

JULY 2024

Timeless Treasures of India



MANN KI BAAT

Prime Minister Narendra Modi's Address to the Nation

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Prime Minister's Address



My dear countrymen, Namaskar

My dear fellow citizens, welcome to 'Mann ki Baat', warm greetings. At this moment, the Paris Olympics are the flavour of the season across the world. The Olympics give our players a chance to hoist the tricolour on the world stage, gives them a chance to do something for the country. Let us encourage our players. Cheer4Bharat!!

Friends, besides this Olympics in the world of sports, a few days ago, the Olympics also took place in the world of Mathematics—the International Mathematical Olympiad. In this Olympiad, students from India have performed exceptionally well. Our team performed their best in that and won four gold

and one silver medal. **Youth from more than 100 countries participated in the International Mathematical Olympiad, and in the overall tally, our team has been successful in reaching the top five.** The students who have brought glory to the country are – Aditya Venkat Ganesh from Pune, Siddharth Choppara also from Pune, Arjun Gupta from Delhi, Kanav Talwar from Greater Noida, Rushil Mathur from Mumbai, and Anando Bhaduri from Guwahati.

Friends, today I have specially invited these young winners to 'Mann ki Baat'. All of them are connected with us over the phone at the moment.



Prime Minister: Namaste friends. I extend a warm welcome to all of you in 'Mann ki Baat'. How are you all?

Students: We are fine, Sir.

Prime Minister: Well friends, through 'Mann ki Baat', the people are very eager to know about your experiences. I will begin with Aditya and Siddharth. You are in Pune. First of all, I will start with you. Share with us what you experienced during the Olympiad.

Aditya: I have been interested in Maths since childhood. My teacher, Om Prakash sir, taught me standard 6th Maths and he raised my interest in Maths. I got an opportunity to learn.

Prime Minister: What does your friend have to say?

Siddharth: Sir, I am Siddharth, and I am from Pune. I have just passed Class 12th. This was my second time in IMO. I too was interested in Maths since childhood, and when I was in Class 6th with Aditya, Om Prakash sir trained both of us and helped us a lot. Now I am going to CMI for college and pursuing Maths and CS.

Prime Minister: Well, I have been told that Arjun is in Gandhinagar right now, and

Kanav is from Greater Noida itself. Arjun and Kanav, we discussed the Olympiad, but if both of you tell us something related to your preparation or any unique experience, our listeners would like it.

Arjun: Namaste Sir, Jai Hind; this is Arjun speaking.

Prime Minister: Jai Hind Arjun.

Arjun: I live in Delhi, and my mother, Mrs. Asha Gupta is a professor of Physics at Delhi University, and my father, Mr. Amit Gupta, is a Chartered

Accountant. I feel very proud talking to the Prime Minister, and first of all, I would like to give credit for

my success to my parents. I **feel that when a member of a family is preparing for such a competition, it is not only the struggle of that member but the hard work of the family as a whole.**

Essentially, in our paper, we have four-and-a-half hours for 3 problems and one-and-a-half hours for 1 problem, so we can plan how much time we have to solve a problem. So, we have to work really hard at home. We have to spend several hours on tackling the problems; sometimes it may take a day



or even three days to solve a problem. So, for that, we have to search for problems online.

We try to work on the previous year's problems, and as we keep working hard, our experience increases. The most important thing is that our problem-solving ability increases, which helps us not only in Mathematics but in every sphere of life.

Prime Minister: Well, Kanav, can you tell me if there is any particular experience or unique thing in all this preparation that our young friends would really like to know.

Kanav Talwar: My name is Kanav Talwar. I live in Greater Noida, Uttar Pradesh, and I am a student of Class IX. Maths is my favourite subject. I have loved Maths since childhood. During my childhood, my father used to make me solve puzzles. This increased my interest. I started preparing for Olympiad in Class

7th. My sister has made a huge contribution to this. My parents have also always supported me. This Olympiad is conducted by HBCSE. It is a 5-stage process. Last year, I did not make it to the team, and I was very close to it and felt very sad not being able to make it. Then **my parents taught me that either we win or we learn. And the journey matters, not the success. So, I want to say this : 'Love what you do and do what you love'. The journey matters, not the success. And we will keep succeeding if we love our subject and enjoy the journey.**

Prime Minister: So, Kanav, you are also interested in Mathematics, and you speak as if you are also interested in literature!

Kanav Talwar: Yes Sir! I used to do debates and orate as a child.

Prime Minister: Ok, now let

us talk to Anando. Anando, you are in Guwahati right now, and your friend Rushil is in Mumbai. I have a question for both of you. See, I keep doing 'Pariksha Pe Charcha', and apart from discussing exams, I also keep interacting with students in other programs. Many students are so scared of Maths that they get nervous upon hearing the word. Tell me how to make friends with Maths?

Rushil Mathur: Sir! I am Rushil Mathur. When we are young and we learn addition for the first time, we are taught 'carry forward'. But we are never told why carrying forward is done. When we study compound interest, we never ask the question, where does the formula for compound interest come from? **I believe that Maths is actually an art of thinking and problem solving. And that is why I feel that if we all add a new question to Mathematics, then the question is why are we doing this? Why does this happen like this? So I think this can inculcate one's interest in Mathematics a lot!** Because if we are unable to understand something, we start fearing it. Apart from this, I also feel that everyone thinks that Maths is a very logical subject. But apart from that, creativity is also very important in Maths. Because only through creativity we are able to think out-of-the

box solutions, which are very useful in the Olympiad. And hence, Maths Olympiad also has very important relevance for promoting interest in Maths.

Prime Minister: Anando, would you like to say something?

Anando Bhaduri: Namaste PM ji, I am Anando Bhaduri from Guwahati. I have just passed Class XII. I used to take part in the local Olympiad here, in Class 6th and 7th. My interest grew then. This was my second IMO. I found both the IMOs very good. I agree with what Rushil said. And I would also like to say that those who are afraid of Maths need a lot of patience. Because the way we are taught Maths... what happens is that a formula is given, and it is memorized and then hundreds of questions are studied based on that formula. But we don't realise whether the formula is understood or not, just keep solving problems. The formula will be memorized and then what will you do if you forget the formula in the exam? Hence, I will say to grasp the formula, as Rushil said, then study with patience. If you understand the formula properly, you will not have to solve 100 questions. You will be able to do it with one or two questions only, and Maths is not something to be afraid of either.

Prime Minister: Aditya

and Siddharth, when you were talking in the beginning, the conversation could not take place properly. Now, after listening to all these friends you certainly must be feeling that you too would like to say something. Can you share your experience in a better way?

Siddharth: We interacted with students from several countries; there were many cultures, and it was very good to interact and connect with other students, and there were many famous mathematicians.

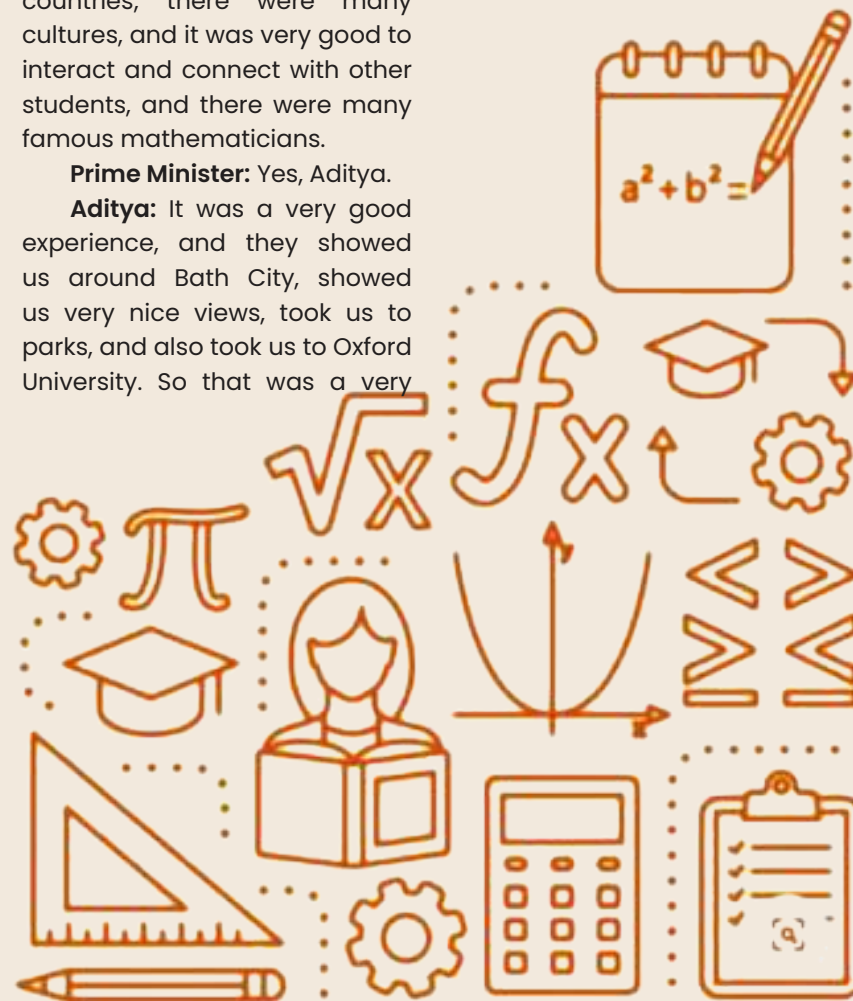
Prime Minister: Yes, Aditya.

Aditya: It was a very good experience, and they showed us around Bath City, showed us very nice views, took us to parks, and also took us to Oxford University. So that was a very

good experience.

Prime Minister: Ok, friends, I really enjoyed talking to all of you.

And I wish you all the best, because I know that this kind of game requires a lot of focussed activity; you have to rack your brain, and sometimes even your family members may get irritated—What is this guy



doing endlessly... multiplication, division. But I wish you all the best. You have raised the stature and name of the country. Thank you, friends.

Students: Thank you, thank you.

Prime Minister: Thank you.

