subhas was successful in dodging British officers by boarding the Kalka Mail. All of you must have heard the name of Kakori Railway Station near Lucknow. The names of bravehearts like Ram Prasad Bismil and Ashfaqullah Khan are associated with this station.



The brave revolutionaries had displayed their might to the British by looting the treasury of the British being carried by train. Whenever you talk to the people of Tamil Nadu, you will get to know about Vanchi Maniyachchi Junction in Thoothukudi district. This station is named after Tamil freedom fighter Vanchinathan ji. This is the same place where Vanchi, 25 years of age then, had punished one British collector for his actions.

Friends, this list is pretty long. 75 such railway stations have been identified, spread over 24 states across the country. These 75 stations are being decorated very ornately. Many types of programs are also being organized in these. You

should also take out time to visit one such historical station in your vicinity. You will get to know in detail about pages from the history of the freedom movement that you have not been aware of. I urge the students of the nearby school, and the teachers to take the small children of their school to the station and narrate the whole chain of events to those children, explaining them.

My dear countrymen, under the Azadi Ka Amrit Mahotsav, from the 13th to the 15th of August, a special movement – 'Har Ghar Tiranga' is being organized. By becoming a part of this movement, from 13th to 15th August, you must hoist the tricolor at your home, or adorn your home with it. The Tricolor connects us, inspires us to do





something for the country. I also have a suggestion that from the 2nd of August to the 15th of August, all of us can place the tricolor as our social media profile pictures.

By the way, do you know, 2nd of August also has a special connection with our tricolor. This day is the birth anniversary of Pingali Venkayya ji who designed our national flag. I pay my respectful homage to him. Talking about our national flag, I will also remember the great revolutionary Madam Cama. Her role in shaping the Tricolor has been very important.

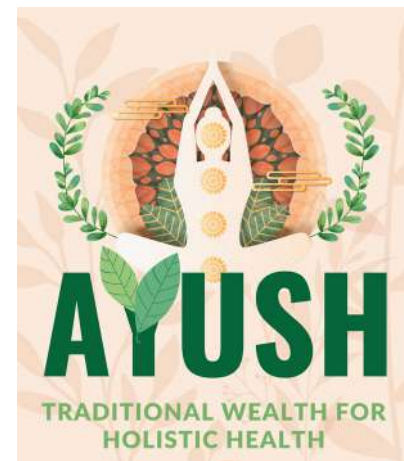
Friends, the biggest message that emerges from all these events being organized in the Azadi Ka Amrit Mahotsav is that all of us countrymen should follow our duty with full devotion. Only then will we be able to fulfill the dream of those countless freedom fighters... and to build the India of their dreams. That is why this Amrit Kaal of our next 25

years is Kartavya Kaal, a period of duty for every countryman. To liberate the country, our brave fighters had given us this responsibility, and we have to fulfill it fully.

My dear countrymen, the fight of our countrymen against Corona is still on. The whole world is still struggling today. The increasing interest of people in Holistic Healthcare has helped everyone a lot in this. We all know how useful Indian traditional methods are in this. In the fight against Corona, AYUSH has played an important role, at the global level. There is a growing interest in Ayurveda and Indian medicine around the world. This is one of the major reasons why Ayush Exports have witnessed a record growth and it is also a matter of joy that many new startups are also emerging in this sector. Recently, a Global Ayush Investment and Innovation Summit was held. You will be

surprised to know that in this, investment proposals of about ten thousand crore rupees have been received. Another very important happening during the Corona period is that, there has been a lot of increase in research on medicinal plants. Many research studies are being published on this. It is definitely a good start.

Friends, another great effort has been made in the country in the field of varied medicinal plants and herbs. The Indian Virtual Herbarium was just launched in the month of July. It is also an example of how we can use the digital world to connect with our roots. The Indian Virtual Herbarium is an interesting collection of digital images of preserved plants or plant parts, which is freely available on the web. More than one lakh specimens and scientific information related



to them are available on this Virtual Herbarium. In the Virtual Herbarium, a rich picture of the Botanical Diversity of India is also visible. I am sure the Indian Virtual Herbarium will become an important resource for research on Indian flora.

My dear countrymen, every time in 'Mann ki Baat' we discuss successes of the countrymen which bring smiles



National Beekeeping & Honey Mission:

FOSTERING 'SWEET REVOLUTION' IN INDIA



to our faces. If a success story spreads sweet smiles, and also tastes sweet, you will certainly call it icing on the cake. These days our farmers are performing similar wonders in the production of honey. The sweetness of honey is also changing the lives of our farmers, increasing their income. In Yamunanagar, Haryana, there lives a beekeeper friend - Subhash Kamboj ji. Subhash ji underwent training in beekeeping in a scientific way. After that, he started his work with just six boxes. Today, he is engaged in beekeeping using about two thousand boxes. His honey is supplied across many states. Vinod Kumar ji is also beekeeping in more than one and a half thousand colonies in Palli village of Jammu. He has undertaken training in rearing the queen bee last year. Through this work, he is earning 15 to 20 lakh rupees annually. There is another farmer from Karnataka - Madhukeshwar Hegde ji. Madhukeshwar ji says that he had availed a subsidy from the Government of India

for 50 bee colonies. Today, he possesses over 800 colonies, and sells tons of honey. He brought in innovation in his work, and is also making botanical honey like Jamun honey, Tulsi honey and Amla honey. Madhukeshwar ji, your innovation and success in *madhu*, or honey production also makes your name meaningful.

Friends, you all know how much importance has been given to honey in our traditional health systems. In Ayurveda texts, honey has been described as an elixir. Honey, not only imparts taste; it also gives us good health. There are so many possibilities in honey production today that even the youth pursuing professional studies are making it a source of self-employment. One such youth is - Nimit Singh of Gorakhpur, U.P. Nimit ji has done B.Tech. His father is also a doctor, but after his studies, instead of a job, Nimit ji decided to be self-employed. He started honey production. He also got his own lab set up in Lucknow

for quality check. Nimit ji is now earning well from honey and Bee Wax, and is also training farmers, going to different states. Due to the hard work of such youth, today the country is becoming such a big honey producer. **You will be happy to know that the export of honey from the country has also increased. The country started campaigns like National Beekeeping and Honey Mission, farmers worked hard, and the sweetness of our honey started reaching across the world. There are still huge possibilities in this field. I would like our youth to join these opportunities and take advantage of them and realize new possibilities.**

My dear countrymen,

I have received a letter from a listener of 'Mann ki Baat', Shriman Ashish Bahl ji from Himachal Pradesh. He has mentioned in his letter the 'Minjar Mela' of Chamba. Actually, the inflorescence of the maize plant is called Minjar. When flowers bloom on the maize, Minjar Mela

is also celebrated and in this fair, tourists from all over the country come from far and wide to take part. Incidentally, the Minjar Mela is also going on at this time. If you have gone to visit Himachal, you can go to Chamba to see this fair. Chamba is so beautiful, that folk songs here often speak of it:

"Chambe Ek Din Ona Kane Mahina Raina"

That is, those who come to Chamba for a day, they stay back here for a month seeing its beauty.

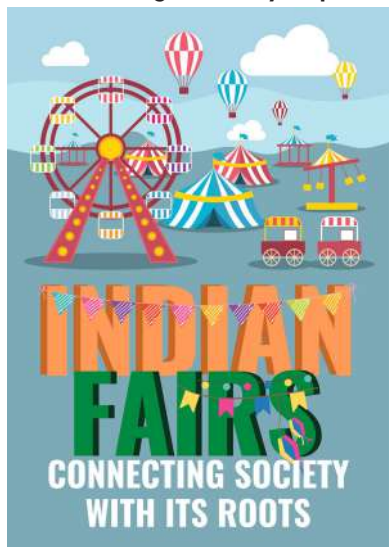
Friends, fairs have also been of great cultural importance in our country. Fairs connect people and hearts. When Kharif crops ripen after the rains in Himachal in September, in Shimla, Mandi, Kullu and Solan, Sairi or Sair is also celebrated. Jagra is also going to arrive in September itself. In Jagra fairs, Bisu songs are sung after invoking the deity of Mahasu. This awakening of Mahasu Devta takes place in Himachal at Shimla, Kinnaur



and Sirmaur; simultaneously in Uttarakhand.

Friends, there are many traditional fairs of tribal societies in different states in our country. Some of these fairs are associated with tribal culture, while others are organized in connection with tribal history and heritage. For example, if you get a chance, you must visit the four-day Sammakka-Saralamma Jatara Fair in Medaram, Telangana. This fair is called Mahakumbh of Telangana. The Saralamma Jatara Mela is celebrated in honor of two tribal women heroes – Sammakka and Saralamma. It is a big center of faith for the Koya tribal community, not only in Telangana, but also in Chhattisgarh, Maharashtra and Andhra Pradesh. The Maridamma fair in Andhra Pradesh is also a big

fair connected with the beliefs of the tribal society. The Maridamma fair runs from Jyeshtha Amavasya to Ashadh Amavasya and the tribal society here associates it with Shakti upasana or worship. Here, in Peddapuram, East Godavari, there is also a Maridamma temple. Similarly, the people of



Garasia tribe in Rajasthan organize 'Siyawa ka Mela' or 'Mankhan Ro Mela' on Vaishakh Shukla Chaturdashi.

The 'Mawli Mela' of Narayanpur of Bastar in Chhattisgarh is also very special. Nearby, the Bhagoria Mela of Madhya Pradesh is also very famous. It is said that the Bhagoria fair started in the times of Raja Bhoj. Then the Bhil kings, Kasumara and Balun organized these events for the first time in their respective capitals. Ever since, these fairs are being celebrated with equal enthusiasm. Similarly, many fairs like Tarnetar and Madhopur are very famous in Gujarat. **Fairs are, in themselves, a great source of energy for our society, our life. There must be many such fairs around you too. In modern times, these old links of the society are very important to strengthen the**

spirit of 'Ek Bharat-Shreshtha Bharat'. Our youth must join them and whenever you go to such fairs, share the pictures on social media too. You can also use a specific hashtag if you want. Through this, other people will also know about those fairs. You can also upload photos



on the website of the Ministry of Culture. In the next few days, the Culture Ministry is going to start a competition, where, those who send the best pictures of the fairs will also be rewarded. So do not delay, visit the fairs, share their pictures, and maybe you will get rewarded too.

My dear countrymen, you must have noticed, in one episode of 'Mann ki Baat', I had said that India has full potential to become a powerhouse in Toys Exports. I had specially discussed the rich heritage of India in sports and games. The local toys of India are eco-friendly, consonant with both tradition and nature. Today, I want to share with you the success of Indian Toys. Due to our youngsters, startups and entrepreneurs, what our toy industry has achieved, the successes we have achieved, no

one could have imagined. Today, when it comes to Indian toys, the echo of 'Vocal for Local' is being heard everywhere. You will also like to know that now the number of toys coming from abroad in India is continuously decreasing. Earlier, where toys worth more than Rs 3000 crore used to come from outside, now their import has reduced by 70 per cent and it is a matter of joy that during this period, India has exported toys worth more than two thousand six hundred crore rupees to foreign countries. Whereas earlier, only toys worth Rs 300-400 crore, used to go out of India. And you already know that all this happened during the Corona period. India's toy sector has proven its mettle by transforming itself. Indian manufacturers are now making toys based on Indian mythology, history and culture.

Toy clusters that are there everywhere in the country, small entrepreneurs who make toys, are getting a lot of benefit from it. The toys made by these small entrepreneurs are now going around the world. Toy manufacturers from India are also working closely with the world's leading global toy brands. I also liked that our startup sector is also paying full attention to the



world of toys. They are also doing a lot of interesting things in this area. In Bangalore, a startup named Shumee Toys is focusing on eco-friendly toys. In Gujarat, ARKidzoo Company is making AR-based Flash Cards and AR-based Storybooks. Pune-based company, Funvention is engaged in kindling the interest of children in Science, Technology and Maths through learning, toys and activity puzzles. **I congratulate all such manufacturers, startups, doing a great job in the world of toys. Let us all together make Indian toys more popular all over the world. Along with this, I would also like to urge the parents to buy more and more Indian toys, puzzles and games.**

Friends, be it the classroom

or the playground, today our youth, in every field, are making the country proud. This month, PV Sindhu has won her first title of Singapore Open. Neeraj Chopra also continued his excellent performance and won the silver medal for the country in the World Athletics Championship. At the Ireland Para-Badminton

International as well, our players have boosted the glory of the country by winning 11 medals. Indian players also performed well in the World Cadet Wrestling Championship held in Rome. Our athlete Suraj has done wonders in the Greco-Roman event. He has won the Gold Medal of Wrestling in this event after a long gap of 32 years. For the players, this entire month has been full of action. It is also a great honor for India to host the 44th Chess Olympiad in Chennai. This tournament has commenced on the 28th of July and I got the privilege of attending its Opening Ceremony. Commonwealth Games also began in the UK on the same day. An Indian team, full of youthful enthusiasm is

representing the country there. I extend my best wishes to all the players and athletes on behalf of the countrymen. I am also happy that India is going to host the FIFA Under 17 Women's World Cup as well. This tournament will be held around October, which will enhance the enthusiasm of the daughters of the country towards sports.

Friends, a few days ago the results of class 10th and 12th have also been declared across the country. I congratulate all those students who have achieved success through their hard work and dedication. Due to the pandemic, the last two years have been extremely challenging. The courage and restraint shown by our youth in these circumstances is highly commendable. I wish everyone a bright future.

My dear countrymen, today we started our discussion on 75 years of Independence, with a visit across the country.



The next time we meet, the journey of our next 25 years would have already begun. We all have to join for our beloved tricolor to be hoisted at our homes and those of our loved ones. Do share with me how you celebrated Independence Day, if you did anything special this time. Next time, we will talk again about the different colors of our Amrit Parv. Till then, I take leave of you. Thank you very much.





MANN KI BAAT

Special Mentions by Prime Minister



JAN MAHOTSAV THROUGH JAN BHAGIDARI: AMRIT MAHOTSAV OF 75 YEARS OF INDEPENDENT INDIA

“ Friends, the biggest message that emerges from all these events being organized in the Azadi Ka Amrit Mahotsav, is that all of us countrymen should follow our duty with full devotion. Only then will we be able to fulfill the dream of those countless freedom fighters... and to build the India of their dreams. That is why this Amrit Kaal of our next 25 years is Kartavya Kaal, a period of duty for every countryman. ”

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

“There could not have been a bigger achievement for us than Prime Minister Modi ji mentioning about ‘Azadi Ki Rail Gadi aur Station’ in ‘Mann ki Baat’. On behalf of the entire railway family, I thank the Hon'ble Prime Minister for mentioning this program and encouraging people to visit such stations for educational purposes.”

–Vinay Kumar Tripathi
Chairman, Railway Board

कस ली है कमर अब तो,
कुछ करके दिखाएँगे,
आज़ाद ही हो लेंगे,
या सर ही कटा देंगे।

These lines accurately capture the spirit and determination with which our freedom fighters fought valiantly for the independence of India. When one thinks about the period when millions of people waited for the dawn of independence for centuries, the realization grows as to how historic and glorious the occasion of 75 years of freedom is.