Students: Thank you Sir, Jai Hind.

Prime Minister: Jai Hind – Jai Hind.

It was a pleasure talking to all of you students. Thank you very much to all of you for joining 'Mann ki Baat'. I am sure that after listening to these young stalwarts of Maths, other youngsters will derive the inspiration to enjoy Maths.

My dear countrymen, in 'Mann ki Baat', I now want to share one topic, after listening to which every Indian will feel proud. But before I tell you about it, I would like to ask you a question. Have you heard the

name of Charaideo Maidam? If not, you will now hear this name again and again and will tell others with great enthusiasm. **Charaideo Maidam of Assam is being included in the UNESCO World Heritage Sites. In this list, it will be the 43rd site in India, but the first site from the Northeast.**

Friends, the one question arising in your mind must be what exactly is Charaideo Maidam, and why is it so special? Charaideo means a shining city on the hills. This was the first capital of the Ahom dynasty. The people of the Ahom dynasty traditionally kept the mortal remains of their ancestors and their valuables in the Maidam.

A Maidam is a mound-like structure covered with soil on top that has one or more rooms underneath. This Maidam is a symbol of reverence for the departed kings and dignitaries of the Ahom Empire. This way of showing respect to one's

CHARAIDEO MAIDAM

FIRST WORLD HERITAGE SITE IN NORTHEAST INDIA



ancestors is very unique. Community worship was also performed at this place.

Friends, other features about the Ahom Empire will surprise you even more. Starting in the 13th century, this empire lasted until the beginning of the 19th century. It is a great feat for an empire to sustain itself for such a long period of time. Perhaps the principles and beliefs of the Ahom Empire were so strong that they kept this dynasty alive for so long. **I remember that on March 9 this year, I had the privilege of unveiling the tallest statue of the great Ahom warrior Lachit Borphukan, a symbol of indomitable courage and bravery.** During this program, I had a distinct experience while following the spiritual tradition of the Ahom community. It is indeed a great feeling for me to have the privilege of paying respect to the ancestors of the Ahom community at Lachit Maidam.

Charaideo Maidam becoming a World Heritage Site now will mean that more tourists will visit the place. You must include this site in your future travel plans.

Friends, a country can progress only by taking pride in her culture. Many such efforts are being made in India as well. One such effort is Project PARI. Now do not get confused by hearing PARI. This fairy does not pertain to heavenly imagination but is making the earth a heaven. PARI means Public Art of India. **Project PARI is becoming a great medium to bring emerging artists together on one platform to popularise public art.** You must have seen that beautiful paintings are made on the roadsides, on walls, and in underpasses. These paintings and these artefacts are made by the same artists who are associated with PARI. This not only enhances the beauty of our public places,

but also helps make our culture more popular. For example, take the Bharat Mandapam in Delhi itself. Here, you will find amazing art works from across the country. You can also see such beautiful public art on display in some underpasses and flyovers in Delhi. **I would request art and culture lovers to also work more on public art. This will give us the pleasant feeling of being proud of our roots.**

My dear countrymen, in 'Mann ki Baat', now we will talk about 'colours'—colours that have filled the lives of more than 250 women in Rohtak district of Haryana with hues of prosperity. These women associated with the handloom industry used to run small shops and do odd jobs to earn a



living. But everyone does have a desire to move ahead. So they decided to join the UNNATI Self Help Group, and by joining this group, they received training in block printing and dyeing. These women who spread the magic of colours on clothes are earning lakhs of rupees today. The bed covers, sarees and dupattas made by them are in great demand in the market.

Friends, like these women of Rohtak, artisans in different parts of the country are engaged in making handloom popular. Be it the Sambalpuri saree of Odisha, the Maheshwari saree of MP, the Paithani of Maharashtra, or the hand block prints of Vidarbha, the Bhutiko shawls and woollen clothes of Himachal, or the Kani shawls of Jammu & Kashmir. The work of handloom artisans is spread across every corner of the country. And you must be aware that in a few days, on the 7th of August, we will celebrate the National Handloom Day. **Nowadays, the way handloom products have made their way into the hearts of people is really very successful and tremendous. Now, many private companies are also promoting handloom products and sustainable fashion through AI.**

Kosha AI, Handloom India, D-Junk, Novatax, Brahmputra Fables, and many other startups



**Skill of hands,
together with
AI**

**Handloom
products take off
on a new flight
trajectory**

are also engaged in making handloom products popular. I am also happy to see that many people are engaged in making the local products of their place popular. You too can upload your local products on social media with the hashtag 'My Product My Pride' (#MyProductMyPride). This small effort of yours will change the lives of many people.

Friends, along with handloom, I would also like to talk about Khadi. There must be many amongst you all who have never used Khadi products before, but today you wear Khadi with great pride. **I am also happy to tell you that the turnover of Khadi Village Industry has crossed ₹ 1.5 lakh crore for the first time.** Just imagine one-and-a-half lakh crore rupees, and do you know how much the sale of Khadi has increased? 400% ! This rising sale of Khadi, or handloom, is also creating a large number of

new employment opportunities. Mostly, women are associated with this industry, so they are the ones who are benefiting the most. I urge you once more: you must have many types of clothes, and if you have not bought Khadi clothes till now, start this year.

The month of August is around the corner. This is the month of attaining independence; it is the month of revolution. What better opportunity could there be than this to buy Khadi?

My dear fellow citizens, in 'Mann ki Baat' I have often discussed with you the challenge of the drug menace. **Every family is worried that their child might get caught in the grip of drugs. Now, to help such people, the government has opened a special centre named – 'Manas'.** This is a very big step in the fight against

drug abuse. A few days ago, the Helpline and Portal of 'Manas' were launched. The government has issued a toll-free number, '1933'. Anyone can call this number to get necessary advice or information related to rehabilitation. If anyone has any other information related to drugs, they can also share it with the Narcotics Control Bureau by calling this number. All information shared with MANAS is kept confidential. I urge all people, all the families, and all the institutions engaged in making India 'drugs free' to make full use of the MANAS Helpline.

My dear fellow citizens, Tiger Day will be celebrated all over the world tomorrow. In India, tigers have been an integral part of our culture. We have all grown up listening to stories related to tigers. In the villages around forests, everyone knows how to live in harmony with the tiger. **In our country, there are**

many villages where there is no conflict between humans and tigers. But where such a situation arises, unprecedented efforts are being made for the protection of tigers there as well. One such effort of public participation is the 'Kulhadi Band Panchayat'. The 'Kulhadi Band Panchayat' campaign that started in Ranthambore, Rajasthan is very interesting. The local communities themselves have taken an oath that they will not go to the forest with axes and will not cut trees. Due to this one decision, the forests here are becoming green once again, and a better environment is being created for the tigers.

Friends, Tadoba-Andhari Tiger Reserve of Maharashtra is one of the main habitats for tigers. The local communities here, especially our brothers and sisters of the Gond and Mana tribes, have taken rapid strides towards eco-tourism. They have reduced their dependence on the forest so that the activities of



tigers can increase here. You will also be surprised at the efforts of the 'Chenchu' tribe living on the Nallamalai hills in Andhra Pradesh. As tiger trackers, they have gathered every bit of information on the movement of wild animals in the forest. Along with that, they also keep monitoring illegal activities in the area. Similarly, the 'Baagh Mitr Karyakram' being undertaken in Pilibhit, Uttar Pradesh, is also creating a buzz. Under this, local people are trained to work as 'Tiger Friends'. These 'Tiger Friends' strictly ensure that there is no conflict between tigers and humans. Many such efforts are underway in different parts of the country. I have discussed only a few efforts here, but I am happy that public participation is proving very useful in tiger conservation. It is on account of such efforts that the tiger population in India is increasing every year. **You will feel happy**

and proud to know that 70 percent of the tigers in the world are in our country. Imagine! 70 percent tigers! That is why there are many Tiger Sanctuaries in different parts of our country.

Friends, along with the increase in tiger population, the forest area in our country is also increasing rapidly. In that too, great success is being achieved through community efforts. In the last 'Mann ki Baat' program, I discussed with you the program 'Ek Ped Maa Ke Naam'. I am happy that a large number of people in different parts of the country are connecting with this campaign. A few days ago, a splendid programme was held in Indore, the city famous for cleanliness. **More than 2 lakh saplings were planted here in a single day during the programme 'Ek Ped Maa Ke Naam'.** You should also join this campaign of planting trees in the name of your mother,

and take a selfie, and post it on social media. By joining this campaign, you will feel that you have done something special for both your mother and Mother Earth.

My dear countrymen, the day 15th August is not far away. And now another campaign has been added to the 15th of August, 'Har Ghar Tiranga Abhiyan'. For the last few years, everyone's fervour for the 'Har Ghar Tiranga Abhiyan' remains high in the entire country. Be it the poor, the rich, small households, big households, everyone feels proud waving the Tricolour.

There is also a craze for

taking selfies with the Tricolour and posting them on social media. You must have noticed that when the Tricolour flutters atop each house of the colony or society, within no time the Tricolour starts appearing on other houses as well. That is, 'Har Ghar Tiranga Abhiyan' – has become a unique festival in upholding the glory of the Tricolour. Now, various kinds of innovations related to that are also taking place. As 15th August approaches, various kinds of products are seen for displaying the Tricolour in homes, offices, cars. Some people even distribute the 'Tricolour' to their friends and neighbours. This joy,

this enthusiasm for the Tricolour connects us with each other.

Friends, like earlier, this year too you must upload your selfie with the Tricolour on 'harghartiranga.com' and I want to remind you of something more. Every year before the 15th of August, you send me a lot of your suggestions. You must send me your suggestions this year as well. You can also send your suggestions on MyGov or the NaMo App. I will try to cover as many suggestions as possible in the 15th August address.

My dear countrymen, it was very nice to connect with you in this episode of 'Mann ki Baat'. We will meet again next

time, with new achievements for the country, and new efforts for public participation. Do keep sending in your suggestions for 'Mann ki Baat'. Many festivals are also on the way in the near future. Best wishes to you for, all festivals. Enjoy the festivals with your family. Keep up the energy to do something new for the country. Thank you very much. Namaskar.

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



Tricolour flies high again atop every house & courtyard





MANN KI BAAT

Special Mentions by Prime Minister



A Triumph of Mathematical Excellence

India Ranks 4th at IMO 2024

“ In this Olympiad, students from India have performed exceptionally well. Our team performed their best and won four gold and one silver medals. Youth from more than 100 countries participated in the International Mathematical Olympiad, and in the overall tally, our team has been successful in reaching the top five.”

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

“With good access to the internet, past Olympiad papers from other countries and past International Mathematical Olympiad papers are easily available. Solving these gave the team some idea of the general difficulty of International Mathematical Olympiad papers.”

–**Krishnan Sivasubramanian**
Professor, Department of Mathematics, IIT-Bombay

In an inspiring display of intellectual excellence and continuing India's rich historical tradition in Mathematics, a team of six students from India made history by securing the country's highest-ever rank at the International Mathematical Olympiad (IMO) 2024. Held at Bath, United Kingdom. This prestigious competition saw India clinch an impressive fourth place globally.

The six-member team showcased exceptional skills, earning four gold medals, one silver medal, and one honourable mention. Students Adhitya Mangudy (Pune), Ananda Bhaduri (Guwahati), Kanav Talwar (Noida), and Rushil Mathur (Mumbai) were awarded gold medals. Arjun Gupta (Delhi) secured the silver medal, and Siddharth Choppara (Pune) received an honourable mention.

India, a country that laid the foundational element of Mathematics, has a rich history of mathematical innovation. Notable mathematicians include Aryabhata, who introduced zero and place value systems; Ramanujan, known for his

groundbreaking contributions to number theory, infinite series and continued fractions; and Bhaskara II, known for his work in algebra, calculus and other areas. The success of the IMO 2024 team underscores the continuing strength of India's mathematical education in today's time and the potential for future achievements. This is India's best performance since its debut in 1989, achieving its highest number of gold medals and securing its highest rank to date. India scored 167 points in the competition, which saw participation from a total of 609 students—528 boys and 81 girls—from 108 countries.

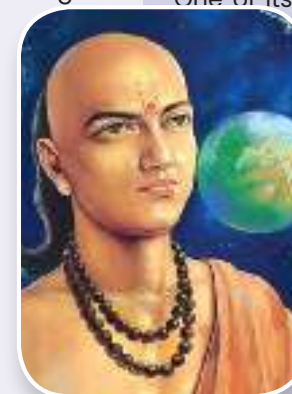
Prime Minister Narendra Modi celebrated the accomplishment as a national triumph and an inspiration for future generations. Congratulating the team, he said that this feat will inspire several other youngsters and help make Mathematics even more popular.

The National Education Policy 2020 has also brought about transformative changes in the Indian academic sector to foster holistic development in students.

Emphasising logical reasoning over rote learning, the policy is poised to cultivate the next generation of mathematicians and innovators. By integrating mathematical concepts with practical applications and encouraging interdisciplinary learning, NEP 2020 aims to nurture young talents who can excel in competitions like the IMO. One of its key advancements is

the restructured pedagogical approach, which ensures a gradual and seamless transition between educational levels. NEP 2020 breaks down traditional barriers between arts and sciences, curricular and extracurricular activities, and vocational and academic streams, thus equipping students to thrive in a globalised world.

The remarkable achievements of India at IMO 2024 are truly a reflection of the country's rich mathematical heritage and the growing strength of its educational framework.



Masters of Mathematics



Meet the Brilliant Minds at IMO 2024

In the 112th episode of 'Mann ki Baat', Prime Minister Narendra Modi praised the Indian team's effort in participating in the International Mathematical Olympiad 2024. The six-member team, comprising Aditya Venkat Ganesh and Siddharth Choppara from Pune, Arjun Gupta from Delhi, Kanav Talwar from Greater Noida, Rushil Mathur from Mumbai, and Anando Bhaduri from Guwahati, secured an impressive haul of four gold medals, one silver medal and one honourable mention.

These Math prodigies shared their experience and expressed their excitement about the nationwide recognition and praise they have been receiving. Reflecting on their remarkable journey, they spoke to Doordarshan News team.

"Representing India at the International Mathematical Olympiad was a great honour. My teacher, Om Prakash sir, played a crucial role in my journey, beginning his guidance for Siddharth and myself in Class 6th. Our conversation with Prime Minister Narendra Modi during 'Mann ki Baat' was a remarkable experience. It was highly motivational, and his encouragement meant a lot to us."



– Aditya Venkat Ganesh, Pune

"This was my second time in IMO. I too was interested in Maths since childhood, and when I was in Class 6th with Aditya, Om Prakash sir trained both of us and helped us a lot. We had the opportunity to interact with students from various countries at the event, each bringing their own unique cultures."



– Siddharth Choppara, Pune

"I believe it's important for the Mathematics Olympiad to receive more recognition, as Mathematics often intimidates people. Speaking with the Prime Minister in the recent 'Mann ki Baat' episode was an incredibly humbling experience—something I could scarcely have imagined just a few years ago. By increasing awareness about these Olympiads and sparking greater interest in Mathematics, more people will pursue the subject. I am deeply grateful for this opportunity and hopeful that it will inspire more people to engage with Maths in the future."



– Rushil Mathur, Mumbai

"My parents provided me with a lot of support during my preparation. The increased awareness, partly thanks to the Prime Minister, is helping India perform better at the global level and will also help gain more laurels in the future. I believe that anyone who watches this edition of 'Mann ki Baat' will feel inspired to pursue Maths. As people see that every skill is being encouraged, it will boost enthusiasm and greatly inspire the country's youth."



– Arjun Gupta, New Delhi

"We are truly honoured by the recognition and praise we have received. Our mentors are also equally thrilled. We are especially grateful to Prime Minister Narendra Modi for his encouragement. His wishes on X (formerly Twitter) brought us significant recognition and added to our joy."



– Anando Bhaduri, Guwahati

"I've had a passion for Maths since childhood. My father would challenge me with puzzles, which sparked and deepened my interest. I began preparing for the Olympiad in Class 7th. Although I fell just short of making the team last year, my parents taught me that it's not just about winning but also about learning and valuing the journey. Either we win or we learn. So, my advice would be to love what you do, and do what you love."



– Kanav Talwar, Greater Noida

Maths Olympiad

India's Best-Ever Performance



Krishnan Sivasubramanian

Professor, Department of Mathematics, Indian Institute of Technology, Mumbai

The 65th International Mathematical Olympiad was held at Bath, UK, from July 11th, 2024 to July 22nd, 2024. The Indian contingent had six contestants (Adhitya Mangudy Venkata Ganesh, Ananda Bhaduri, Arjun Gupta, Kanav Talwar, Rushil Mathur and Siddharth Choppara) and was accompanied by the team leader, Prof. Krishnan Sivasubramanian (Maths Dept, IIT Bombay), deputy team leader Dr. Rijul Saini (HBCSE), Observer 'A' Mr. Rohan Goyal (CMI, who will pursue his PhD in MIT) and Observer 'B' Dr. Mainak Ghosh (ISI, Bengaluru).

The Indian team won 4 golds (Adhitya, Ananda, Kanav and Rushil), 1 silver (Arjun) and 1 honourable mention (Siddharth)

and was countrywise placed 4th among 108 countries. India was behind the USA, China and South Korea. This is India's best performance till date.

The IMOTC (IMO Training Camp) was held this year from May 7th to 31st, 2024 at the Chennai Mathematical Institute, Chennai, from which the six contestants were chosen. These six students constituted the Indian IMO team. The IMO team had a pre-departure camp (PDC) at HBCSE from July 1st to 14th. Both these camps were coordinated by Prof. Prithwjit De (from HBCSE), the National Coordinator of the Mathematical Olympiad Programme in India.

Our students worked exceptionally hard on the material taught at the IMOTC. Though this is an individual event (students cannot discuss among themselves in the exam), during discussions in the IMOTC and the PDC, the team got to know each other and were quick to work on each other's ideas towards solving problems. These contributed to the team 'gelling' as one unit. The presence of Dr. Rijul Saini, Dr. Mainak Ghosh, Mr. Rohan Goyal and other past contestants as resource people also contributed to the team having role models take classes for them, which boosted their overall confidence.

Outdoor games in the evenings and post-dinner indoor board games every day helped relieve stress and keep their minds fresh. Classes covering techniques and problem-solving sessions kept the team focussed. With good access to the internet, past Olympiad papers of other countries and past IMO papers are readily available. Solving these gave the team some idea of the general toughness of IMO papers.

As a first-time team leader, my experience of the jury process of picking the paper with all other country team leaders was very memorable. Several top notch mathematicians were on the 'Problem Selection Committee' and it was interesting to interact with them and, in the process, make new friends. Several countries gave papers of their National Olympiads either as question papers or in a pendrive.

These helped build a healthy working relationship among the jury members. The final coordination process where one has to grade problems was intense and well coordinated.

Three Fields' medallists were present at the IMO (Prof. Timothy Gowers, Prof. Terence Tao and Prof. Maryna Viazovska), and students could visit a fourth Fields' medallist (Prof. James Maynard) at Oxford. Their presence has been invaluable in firming one's resolve to focus on excellence, especially the young team members, as they are at an impressionable age.

Given this mathematically star-studded event and our encouraging result, we sincerely hope that young students set themselves towards achieving 'excellence' in their interested parts of Mathematics and work towards fulfilling them.



Charaideo Maidam

Epitaph of the Ahom Dynasty

“Charaideo Maidams of Assam is being included in the UNESCO World Heritage Sites. In this list, it will be the 43rd site in India, but the first site from the Northeast. The people of the Ahom dynasty traditionally kept the mortal remains of their ancestors and their valuables in the Maidam.”

- PM Narendra Modi in 'Mann ki Baat'

Charaideo, a quaint town nestled amidst the verdant landscapes of Assam, is a repository of history, culture, and architectural marvels. It is here that the saga of the Ahom dynasty, one of India's most enduring and influential kingdoms, unfolds with poignant eloquence. The heart of this historical tapestry lies in the Charaideo Maidam, which serves as a testament to the grandeur and legacy of the Ahom kings and queens.