To mark the magnificent tradition of India, inspiring history of the freedom struggle and 75 illustrious years of progress of independent India, Azadi Ka Amrit Mahotsav was launched by Prime Minister Narendra Modi on 12th March, 2021 from Sabarmati Ashram in Ahmedabad. He said, “Azadi Ka Amrit Mahotsav means elixir of freedom. It means elixir of inspirations from the warriors of freedom struggle; elixir of new ideas and pledges, and the elixir of Atmanirbharta.” It is a festival of awakening of the nation— the beginning of a new dawn by bringing the people of our country together from every corner, every community to remember the immense centuries-long struggles that led to our freedom. Azadi Ka Amrit Mahotsav



PM Narendra Modi launching ‘Azadi Ka Amrit Mahotsav’.

evokes the mantra of Jan Mahotsav through Jan Bhagidari. The Government has organized over 25,000 events and activities through the length and breadth of the country to invoke the feeling of patriotism in the hearts of the people and to celebrate Azadi Ka Amrit Mahotsav. The journey has seen the participation of not only the States, Union Territories, Ministries, Departments but of the whole nation coming together to honour our freedom fighters, rejoice in India’s cultural diversity and heritage, and laud India’s accomplishments in various fields. The incredible efforts and participation of NGOs, corporates, schools, colleges, spiritual organisations and the youth have garnered tremendous traction and outreach transforming this ‘Mahotsav’ into Jan Andolan. This Jan Bhagidari Mahotsav has not only inculcated a sense of responsibility, patriotism and dedication amongst the people of our country but has also

made them more aware about the contributions and sacrifices made by the children of this land over generations.

The footprints of India’s freedom movement can be found across the country. Under this, ‘Azadi ki Rail Gadi aur Station,’ an interesting initiative was carried out by the Ministry of Railways. About 75 ‘Swatantra Railways


“Prime Minister Narendra Modi is the first Prime Minister to acknowledge that Shri Pingali Venkayya is the architect of the Indian National Flag. Till now, only our friends knew who we are and who is Pingali Venkayya, now the entire nation knows us. And this time it is a matter of happiness for us to remember Pingali Venkayya on the ‘Azadi Ka Amrit Mahotsav’. This is a great honor for our family. I want to express my thanks to all.”

–Ghantasala Gopi Krishna
Pingali Venkayya’s Grandson

'AZADI KA AMRIT MAHOTSAV' AT A GLANCE


A pan-India celebration of the 75 years of India's independence, the 'Azadi Ka Amrit Mahotsav' campaign is being manifested through the organisation of over 25,000 cultural mega-events across the country by ensuring 'Jan Bhagidari'. All events are divided into five themes- Freedom Struggle, Ideas@75, Actions@75, Achievements@75, and Resolve@75. Let's take a look at some iconic few.

CONSTITUTION DAY




Ensuring Jan Bhagidari on a mega scale, Constitution Day 2021 celebrations were led by the Hon'ble President of India where the nation was invited to join him live in reading the Preamble of the Constitution.

JANJATIYA GAURAV DIVAS



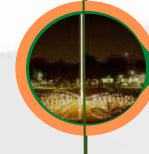
A week-long celebration from November 15, 2021 was organized to commemorate the birth anniversary of Bhagwan Birsa Munda. Festivities organized throughout the country showcased the grandeur of tribal crafts, cuisine and heritage.

RASHTRA GAAN CAMPAIGN




A unique initiative wherein citizens recorded and uploaded the video of singing the national anthem on rashtragaan.in that was compiled and telecast live on Independence Day 2021.

DIGITAL JYOT




To mark one year of 'Azadi ka Amrit Mahotsav,' Digital Jyot, a sky beam light, was installed at Central Park in New Delhi to pay tribute to the martyrs for their courage and sacrifice for the freedom of our Nation.

KASHI UTSAV



A three-day festival organised in Varanasi from November 16, 2021 to celebrate the centuries old heritage, culture, splendid history and resplendent beauty of Kashi.

75 LAKH POSTCARD CAMPAIGN



Postcards were written by school students across the country to the PM with their ideas and suggestions to make India a better nation.


stations' spread across 24 States and 27 'Spotlight trains' were identified and their association with the history of the freedom movement was highlighted through week-long celebrations with the families of our freedom heroes.

In the spirit of Jan Bhagidari, the Government has organized various events including the 'RashtraGaan' Campaign, 'Unity in creativity', 'Vande Bharatam - Nritya Utsav' and Rangoli Utsav 'Umang' which reached almost every district and ignited pride among people of the nation. 'Har Ghar Tiranga' is another monumental campaign sweeping across the nation to mark the 75th year of India's independence.

Tiranga tells the story of India's struggle towards Independence and is the pride of every Indian citizen. This movement aims to promote awareness about our national flag by recognising the contribution of the people associated with it. From Madam Bhikaji Cama and Pingali Venkayya, who laid the foundation of the *Tiranga* we see today, to many other countless people who laid their lives to keep the tricolour flying in its full glory- 'Har Ghar Tiranga' is for every Indian.

The occasion of 75 years of Indian independence calls from us to rekindle the flame ignited by our freedom fighters and create the India of their dreams. We must lay the groundwork over the next 25 years and move forward towards Amrit Kaal which is the Kartavya Kaal, with new resolutions so that we greet the centenary year of Indian independence with pride and gaiety.

PM's Clarion Call



"You should also take out time to visit one such historical station in your vicinity. You will get to know in detail about pages from the history of the freedom movement that you have not been aware of. I urge the students of the nearby school, and the teachers to take the small children of their school to the station and narrate the whole chain of events to those children."

"I also have a suggestion that from the 2nd of August to the 15th of August, all of us can place the tricolour in our social media profile pictures."

PRANAM TO MY MOTHERLAND INDIA



Pandit Ajoy Chakrabarty

Padam Bhushan Awardee,
Indian Classical Vocalist

Since our 'Motherland' India achieved independence in 1947, she has made great strides in terms of national unity and the establishment of her unique identity. Rapid advances have been made both in the areas of technological progress, establishment of her digital footprint across the globe as well as her cultural heritage of more than five thousand years – her spirituality, her yoga tradition, heritage, art literature and music. Among these, I would like to emphasize three which are deeply linked – spirituality, yoga

and music – and feel deeply convinced that the country would make rapid progress when we emphasize them. When our children learn about them, it would lead them on a unique path. It is because, among others, they carry the essence of our Indianness.

For me this Indianness lies in our values – love, trust, devotion, sacrifice. Love for our Motherland, deep faith and trust in her, devotion for her and the willingness to make sacrifices for her – these core values can bring about our unity and integrity and reiterate the unique identity of India. What we have learnt in our lives are all based on these values. Add to them a fifth value, unconditional acceptance of our wisdom, tradition, the words of our parents and our loved ones. It is accepting without any doubts or questions. This requires love, trust, devotion and the willingness to make sacrifices.

Whether it is music, yoga or spirituality, the same values are also reflected there. This is only possible when we are yoked (yoga) to ourselves. I have learnt in my life that music, like

our mother and our Motherland, needs the four qualities mentioned above. I am also equally convinced that mastery of yoga and a deep experience of spirituality require the same. Moreover, they are all the three so deeply connected! Music is all about the control and regulation of breath, very much like yoga. Indian Musicians' life is longest in the World. Through music also one starts on the journey of the discovery of sound – the source of all creation. Music and Yoga both help in increasing our concentration, which is a great need of present time to handle materialistic distractions. At some level music cannot be separated from deep spiritual experience. In fact, perhaps the easiest path to yoga and spirituality may be through music. Finally, I would like to speak about our rich heritage of Sanskrit. It is not only the language that carries these values, it is also such a scientific language that makes speech very clear and articulate.

These values and traditions

are unique to Indian and probably exist in no other country. They give us our unique identity and hold the path for our progress.

Today, we are celebrating 75 years of Indian independence through 'Azadi Ka Amrit Mahotsav' and our visionary and dynamic Prime Minister Narendra Modi ji, through this, is expressing the nation's deep love, trust and devotion for those great patriots and soldiers who have fought and sacrificed their lives to give us our freedom and to safeguard it. I feel proud to be an Indian and to celebrate the 75 years of Independence of my Motherland India.

With these few words I offer my prayers for the growth and development of our Motherland – economic, financial, cultural and spiritual.

Jai Hind. Jai Bharat.

ॐ सह नावतु।

सह नौ भुनक्तु।

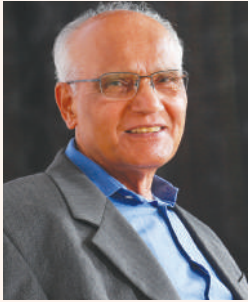
सह वीर्यं करवावहै।

तेजस्वि नावधीतमस्तु मा विद्विषाव है।

ॐ शान्तिः शान्तिः शान्तिः॥



INDIA'S STRIDE TOWARDS PROGRESS



Dr. S L Bhyrappa

Novelist, philosopher and
Screenwriter

I was born in 1931 and I was 16 years old when India got Independence. I have experienced the rural India before we got Independence and it has changed a lot, more so under the leadership of Shri Narendra Modi. I remember long ago, two lady civil services officers were travelling by train from Delhi to Ahmedabad for their next stage of training. The train was travelling full and the ladies had no seat reservation. They asked the TTE to help them who said that he could only help if he finds an empty seat. Nearby, a young man was sitting with his friend in the same coach and upon seeing their situation, offered their own seats to the ladies and sleeping on the floor themselves for the night. Later, when Narendra Modi was

elected as the Prime Minister and bowed his head at the threshold of the Parliament House saying, "I am not the Prime Minister but the Prime Servant." The ladies from that train recognised him as the same person who had given them his seat all those years ago. That is the kind of man our Prime Minister is and he is bringing so many changes in the country.

Within these 75 years, the country has changed a lot but the rate of change has been very fast during PM Modi's regime. There used to be lack of toilets in the villages; men and women used to defecate outside. Now, girls are refusing to marry into families with no toilets infact, in schools girls are rightfully demanding clean and sanitised toilets. Not only that, every villager has got a bank account. Whatever compensation the Government gives, it goes straight to the person's bank account. The meddling of agents and politicians have been eliminated. So many towns and cities are also cleaner than before and we have improved economically as well. Under Prime Minister Modi, progress of women has been tremendous. They have become army soldiers and fighter pilots. More females are becoming judges. Triple talaq has been abolished. All the sections of the Indian society have improved.

We have become self-reliant.

India's diplomatic ties have also enhanced with many countries including the Middle East. PM Modi is committed to a very generous and liberal philosophy. He is the cultural ambassador of country. The abrogation of Article 370, celebration of International



Yoga Day around the globe, the Startup India programme that encourages the youth to be the job creators instead of being the job seekers — all these reflect the monumental decisions of his leadership. Last week, we saw our players win multiple medals in the Commonwealth Games 2022. This Government has improved the standard of sports in our country which was crucial. This shows that PM Narendra Modi can bring development not only in some areas but in most areas.

The idea of 'Har Ghar Tiranga' is great. It is wonderful that people will have *tiranga* at home for three days. Our citizens feel that India has a new found respect in the world community. If we talk about our freedom movement, I believe that we did not get freedom by Ahimsa merely. The rebellion of our soldiers made the British realise that they could not continue ruling in India. Therefore, we must understand that Ahimsa should be our principle in our social, political and national life but globally we must also be strong. And in order to be strong we must be industrially progressive

because if we are not, the Army can't be strong. In this sense, PM Modi has brought change. It is to be understood that Ahimsa was a method of fighting the British and there were other methods using force which were also working alongside. We should be practical in our approach for development and we must modernise. That is how India is becoming a major power.

Improvement in education which is inclusive of basic aspects like skill, humanity and universal morality is indispensable for the overall development of the nation. For us to keep progressing, we have to remember what we were, what we have achieved in the last 75 years and what we are going to become in this celebration of 'Azadi Ka Amrit Mahotsav'. We should progress economically, our habits should change and philosophically, we must be open and follow a scientific approach to religion. All these things are important for a New India for which a strong leadership is necessary.



Ashwini Vaishnaw

Union Minister of Railways, Communications and Electronics & Information Technology

INDIAN RAILWAYS RUNNING FAST ON THE TRACK OF DEVELOPMENT

"India is celebrating the 'Azadi Ka Amrit Mahotsav'. In this 75th Independence year, Prime Minister Modi has given a new resolution about what should be the vision of India in the coming 25 years and what efforts will have to be made to build the country of our dreams. For this, we all have to come together to make it happen.

Many new efforts are also being made in the railways. A completely transformational change will be brought about in the passenger experience—new type of train, Vande Bharat's new generation train, energy efficient train in

which passengers will get very good facilities, regional metro, freight for EMU trains—a new way of thinking is being adopted for railway operations in the country. Reconstruction work of at least 75 stations has already been started. Railways is also adopting a new way of working. Preparations are being made to take forward the Bullet train project. Even bridges are being built on 8 rivers. Similarly, every area should have a dedicated freight corridor, Kavach facility, bullet trains, new Vande Bharat trains, and new stations, with all these preparations Railways in India is set for a dramatic renewal."



AZADI KI RAIL GADI AUR STATION



Our thought behind this event was that the contribution of the railway stations and various trains of India, which have been a part of the freedom struggle of India, should reach the public well and therefore the Ministry of Railways' Iconic Week celebrations was named 'Azadi Ki Rail Gadi aur Station'.

In this, 75 stations and 27 spotlight trains associated with the freedom movement across the country were identified, which remained the centre of attraction for the public throughout the week. All the 75 stations were decorated and various activities like the broadcast of patriotic songs, light and sound show, patriotic street plays, cultural programs, history of the associated freedom fighters, photo exhibition, and bike, cycle and tricolour rallies were organized. About 200 freedom fighters and their families were also honoured and interactive sessions were conducted with them.

Vinay Kumar Tripathi, Chairman, Railway Board



KAKORI RAILWAY STATION, UTTAR PRADESH:

Known for the Kakori train robbery in 1925 when bravehearts like Ram Prasad Bismil and Ashfaqullah Khan displayed their might to the British by looting their treasure being carried by train.



GOMOH JUNCTION, JHARKHAND:

Now known as Netaji Subhas Chandra Bose Junction Gomoh. Netaji Subhas was successful in dodging British officers by boarding the Kalka Mail from this station.



VANCHI MANIYACHCHI JUNCTION, TAMIL NADU:

Named after Tamil freedom fighter Vanchinathan in Thoothukudi district of the state. Here, Vanchi, then 25-year old, had punished one British collector for his actions.

Scan here to know more about 'Azadi ki Rail Gadi aur Station'



Pingali Venkayya - Architect of the Indian National Flag

At a time when India is celebrating 'Azadi Ka Amrit Mahotsav' and the 'Har Ghar Tiranga' Campaign, the significance of the national flag enhances manifold. For India, its national flag is the representation of its values and thoughts. Pingali Venkayya, born on 2nd August, 1876 was a freedom fighter who gave India this unique identity by designing the national flag.

Our Doordarshan team got in touch with his grand children Gopi Krishna, GV Narasimha and Pingal Sushila Dashrath.

"Pingali Venkayya was my grandfather. I was only 3 years old when he passed away. In the 75 years since Independence, no leader acknowledged my grandfather. Prime Minister Modi is the first Prime Minister to acknowledge that Shri Pingali Venkayya is the architect of the Indian National Flag. Till now only our friends knew who we are and who is Pingali Venkayya, now the entire nation knows us. And this time it is a matter of happiness for us to remember Pingali Venkayya on the 'Azadi Ka Amrit Mahotsav'. Earlier, there used to be mention of his name in the textbooks but it was removed later. The future generations should know about their history. If we know our history only then can we move forward. As per my knowledge the flag never changes and as long as it remains tricolor, India will remain, my maternal grandfather



Pingali ji's name will remain and my family's name will remain. I cannot express my happiness in words. Not only me but our entire family is very grateful to the Government, Modi ji and Kishan Reddy ji," said Gopi Krishna.