Ahom community's rule, spanning over six centuries, witnessed the rise and fall of empires, the amalgamation of diverse cultures, and the evolution of a unique socio-political landscape.

Charaideo, their first capital, remained a sacred and symbolic center even as the seat of power shifted.

The Maidams, the monumental tombs of the Ahom royalty, are the crowning glory of Charaideo. Built with meticulous care, they are a testament to the skill and artistry of the Ahom craftsmen. The construction of a Maidam was a complex ritual, involving elaborate ceremonies and the participation of the entire kingdom. The burial customs of the Ahoms reflect their unique cultural identity.

The Maidams are not mere burial grounds; they are repositories of history and culture. The intricate carvings, sculptures, and artifacts



found within these tombs offer invaluable insights into the Ahom way of life, their religious beliefs, and their artistic sensibilities. The Maidams are also a significant pilgrimage site for the Ahom people, who continue to venerate their ancestors and uphold the traditions of their forefathers.

Charaideo Maidam being recognized as a UNESCO World Heritage Site is a matter of pride not only for Assam but for the whole nation and is the result of the determined efforts of the Government of India to preserve the diverse cultures of our country. Preserving the Charaideo Maidam is not just about safeguarding a piece of history; it is about honouring the legacy of a dynasty that shaped the destiny of a region.

Maidam - a Storehouse of Historical Information



Yadubir Singh Rawat

Director General, Archaeological Survey of India

Charaideo Maidam has been included in the World Heritage Sites list. This is the reason why people from not only India but also from abroad will come to see it. The site of Maidam is a gorgeous valley, and not many people live there right now. At present, both the government of India and the state government have collectively maintained this site very well. We want this effort to continue in the future. The

Archaeological Survey of India would like a management plan to be made, and there should be no encroachment here in the future. Keeping in mind the next 10-20 years we must ensure that there are proper arrangements for the tourists visiting Maidam.

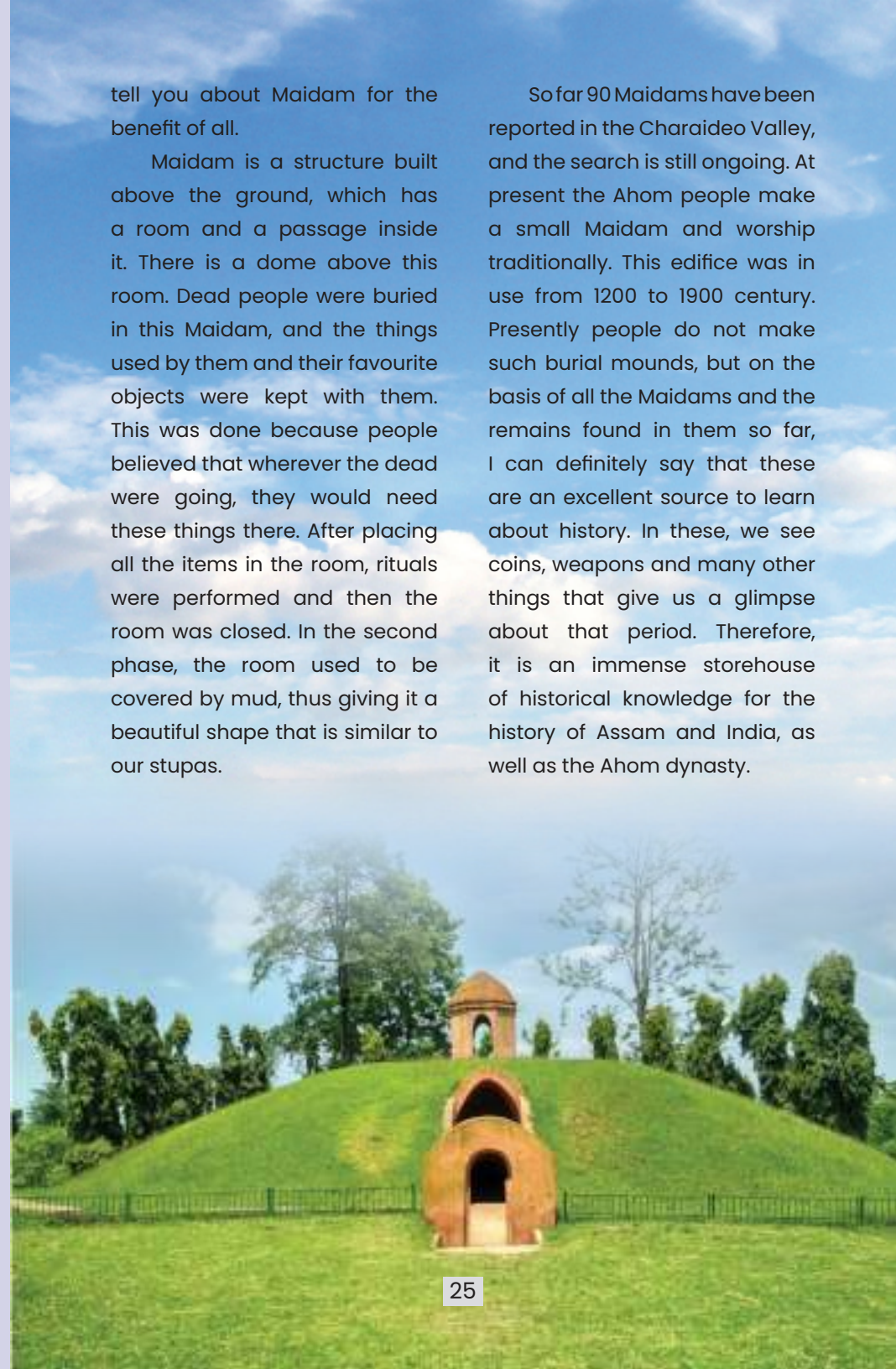
So far as tourism development is concerned, this is a significant achievement for the Northeast of India. However, our utmost concern is that the Maidam maintains its current status. We should strive to develop it accordingly. In this way we can preserve them and also boost tourism. The Ahom people have a lot of respect in their hearts for Maidam because these are the tombs of their ancestors. Due to the emotional attachment of the Ahom people, it will be easier to preserve Maidam, and the local community is also extending full cooperation and support for the preservation of Maidam.

Ever since Maidam was recognized as a world heritage site and the Prime Minister mentioned it in his 'Mann ki Baat' program, people have been rushing to learn about it. Let me

tell you about Maidam for the benefit of all.

Maidam is a structure built above the ground, which has a room and a passage inside it. There is a dome above this room. Dead people were buried in this Maidam, and the things used by them and their favourite objects were kept with them. This was done because people believed that wherever the dead were going, they would need these things there. After placing all the items in the room, rituals were performed and then the room was closed. In the second phase, the room used to be covered by mud, thus giving it a beautiful shape that is similar to our stupas.

So far 90 Maidams have been reported in the Charaideo Valley, and the search is still ongoing. At present the Ahom people make a small Maidam and worship traditionally. This edifice was in use from 1200 to 1900 century. Presently people do not make such burial mounds, but on the basis of all the Maidams and the remains found in them so far, I can definitely say that these are an excellent source to learn about history. In these, we see coins, weapons and many other things that give us a glimpse about that period. Therefore, it is an immense storehouse of historical knowledge for the history of Assam and India, as well as the Ahom dynasty.



WORLD CONSERVATION OF RICH CULTURAL HERITAGE



Dr. Samudra Gupta Kashyap
Chancellor, Nagaland University

The Ahoms, an important constituent of the Assamese community, are an offshoot of the great Tai race, which is widely spread across South-East Asia. Their counterparts include the Thai people of Thailand, Lao of Laos, Shan in Myanmar, Tay-Thai in Vietnam and Dai in China.

It was in 1228 CE that Siu-ka-pha, a Tai prince, arrived in the Brahmaputra Valley from Mong-Mao in Yunnan, now part of southern China, and founded a kingdom, with his lineage coming to be known as the Ahom dynasty. The word 'Ahom' is said to have been derived from Rham, as the Tai people were called in Upper Burma, while natives began to refer to them as 'Asam', from which the country too came to be known as 'Asam' (Assam in English).

Siu-ka-pha named his capital city Charaideo, meaning Dazzling City on the Hills, where he also built a number of places

of worship for various Tai-Ahom gods and deities. On his death, his body was entombed in a Maidam—a unique earthen mound burial—at Charaideo. Since then, most of the 39 Ahom kings, their queens and other members of the royalty were given Maidam at Charaideo, making it the most sacred place of the Ahoms. While some Maidams of a few kings and other nobles exist in other places too, it is the cluster of royal Maidams at Charaideo, which was recently recognized as a World Heritage Site by UNESCO.

The Ahoms ruled for 600 years until the Burmese occupied the country in 1817, followed by the British in 1826.

The Ahoms played a very distinct role in shaping the Assamese identity, language, and culture. They adopted the local language, intermixed with and married into the local communities, and brought several kingdoms and communities under one umbrella. They also introduced wet-rice cultivation in Assam with the use of a single bull/buffalo. Ahom words, expressions, ideas, customs and festivals thus found easy access to Assamese life.

The Ahom kings promoted art and culture, patronised religious and educational institutions, and introduced a system where every family could remain self-sufficient by producing the basic requirements including foodgrain and cloth. They were

great patrons of sports, and Rangghar, Asia's first amphitheatre, situated at Sivasagar, bears testimony to this.

Their system of administration was headed by a powerful cabinet, which had power to install and even remove a king. They had no regular standing army, but every able-bodied male had to serve for a few months in the army. Despite that, the Ahoms resisted as many as 18 attacks by the Sultans of Bengal and Mughals of Delhi. In the Battle of Saraighat (1671), the Assamese led by General Lachit Barphukan, inflicted the most crushing defeat on the Mughals.

The arrival of the Ahoms in Assam marked a defining moment of human history in the Indian subcontinent. Among several other things, one distinct aspect is the Ahomization of the original inhabitants. This was followed by the Hinduization or Sanskritization of the Ahoms themselves, which gave birth to the modern pluralistic Assamese polity.

The Ahoms played a significant role in the anti-colonial movement. The first resistance in 1828, within two years of the arrival of the British, was led by an Ahom prince called Gomdhar Konwar, who died in a prison to become Assam's first martyr. Piyoli Phukan and Jiuram Duliya Barua, the first two freedom fighters to be hanged to death way back in 1830, were also Ahoms. Other Ahoms who laid down their lives during the freedom struggle include Kushal Konwar, Bhogeswari Phukanani, and Golapi Gogoi, to name a few.

In the post-independence period, the Ahoms have played a significant part in public life, acting as Union Ministers, Chief Ministers, Vice Chancellors, and Chief Justices. The community has won accolades in other fields such as entertainment and sports, notable amongst them being Olympic medal winner Lovlina Borgohain and Arjuna awardee Bhogeswar Baruah.



Project PARI

Elevating Delhi
through Art

“Project PARI is becoming a great medium to bring emerging artists on one platform to popularise public art. While this enhances the beauty of our public places, it also helps in making our culture more popular...”

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



On the occasion of the 46th Session of the World Heritage Committee Meeting, held from July 21-31, 2024 in New Delhi, Project PARI (Public Art of India) an initiative of the Ministry of Culture, Government of India, has been initiated by Lalit Kala Akademi and National Gallery of Modern Art. PARI seeks to elevate Delhi's cultural and aesthetic landscape by merging India's traditional Lok Kala and Lok Sanskriti with contemporary themes. With more than 150 visual artists being invited from all over the country it aims at enriching the capital's historic legacy and enhancing its aesthetic outlook



Significance of Project PARI

India has been an epicentre of artistic expression where public art reflects the importance and diffusion of culture in social spaces. In present times, this democratisation of art through public installations transforms urban landscapes into accessible galleries, where art transcends the confines of traditional venues such as museums and galleries. By integrating art into streets, parks, and transit hubs, this inclusive approach fosters a shared cultural identity and enhances social cohesion, inviting citizens to engage with art in their day-to-day lives. Project PARI aims to stimulate dialogue, reflection, and inspiration, contributing to the dynamic cultural fabric of the nation.



Visual Art forms Showcased

Traditional art forms, including sculptures, murals, and installations, have been crafted for this beautification project. The artwork features styles like Phad paintings, Thangka, miniatures, Gond art, Tanjore, Kalamkari, and Alpona. While the proposed sculptures reflect diverse themes, such as tributes to nature, the Natyashastra, Gandhi ji, Indian toys, hospitality, ancient knowledge, Naad (Primeval Sound), the Harmony of Life, and Kalpataru, the divine tree, etc.

Project PARI aims to infuse Delhi with India's rich artistic heritage and contemporary expressions. This cultural renaissance showcases India's diverse traditions and their interaction with public spaces. By engaging citizens and fostering a shared cultural identity, the initiative enriches the urban landscape and deepens connections to our heritage.



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National Handloom Day 2024

Celebrating Heritage and Honouring the Labour of Weavers

Prime Minister Modi, in his last address on 'Mann ki Baat', highlighted the significance of National Handloom Day, emphasizing the connection between handloom weaving and the cultural and economic fabric of India. More than 70% of the weavers and allied workers are women, and thus, handloom weaving is one of the ways in which women can be empowered across the country. The production process is sustainable and uses environment-friendly approach.

Every year on August 7, the nation comes together to celebrate the National Handloom Day, a day dedicated to showing gratitude and recognizing the invaluable contributions of weavers who have been integral to our diverse society and growth. Initiated in 2015, the day commemorates the Swadeshi Movement of 1905, which was launched to support Indian-made products, particularly handloom textiles.

National Handloom Day 2024 falls during the festive period and offers a prime opportunity to uplift marginalised weaving

communities and promote traditional handloom products. Across the country, on this day, people celebrate the craft of weavers and exhibitions foster pride in the work that they do while acknowledging their contribution towards the economic and social upliftment of the country and promoting handloom heritage.

This day also highlights the modernity and flexibility inherent in handloom production. Traditional handloom products seamlessly adapt to fashion changes and customer preferences, blending the old with the new. This adaptability not only keeps the craft relevant but also opens up new markets for these exquisite products.

Start-ups like Kosha AI, Handloom India, D-Junk, Novatax and Brahmaputra Fables are at the forefront of making handloom products popular. These enterprises leverage technology to innovate and streamline the handloom sector. Kosha AI leverages the power of IoT, AI, immutable ledgers and cloud computing technology to ensure that handloom products



meet contemporary fashion trends.

The Novatex Electrical Cylinder simplifies the process of weaving designs on saris and dhotis, eliminating dependency on thousands of punch cards, which need reconfiguration for every new design. Brahmaputra Fables connects artisans directly with consumers through online platforms, promoting indigenous crafts. These start-ups exemplify how technology can revitalise traditional industries, making handloom products more accessible and appealing to modern consumers.

National Handloom Day serves as an important reminder of the enduring legacy of handlooms and their integral role in India's cultural and

economic fabric. It honours the artistry and dedication of weavers, recognizing their role in sustaining a significant aspect of India's heritage.

The day also acts as a catalyst for promoting handloom products, encouraging consumers to choose indigenous textiles that reflect the rich cultural tapestry of the nation.

In his address, Prime Minister Modi urged the nation to support handloom weavers by purchasing handloom products and spreading awareness about their importance. He emphasised that by doing so, we not only empower the weavers but also contribute to the preservation of a vital part of India's cultural and economic identity.

HANDLOOM PRODUCTS BECOME POPULAR WITH THE HELP OF AI

“
Nowadays, the way handloom products have made their place into the hearts of people, this is really very successful and tremendous. Now, many private companies are also promoting handloom products and sustainable fashion through AI. Kosha AI, Handloom India, D-Junk, Novatax, Brahmaputra Fables and many such start-ups are also engaged in making handloom products popular.”

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

India's handloom industry is witnessing a significant transformation with the infusion of advanced technology. Start-ups like Kosha AI, Handloom India and Brahmaputra Fables are leading this charge, using AI and digital platforms to give traditional crafts a modern touch.

This new wave not only uplifts the fashion industry but also empowers artisans by introducing them to cutting-edge technologies, enhancing their reach and offering them greater exposure. This integration of AI with handloom products not only enhances their visibility but also contributes to the sustainable fashion movement, ensuring that these age-old traditions continue to thrive in the modern world.

To gain deeper insights into this technological innovation, we spoke with the co-founders of Kosha AI and Founder of Brahmaputra Fables. Let's read what they have to say about their initiatives.

“We are truly humbled and thankful to our Hon. Prime Minister and the PMO for recognizing our startup. We have designed this technology to be so simple that any ordinary weaver can use it—it's not complicated and is also affordable. Our focus is on empowering weavers to scale up, produce more, and secure fair prices for their products.”

–Vijaya Krishnappa, Co-Founder of Kosha AI



“We have a backend working on the cloud that uses AI to classify what is real and what is fake, which is a significant achievement. Today, we can verify that the products are authentic. In this way, the technology is getting much closer to the artisan community and other stakeholders like buyers and wholesalers. For that, we are also very grateful to the Honorable PM for bringing this topic to everyone's attention.”

–Ramki Kodipady, Co-Founder of Kosha AI



“It is a proud moment for us because what started as a university idea when I was 25 years old is now being featured on 'Mann ki Baat' by the Prime Minister of India. Most of our products are sustainable, such as handloom silk, which has a zero carbon footprint. We are working with more than 3,000 artisans across Northeast India, and through this, we are already creating and encouraging employment at the grassroots level.”

–Dhruba Jyoti Deka,
Founder of Brahmaputra Fables



KHADI REVOLUTION : GUARANTEE OF VIKSIT BHARAT UNDER THE LEADERSHIP OF PM MODI



Manoj Kumar

Chairman, Khadi and Village
Industries Commission,
Government of India

The month of August is written in golden letters in the annals of Indian history as the 'month of revolution.' In a true sense, the month of August is an occasion to remember the revolutionaries of the Indian freedom struggle, whose supreme sacrifice gave us 'self-rule.' Among these revolutionaries there are lakhs of unsung heroes who, under the leadership of revered Bapu, forced the British rule to bow down, by weaving the Khadi fabric on the spinning wheel and loom. Today, even after seven decades of independence, Mahatma Gandhi's legacy - Khadi, is infusing new strength to the Viksit Bharat campaign in every village through the "Khadi Revolution" under the leadership of Prime Minister Narendra Modi.

The Prime Minister is the champion of the 'New Khadi of New India' campaign and the brand ambassador of Khadi. On 28th July in the 112th edition of 'Mann ki Baat', he again appealed to the countrymen to buy Khadi.

To make the resolution of developed India successful, KVIC has set up a wide range of cottage industries in every village. As a result of collective efforts, for the first time in the history of independent India, the sale of Khadi and Village Industries products has crossed the figure of ₹ 1 lakh 55 thousand crore in the financial year 2023-24. For the first time, 10.17 lakh new jobs have been created in this sector.

PM Modi's emphasis on 'Vocal for Local' has played an essential role in Khadi's revival. His 'brand power' has given rise to a 'Khadi revolution' in the country in the last 10 years, the results of which have been very positive. In the financial year 2023-24, KVIC's business registered a growth of 400% in sales and 315% in production compared to the last decade. The remuneration of Khadi artisans has also increased by 233 per cent in the last 10 years. Since women constitute about 80 per cent of Khadi artisans, they have been specially benefited. This focus on women's empowerment is in line with Prime Minister Modi's vision of inclusive development. It has significantly improved the social

and economic status of women in rural areas.