GV Narasimha added that, "Azadi Ka Amrit Mahotsav is the brainchild of Narendra Modi ji and he has talked about Pingali Venkayya at the right time. The main purpose of this 'Azadi Ka Amrit Mahotsav' is to inculcate patriotism in the youth, our generation and future generations. Similarly, our beloved Prime Minister has also planned to celebrate 'Har Ghar Tiranga'—which is wonderful. I thank the Government for conducting the 146th birth Anniversary of our grandfather Shri Pingali Venkayya."

Pingal Sushila Dashrath also expressed her gratitude. She said, "I feel very happy. This is a wonderful feeling and a great moment for us as his family members. It is a great achievement for all Indians. Jai Hind!"

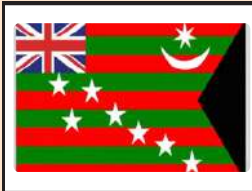
Evolution of the Indian Flag

The Indian National Flag represents the hopes and aspirations of the people of India. Before we adopted our National Flag in its present form, it went through different phases of evolution as did the fight for our Independence.



In 1906, a flag of India was hoisted for the first time in the Parsee Bagan Square in Kolkata (Calcutta).

In 1907, a similar flag with slight modifications was raised by Madam Bhikaji Cama in Paris in Berlin at a socialist conference.



In 1917, Annie Besant and Bal Gangadhar Tilak hoisted another flag that signified autonomous rule for Indians within the Colonial Empire.

In 1921, Pingali Venkayya presented a design of the flag to Gandhi. The flag consisted of three stripes and a spinning wheel in the center.



Finally, in July 1947, Pingali Venkayya's flag was formally adopted as the flag of free India, with some modifications. The saffron was for courage, white for peace and green for fertility and growth. The navy blue wheel in the centre represents the Dharma Chakra symbolizing truth and life. This came to be called the Tiranga.



The Legendary Freedom Fighter U Tirot Sing



Former Union Public Service Commission (UPSC) chairman, **Prof David Syiemlieh** has hailed Prime Minister Narendra Modi for recalling the contributions of Meghalaya's freedom fighter during his recent 'Mann ki Baat' address. He said that U Tirot Sing's story and his struggle against the British deserves to be known across the country, and the Prime Minister's mention of the freedom fighter is a significant step in this direction. He further added that U Tirot Sing has left a legacy which continues to have an influence even today. The former UPSC chairman said that the North East region as a whole has made enormous contributions towards India's freedom struggle.

To know more about Tirot Sing scan the QR code



Amrita Bharati Kannadarthi

India is celebrating 75 years of independence and every province, every city, every village is involved in this celebration. Talking about 'Amrit Mahotsav', Karnataka Chief Minister **Basavaraj Bommai** said, "For any human to be of 75 years means being old but for a country it signifies youth." With this enthusiasm, the Government of Karnataka had organized the 'Amrita Bharati Kannadarthi' program from 8th May, 2022. Thousands of people gathered all over the state to participate in this. The culture of Karnataka

was displayed brilliantly in this event. The Government started this program under a special budget, which continued till 15th August the Independence Day. Everyone, from students to police department employees, participated in this program.

Noted Kannada litterateur, **Doddarange Gowda**, says, "Amrita Bharathi Kannadarthi' is a wonderful initiative that should have started many years ago as India's history is more than 5,000 years old and India has an unbroken tradition that we are celebrating today."

HAR GHAR TIRANGA

'Har Ghar Tiranga' is a campaign under the aegis of 'Azadi Ka Amrit Mahotsav' to encourage people to bring the Tiranga home and to hoist it to mark 75 year of India's independence. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and to promote awareness about the Indian National Flag.

To mark this momentous occasion, people have been encouraged to hoist the flag in

their homes from 13th August to 15th August, 2022. Apart from this, one can also 'Pin a Flag' virtually at www.harghartiranga.com, along with posting a 'Selfie with Flag' on the site.

Under this campaign, 200 crore flags were sold and 5 crore selfies were upload on the website!

Scan here to watch Har Ghar Tiranga Anthem



TRADITIONAL WEALTH FOR HOLISTIC HEALTH: AYUSH

“The increasing interest of people in Holistic Healthcare has helped everyone a lot in this. We all know how useful Indian traditional methods are in this. In the fight against Corona, AYUSH has played an important role, at the global level.”

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

सर्वे भवन्तु सुखिनः।
सर्वे सन्तु निरामयाः।
सर्वे भद्राणि पश्यन्तु।
मा कश्चित् दुःख भाग भवेत् ॥

This Vedic *shloka*, which seeks to invoke happiness, health and wealth for everyone, resonates well with the ethos of the age-old system of Indian medical science. With a vision to revive the profound knowledge of traditional Indian systems of medicine, the Government of India formed the Ministry of AYUSH — Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy in 2014. While the Government has been working relentlessly since then to ensure the optimal development and propagation of the AYUSH systems of healthcare, it was during the COVID-19 pandemic that its importance and value were recognized world over.

To counter the adverse effects of COVID-19, the Ministry issued regular guidelines with a focus on self-care and home management of the disease. A nationwide distribution campaign was started for AYUSH 64, a polyherbal formulation developed by the Central Council for Research in Ayurvedic

“The export and market size of AYUSH products like Aswagandha, Chyawanprash, Giloy, etc., have witnessed a 33% rise which was just 5% before COVID-19. This was possible due to multitude of efforts from Government under the guidance of Hon'ble Prime Minister.”

–Dr. Tanuja Nesari,
Director, All India Institute of
Ayurveda



AYURVEDA



YOGA



NATUROPATHY



UNANI



SIDDHA



HOMEOPATHY

Sciences (CCRAS), useful in the treatment of asymptomatic, mild and moderate infection as an adjunct to standard care. A dedicated helpline was operationalised to provide AYUSH-based approaches and solutions for the challenges raised by COVID-19. The Ministry also released WHO m-YOGA app and Y-break app, which are based on Common Yoga Protocol.

The intent in all of the above was to put forth the concept of holistic health and well-being, which looks beyond just eliminating physical symptoms, and instead brings to light every aspect of the individual, including physical, mental, emotional, social, intellectual, and spiritual.

This holistic approach emphasizes the need for a healthy lifestyle with AYUSH preventive measures and care in respect of COVID-19.

As the world continues to combat the disease, India's traditional knowledge of medicine is finding its recognition in international medicine practice. Traditional medicine has become a key pillar of healthcare delivery systems and is playing a crucial role in maintaining good health and well-being across the world. In recent years, traditional medicine therapies have also seen a major transformation as usage of artificial intelligence and technological innovations have made it more accessible to the masses.



PM at the Global AYUSH Investment & Innovation Summit exhibition in Gujarat

"Initially we used to get 10,000 hits on the portal each day but after the Prime Minister mentioned 'Indian Virtual Herbarium' in his recent 'Mann ki Baat', the hits have increased to 15,000 per day. Also, today we have recorded nearly 2 lakh hits from various countries."

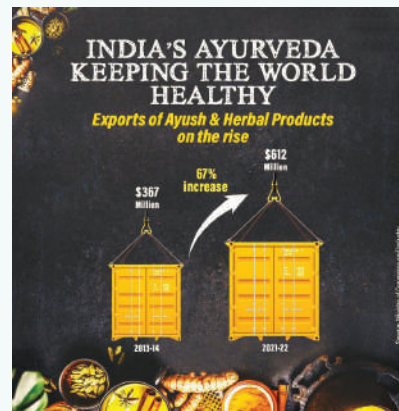
-Dr. A A Mao,
Director, BSI

The Ministry of AYUSH, through its International Cell, has been rigorously involved in promotion of the traditional systems globally. The WHO Global Centre for Traditional Medicine, dubbed as "a truly global project" by the Director-General of the World Health Organization was launched in Gujarat in April this year with the aim to focus on data, innovation and sustainability of

traditional medicine. In addition, collaboration with over 50 countries by virtue of signing country-to-country MOUs and setting up of Ayurveda/AYUSH hospitals, academic institutes, fellowships, and herbal gardens are also being done to take India's knowledge of traditional medicine to the world.

All these continuous and countless efforts in just a short span of time resulted in the massive AYUSH global market. The industry is projected to reach US\$ 23.3 billion in FY 2022. The market size of various AYUSH streams has crossed over US\$ 18.2 billion growing at 17 per cent in 2014-2020. The Ministry, along with the Ministry of Commerce and Industry, is setting up the AYUSH Export Promotion Council, to further facilitate and stimulate AYUSH exports.

In April, the Ministry of AYUSH



organized the Global Ayush Investment and Innovation Summit in Gujarat to seek investments into the sector that has been rapidly expanding in the post-COVID world. Notably, investment proposals of about ten thousand crore rupees were received during the event.

Also, the much-required impetus to the startups in the field of AYUSH has proved to be a game-changer. The initiatives like the setting of an Incubation and Innovation Centre at the All India Institute of Ayurveda, organizing 'AYUSH Start-up Challenge' has given opportunities to numerous budding entrepreneurs to become Global Champions by being 'Vocal for Local'.

Another significant initiative has been made in the country in the field of traditional medicine. Indian Virtual Herbarium, an interesting collection of digital images of preserved plants or plant parts, has been launched. "It is also an example of how we can use the digital world to connect with our roots," stated the Prime

Minister in his recent 'Mann ki Baat' address. Freely available on the web, the herbarium developed by scientists of the Botanical Survey of India (BSI), has over one lakh specimens and a plethora of scientific information related to them.

The inherent strength of these Indian systems of healthcare and well-being, coupled with the zeal and vision of the Government of India, will lead to an exponential growth path which is bound to influence the mindset of not only the Indian masses but the world community as well.

Scan here to know more about a holistic way of medicine



INDIAN VIRTUAL HERBARIUM: CONNECTING WITH THE ROOTS

- On July 1, Union Environment Minister Bhopender Yadav inaugurated India's largest online herbarium database, the 'Indian Virtual Herbarium'.
- Developed by the Botanical Survey of India under the framework of 'Azadi Ka Amrit Mahotsav' and 'Digital India'.
- Aims to provide holistic information on herbarium specimens of India and other countries
- It will also aid the research studies and provide valuable insight for global plant research.
- The portal includes about one lakh images of herbarium specimens

Indian Virtual Herbarium: The Biggest Database of Country's Flora

Developed by the scientists of the Botanical Survey of India (BSI), the Indian Virtual Herbarium is standing strong today with over one lakh images of specimens. Prime Minister Narendra Modi in his recent 'Mann ki Baat' address used Indian Virtual Herbarium as an illustration of how digital tools help us connect to our roots. *Our Doordarshan team talked exclusively to the Director of BSI, Dr. A A Mao to know more about this novel initiative.*

"We always had such a rich resource bank of Indian flora. But unfortunately, most people were unaware of it. Now that we have gone up on a virtual medium, we can see attractions coming over from across the world. We are aiming that by the end of this year the number of digitized species will increase to two lakh," Dr. Mao said.

Talking about its significance in the changing biodiversity and climatic conditions, Dr. Mao said that the Herbarium has a collection of 200-300 years old specimens which can be used to meticulously analyze these changes and their effects. "It is one of the best resources for authentication of identified Ayurvedic/medicinal plants," he added. He further mentioned the ease-of-accessibility provided by the web portal to the students, researchers and others interested.

Talking about the mention of the Herbarium in 'Mann ki Baat', he said, "Initially we used to get 10,000 hits on the portal each day. But now, it has increased to 15,000 hits per day." Indian Virtual Herbarium can be accessed on ivh.bsi.gov.in.

AYUSH- Aiming for Holistic Healthcare

The AYUSH system of treatment is helping the masses to boost their immunity against COVID and other infections. In recent times, Indian traditional medical treatment has gained a massive applaud and acceptance worldwide.

To get more insights on the Ministry of AYUSH initiatives in its various streams, our Doordarshan team had an exclusive interaction with the Director of All India Institute of Ayurveda, Dr. Tanuja Nesari.

Talking about the wide usage of Ayurvedic treatments during the COVID-19, she said "It will not be wrong if we call the Ayurvedic medicines as COVID ke saath bhi, COVID ke baad bhi for boosting one's immunity. We also initiated a campaign called, 'My Health, My Responsibility', in which we included preventive and promotive therapy. We also included the post-COVID AYUSH treatments of the whole body using *Kadha* etc. Their body response was then tested through multiple internationally proven tests for COVID in our lab. The results clearly showed us that all these AYUSH treatments are effective against the COVID."

Adding to that she said, "We also conducted an exclusive

testing campaign on Delhi Police personnels, wherein we provided them with our, AYURAKSHA kit, for 3 months based on that their immunity stir and other relevant factors were keenly observed. We also did a research with the Public Health Organization, and were happy to tell that the mortality and infection rate was highly low in Delhi Police personnels as compared to other cities."

Referring to rising AYUSH products exports and startups she said, "A rise of 33% Start-ups has been recorded in the export and market size of AYUSH products like Ashwagandha, Gilloy, Chywanprash, etc., which was 5% in the pre-COVID times. She also informed that the The Ministry of AYUSH is closely working with Atal Innovation Mission, on the development of a research park. The 30 Start-ups have been pitched in for investments."

"With the efforts of the Ministry of AYUSH, 36 Lols have been signed during the Global AYUSH Investment and Innovation Summit. It will provide job opportunities to over 5 lakh people benefitting 75 lakh people directly. The growing Start-up culture in this field is significant for the livelihood generation."





KAILASH KHER
Singer

AYURVEDA IS THE WAY OF LIFE

"Today, I want to tell you that India's Sanatan system of life, i.e. to improve, nourish and nurture is: Ayurveda and the biggest proof of this has been received from our Ministry of AYUSH, which has cured masses across the nation during the COVID period. It is through Ayurvedic methods of treatment that we have been able to treat the diseases and

improve the lives of many, leading them towards a happy healthy life. It is because of the efforts of the Ministry of AYUSH that today, our Ayurveda is being accepted and lauded globally. The world is saluting us and saying, *Everything about India is unique, Waah Bhai Waah, Bharat ki to baat hi alag hai, AYUSH ki to baat hi alag hai.*"

AYUSH- Health for All

There is a growing interest in Ayurveda and Indian medicine around the world. In the fight against Corona, AYUSH has played an important role, at the global level. The Doordarshan team interacted with AYUSH beneficiaries to know their views.

"I was suffering from COVID-19, during the second wave. The self-care guidelines issued by the Ministry of AYUSH like intake of Kaadha, Chyawanprash, etc., helped me in winning the battle against the pandemic."

Arushi Sharma, New Delhi

"AYUSH treatments have helped us stay safe against COVID-19. The general measures by the AYUSH Ministry to enhance one's immunity like consumption of lukewarm water, doing Yoga, drinking Haldi milk, including certain spices like jeera, turmeric, garlic, coriander, etc., in daily food, has helped many mother's like me to keep their children safe from this pandemic."

Suman, Patna- Bihar

"The Ministry of AYUSH has made people more aware of the home treatments that can be done to stay fit. The Kaadha contains Tulsi, Dalchini, Kalimirch, Sonth, Munakka, jaggery and lemon juice. These general measures have helped in understanding our rich traditional wealth. I recommend all to continue consuming this concoction even after the pandemic."