To make the 'New Khadi of New India' a global brand, KVIC has paid particular attention to quality and modernization. For this, the Center of Excellence for Khadi (CoEK) has been established in collaboration with the National Institute of Fashion Technology (NIFT). With its help, new designs, the use of natural dyes and the revival of traditional sarees and fabrics like Awadh Jamdani, Ponduru Saree, Pashmina, Odisha Ikkat, Paithani, etc., are being done to make Khadi more fashionable. Apart from this, Memorandums of Understanding (MoUs) have also been signed with Digital India Corporation, NBCC India, Prasar Bharati and the Quality Council of India (QCI). New experiments are also being done on the packaging, branding, quality and marketing of Khadi.

Under the Village Industries Development Scheme, the Commission's programs like Honey Mission and *Kumhar*

Sashaktikaran have increased the skills of the artisans and provided them with income-generating opportunities. For this, they have been given advanced modern machines and toolkits along with training.

In KVIC's vision for the future, preparation is on to launch several ambitious schemes to promote further the Khadi and Village Industries sector, which include-

1. Gramin Silai Samridhi Yojana
2. Kushal Karigar Vikas Yojana
3. Khadi Shakti
4. Lotus Silk
5. Mati Kala Kumhar Sashaktikaran Yojana

Under the leadership of Prime Minister Narendra Modi, Khadi is all set for a global revolution. The mantra of 'Khadi for Nation, Khadi for Fashion and Khadi for Transformation' is the essence of this vision. Khadi's journey from the days of the Swadeshi movement to becoming a symbol of self-reliant India is a testimony to its lasting importance.



MANAS Helpline

A Decisive War Against Drugs

“ My dear countrymen, in 'Mann ki Baat' I have often discussed with you the challenge of the drug menace. Every family is worried that their child might get caught in the grip of drugs. Now to help such people, the government has opened a special centre, named – 'Manas'. This is a very big step in the fight against drug abuse. A few days ago, the Helpline and Portal of 'Manas' was launched. ”

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

“Under the Nasha Mukt Bharat Abhiyan, more than 3 lakh 95 thousand activities have been organized across the country so far to make people aware of the dangers of drug abuse. Extensive discussions have also been held with them under this effort.”

–B L Verma

Minister of State for Social Justice and Empowerment

Drug addiction is a big problem in some pockets of India, which not only affects individual lives but also has a profound impact on society and the economy. To address the issues related to drug addiction, the Government of India has launched the MANAS (Madak Padarth Nishedh Asuchna Kendra) helpline, which is a unique initiative to help those who are struggling with drug addiction.

Union Home and Cooperation Minister, Shri Amit Shah launched the National Narcotics Helpline 'MANAS' in New Delhi on July 18, 2024. On this occasion, Shri Amit Shah said that in the last five years, the Modi Government has attempted to fight this battle with the 'Whole of Government' approach and based on the three pillars – Structural, Institutional and Informational Reforms. Under this campaign a toll-free number (1933) and a web portal were



also launched. Along with this, a provision has also been made to report activities related to illegal drugs through the Umang App. The government of India is also preparing the Manas Helpline Mobile App for easy access to ordinary citizens.

What is the Manas Helpline?

Manas is an initiative of the Narcotics Control Bureau of the Ministry of Home Affairs, which provides a platform for the citizens of India to safely share drug trafficking and other illegal activities without revealing the identity of the informant. Citizens can also use this platform to

seek help in the prevention of drug abuse and treatment and rehabilitation of drug addicts. Information and complaints received from citizens are resolved through the concerned stakeholders. It includes an integrated grievance redressal mechanism that provides a single platform for citizens to log in, monitor and lodge their complaints. Citizens can share information and lodge complaints through calls, email, website and the Umang mobile application.

Features of Manas Helpline

1. 24x7 Availability: The



Manas Helpline is available 24x7, which is a big help for those struggling with drug addiction and requiring immediate help.

2. Confidentiality: Manas Helpline takes full care to maintain the confidentiality of callers, which is an immense relief for those who are hesitant to talk about their addiction.

3. Trained counsellors: Callers to the Manas Helpline are connected to trained counsellors, who provide the necessary guidance and support to help them get rid of their addiction.

4. Connectivity with local services: The Manas Helpline links people with local services that can help them get rid of their addiction. The Government

of India is making every effort to save the youth from drug addiction. The government is not only organising awareness campaigns to deal with this problem but is also taking strict action against the culprits. Under this initiative, the government will soon provide very cheap kits for primary testing of narcotics, which will make it even easier to register a case. Apart from this, the Ministry of Social Justice and Empowerment is also implementing the Nasha Mukta Bharat Abhiyan. In such a situation, the Manas Helpline is yet another golden initiative launched by the government that will prove to be a boon for people struggling with drug addiction.



CHALLENGES OF DRUG MENACE IN INDIA



B L Verma

Minister of State for Social Justice and Empowerment

Drug use is a pervasive and multi-dimensional issue that affects people from all strata of society and has now become a global menace. The drug menace in India is a severe and severe problem, impacting the public health infrastructure, social stability, and economic development. With the increasing use of substances, the country faces significant challenges in combating addiction and related health issues. The problem is particularly acute in regions with international boundaries, making the high-risk population especially vulnerable, which includes youth and adolescents in large numbers.

The consequences extend beyond individuals, affecting families and

communities through crime, violence, and economic losses, as well as posing challenges on various fronts.



To tackle the increasing issue of substance use in India and adopt prevention as the primary strategy, the Department of Social Justice and Empowerment, being the nodal agency for drug demand reduction in India, launched its flagship campaign, Nasha Mukta Bharat Abhiyaan, on August 15th, 2020, with the primary goal of ensuring the prevention of drug use and fostering awareness against drug use. Since its inception, the Abhiyaan has transcended its initial scope to evolve into a significant societal movement, involving an impressive engagement of over 12 crore individuals. With a notable participation of over 4 crore youth and more than 3 crore women taking a leading role, the Abhiyaan stands as a beacon of hope and transformative change.

Awareness of youth and women is given special focus in the drive towards the prevention of drug use. This is done to ensure the welfare of youth and to reap the benefits of growth that the demographic dividend provides.

Several Community Peer-Led Interventions (CPLI) have been taken up by the department to prevent and reduce the

initiation of substance use among children who are living in vulnerable areas. Along with this, the Government of India has also introduced NAVCHETNA modules which are implemented by school teachers to increase awareness of drug prevention among school students. The NAVCHETNA module aims at an outreach of 2.5 crore students through the training of 10 lakh teachers.

The Government of India has addressed the importance of treatment for drug users through an extensive network of drug treatment centres and rehabilitation facilities as the number of deaddiction centres increased from 490 (2020-21) to 660 (2023-2024) with 100 more deaddiction centres to be completed by March 2025. Alongside in-patient treatment facilities, outreach drop-in centres have also been set up to facilitate behavioural change communication by the outreach workers and provide basic medical and psychological



intervention. A national toll-free helpline number, 14446, has been widely publicized among adolescents, women, children and the general public to offer tele-services by trained counsellors, furnish accurate information, and dispel misconceptions regarding drug treatment and health services.

To date, under Nasha Mukta Bharat Abhiyaan, over 3,95,000 activities have been organized across the country to engage the masses in discussions about substance use. NMBA activities comprise a comprehensive



range of activities conducted throughout the country with various stakeholders, including ministries, state/UT governments, district administration, educational institutes, spiritual organizations, and various international bodies. The awareness disseminated through this initiative has led to a notable increase of 135% in individuals seeking assistance from deaddiction facilities. Along with several initiatives for drug demand reduction, the Abhiyaan has also equipped officials to address the drug menace through various targeted interventions, including capacity building training to identify, prevent, and address drug abuse properly, necessary tools and guidelines, and facilitating better coordination between government departments by leveraging interlinkages at the intersection of services.

On the occasion of the 78th Independence Day, as NMBA marks its 5th anniversary, the Department organized a countrywide mass pledge against drugs on August 12, 2024, administered by the Hon'ble Minister for Social



Justice & Empowerment, Dr. Virendra Kumar in New Delhi. At the same time, crores of participants from line ministries, states/district administrations, schools, colleges, universities, other educational institutions, public/private institutions undertook the pledge in their respective locations across the country garnering support and participation from 3 crore people nationwide. An e-pledge has also been made available on the NMBA website (<https://nmba.dosje.gov.in/content/take-a-pledge>) where I would urge all students, youth, women, officers, institutions and others to take the e-pledge and join the *abhiyaan*.

As we continue to advance the Nasha Mukta Bharat Abhiyaan through a multitude of interactive, educational activities and initiatives, our focus remains steadfast on reducing drug demand across the nation. The department is committed to ensuring that every individual affected by substance use is supported, leaving no one behind in our collective effort to create a healthier, drug-free India.

Strengthening the Roar

India Leads the Way in Tiger Conservation

“ In India, tigers have been an integral part of our culture. We all have grown up listening to stories of incidents related to tigers. In the villages around forests, everyone knows how to live in harmony with the tiger. In our country, there are many villages where there is no conflict between humans and tigers. ”

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

Every year on July 29, the world joins hands to celebrate International Tiger Day—a powerful reminder of our shared responsibility to safeguard one of nature’s most iconic creatures on earth. First celebrated in 2010 at the St. Petersburg Tiger Summit in Russia, International Tiger Day aims to highlight the alarming decline of wild tiger populations and encourage global efforts for their conservation. At the summit, 13 countries collectively committed to implementing diverse conservation measures aimed at safeguarding tiger habitats and increasing their population worldwide.