Avinash, Muzaffarpur- Bihar

"It was during the pandemic era that we realised that immunity is the best and only weapon to fight COVID-19. The simple home remedies like consumption of Chyawanprash, Kaadha has helped me and my family to stay fit and immunized even after the pandemic. We still consume it and I request all to adapt these simple yet most effective Ayurvedic treatments in their daily lives and keep you and your family safe."

Nisha Dasana, New Delhi

INDIA'S SWEET REVOLUTION:

A SWEET SUCCESS STORY OF BEEKEEPING SECTOR

“In Ayurveda texts, honey has been described as an elixir. The sweetness of honey is also changing the lives of our farmers, and increasing their income.”

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

The Hon'ble Prime Minister, Narendra Modi has envisioned a 'Sweet Revolution' in India. This is a strategic step to put emphasis on the increase in honey production in the country, thus paving a way for doubling the farmer's income and also ensuring that honey, nature's wonder, becomes an integral part of the Indian lifestyle leading to a healthy and Atmanirbhar Bharat.

Bees play an important role in the development of the agricultural sector by increasing the yields of the crops. Beekeeping also supplements income and employment generation. On the other hand, honey's highly effective medicinal benefits have been known to humankind since ancient times, and have a crucial spot reserved in traditional health science. Amazingly, these benefits hold sway in modern medicine, even today.

In the 75th year of India's Independence, the Sweet Revolution, that is envisioned, is promoting beekeeping for accelerating the production of honey and other related products, and in turn, encouraging economic growth of the rural economy.

The Government of India is making sincere efforts to further boost the production of honey, exploring new avenues for

“It gives us a great motivational push to see our work getting recognized on such a platform by the Hon'ble PM. It also gives us a sense of responsibility to perform better in the field. It encourages many other beekeepers to grow their businesses and adopt honey production as a sustainable profession.”

–Nimit Singh
Beekeeper

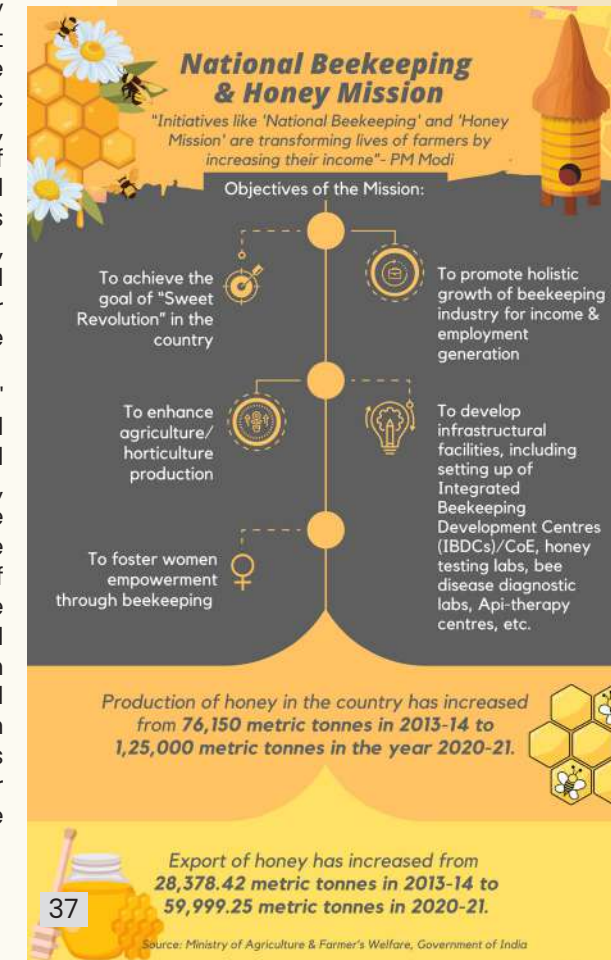
marketing and exporting it, and giving a leg-up to the beekeepers. With initiatives like the National Beekeeping and Honey Mission (NBHM), thrust is being given to the development of scientific methods of beekeeping, holistic growth of the beekeepers and infrastructural facilities for collecting, processing, trading, testing, and branding honey and other beehive products are being set up.

'The Madhu Kranti' portal is another advanced initiative of the National Bee Board under NBHM, developed for online registration to achieve a traceability source of honey and other beehive products on a digital platform. Along with checking the quality and source of adulteration of honey, the platform is an excellent innovator to increase the income

of farmers, boost exports and increase employment generation.

Beekeeping, which is both an art and fascinating science, is one of the oldest practices in India and has gained vast popularity in the recent few years as people across the nation are pursuing it as a profitable occupation. With the advent of scientific developments in the sector and support provided by the Government, a large number of men, women, children, and farmers are taking active participation in bee farming across the nation.

The Prime Minister, in his



"I am extremely grateful to the Hon'ble Prime Minister Narendra Modi, who in his recent 'Mann ki Baat' address shared my work and success story on such a huge platform, reaching millions of Indians. It is an excellent source of inspiration for people across the nation and gives them the motivation to work meticulously in their respective fields and for the country at large"

–Subhash Kamboj,
Beekeeper from Haryana



recent 'Mann ki Baat', shared four inspiring stories of Indians who are not only practicing beekeeping and making a handsome income out of the same but are also performing wonders in the production of honey by bringing innovation to the process. Subhash Kamboj from Yamunanagar, Haryana, who started with merely six boxes is now engaged in beekeeping with over two thousand boxes; Vinod Kumar from Palli village of Jammu is also beekeeping in more than one and a half thousand colonies in his village; Madhukeshwar Hegde from Karnataka who availed a subsidy from the Government of India for 50 bee colonies, today

possesses over 800 colonies, and sells tons of honey with ranges of botanical honey like Jamun, Tulsi and Amla.

Even the youth today, scientifically trained and professionally advanced, are making apiculture a source of self-employment. One such aspirational account, also shared by the PM, was of Nimit Singh from Gorakhpur, UP. A B.Tech graduate, whose father is a doctor, decided to pursue honey production and is now earning well from honey and bee wax.

Following its demand in the national and international markets, there has been an exponential rise in the production of honey by farm and non-farm households in India and a surge in the export of honey to international markets has also been observed.

Beekeeping and honey production in India is, therefore, a pivotal agri-business with limitless opportunities for the youth, that not only promises good returns to the beekeepers but also helps increase agricultural productivity and overall agri-development of the nation.

PM's clarion call

"The country has started campaigns like National Beekeeping and Honey Mission, farmers have worked hard, and the sweetness of our honey has started reaching across the world. There are still many opportunities in this field. I would like our youth to join these opportunities, take advantage of them and realize newer possibilities."

HOW HONEY IS MADE



SWEET REVOLUTION HELPFUL IN RURAL EMPOWERMENT



Vinai Kumar Saxena

Lieutenant Governor of Delhi &
Former Chairman, KVIC

Small beginnings have often yielded greater results. At times of bigger dimensions and greater significance that bring about a sea change in the lives of the people. This holds true for Honey Mission, a small step towards realizing the Hon'ble Prime Minister's clarion call of "Sweet Kranti" or Sweet Revolution in the country which primarily envisaged increasing India's honey production but in just 5 years, has taken a big stride towards shaping the lives of the poor and the marginalized.

As the Chairman of Khadi and Village Industries Commission (KVIC), I had the privilege of spearheading the Honey

Mission that started in August 2017 from the President's Estate in the National Capital and reached different geographies of the country touching upon the poorest of the poor. With innumerable firsts to its credit, Honey Mission has benefitted thousands of farmers, Adivasis, women, unemployed youth and migrant workers with self-employment and sustainable livelihood by promoting beekeeping. It is pertinent to mention the biggest contribution of Honey Mission to the mankind – protecting the ecology and ensuring food security by encouraging beekeeping.

I quote Albert Einstein:

"If bees disappear from the surface of the earth, man would have no more than four years left to live".

So far, more than 1.70 lakh bee boxes have been distributed by KVIC across the country creating over 50,000 employment and producing nearly 15,000 MT of pure honey under this flagship scheme. It is, indeed, a matter of great pride that in these five years, Honey Mission has added over 8,500 million bees in the nature that are crucial for maintaining the ecological balance.



With this, Honey Mission has reached the high Himalayan reaches of J&K, Himachal Pradesh and Arunachal Pradesh, the dense forests of Maharashtra and Madhya Pradesh, the plains of Haryana, Uttar Pradesh, Bihar and Jharkhand and several other states in the Southern India.

In Assam's Kaziranga, Honey Mission became a tool to fight poaching while in militancy-hit Jammu & Kashmir, it became the most powerful tool of rural employment. In 2018, KVIC created a world record by distributing the highest number of bee-boxes, i.e., 2,330 bee-boxes on a single day in Kupwara district of Jammu & Kashmir with the support of Indian Army.

A cursory look at the achievements of Honey Mission itself suggests the social change it has brought about in recent years. Women constitute nearly 16% of the beneficiaries of Honey Mission. Of the total beekeepers trained by KVIC under this scheme, 43% belong to the Scheduled

Castes and Scheduled Tribes. The beekeepers trained under Honey Mission, on an average, are successfully earning up to Rs 1.20 lakh annually. The annual income of beekeepers has increased by a substantial 33% across India, contributing to their economic empowerment. As many as 96% of the beneficiaries of Honey Mission have successfully multiplied their bee colonies, which further translates into increased honey production and higher income. And much to the delight of the farmers, beekeeping has increased their crop yield by 20-25% due to cross pollination.

It is this Honey Mission that alone is contributing to fulfil at least 5 UN Sustainable Development Goals – No Poverty, Zero Hunger, Life on Land, Gender Equality and Quality Education.

As I pass on the baton of Honey Mission to my successor in KVIC, I wish this instrument of rural empowerment attains greater heights and yields sweeter fruits to the mankind.

From 6 to 2,000 Boxes, Subhash Kamboj's Beekeeping is Going Strong

A beekeeper hailing from Yamunanagar, Haryana, caught the attention of the nation when the Prime Minister in his recent 'Mann ki Baat' address shared the sweet success story of his beekeeping profession. **Subhash Kamboj**, a farmer and a beekeeper, has undergone scientific training in beekeeping. With his dedication and hard work, he has taken 'Kamboz Honey Bee Farm Private Limited' to the pinnacle of success; his business which started with merely six boxes, has now reached a whopping two thousand boxes with its honey supplied across many states of India.

For the youth of today and the farmers who wish to excel in the honey production and the beekeeping sector, he encourages them to start from a small level, and with their hard work and passion, they will soar to greater heights, not only industry-wise but even monetarily. Subhash ji believes that it is a growing field and has many perks of its own; it not only doubles farmers' incomes by being an additional and lucrative source but is also a sustainable source of increasing



farmer's crops and generating employment, especially for the unemployed youth.

Talking about his mention in 'Mann ki Baat', Subhash ji said, "I am extremely grateful to the Prime Minister Narendra Modi, who in his recent 'Mann ki Baat' address shared my work and success story on such a huge platform, reaching millions of Indians. It is an excellent source of inspiration for people across the nation and gives them the motivation to work meticulously in their respective fields and for the country at large."

Vinod Kumar: The Pride of Jammu's Palli Village

In his recent 'Mann ki Baat' address, the Hon'ble PM Narendra Modi shared an inspiring story of a beekeeper from Village Palli in Jammu who not only makes Rs 15-20 lakhs annually from the profession but has also undergone advanced training in rearing the unique queen bee.

*Our Doordarshan team talked to **Vinod Kumar** about his work.*

"I have been working in the sector of beekeeping for 27 years now. I started work on a small scale and today, I own 1200-1300 boxes on which I happily and handsomely run my household. I wish more and more of our farmer brothers to take up the profession of beekeeping along with other professions, that will certainly help them increase their incomes," Vinod Kumar said.

Vinod Kumar, who has become the pride of Palli village, is currently engaged in beekeeping in more than one and half thousand

colonies and further generate employment for many.

Vinod Kumar's daughter, Bhawna after pursuing her B.Sc, plans on walking in the footsteps of her father by further studying and working in the field of beekeeping. "My father is my inspiration. Since our childhood, we have seen him work hard in his profession. And all his hard work and persistence has come to fruition when the PM Modi mentioned his name in his 'Mann ki Baat' in front of the entire nation. I feel extremely proud of him and will continue to follow his path in this growing field of honey production."

Elated at his mention in 'Mann ki Baat', he said, "It is a matter of pride, not just for me and my family, but for my entire village to get recognized on such a platform."

Scan here to know more about the story of Vinod Kumar



Madhukeshwar Hegde's Beekeeping is Seasoned with Innovation

When the name itself has the term 'Madhu' in it, it ought to be a sweet story of success. A farmer from Karnataka, has taken beekeeping to newer heights by infusing it with innovation.

Madhukeshwar Hedge talked to our Doordarshan team about his beekeeping story.

In his 'Mann ki Baat' address, the Prime Minister revealed that Madhukeshwar ji had availed a subsidy from the Government of India for 50 bee colonies. Today, as a by-product of his dedication, hard work, and persistence, he possesses over 800 colonies and sells tons of honey all over the country.

Not only that, Madhukeshwar Hedge has taken it a notch higher and brought flavour and innovation in his work. Broadening his spectrum of honey production, he is also making botanical honey with a flavourful variety of Jamun honey, Tulsi honey and Amla honey.

Staying true to the meaning of his name, Madhukeshwar Hedge is certainly bringing in a



touch of sweetness for his state and bringing pride to its people. "I am extremely grateful for the honour that the Hon'ble PM Narendra Modi has bestowed upon me by taking my name and sharing my story in his 'Mann ki Baat' address. It is because of the support and cooperation of the people, especially Vishweshwar Hegde, without whose support I wouldn't have been able to reach such heights."

Scan here to know more about Dr. Madhukeshwar Hegde



It's Beekeeping Over Engineering for UP's Nimit Singh

The youth of India are becoming innovators, making conscious, sustainable choices when it comes to their careers. Standing true to the title of change-makers of tomorrow, and the torchbearers of India's future, the youth is revolutionizing the employment space. One such youth **Nimit Singh** talked to our Doordarshan team about his venture.

Having pursued his B.Tech and hailing from a family of doctors, Nimit, instead of taking a job post his studies, chose the path of self-employment and pursued a career in honey production.

Applying his theoretical knowledge to practical play, Nimit not only started a business of beekeeping but also set up a lab to run quality checks on the honey produced in Lucknow. Nimit is making a handsome income out of the business, He is also traveling across India, to different states and training farmers on the skill and science of beekeeping.

Alok Kumar, a close associate of Nimit Kumar, said, "Two years ago, a loan of 10 lakhs was taken by Nimit under the PM Yuva Swarozgar Yojana. Thereafter, with a lot of hard work, he established his business and also set up a honey processing unit. Today, many unemployed youth are being trained under him."

Talking about his mention in 'Mann ki Baat', Nimit said, "It gives us a great motivational push to see our work getting recognized on such a platform by the Hon'ble Prime Minister. It also gives us a sense of responsibility to perform better in the field. It encourages many other beekeepers to grow their businesses and adopt honey production as a sustainable profession." He added, "The mention of our work in Hon'ble PM's 'Mann ki Baat' also brings the attention of the nation to the versatile ways in which nature's creatures, honey bees, are contributing to mankind. And for this, I am extremely grateful to him."



CULTURE OF FAIRS:

KEEPING THE TRADITION OF INDIA ALIVE

“Fairs are the source of energy for our society and life. In modern times, these old links of the society are very important to strengthen the spirit of ‘Ek Bharat-Shreshtha Bharat’.”

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

The Indian Calendar dances on the hues and rhythms of endless folklores and beliefs. Every region, season and religion have plenty to celebrate. It can be said that there is at least one traditional festival or fair being celebrated in some corner of the country every day. Most of these celebrations revolve around religious beliefs, customs, traditions, change of seasons, and agricultural activities.

Not only do these fairs allow social groups to remain tied to each other through exchange of services, goods and gifts but they also provide a unifying basis for the Indian society and culture to thrive upon. In fact, the ‘sense of oneness’ which one finds in the Indian community is largely on account of the steadfast observance of this culture of fairs and festivals in India. If not for it, the Indian society could not have overcome the tumultuous changes that it has passed through over its long periods of history.

During his recent ‘Mann ki Baat’ address Prime Minister

Narendra Modi talked about the cultural importance of fairs in our country. He mentioned various fairs like Minjar Mela and Sair of Himachal Pradesh that celebrate the agriculture, Jagra fair of Uttarakhand and Himachal Pradesh that celebrates religion, and numerous tribal festivals like Medaram Jatara or Samakka-Saralamma Jatara of Telangana, Maridamma fair of Andhra Pradesh, Siyawa Ka Mela of Rajasthan, Mawli Mela of Chhattisgarh, Bhagoria Mela of Madhya Pradesh, Tarentar and Madhopur fairs of Gujarat. Each one of these provides a unique flavor of India and cherish the ethos of ‘Ek Bharat - Shreshtha Bharat’.

These fairs and festivals give us a unique opportunity to witness, learn and enjoy

different cultures and traditions. In fact, attending fairs are one of the best ways to explore and understand India. This is true for not just foreign tourists but for every citizen of the country. India, a land of ancient history, heritage and culture is one of the favorite destinations for cultural tourism across the world. Each year, lakhs of tourists visit India to witness the unique yet diverse culture that India is a home to. Traditional fairs are one of the cultural heritages of our country and it attracts tourists from far-off places as well. For instance, Pushkar fair, an annual multi-day livestock fair that happens in Pushkar, Rajasthan, alone attracts around 2 lakh tourists from India and abroad; Kumbh Melas witness a footfall of more than 20 crore visitors from

“The Mawli Mela of Narayanpur has become very famous ever since PM Narendra Modi has mentioned about it on his ‘Mann ki Baat’. I am very thankful to the Prime Minister.”

–Jacky Kashyap
Member of Dev Mela
Committee, Mawli Mela





Shri Rama Raathotsava Fair, Maharashtra



Mogha Mela, Odisha



Baisakhi Fair, Punjab



Pushkar Fair, Rajasthan



Medaram Jatra, Telangana

“When I heard Hon’ble Prime Minister Shri Narendra Modi talking about the Minjar Mela, I was amazed. I couldn’t believe that he was talking about my letter. His mention will popularize the event and more people will get to know about the rich culture of Chamba.”

–Shri Ashish Bahl,
School Teacher, Chamba

India and abroad. This gives a picture of how these popular cultural celebrations promote tourism.

These fairs also become the spot where traditional art and culture get displayed in a beautiful way as local artists and craftsmen, in the form of folk dance, music, theater and handicrafts, bring their skills in front of the world. The traditional fairs of India also promote 'Atmanirbhar Bharat' and echo the voice of 'Vocal for Local' as they play the role of markets that are filled with indigenous products in the form of toys, décors, textiles, and other goods. The increase in cultural tourism not only helps the local traders, but also positively impacts other business of the region like hotels, restaurants, travel, etc. Overall, fairs help in improving

the economic status of the locals by providing a livelihood to them.

The ancient culture of India still stands strong as our ancestors have used various methods like folklores, festivals and literatures to pass it on to the next generation. Fairs are one such tool that not only tell various stories of our rich culture but also bring diverse people together to strengthen the Indian values of mutual respect and brotherhood in the society.

Scan the QR Code to know more about the interesting fairs in India.



PM's Clarion Call

"The youth must visit the fairs and share the pictures on social media as well. They can use a specific hashtag if they want. Through this, other people will get to know about our traditional fairs."

"In the next few days, the Culture Ministry is going to start a competition, where those who send the best pictures of the fairs will also be rewarded. So do not delay, visit the fairs, share their pictures, and maybe you will get rewarded too."



Maridamma, Andhra Pradesh



Ambubachi Mela, Assam



Sonepur Mela, Bihar



Mavli Mela, Chhattisgarh



Tarnetar, Gujrat



Dr. Himanta Biswa Sarma

Chief Minister, Assam

JOY AND EXPERIENCE OF MADHAVPUR GHED MELA

We had started rather early from Porbandar. The road from Porbandar to Madhavpur was excellent, running parallel to the Arabian Sea. The breeze was palpable, and so was the quality of public infrastructure – truly reflecting the spirit and ethos of *vibrant Gujarat*.

It was my first visit to this part of Gujarat. I was heading towards Madhavpur to participate in a local fair.

As a minister for nearly two decades and now as Chief Minister, I have had the privilege of visiting many places within the state, country and also to some countries abroad. During such visits, I learn and understand many facets of the culture, society and people of the places visited.

We reached slightly ahead of time, followed by a grand reception. Hon'ble Chief Minister of Gujarat was himself there. Throughout my journey, many mythological stories came to my

mind. It was the soil of Madhavpur of Gujarat where Lord Krishna married to Rukmini Devi, the daughter of Northeast India. I considered myself privileged to be able to bow to this 'Dhanya Punya Bhumi', which is not only pious but has also given some of the greatest sons of this country – Mahatma Gandhi, Sardar Vallabhbhai Patel and in recent times Shri Narendra Modi Ji, to name a few.

My state Assam is also famous for its fairs and festivals. The Ambubachi Fair, colloquially called Ambubachi Mela, takes place annually at the premises of Kamakhya Temple situated on the Nilachal Hills in Guwahati. This fair is a unique cultural and spiritual congregation of devotees from across the country. My visit to Madhavpur Ghed Mela in Gujarat, however helped me to realize that the essence of our country lies in unity in diversity. Not without reasons, therefore, our great

Prime Minister has enunciated the concept of 'Ek Bharat Shreshtha Bharat'.

Assam and Gujarat are geographically dispersed by around three thousand kilometres, yet linkages between the two states have deep historical and civilizational roots. As per our mythological accounts, Lord Krishna married Rukmini – the princess of Kundil kingdom situated somewhere in India's North East. It does not end here. Our very own, legendary singer Bharat Ratna Dr. Bhupen Hazarika married Priyambada Patel whose family hailed from this blessed land. Incidentally, this bonding which started in the bygone days continues to grow with every passing day. Both the states are strongly connected historically, culturally, philosophically with one aim – that is, unification of India.

True to the spirit of the state, the Madhavpur Ghed Mela was organized very professionally and my personal experience after visiting the Mela was simply unique. Moreover, the devotional ambience of the fair, the vibrant display of cultural traditions and the confluence of people of different backgrounds have really made the Mela an important event in the national tourist calendar. It was really a delightful experience for me to have been received by the lovely people who accorded me a grand welcome in the midst of the soothing feeling of the Mela.

It is fascinating to witness the celebrations to epitomize the marriage of Shree Krishna and Rukmini by the people of

Madhavpur and surrounding villages. Madhavpur Ghed Mela is organized in the month of 'Chaitra' i.e., during March-April, the time when Assam also celebrates its 'Rongali Bihu'. So culturally, both the people of Gujarat and Assam appear connected.

My gratitude to the Prime Minister Narendra Modi who is instrumental in making Madhavpur Ghed Mela an instant fame. This Mela is not only giving us the opportunity to cherish the greatness of our country but also a feeling of universal brotherhood. Recently, in 'Mann ki Baat' the Prime Minister mentioned about various fairs organized across our great land. This has propelled me to express my thoughts about my visit to Madhavpur Ghed Mela.

We feel grateful for the leadership of our Prime Minister. Many accomplishments have been achieved in the last 8 years. Among other things, we have learnt to rediscover our glorious traditions, cultures and inner vitality. Madhavpur Ghed Mela is a classic example of this brilliant initiative.



Historic Minjar Mela of Himachal Pradesh

Chamba's popular fair, Minjar Mela, is attended by a large number of people from across the country. This fair is held on the second Sunday of Shravana month. It is announced by distribution of Minjar, which is a silk tassel worn on by men and women as part of their dresses.



The week-long fair begins when the Minjar flag is hoisted in the historic Chowgan area of the town. The whole of Chamba becomes colourful with people turning out in their best attires. Sports and cultural programmes are organized. On the third Sunday, the gaiety, colourfulness and enthusiasm reaches its crescendo when the colourful Minjar procession of the deities, accompanied by dancing troupes, traditionally attired locals, traditional drum beaters along with Police and Home Guards band begins its march from Akhand Chandi Palace.

For tourists, Minjar Mela is a time to witness the rich culture, savour traditional dishes and buy souvenirs like the famous embroidered Chamba rumal, hand-woven Shawls and the Chamba Chappal.

The Prime Minister, while beautifully explaining the meaning of Minjar, mentioned

about Mr. Ashish Bahl, a school teacher from Chamba, who wrote a detailed letter about the Minjar Mela. Our Doordarshan team talked to him.

"PM Narendra Modi always mentions about culture, traditions and other related practices during his 'Mann ki Baat'. Motivated by this, I wrote a letter to him on the first day of Minjar Mela mentioning in detail about the rich culture and traditions of Minjar Mela and Chamba. I requested to him that a mention of the Mela by him will help in increasing the tourism of the Chamba along with promoting the traditions and culture of the region. We, the residents of Chamba consider ourselves fortunate that PM Narendra Modi talked about our tradition in such a beautiful way. Today, Minjar Mela has been highlighted not just at the national but global level. With this, I am sure that our culture and traditions will keep flourishing the way it has been happening since ages."

Madhavpur Mela: Uniting People Through Celebrations

Madhavpur Ghed in Porbandar district of Gujarat is a small but culturally significant village. It is the place where, according to folklore, Lord Krishna married the daughter of King Bhismaak, Rukmani. Each year on Ram Navami, a five-day long Madhavpur Fair commences at the 15th century Madhavrai temple to celebrate the marriage of Lord Krishna and Rukmani. A colourful chariot carrying the idol of Lord Krishna circumnavigates the village.

The Madhavpur Mela also celebrates India's unique cultural diversity and vibrancy by bringing together the cultures of the West and North-East India. The fair shares its connection to the Mishmi tribe of Arunachal Pradesh. The mentioned tribe traces its ancestry to the legendary King Bhismaak and through him to his daughter Rukmani and Lord Krishna.

The Madhavpur Mela witnesses magnificent folk culture performances from the North-East, especially Arunachal Pradesh and Manipur. Troupes perform Rukmani-haran, a popular folk theatre of North-East which

depicts the story of the immortal journey which Rukmani undertook from Arunachal Pradesh to Gujarat with Lord Krishna. Songs related to Rukmani in the Khullong Ishei and genre, dance-dramas based on Rukmani-Krishna legends and folk dances of Idu Mishmi tribe can also be experienced during the fair. Programs of Dayro (a form of Gujarati folk songs) are also conducted each evening. Vivid art, culture and cuisines are also exchanged between the two cultures. Truly, Madhavpur Fair is an ideal example of 'Ek Bharat Shreshtha Bharat'.

During his interaction with Doordarshan the District Development Officer of Porbandar, Shri Vinod Advani stated-

"In 2022, the fair was inaugurated by the former President of India, Shri Ramnath Kovind. The scale at which the fair is organized became possible in the year 2018 when the state and central Government got involved in it. Today, the fair is attended by the chief ministers of the North-Eastern states, the union ministers and officers from across the nation."



Mawli Mela: A Rich Tribal Custom of Bastar

Prime Minister Narendra Modi also talked about the annual Mawli Fair of Narayanpur District in Bastar, Chhattisgarh. This tribal fair is representative of the traditional tribal culture that is still alive and cherished in the remote areas of Bastar.

The fair is organized by the tribal community in the month of Phagun, which falls around February–March. The fair is attended by not just the locals, but it also welcomes people from different parts of the country and world. The fair starts on a Wednesday after seeking the permission and blessings



of Goddess Mawli. The Aarti is performed and devotees start doing Parikramas. This becomes a sight worth witnessing. Tribals from different villages perform dances and showcase their culture and traditions.

Tarnetar Mela: A Vibrant Affair to celebrate Mythology

One of the best things about India is that one gets to witness and be a part of several colourful and grand festivities. One of the many vibrant celebrations is the annual Tarnetar mela that takes place in Sundernagar, Gujarat.

Every year, in the month of Bhadarva Sud, Tarnetar, a tiny village, about 200 Km from Ahmedabad, turns colourful during this fair. The roots of this festival go back



to the 'Draupadi Swayamwar' from the legend of Mahabharata. The three-day long fair is organized at the Trinetreshwar Mahadev temple, which was constructed back in the 19th century. The fair involves traditional music and dance performances. The Tarnetar fair brings to the fore the folk and village culture as people participate in it with high zeal.

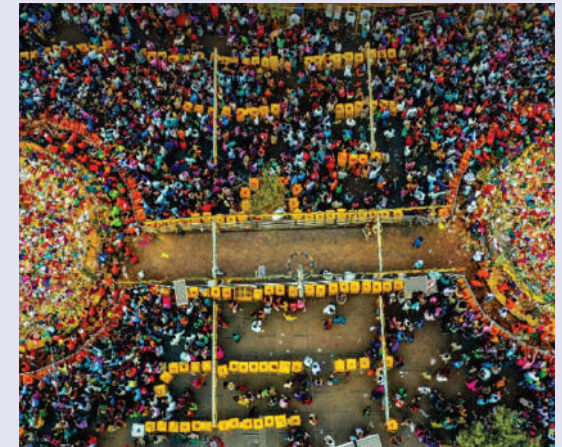
Medaram Jatara: Asia's Biggest Tribal Fair

Medaram Jatara, also known as Sammakka–Saralamma Jatara, is the most popular tribal festival of Telangana. Asia's biggest tribal fair, Medaram Jatara is also known as Mahakumbh of Telangana. This biennial festival is organised by Koya tribe in a little forest village called Medaram.

The four-day long fair is organised in the month of Magha when the goddesses

Sammakka and her daughter goddess Saralamma are believed to visit the tribals. The fair commemorates the fight of the goddesses with the reigning rulers against an unjust law. The legend says that the Kakatiya king imposed unjust taxes on the Koya tribe. Goddess Sammakka, her daughter Goddess Saralamma and her son Jampanna picked up the fight and killed the unjust king. Saralamma died during the battle and Jampanna was mortally wounded and fell bleeding into Sampangi vagu (a tributary to River Godavari). It is believed that the stream turned red from the blood and the vagu was renamed Jampanna Vagu in the honour of Jampanna's sacrifice.

The Medaram Jatara is attended by approximately 10 million people from across the world. Devotees offer jaggery of



a quantity equal to their weight to the goddesses and take holy bath in Jampanna Vagu.

The team of Doordarshan, talked to Shri T. Rajendram, Executive Officer, Medaram Jatara to know more about the fair.

"Medaram Jatara has been in vogue since the 12th century, from the times of Kakatiya rule. It is celebrated for four days from Wednesday to Saturday before Magha Suddha Purnami in the month of February. The Jatara was declared a state festival in 1994 and since then it has been celebrated on a grand note. Devotees not only from Telangana and neighbouring states – Maharashtra, Chhattisgarh, Andhra Pradesh, Odisha but also from other parts of the country come to the fair. This year, nearly one Crore and fifty lakh devotees visited the Jatara."