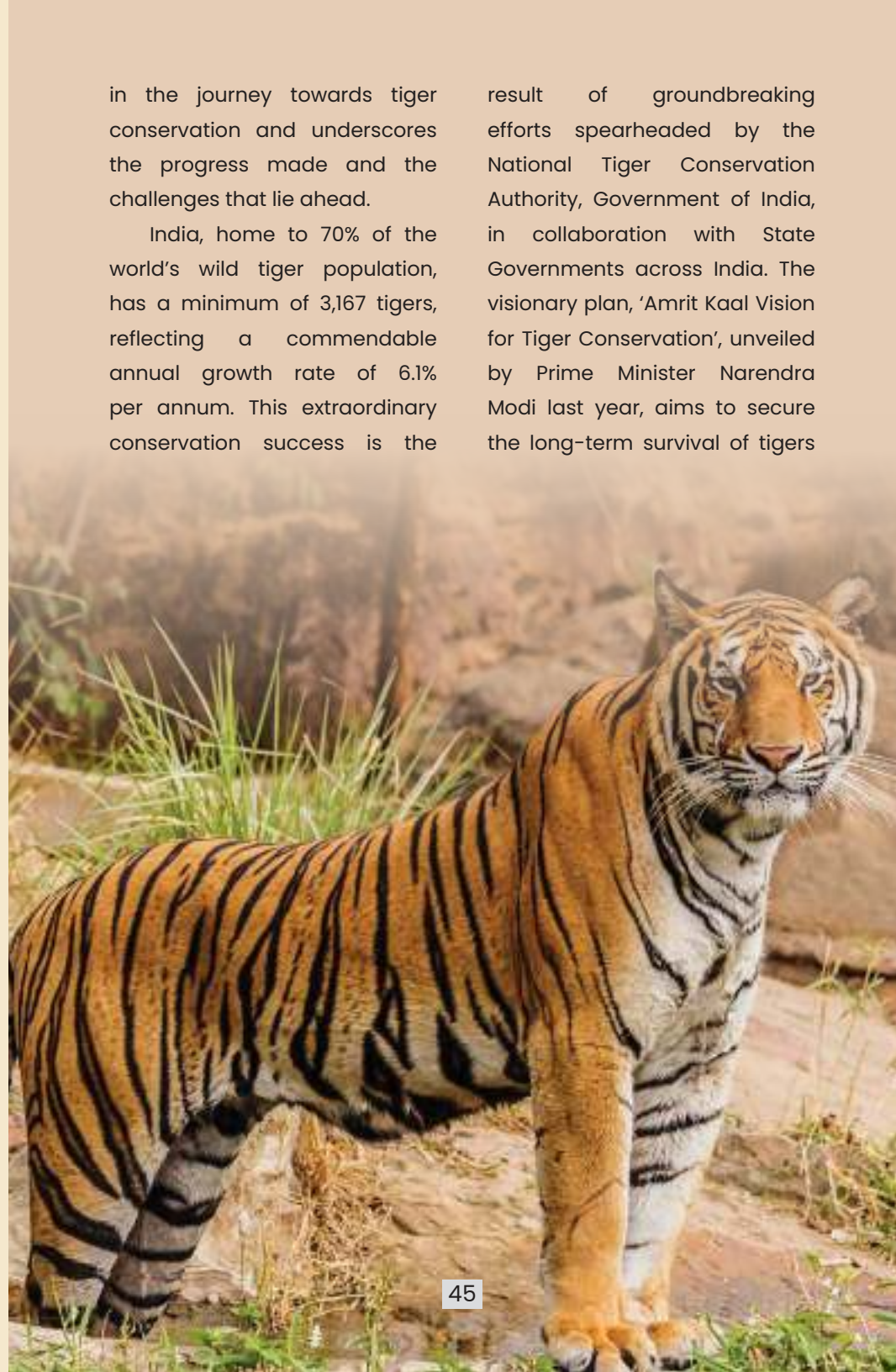
The theme for International Tiger Day 2024 underscores a pressing ‘Call to Action’ to protect tigers and their habitats through coordinated efforts.

The significance of International Tiger Day extends beyond mere celebration. It serves as a critical point

in the journey towards tiger conservation and underscores the progress made and the challenges that lie ahead.

India, home to 70% of the world’s wild tiger population, has a minimum of 3,167 tigers, reflecting a commendable annual growth rate of 6.1% per annum. This extraordinary conservation success is the

result of groundbreaking efforts spearheaded by the National Tiger Conservation Authority, Government of India, in collaboration with State Governments across India. The visionary plan, ‘Amrit Kaal Vision for Tiger Conservation’, unveiled by Prime Minister Narendra Modi last year, aims to secure the long-term survival of tigers





while safeguarding both the tangible and intangible benefits of tiger reserves. It focusses on landscape-level planning, sectoral integration, and strategic convergence to achieve these goals. As part of efforts to boost the wild tiger population in areas where tigers have recently disappeared, a tiger reintroduction program has been started. Tigers have been reintroduced in Rajaji Tiger Reserve (Uttarakhand), Madhav National Park (Madhya Pradesh), Mukundra Hills Tiger Reserve, and the western part of Ramgarh Vishdhari (Rajasthan).

This year, in February, the Cabinet also approved the establishment of the International Big Cat Alliance (IBCA). IBCA is a major global alliance that India launched

in April 2023 to mark the 50th anniversary of Project Tiger for the conservation of seven principal big cats. Seven big cats include Tiger, Lion, Leopard, Snow Leopard, Puma, Jaguar, and the Cheetah. Out of these five big cats, viz., Tiger, Lion, Leopard, Snow Leopard, and Cheetah are found in India.

In various regions of India, local communities are at the forefront of innovative conservation initiatives. One exemplary campaign is the '*Kulhadi Band Panchayat*' in Ranthambore, Rajasthan. Local communities have pledged not to cut down trees or enter the forest with axes. This simple but powerful decision is helping the forests recover and creating a better habitat for tigers. Similarly, in Maharashtra's Tadoba-Andhari Tiger Reserve, the Gond and Mana tribes have embraced eco-tourism, significantly reducing their reliance on forest resources.

Prime Minister Narendra Modi, too, appreciated the community-driven conservation efforts in his 112th 'Mann ki Baat' address. "I am happy that public

participation is proving very useful in tiger conservation. It is on account of such efforts that the tiger population in India is increasing every year. You will feel happy and proud to know that 70% of the tigers in the world are in our country. Imagine! 70% tigers!! That is why there are many Tiger Sanctuaries in different parts of our country."

India now boasts of 54 tiger reserves, with the recent declaration of the Rani Durgavati Tiger Reserve as the 7th Tiger Reserve of Madhya Pradesh. This expansion reflects a significant commitment to wildlife conservation, as these reserves collectively span over 78,000 square kilometres and encompass more than 2.30% of the country's geographical area.

India's approach to tiger conservation highlights a powerful blend of traditional knowledge, community involvement, and modern techniques. As the country continues to lead by example, it is crucial for each one of us to sustain and expand these efforts to ensure a thriving future for tigers.

In Harmony with Tigers:

India's Effective Conservation Efforts

Tigers have been a deeply ingrained part of our cultural heritage for generations. Across the nation, there are numerous communities where humans and tigers live in harmony. However, in places where conflicts do occur, extraordinary measures are taken to ensure the protection of tigers.

In the recent episode of 'Mann ki Baat', Prime Minister Narendra Modi highlighted and praised the community-led tiger conservation efforts across India. One standout example is from Maharashtra's Tadoba-Andhari Tiger Reserve, where the Gond and Mana tribes have embraced eco-tourism and reduced their reliance on the forest, boosting tiger populations.

"The rise in Tadoba's tiger population has boosted tourism, bringing more domestic and international visitors and improving local villagers' income and living standards. As a result, the villagers actively support the forest department in tiger conservation efforts, discouraging activities like wood collection. Prime Minister Narendra Modi's mention of the Gond and Mana tribes in his 'Mann ki Baat', inspired us to continue contributing to tiger conservation."

– Dipa Shashikant
Nannavare, Safari Guide,
Tadoba-Andhari Tiger
Reserve



"The Gond and Mana tribes have historically lived in the forest area and consider themselves part of the forest, which motivates them to protect it. The recent acknowledgment of these tribes by Prime Minister Modi in 'Mann ki Baat' has further motivated the tribal communities to enhance their conservation efforts. Local self-help groups manage the butterfly garden, adventure park, and nature."

– Ajay Kodape, Ecotourism
Manager, Agarzari Camp
Site



"The forest department provides training to tribal youth in tour guiding and other forest-related skills to offer employment opportunities. Women in the area have been trained in making incense sticks and sewing through self-help groups, providing them with new opportunities."

– Bandu Kumare, Tourist
Guide, Tadoba-Andhari
Tiger Reserve



The remarkable conservation efforts of the Chenchu tribe in Andhra Pradesh's Nallamala hills were also highlighted by Prime Minister Narendra Modi during 'Mann ki Baat'. Tiger Trackers meticulously monitor the movements of wild animals and vigilantly oversee illegal activities within the forest.

In a similar vein, the Baagh Mitra Karykram initiative in Pilibhit, Uttar Pradesh, trains local residents as 'Tiger Friends,' who play a crucial role in preventing conflicts between tigers and humans. These innovative approaches are part of a broader array of conservation efforts taking place across the country.

"In the Atmakur division of Nallamala Forest, we have 29 anti-poaching base camps, each will engage five protection watchers, primarily Chenchus. These protection watchers will patrol with our staff, tracking tiger movements through sightings, footprints and cameras. Their vigilance will prevent poaching and encroachment, playing a vital role in wildlife conservation at the Nagarjunasagar Srisailem Tiger Reserve (NSTR)."

– M Pattabhi
(Nallamala Forest Range
Officer)



"We identify the roaming areas and tracks of tigers, photographing their footprints and reporting them to the rangers. We can also locate the habitats of both herbivores and carnivores, ensuring that they return safely to where they started in the forest."

– Chennaiah, Forest
Protection Watcher,
Atmakur Base Camp)



"With the tiger population increasing, we are very happy and proud of our work as protection watchers. Our efforts have been recognized and appreciated by our honourable Prime Minister Narendra Modi, whose encouraging remarks have brought us new motivation and excitement."

– Shiva Sankar, Forest
Protection Watcher,
Kothapalli Base Camp



Har Ghar Tiranga

Exhibition of Love and Pride

The 'Har Ghar Tiranga' campaign, started in August 2022, aims to inspire a personal connection with the Indian flag by encouraging citizens to hoist it at their homes. Traditionally, our relationship with the flag has been primarily formal and institutional. By collectively bringing the Tiranga home, we symbolise not only a personal bond with the national emblem but also our collective commitment to nation-building.