THE INDIAN TOY STORY:

THE RISE OF INDIGENOUS TOY INDUSTRY

“India has full potential to become a powerhouse in toys’ exports. The local toys of India are eco-friendly, consonant with both tradition and nature. Today, when it comes to Indian toys, the echo of ‘Vocal for Local’ is being heard everywhere. Now, the number of toys coming from abroad in India is continuously decreasing.”

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

“Transforming the toy industry was not child’s play, but the Modi government has an impeccable track record of delivering tough targets. We made a series of strategic interventions to address the import of low-quality and hazardous toys and to enhance domestic manufacturing. The Government along with the domestic industry aims to continue its efforts to transform the Indian toy Industry and make India a Global Toy Hub.”

–Piyush Goyal
Union Minister

The year 2020, the world was met with the unprecedented crisis of COVID-19 pandemic. At a time when every country across the globe was forced to live in a bubble, the Prime Minister recognised the importance of local manufacturing, local markets, and local supply chains. As he gave the clarion call for achieving an ‘Atmanirbhar Bharat’, the Prime Minister appealed to the citizens to go ‘Vocal for Local’.

One sector which found *aapda mein avsar* and proved its mettle by transforming itself was the Indian toy industry. In his August 2020 ‘Mann ki Baat’ address, the Prime Minister had given a clarion call on ‘Rebranding the Indian Toy Story’. And in just a matter of three years, the import of toys has gone down by 70 per cent, which clearly indicates the increasing popularity of indigenous toys in the country. Imports today are mainly restricted to some components of the toys. Be it wooden or terracotta dolls, puzzles, board games, or video game consoles – everything is now being domestically designed



and manufactured in India and is being well-received by the consumers.

India boasts a rich history in toy-making, dating all the way back to the Indus Valley civilization. Chess was first played in India as ‘Chaturanga’. The modern-day ludo was then played as ‘Pachisi’. In our scriptures too, there is a mention of several toys for Bal Rama and Gopal Krishna. Even our ancient temples have engravings of toys and games on their walls.

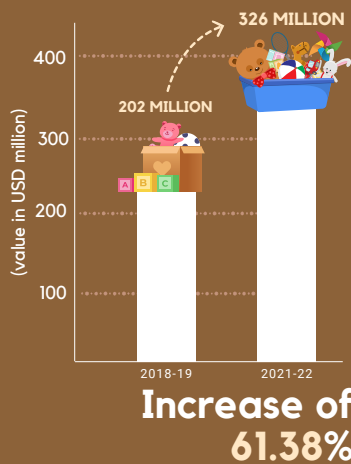
Taking forward this legacy, India today is not just positioning itself as a global manufacturing hub for toys but has also made its mark in the global toyconomy. The exports of toys has seen a

significant leap of 61.38% in the last three years. Toys, based on the Indian ethos and value system, are now going around the world. Toy manufacturers from India are also working closely with the world’s leading toy brands.

The domestic toy industry has benefitted from a number of interventions by the Government. From mandatory sample testing of each imported consignment of toys to enhancement of Basic Customs Duty on toys from 20 per cent to 60 per cent, and implementation of the Toys (Quality Control) Order which has brought toys under the compulsory Bureau of Indian Standards (BIS) certification— all these initiatives have resulted in

Indian Toys, Global Playground

(Export Figures of Indian toys)



toy importing brands to explore manufacturing in India.

The Government is also planning a Phased Manufacturing Programme (PMP) for toys with an aim to build a robust indigenous manufacturing ecosystem and provide the domestic manufacturers a level playing field with foreign brands. A National Toy Action Plan has also been prepared to help the local toys find a global market and efforts are being made to develop toy clusters by making States equal partners in this entire campaign.

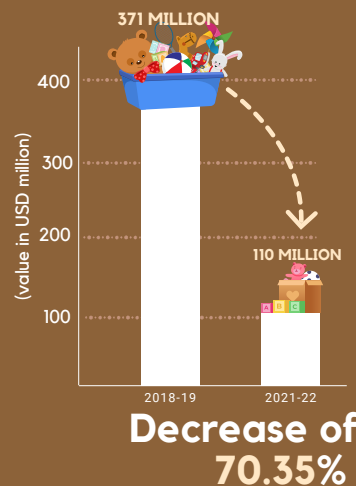
Need-based support to these clusters in the area of design and innovation, technology,

marketing, and infrastructure is also being provided. A total of 19 toy clusters across the country have been approved under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI), benefitting over eleven thousand artisans with an outlay of Rs. 55.65 crore.

The Government's efforts towards making India a self-reliant toyconomy does not end there. The country today is seeing toy fairs, toycathons and toy business leagues being organised at the national level, which not just promote indigenous toy industry but also provide a great impetus for the young minds to innovate and conceptualise novel toys and

Going #Vocal4Local

(Import Figures of toys in India)



"We are really excited about and grateful for our company's mention in the Prime Minister's 'Mann ki Baat'. It has given us a platform where we are being recognized for the work we have been doing in the past six years."

– Meeta Sharma Gupta,
Founder, Shumee Toys

games, an example being toys for *Divyang* children.

Many young entrepreneurs are now joining the taskforce of traditional toy manufacturers and are trying to tap the latent potential of indigenous toys. Today, toys are being made on Indian mythology, history and culture. The emergence of several startups in the toy sector has come as a boon for thousands of small entrepreneurs who make toys and the toy clusters that are scattered across the country. Since toy-making is a labour-intensive industry, it creates employment for thousands of people.

What makes Indian toys distinct is that they are eco-friendly, non-hazardous and consonant with both tradition and nature. Reuse and recycling, which have been a part of the Indian lifestyle, are reflected in our toys as well. In addition, Indian toys are an amalgamation of entertainment and science. For instance, the *lattoo* or the

spinning top, teaches the child about gravity and balance while being fun at the same time. The Indian toys also encourage the concept of collective gaming. The potential of Indian toys as learning resources that foster creativity and innovation in children has seen its recognition in the National Education Policy, 2020, which focuses on play- and activity-based all-round education.

In the coming days, the Indian toy industry is going to be an unexpected yet crucial player in fueling growth and investment in the country. The focus on 'Make in India' is already changing the rules of the game for the domestic toy sector and the consumers across the globe shall also experience the world of toys from the unique Indian perspective.

Scan here to know more about the growth in Toy industry



PM's Clarion Call

"Let us all together make Indian toys more popular all over the world. Along with this, I would also like to urge the parents to buy more and more Indian toys, puzzles and games."

THE EVER-EXPANDING PLAYGROUND OF INDIAN TOY INDUSTRY



Manu Gupta

Director, Playgro Toys India Pvt. Ltd

The Hon'ble Prime Minister's mention of the 'Toy Industry of India' in his recent 'Mann Ki Baat' address, wherein he exhorted the Indian Toy Industry to be 'Vocal for Local' and India to become a Global Hub for Toys, is evidence of the extraordinary progress that the industry has made over the past several months.

One will be happy to share that Krishna and Ganesha-themed toys are top sellers in the US and other global markets. German children can be seen rocking in their backyards on rockers made in India, and Australian and American children enjoy playing with an Indian auto rickshaw and a Rajdhani miniature-scale train. This is not a pipe dream but the reality which has been made

possible by the strong call issued by the Hon'ble PM.

With an increase in the import duty, followed by the introduction of the Quality Control Order on Toys, toy manufacturers in India have begun to recognise the significance of making safe toys, this has given international customers the assurance that they could purchase toys from any factory in India as long as they meet their statutory safety standards. Numerous manufacturing facilities have also expanded their operations in India to accommodate the growing domestic demand and demand from the international markets. Indian manufacturers have begun making electronic toys, which were previously solely produced in China.

With the assistance of State Governments, guided by their state toy policies, several new toy clusters are being built. The toy Association of India is also attempting to mainstream traditional toy clusters found across the nation, supported by significant toy manufacturing facilities to become export-worthy. The findings are promising, and the hub-and-spoke design is effective for the traditional toy clusters. As a result, toy imports have decreased by 70 per cent during the past three years. Over the

same period, exports have increased by 61.38 percent.

The hon'ble PM has also called upon young entrepreneurs and startups to make toys based on Indian Ethos and culture. Therefore, in an effort to develop talent among the younger generation, the government has also supported the Toycathon 2021, and the winners have received assistance from the sector. Initiatives like Toy Biz (2022) and the government-sponsored Virtual National Toy Fair (2021) have both proven effective in bridging the final mile between makers and retailers. Through this, traditional toy makers had the opportunity to showcase their skills to domestic and international audiences.

Reverse engineering on products and backward integration of supply chains have begun in the toy trade as well. In addition to modifying existing technologies, India is also creating new ones based on the available resources and raw materials. The process of establishing large units with all in-house support has begun, and the trade has made making significant



investments. In Jewar, Uttar Pradesh 134 units have committed to setting up factories with an estimated investment of 1,500 Crores and direct employment of around 15,000 persons. In Koppal, Karnataka backed by the Toy Policy of the region, a Toy Park with a Domestic Tariff Area & an SEZ is being established on over 500 acres. Many Big international brands like MGA, Hasbro, and Disney are setting up their facilities there. And to top it all off, a National Action Toy Plan is already in place, involving tight collaboration across 16 ministries, the trade, and all current and potential partners.

In bringing the Hon'ble PM's vision of TOYCNOMY to life, toy manufacturers are showcasing utmost dedication and commitment and elevating this profession to a booming industry.

UNBOXING INDIGENOUS TOYS OF INDIA

Karnataka

The world-famous Channapatna toys of Ramanagara district of Karnataka traditionally involve lacquering of ivory-wood. Unlike plastic toys, these toys are not toxic as they are painted with vegetable dyes.



Punjab

Traditional Punjabi toys include chankana (a toy with a whistle and ghungroo on it), ghuggu (traditional form of rattle box), lattoo (spinning top), handwai (a version of kitchen set), and charkha (lady spinning yarn at the wheel).



Tamil Nadu

Pallankuzhi is a popular traditional ancient mancala game, played by two players with a wooden board having 14 pits. The pits contain cowry shells, seeds, or small pebbles used as counters.



West Bengal

Painted with bright colours, Natungram Dolls are the iconic handcrafted wooden owls of West Bengal's Bardhaman district. These dolls, chiseled from a single piece of seasoned wood, are culturally relevant too as they are associated with the Goddess Laxmi.



Andhra Pradesh

Kondapalli toys of Vijayawada, Andhra Pradesh are made with soft wood called 'Tella Poniki'. Every toy is made up of several small pieces each of which are then glued using an adhesive made of tamarind seeds.



We Believe in Power of Play in Children's Growth: Shumee Toys

With a mission to make playtime development-friendly, child-safe, and sustainable, Bengaluru-based Shumee Toys was founded in 2016 by Meeta Sharma Gupta. The company designs engaging, open-ended wooden toys, games, and activity boxes for kids of ages 0 to 6.

Our Doordarshan team got in touch with the founder Meeta Sharma Gupta to know more.

"Every Shumee toy is handcrafted by local artisans using natural materials and non-toxic colours. We focus on early learning for kids using safe, sustainable, and eco-friendly toys." Shumee sells across India and is also exploring the global market. "Shumee is a 'Made



in India' brand. We work with artisans across India. All our products are made using natural material and non-toxic paints, which make them safe for the kids. Our toys are certified by Indian and international toys' quality standards."

"The main philosophy behind Shumee's products is that play is the most important part of a child's developmental journey, especially in the early years. And we want to make it as safe as possible for the children so that they can develop all the right skills in their growth years through play, I believe is the most natural way."

"We are really excited about and grateful for our company's mention in the Prime Minister's 'Mann ki Baat'. It has given us a platform where we are being recognized for the work we have been doing in the past six years."



ARKidzoo: Making Learning Fun with Augmented Reality

ARKidzoo is a brand that offers interactive and fun-learning products for children, merging traditional learning and innovative technology, i.e., Augmented Reality (AR).

Our Doordarshan team talked to the co-founders of the startup, Dharmesh Gohil and Kajal Gohil.

"We have given a digital twist to the traditional toys. For example, our 'elephant' card may appear as a normal 2-D flash card. But using the phone and our app, the kids, from the comfort of their homes, can see how the animal looks and sounds in real life through AR as it pops up on their screens. In addition, they also get to learn how to pronounce the particular word which aids in enhancing their vocabulary," Dharmesh said.

To this, Kajal added, "ARKidzoo uses recycled products and food-grade ink to make these cards, which are safe for kids. And keeping kids' safety in mind,

ARKidzoo



we chose a circular shape for our cards. Parents were initially reluctant to use our products as it involved mobile phones. But eventually they realized that kids anyway are using phones these days and ARKidzoo products can be a great replacement for the other non-educational content. and can at least learn something from this."

Dharmesh further said, "During the Vibrant Gujarat Summit in 2018, a lot of people from other countries and especially Indians residing abroad were attracted by our products. It was the latter's feedback which led us to develop our products in regional languages as well."

"We are grateful to the Prime Minister for mentioning our startup in his 'Mann ki Baat' address. We got overwhelmed after hearing our company's name in the address. After the episode, our sales have increased twice in just a matter of a few days. Previously, we had to look for customers. Now customers themselves are coming to us."

"We have collaborated with over 40 pre-schools across India. We have also delivered our products to 16 countries around the globe. And after our mention in 'Mann ki Baat', more and more people are approaching us for collaboration, from India and abroad."

Funvention is Making STEAM Learning Easier

Funvention makes activity kits, which allows kids to explore the STEAM (Science, Technology, Engineering, Arts, and Mathematics) concepts. The DIY kits for building toys help kids learn and discover a particular toy's fundamental concept and working mechanism.

Co-founder and CEO of the startup, Milind Vadnere talked to our Doordarshan team.

"We (Milind and his brother and co-founder Kamlesh Vadnere) started Funvention some five to six years back from our home. We realized that not many innovative toys are available in the market for kids. I have worked in the IT industry for 12 years and my brother had experience in designing and digital art. Combining both, we thought we could build some

educational toys for kids, with STEAM concepts.

When we started the company, we received great response from the customers. Unfortunately, soon after that my brother passed away due to cancer. It was then that I decided to quit my IT job and dedicate myself completely to fulfill his dream.

Funvention's strength is STEAM-based education toys and we have different lines of products for each of the streams. For instance, our drip irrigation activity kit can help a child learn about the concept, as well as about water management. In the last five years, we have launched over a hundred products. We have also started a new brand under which we provide puzzles and ready-to-play activities.

In our journey so far, the Start-Up India initiative has played a crucial role as it provided us with several platforms where we could showcase our products and reach out to more customers. And now by mentioning us in his 'Mann ki Baat' address, the Prime Minister has made our journey ahead easier. Now, we can reach out to even schools and villages with our products."

Funvention
Fun & Magic Through Learning



Industry Leaders' Reaction on Growing Indian Toy Industry

As our Hon'ble Prime Minister appreciated the efforts of Indian entrepreneurs and startups in taking India towards the 'toyconomy', our Doordarshan team interacted with the leaders in the Indian toy industry to know more about this.

"We have been in the toy industry since 2014-15 but in the last 2-3 years the growth in the manufacturing of toys for the global market has been exponential, especially during COVID-19 as India emerged as a tough competitor to China. This sector has great employment generating capacity specifically for women. Even the exports of Indian toys are increasing. The support and impetus given by the government is also helping in establishing this sector. India has a lot to offer to the world. Toy is not just a play thing but an engineering product."

Sreevatsa S G, COO, Microplastics

"Demand for toys in developed markets like the U.S. and EU, is stable. The potential for explosive growth of this market is in expanding economies like India. 'Make in India' is just not a slogan, it's a choice, a

choice of taking control of our destiny. The Government is taking steps to boost this sector. The key here is to imagine brands which will resonate with children like Chhota Bheem and manufacture them economically and market and distribute them globally. 'Vocal for Local' is recognising potential in local icons and capabilities and taking local markets internationally. We need entrepreneurs and the Government to work in tandem with investments and incentives to create globally competitive opportunities."

Amit Chakraborty, President, Toys Business Segment, Aequus

"The Indian toy market is starting to realize its potential. Thanks to the recent policy initiatives from the Government which have been immensely beneficial to the domestic toy manufacturing industry. The increase in custom duties which came with the 2020 budget, the BIS regulations on imports which started from January 2021, have helped the Indian Toy industry. Today, many international toy companies show their requirement from India and the business is bound to grow with time. It is heartening to see that Indian brands are slowly beginning to make an appearance on international retail shelves. I have no doubt that in the years to come, India will have a significant share of the International Toy market of approx. USD 90 billion."

R Jeswant, CEO, Funskool





MANN KI BAAT

Media Scan



shumee @shumeeetoyz

Proud moment for our team to have the prime minister endorse our eco-friendly toys!

We are grateful to him.

#MakeInIndia #VocalForLocal

Narendra Modi @narendramodi · Jul 31

In one of the previous #MannKiBaat programmes, we had discussed aspects relating to making India a powerhouse of toy manufacturing. I'm glad to share that thanks to our citizens, this vision is being realised.

THE LOCAL TOYS OF INDIA ARE COMPATIBLE WITH BOTH TRADITION AND THE NATURE...

3:31 74.7K views

Ashwini Vaishnav @AshwiniVaishnav

जुलाई में एक बहुत ही रोचक प्रयास हुआ है जिसका नाम है- आज़ादी की रेलगाड़ी और रेलवे स्टेशन। इस प्रयास का लक्ष्य है कि लोग आज़ादी की लड़ाई में भारतीय रेल की भूमिका को जानें: पीएम @narendramodi जी

#MannKiBaat

Translate Tweet

#MannKiBaat

ने.सु.च.बो.जं.गोमी

...NETAJI SUBHASH CHANDRA BOSE JUNCTION, GOMOH

1:41 24.3K views

11:56 AM · Jul 31, 2022 · Twitter for Android

Devendra Fadnis @Dev_Fadnis

So good to hear about the treasures of traditions of tribal community! Watch to know what is 'Sammakka Saralamma Jatara'!

#MannKiBaat @AmritMahotsav #NarendraModi #India @narendramodi

LIKE, IF YOU GET A CHANCE, THE FOUR DAY 'SAMMAKKA SARALAMMA JATARA' ...

0:36 6,028 views

4:14 PM · Jul 31, 2022 · Twitter Media Studio

ARKIDZOO @ARKIDZOO

The PMO shree Narendra Modiji promoted ARKIDZOO in Man ki baat (31 July 2022). A moment of great pride for the entire team... Everyone at ARKIDZOO would like to express their gratitude to everyone who has helped us reach new heights. ...see more

ARKIDZOO®

A Fun Learning Environment

IN GUJARAT, ARKIDZOO COMPANY IS MAKING...

6 comments

Amit Shah @AmitShah

#HarGharTiranga अभियान को जनआंदोलन बनाने के लिए आज @narendramodi जी ने #MannKiBaat कार्यक्रम में सभी देशवासियों से 2 से 15 अगस्त तक अपने Social Media Profile में तिरंगा लगाने का आवाहन किया।

सभी अपनी DP में तिरंगा लगाकर दूसरों को भी इस अभियान से जुड़ने के लिए प्रेरित करें।

Translate Tweet

2 अगस्त से 15 अगस्त तक, हम सभी, अपनी Social Media Profile Pictures में तिरंगा लगा सकते हैं।

वैसे क्या आप जानते हैं, 2 अगस्त का हमारे दिनेश से एक विशेष संबंध भी है। इसी दिन पिगली वेडिया जी की जन्म-जयंती होती है जिन्होंने हमारे राष्ट्रीय ध्वज को design किया था। म' उन्हें, आदर्शपूर्ण श्रद्धांजलि अर्पित करता हूँ। अपने राष्ट्रीय ध्वज के बारे में बात करते हुए मैं, महान क्रांतिकारी Madam Cama को भी याद करूँगा। तिरंगे को आकार देने में उनकी भूमिका बेहद महत्वपूर्ण रही है।

14:02 · 31 Jul 22 · Twitter for iPhone

Subhash Kamboj 31 July at 17:15

प्रधानमंत्री द्वारा आज मन की बात में मेरे काम की तारीफ की और मेरी कामयाबी की छोटी सी कहानी बतलाई।

सोशल मीडिया पर तिरंगे का फोटो लगाएं- मोदी

384 126 comments 91 shares

Dr Jitendra Singh @DrJitendraSingh

पीएम श्री @narendramodi जी ने #Jammu के पल्ली गाँव में विनाद कुमार जी का उल्लेख किया उन्होंने कहा कि, वो भी 1500 से ज्यादा कॉलोनियों में मधुमक्खी पालन कर रहे हैं। उन्होंने पिछले साल सानी मक्खी पालन का प्रशिक्षण लिया है। इस काम से वो सालाना 15-20 लाख कमा रहे हैं।

#MannKiBaat

Translate Tweet

...IN MORE THAN 1,500 COLONIES

11:35 AM · Jul 31, 2022 · Twitter Web App

Syed Shahnavaz Hussain @ShahnavazBIP

Classroom हो या खेल का मैदान, आज हमारे युवा, हर क्षेत्र में, देश को गौरवान्वित कर रहे हैं।

Chennai में 44वें Chess Olympiad की मेजबानी करना भी भारत के लिए बड़े ही सम्मान की बात है।

- पीएम श्री @narendramodi जी

#MannKiBaat

Translate Tweet

THIS MONTH PV SINDHU WON HER MAIDEN TITLE AT SINGAPORE OPEN

1:47 442 views

2:30 PM · Jul 31, 2022 · Twitter Web App

Jyotiraditya M. Scindia @JM_Scindia

विश्व में आयुर्वेद का बढ़ता प्रभाव, भारतीय चिकित्सा पद्धति की बढ़ती साख का शुभ संकेत है। ग्लोबल आयुष निवेश और नवाचार शिखर सम्मेलन में 10 हज़ार करोड़ का इन्वेस्टमेंट प्रस्ताव इस बात का सूचक है कि भारत की पारंपरिक स्वास्थ्य प्रणाली अब विश्व में अपना स्थान बना चुकी है।#mannkibaat

Translate Tweet

4:07 PM · Jul 31, 2022 · Twitter for iPhone

Nirmala Sitharaman @nsitharaman

Let each home hoist the tricolour from 13- 15 August 2022 to mark Azadi ka Amrit Mahotsav.

Under the Azadi Ka Amrit Mahotsav, from the 13th to the 15th of August, a special movement – 'Har Ghar Tiranga' is being organised.

twitter.com/PMOIndia/statu...

via NaMo App

हर घर तिरंगा

आज़ादी के अमृत महोत्सव के तहत, 13 से 15 अगस्त तक, एक Special Movement – 'हर घर तिरंगा- हर घर तिरंगा'

का आयोजन किया जा रहा है। इस movement का हिस्सा बनकर 13 से 15 अगस्त तक, आप, अपने घर पर तिरंगा जकर फहराए, या उसे, अपने घर पर लगायें। तिरंगा हमें जोड़ता है, हमें देश के लिए कुछ करने के लिए प्रेरित करता है।

संजली बात

31 अगस्त, 2022

Piyush Goyal @PiyushGoyal

हमारे Youngsters, Start-ups और Entrepreneurs के बूते हमारी Toy Industry ने जो कर दिखाया है, जो सफलताएं हासिल की हैं, उसकी किसी ने कल्पना भी नहीं की होगी।

आज, जब भारतीय खेलौनों की बात होती है, तो हर तरफ, Vocal for Local की ही गूँज सुनाई दे रही है: PM @NarendraModi जी

MANN KI BAAT: AZADI KA AMRIT MAHOTSAV CELEBRATIONS
Use Tricolour on social media, hoist flag at homes, says PM

EXPRESS SERVICE
MOHINI, JAITI
 Prime Minister Narendra Modi on Sunday urged people to use the Indian national flag on social media and hoist it at their homes to mark the 75th anniversary of India's independence. He said, "The tricolour is not just a flag, it is a symbol of our nation's unity and integrity. Let us all come together to celebrate this historic occasion with pride and patriotism."

PM: Make 'Har ghar Tiranga' a success

Modi pays homage to freedom fighters ahead of I-Day
 Prime Minister Narendra Modi on Sunday expressed his deep respect and admiration for the freedom fighters who sacrificed their lives for the nation's independence. He said, "It is the spirit of these heroes that continues to inspire us today. Let us honor their memory and strive to build a better, more prosperous India for all."



Students and staff of a school in Jaipur are participating in a craft competition to mark the 75th anniversary of India's independence. The children are using colorful materials to create a representation of the Indian national flag.

Modi on 'Mann Ki Baat': Import of toys down 70%, exports rise
Urges people to hoist Tricolour to mark Independence Day

Prime Minister Narendra Modi on Sunday urged people to use the Indian national flag on social media and hoist it at their homes to mark the 75th anniversary of India's independence. He said, "The tricolour is not just a flag, it is a symbol of our nation's unity and integrity. Let us all come together to celebrate this historic occasion with pride and patriotism."

दुनियाभर में आयुर्वेद के प्रति बढ़ रहा आकर्षण

दुनियाभर में आयुर्वेद के प्रति बढ़ रहा आकर्षण। यह वैद्यकीय प्रणाली को वैश्व स्तर पर स्वीकार किया जा रहा है। भारत सरकार ने आयुर्वेद को राष्ट्रीय आयुर्वेद दिवस के रूप में मनाया है। यह दिवस हर साल 13 से 15 अगस्त तक मनाया जाता है। इस अवसर पर विभिन्न कार्यक्रमों का आयोजन किया जाता है, जिसमें विद्वानों के सम्मेलन, शोध प्रस्तुतियों का आयोजन और आम जनता को आयुर्वेद के फायदों के बारे में जागरूक बनाने के लिए अभियान शामिल हैं।

मैरौढ़ी मन्सू किबात्सल्लि
कन्फेडरैट्स शहबास्
राद्यद सादणनं प्रद्वानि त्रिवल् मैडुगं

कन्फेडरैट्स शहबास् राद्यद सादणनं प्रद्वानि त्रिवल् मैडुगं। This is a section of text in a different script, likely related to the regional news or community events mentioned in the main text.

वीडिओ के माध्यम से आयुर्वेद का प्रचार
2 करोड़ लोगों को लाभ

वीडिओ के माध्यम से आयुर्वेद का प्रचार। 2 करोड़ लोगों को लाभ। This section discusses the use of video technology to promote Ayurveda and reach a larger audience. It mentions that the government has launched a series of videos in various regional languages to educate people about the benefits of Ayurveda and how to use it safely.

Our fight is still on: PM Modi urges citizens to adhere to COVID-19 protocols

Our fight is still on: PM Modi urges citizens to adhere to COVID-19 protocols. Prime Minister Narendra Modi on Sunday urged citizens to continue following strict COVID-19 protocols to prevent a second wave of the virus. He said, "The virus is still present, and we must remain vigilant. Wearing masks, maintaining social distancing, and avoiding large gatherings are essential to keep our country safe."

पहले गण हजर करोड रुपिया थी पछ वसु नां रमकां नदरथी आवदां
दत्ता, ल्यारे आणे लेनी रमकां ७० 250 घटी हज गे : वडमदधान मोदी

पहले गण हजर करोड रुपिया थी पछ वसु नां रमकां नदरथी आवदां दत्ता, ल्यारे आणे लेनी रमकां ७० 250 घटी हज गे : वडमदधान मोदी। This is a section of text in a different script, likely related to the regional news or community events mentioned in the main text.

जन आंदोलन का रूप ले रहा अमृत महोत्सव: मोदी

जन आंदोलन का रूप ले रहा अमृत महोत्सव: मोदी। Prime Minister Narendra Modi on Sunday said that the Amrit Mahotsav has taken the form of a people's movement. He said, "The people are showing great enthusiasm and participation in the Amrit Mahotsav. This shows that they are taking ownership of their health and well-being. We are proud of their spirit and determination."

देश में आआदीनों अमृत महोत्सव
जुन आंदोलन बननी गयो छे : मोदी

देश में आआदीनों अमृत महोत्सव जुन आंदोलन बननी गयो छे : मोदी। This is a section of text in a different script, likely related to the regional news or community events mentioned in the main text.

मोदी बोलें- घर पर तिरंगा जरूर फहराएं

अजादी की 75वीं सालगिरह मनाया सौम्याव की
बात; शहीद उधम सिंह को नमन की

मोदी बोलें- घर पर तिरंगा जरूर फहराएं। अजादी की 75वीं सालगिरह मनाया सौम्याव की बात; शहीद उधम सिंह को नमन की। Prime Minister Narendra Modi on Sunday said that the 75th anniversary of India's independence should be celebrated in a peaceful and somber manner. He said, "We should honor the sacrifices of our freedom fighters and work towards building a more just and equitable society. Let us pay tribute to the martyr Udham Singh and his comrades who fought for the freedom of our nation."

देश में आआदीनों अमृत महोत्सव
जुन आंदोलन बननी गयो छे : मोदी

देश में आआदीनों अमृत महोत्सव जुन आंदोलन बननी गयो छे : मोदी। This is a section of text in a different script, likely related to the regional news or community events mentioned in the main text.

प्रधानमंत्री ने अपने मासिक रेडियो कार्यक्रम में देशवासियों को किया संबोधित शहद से आ रही है किसानों के जीवन में मिठास : मोदी

नई दिल्ली, (एनडीटीवी)। प्रधानमंत्री नरेंद्र मोदी ने रविवार को कृषि मिशन से किसानों के जीवन में मिठास आ रही है और उनको शहद में मीठा हो रहा है। मोदी ने अग्रकृषकों पर अपने मासिक रेडियो कार्यक्रम पर जो बातें की 97वीं वार्षिक में देशवासियों को संबोधित करते हुए कहा कि किसान इन दिनों शहद के उत्पादन में ऐसा जो कृषकों का रहे हैं। शहद को बिलव पर अपने किसानों को जीवन भी बदल रही है, उनको आम की खुशी रही है। किसानों के मासिक रेडियो कार्यक्रम में प्रधानमंत्री ने देशवासियों को संबोधित करते हुए कहा कि किसान इन दिनों शहद के उत्पादन में ऐसा जो कृषकों का रहे हैं। शहद को बिलव पर अपने किसानों को जीवन भी बदल रही है, उनको आम की खुशी रही है।



मोदी ने विदेशी ऊष्ण, कृषकों के मासिक रेडियो पर भी शहद को बिलव पर अपने किसानों को जीवन भी बदल रही है, उनको आम की खुशी रही है।

बढ़ रहा है भारतीय रिवल्यूनों का निर्यात

प्रधानमंत्री नरेंद्र मोदी ने देश में डिजिटल रिवल्यूनों को अग्रणी बनाते हुए अग्रकृषकों को इस तरह से संबोधित किया कि देशवासियों को किसानों के जीवन में मिठास आ रही है और उनको शहद में मीठा हो रहा है। मोदी ने अग्रकृषकों पर अपने मासिक रेडियो कार्यक्रम पर जो बातें की 97वीं वार्षिक में देशवासियों को संबोधित करते हुए कहा कि किसान इन दिनों शहद के उत्पादन में ऐसा जो कृषकों का रहे हैं। शहद को बिलव पर अपने किसानों को जीवन भी बदल रही है, उनको आम की खुशी रही है।

स्वतंत्रता आंदोलन से जुड़े रेलवे स्टेशनों को दौरा करें : मोदी

नई दिल्ली (एसएनबी)। प्रधानमंत्री नरेंद्र मोदी ने रविवार को कहा कि देश में अनेक ऐसे रेलवे स्टेशन हैं, जो स्वतंत्रता आंदोलन के इतिहास से जुड़े हैं। उन्होंने लोगों से ऐसे नजदीकी रेलवे स्टेशन पर जाने और स्वतंत्रता आंदोलन में उनके महत्व को समझने का आग्रह किया।

उन्होंने अपने मासिक रेडियो कार्यक्रम मन की बात में कहा कि आजादी की 75वीं वर्षगांठ के अवसर पर मना जा रहे 'अमृत महोत्सव' के तहत रेलवे ने 18 जुलाई से 23 जुलाई के बीच 'आजादी की रेल गाड़ी' और रेलवे स्टेशन 'सप्ताह मनाया। इसमें 27 रेलगाड़ियों और देश के 24 राज्यों के 75 रेलवे स्टेशनों को शामिल किया गया था। प्रधानमंत्री ने कहा कि इस प्रयास का लक्ष्य है कि लोग आजादी की लड़ाई में भारतीय रेल की भूमिका को जानें।

पंतप्रधान मोदी : अमृत महोत्सव तजसाहने सहभागी होण्याचे आवान पुढील २५ वर्षे हा कर्तव्यकाळ

पंतप्रधान मोदी	उपप्रधान देवेंद्र फडणवीस	विधानसभा अध्यक्ष
पंतप्रधान मोदी यांनी आज देशभरातील अनेक रेलवे स्टेशनांचे दौरे करून त्यांच्या इतिहासाबद्दल माहिती देण्याचा प्रयत्न केला आहे. त्यांच्या या दौऱ्यात अनेक ऐतिहासिक स्थाने देखील समाविष्ट आहेत.	उपप्रधान देवेंद्र फडणवीस यांनी पंतप्रधानांसोबत असलेल्या दौऱ्यात सहभागी होण्याचे आवान केले आहे. त्यांच्या या दौऱ्यात अनेक ऐतिहासिक स्थाने देखील समाविष्ट आहेत.	विधानसभा अध्यक्ष यांनी पंतप्रधानांसोबत असलेल्या दौऱ्यात सहभागी होण्याचे आवान केले आहे. त्यांच्या या दौऱ्यात अनेक ऐतिहासिक स्थाने देखील समाविष्ट आहेत.

PM urges people to visit historical ry stations like Vanchi Maniyach... The PM stressed that the railway stations are not just a mode of transport but also a part of our history. He urged people to visit these stations and learn about the sacrifices made by our freedom fighters. He also mentioned that the railway stations are a part of our national identity and we should take pride in them.

ମନ କି ବାତରେ ପ୍ରଧାନମନ୍ତ୍ରୀଙ୍କ ନିବେଦନ ସୋସିଆଲ ମିଡିଆ ପ୍ରୋପାଗାଣ୍ଡା ଛବି 'ତ୍ରିରଙ୍ଗା' ରଖ

ପ୍ରଧାନମନ୍ତ୍ରୀ, ଉପାଧ୍ୟକ୍ଷ, ବିଧାନ ସଭା ସଭ୍ୟ, ବିଧାନ ସଭା ସଭ୍ୟ, ବିଧାନ ସଭା ସଭ୍ୟ... ମନ କି ବାତରେ ପ୍ରଧାନମନ୍ତ୍ରୀଙ୍କ ନିବେଦନ ସୋସିଆଲ ମିଡିଆ ପ୍ରୋପାଗାଣ୍ଡା ଛବି 'ତ୍ରିରଙ୍ଗା' ରଖିବା ପାଇଁ ଉପାଧ୍ୟକ୍ଷ, ବିଧାନ ସଭା ସଭ୍ୟ, ବିଧାନ ସଭା ସଭ୍ୟ, ବିଧାନ ସଭା ସଭ୍ୟ... ମନ କି ବାତରେ ପ୍ରଧାନମନ୍ତ୍ରୀଙ୍କ ନିବେଦନ ସୋସିଆଲ ମିଡିଆ ପ୍ରୋପାଗାଣ୍ଡା ଛବି 'ତ୍ରିରଙ୍ଗା' ରଖିବା ପାଇଁ ଉପାଧ୍ୟକ୍ଷ, ବିଧାନ ସଭା ସଭ୍ୟ, ବିଧାନ ସଭା ସଭ୍ୟ, ବିଧାନ ସଭା ସଭ୍ୟ...

अगले 25 साल कर्तव्यकाल की तरह मनाएं : नरेंद्र मोदी

नई दिल्ली, (एनडीटीवी)। प्रधानमंत्री नरेंद्र मोदी ने रविवार को देशवासियों को संबोधित करते हुए कहा कि अगले 25 सालों को हमें कर्तव्यकाल की तरह मनाएं। उन्होंने कहा कि हमें अपने जीवन में मिठास आ रही है और उनको शहद में मीठा हो रहा है। मोदी ने अग्रकृषकों पर अपने मासिक रेडियो कार्यक्रम पर जो बातें की 97वीं वार्षिक में देशवासियों को संबोधित करते हुए कहा कि किसान इन दिनों शहद के उत्पादन में ऐसा जो कृषकों का रहे हैं। शहद को बिलव पर अपने किसानों को जीवन भी बदल रही है, उनको आम की खुशी रही है।

भारत दुनिया में खिलौने के निर्यात का बनता जा रहा पाँवर हिलेन

नई दिल्ली, (एनडीटीवी)। भारत दुनिया में खिलौने के निर्यात का बनता जा रहा पाँवर हिलेन। प्रधानमंत्री नरेंद्र मोदी ने रविवार को देशवासियों को संबोधित करते हुए कहा कि अगले 25 सालों को हमें कर्तव्यकाल की तरह मनाएं। उन्होंने कहा कि हमें अपने जीवन में मिठास आ रही है और उनको शहद में मीठा हो रहा है। मोदी ने अग्रकृषकों पर अपने मासिक रेडियो कार्यक्रम पर जो बातें की 97वीं वार्षिक में देशवासियों को संबोधित करते हुए कहा कि किसान इन दिनों शहद के उत्पादन में ऐसा जो कृषकों का रहे हैं। शहद को बिलव पर अपने किसानों को जीवन भी बदल रही है, उनको आम की खुशी रही है।

पुलिस को बहरती है अग्रकृषकों की बात

नई दिल्ली, (एनडीटीवी)। पुलिस को बहरती है अग्रकृषकों की बात। प्रधानमंत्री नरेंद्र मोदी ने रविवार को देशवासियों को संबोधित करते हुए कहा कि अगले 25 सालों को हमें कर्तव्यकाल की तरह मनाएं। उन्होंने कहा कि हमें अपने जीवन में मिठास आ रही है और उनको शहद में मीठा हो रहा है। मोदी ने अग्रकृषकों पर अपने मासिक रेडियो कार्यक्रम पर जो बातें की 97वीं वार्षिक में देशवासियों को संबोधित करते हुए कहा कि किसान इन दिनों शहद के उत्पादन में ऐसा जो कृषकों का रहे हैं। शहद को बिलव पर अपने किसानों को जीवन भी बदल रही है, उनको आम की खुशी रही है।

इतिहास बताने बच्चों को लेकर जाएं रेलवे स्टेशन

नई दिल्ली, (एनडीटीवी)। इतिहास बताने बच्चों को लेकर जाएं रेलवे स्टेशन। प्रधानमंत्री नरेंद्र मोदी ने रविवार को देशवासियों को संबोधित करते हुए कहा कि अगले 25 सालों को हमें कर्तव्यकाल की तरह मनाएं। उन्होंने कहा कि हमें अपने जीवन में मिठास आ रही है और उनको शहद में मीठा हो रहा है। मोदी ने अग्रकृषकों पर अपने मासिक रेडियो कार्यक्रम पर जो बातें की 97वीं वार्षिक में देशवासियों को संबोधित करते हुए कहा कि किसान इन दिनों शहद के उत्पादन में ऐसा जो कृषकों का रहे हैं। शहद को बिलव पर अपने किसानों को जीवन भी बदल रही है, उनको आम की खुशी रही है।

Modi remembers Tirot Sing during Mann Ki Baat

On his death anniversary, PM Modi remembered Tirot Sing, a freedom fighter from Assam. He said that Tirot Sing was a brave soldier who fought for the freedom of his motherland. He also mentioned that Tirot Sing was a part of the Assam Sahasra Yoddha Yojana. He said that Tirot Sing was a part of the Assam Sahasra Yoddha Yojana. He said that Tirot Sing was a part of the Assam Sahasra Yoddha Yojana. He said that Tirot Sing was a part of the Assam Sahasra Yoddha Yojana.

'Put Tricolour as display picture from Aug 2'. The Prime Minister has urged people to put the Indian Tricolour as their display picture on social media from August 2. He said that the Tricolour is a symbol of our nation's unity and integrity. He said that the Tricolour is a symbol of our nation's unity and integrity. He said that the Tricolour is a symbol of our nation's unity and integrity.

ಮೇನಲ ಚಾಲನೆ, ಆಗಸ್ಟ್‌ನಲ್ಲಿ ಮುಕ್ತಾಯ ನಮಾಂದೇಪಕ ಅಮಿತ್ ಷಾ ಆಗಮಿಸುವ ಸಾಧ್ಯತೆ

ರಾಜ್ಯ ಸರ್ಕಾರದ ಕನ್ನಡದಾರ್ತಿಕೆ ಮೋದಿ ಮೆಚ್ಚುಗೆ

ಮೋದಿ ಮೆಚ್ಚುಗೆ... ರಾಜ್ಯ ಸರ್ಕಾರದ ಕನ್ನಡದಾರ್ತಿಕೆ ಮೋದಿ ಮೆಚ್ಚುಗೆ. ಪ್ರಧಾನಮಂತ್ರಿ ನರೇಂದ್ರ ಮೋದಿ ಅವರ ಕನ್ನಡದಾರ್ತಿಕೆಗೆ ರಾಜ್ಯ ಸರ್ಕಾರದ ಅಧಿಕಾರಿಗಳು ಮೆಚ್ಚುಗೆ ವ್ಯಕ್ತಿಸಿದ್ದಾರೆ. ಅವರು ಈ ಕಾರ್ಯಕ್ರಮವನ್ನು ಸಾಧಾರಣವಾಗಿ ನಡೆಸುವ ಬದಲಿಗೆ, ಅದನ್ನು ರಾಜ್ಯದ ಸಂಸ್ಕೃತಿ ಮತ್ತು ಭಾಷಾ ಸಂರಕ್ಷಣೆಗಾಗಿ ಮಾಡಿರುವುದನ್ನು ಮೆಚ್ಚುತ್ತಿದ್ದಾರೆ.

ಚೀನಾ ಕೃಷಿ ಸಮುದಾಯದ ಹೆಸರು ಪ್ರಸ್ತಾಪ... ಚೀನಾ ಕೃಷಿ ಸಮುದಾಯದ ಹೆಸರು ಪ್ರಸ್ತಾಪ. ಪ್ರಧಾನಮಂತ್ರಿ ನರೇಂದ್ರ ಮೋದಿ ಅವರ ಈ ಪ್ರಸ್ತಾಪವನ್ನು ಚೀನಾ ಸರ್ಕಾರದ ಅಧಿಕಾರಿಗಳು ಮೆಚ್ಚುತ್ತಿದ್ದಾರೆ. ಅವರು ಈ ಪ್ರಸ್ತಾಪವನ್ನು ಸಾಧಾರಣವಾಗಿ ನಡೆಸುವ ಬದಲಿಗೆ, ಅದನ್ನು ಚೀನಾ-ಭಾರತ ಸಂಬಂಧಗಳನ್ನು ಸುಗಮಗೊಳಿಸಲು ಮಾಡಿರುವುದನ್ನು ಮೆಚ್ಚುತ್ತಿದ್ದಾರೆ.

ಮೋದಿ ಮೆಚ್ಚುಗೆ... ರಾಜ್ಯ ಸರ್ಕಾರದ ಕನ್ನಡದಾರ್ತಿಕೆ ಮೋದಿ ಮೆಚ್ಚುಗೆ. ಪ್ರಧಾನಮಂತ್ರಿ ನರೇಂದ್ರ ಮೋದಿ ಅವರ ಕನ್ನಡದಾರ್ತಿಕೆಗೆ ರಾಜ್ಯ ಸರ್ಕಾರದ ಅಧಿಕಾರಿಗಳು ಮೆಚ್ಚುಗೆ ವ್ಯಕ್ತಿಸಿದ್ದಾರೆ. ಅವರು ಈ ಕಾರ್ಯಕ್ರಮವನ್ನು ಸಾಧಾರಣವಾಗಿ ನಡೆಸುವ ಬದಲಿಗೆ, ಅದನ್ನು ರಾಜ್ಯದ ಸಂಸ್ಕೃತಿ ಮತ್ತು ಭಾಷಾ ಸಂರಕ್ಷಣೆಗಾಗಿ ಮಾಡಿರುವುದನ್ನು ಮೆಚ್ಚುತ್ತಿದ್ದಾರೆ.

ಚೀನಾ ಕೃಷಿ ಸಮುದಾಯದ ಹೆಸರು ಪ್ರಸ್ತಾಪ... ಚೀನಾ ಕೃಷಿ ಸಮುದಾಯದ ಹೆಸರು ಪ್ರಸ್ತಾಪ. ಪ್ರಧಾನಮಂತ್ರಿ ನರೇಂದ್ರ ಮೋದಿ ಅವರ ಈ ಪ್ರಸ್ತಾಪವನ್ನು ಚೀನಾ ಸರ್ಕಾರದ ಅಧಿಕಾರಿಗಳು ಮೆಚ್ಚುತ್ತಿದ್ದಾರೆ. ಅವರು ಈ ಪ್ರಸ್ತಾಪವನ್ನು ಸಾಧಾರಣವಾಗಿ ನಡೆಸುವ ಬದಲಿಗೆ, ಅದನ್ನು ಚೀನಾ-ಭಾರತ ಸಂಬಂಧಗಳನ್ನು ಸುಗಮಗೊಳಿಸಲು ಮಾಡಿರುವುದನ್ನು ಮೆಚ್ಚುತ್ತಿದ್ದಾರೆ.

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 **आज तक**

खिलौनों के निर्यात का पावर हाउस बन रहा भारत, PM मोदी ने पेश किए आंकड़े

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 **पत्रिका**

पीएम मोदी ने मन की बात में किया उल्लेख ऐसा होता है वो भगोरिया मेला

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