This initiative seeks to ignite patriotic fervour among the people and foster a deeper understanding of the Indian National Flag. This year, we are celebrating this movement for the third time. Following the appeal of our Prime Minister Narendra Modi in his 112nd edition of 'Mann ki Baat', people from different parts of the country expressed their commitment by sharing vibrant selfies and participating in Tiranga Runs, Tiranga Bike Rallies, Flash Mobs, Street Plays, etc.





MANN KI BAAT

Media Scan



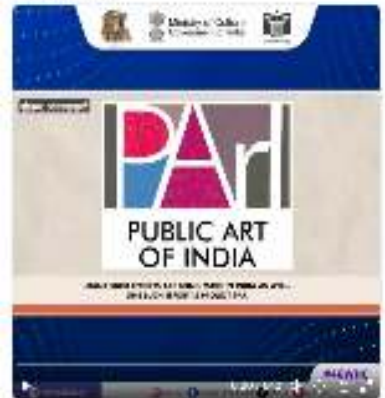
एनएमएस (NMS) का अर्थ है नेशनल मैनस हेल्पलाइन। यह एक 24x7 सेवा है जो लोगों को मदद करने के लिए तैयार है।

मानव संसाधन विकास विभाग, भारत सरकार द्वारा आयोजित।



UNNATI Self Help Group से महिलाओं के जीवन में आवाज उठाना

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आज के समय में नेशनल मैनस हेल्पलाइन का अर्थ है नेशनल मैनस हेल्पलाइन। यह एक 24x7 सेवा है जो लोगों को मदद करने के लिए तैयार है।

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खादी ग्रामोद्योग का कारोबार पहली बार डेढ़ लाख करोड़ रुपये के पार पहुंचा : मोदी

प्रधानमंत्री नरेन्द्र मोदी ने सोमवार को खादी ग्रामोद्योग के कारोबार में 15.5 लाख करोड़ रुपये के ऐतिहासिक रिकॉर्ड का ऐलान किया। उन्होंने कहा कि यह खादी के 100 साल के इतिहास में सबसे अधिक कारोबार है। मोदी ने कहा कि खादी ग्रामोद्योग के कारोबार में 15.5 लाख करोड़ रुपये के ऐतिहासिक रिकॉर्ड का ऐलान किया। उन्होंने कहा कि यह खादी के 100 साल के इतिहास में सबसे अधिक कारोबार है।

Fighting drug abuse priority for the nation: PM Modi

10th Year 100th: How COI curbed the spread of drug menace
 Vice PM Shri. Kamal Nath says India has 100th Anniversary

Prime Minister Narendra Modi said that fighting drug abuse is a priority for the nation. He said that the government is taking various steps to curb the spread of drug menace. He said that the government is taking various steps to curb the spread of drug menace. He said that the government is taking various steps to curb the spread of drug menace.



Govt's proactive steps will prevent drug abuse: PM

Modi said that the government is taking various steps to curb the spread of drug menace. He said that the government is taking various steps to curb the spread of drug menace. He said that the government is taking various steps to curb the spread of drug menace.

प्रधानमंत्री ने मन की बात में की सीएम योगी के 'दाघ मित्र' कार्यक्रम की तारीफ

Prime Minister Narendra Modi praised the 'Dag Mitra' program of Chief Minister Yogi Adityanath. He said that the program is a great initiative to help the poor and needy. He said that the program is a great initiative to help the poor and needy. He said that the program is a great initiative to help the poor and needy.

मन की बात

मन की बात कार्यक्रम में प्रधानमंत्री नरेन्द्र मोदी ने सीएम योगी के 'दाघ मित्र' कार्यक्रम की तारीफ की। उन्होंने कहा कि यह एक बहुत ही अच्छा कार्यक्रम है। उन्होंने कहा कि यह एक बहुत ही अच्छा कार्यक्रम है। उन्होंने कहा कि यह एक बहुत ही अच्छा कार्यक्रम है।

खादी की बढ़ती डिमांड से रोजगार के मौके : मोदी

Prime Minister Narendra Modi said that the growing demand for Khadi is creating more job opportunities. He said that the government is taking various steps to promote Khadi. He said that the government is taking various steps to promote Khadi. He said that the government is taking various steps to promote Khadi.

खुशियों के साथ खादी कारोबार में बढ़ोतरी

Prime Minister Narendra Modi said that the growth of Khadi business is a source of joy. He said that the government is taking various steps to promote Khadi. He said that the government is taking various steps to promote Khadi. He said that the government is taking various steps to promote Khadi.

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Khadi Gramodyog's business crosses ₹1.5 lakh crore, says PM in Mann Ki Baat

Prime Minister Narendra Modi said that the business of Khadi Gramodyog has crossed ₹1.5 lakh crore. He said that the government is taking various steps to promote Khadi. He said that the government is taking various steps to promote Khadi. He said that the government is taking various steps to promote Khadi.

PM Modi Mentions Kani Shawls Of Kashmir In Mann Ki Baat

Says Kashmiri handloom shawls are a source of pride for the state



Prime Minister Narendra Modi mentioned Kani Shawls of Kashmir in his 'Mann Ki Baat' program. He said that these shawls are a source of pride for the state. He said that these shawls are a source of pride for the state. He said that these shawls are a source of pride for the state.

Khadi creating jobs, says Modi

Prime Minister Narendra Modi said that Khadi is creating jobs for many people. He said that the government is taking various steps to promote Khadi. He said that the government is taking various steps to promote Khadi. He said that the government is taking various steps to promote Khadi.

मन की बात ड्रग्स के खिलाफ लड़ाई में एक बहुत बड़ा कदम है 'मानस': मोदी

टोल फ्री नंबर 1933 पर

बर्तन करके उन्हें भी यादगार से सजसा है खाली खजाना

70 प्रतिशत वापस आना से, संख्या पर बंधे बंधे

Prime Minister Narendra Modi said that the 'Mann Ki Baat' program is a big step in the fight against drugs. He said that the government is taking various steps to promote Khadi. He said that the government is taking various steps to promote Khadi. He said that the government is taking various steps to promote Khadi.

मन की बात

प्रधानमंत्री मोदी ने की इंदौर के पौधारोपण अभियान और महेरवर की साड़ी की तारीफ

इंदौर में साड़ी पहनने वाली महिलाओं को प्रोत्साहित करने के लिए प्रधानमंत्री मोदी ने इंदौर के पौधारोपण अभियान में शामिल होने के लिए महिलाओं को प्रोत्साहित किया। उन्होंने महेरवर की साड़ी की तारीफ भी की।



चबाईदेउ मैदागॉलेन शैक्ति, माचिउब सुडैऊक प्रतिगर्तिब कथा के देन मोदीदेये

प्रधानमंत्री मोदी ने इंदौर के पौधारोपण अभियान में शामिल होने के लिए महिलाओं को प्रोत्साहित किया। उन्होंने महेरवर की साड़ी की तारीफ भी की।

داڭست تور فرب انہم کو ایسا ہی ترنگا مشہور ہوا جس کو برکھڑنگا اہمیان ایک مفروضہ بن گیا ہے سووی

پہلی بار ایک ایسی تصویر دکھائی گئی ہے جس میں وزیر اعظم نے ایک مقامی عورت کی ساری پہنی ہے۔

ഇന്ദിരാജിത പരക്കുക്കുന്നവർക്ക് ആശംസയുരായി പ്രധാനമന്ത്രി

പ്രധാനമന്ത്രി നരേന്ദ്ര മോദി ഇന്ദിരാജിത പരക്കുക്കുന്നവർക്ക് ആശംസകളുമായി രംഗത്തുവന്നു.

Community-led efforts key to tiger conservation: PM

Prime Minister Narendra Modi on Sunday said Khadi Gramodyog's business has crossed ₹ 1.5 trillion for the first time and asserted that the rising sale of Khadi and handloom was creating new job opportunities in large numbers.

Khadi, handloom creating jobs in large numbers: PM

Prime Minister Narendra Modi on Sunday said Khadi Gramodyog's business has crossed ₹ 1.5 trillion for the first time and asserted that the rising sale of Khadi and handloom was creating new job opportunities in large numbers. In his monthly Mann Ki Baat radio broadcast, Modi said many people who would not be using Khadi products earlier now wear them with great pride. Mostly women are associated with this industry, so they are benefitting the most, Modi added.

Cheer for Olympic athletes, resume 'Har Ghar Tiranga' campaign: Modi

Prime Minister Narendra Modi on Sunday cheered for the Indian Olympic athletes and announced the resumption of the 'Har Ghar Tiranga' campaign.

नवभारत

हैंडलूम के कपड़े जरूर खरीदें : मोदी

प्रधानमंत्री मोदी ने इंदौर के पौधारोपण अभियान में शामिल होने के लिए महिलाओं को प्रोत्साहित किया। उन्होंने महेरवर की साड़ी की तारीफ भी की।

'मानस' ड्रग्स के खिलाफ बहुत बड़ा कदम है

प्रधानमंत्री मोदी ने इंदौर के पौधारोपण अभियान में शामिल होने के लिए महिलाओं को प्रोत्साहित किया। उन्होंने महेरवर की साड़ी की तारीफ भी की।

ಡಾಗ್ ಮುಕ್ತ ಭಾರತಕ್ಕೆ ಮೋದಿ ಕರೆ

ಪ್ರಧಾನಮಂತ್ರಿ ನರೇಂದ್ರ ಮೋದಿ ಭಾರತವನ್ನು ಡಾಗ್ ಮುಕ್ತ ದೇಶವನ್ನಾಗಿ ಮಾಡಲು ಕರೆ ನೀಡಿದರು.

खादीची कॉलर ताठ

प्रधानमंत्री मोदी ने इंदौर के पौधारोपण अभियान में शामिल होने के लिए महिलाओं को प्रोत्साहित किया। उन्होंने महेरवर की साड़ी की तारीफ भी की।

PM mentions Rohtak's handloom industry in 'Mann Ki Baat'

Prime Minister Narendra Modi on Sunday mentioned the handloom industry in Rohtak during his monthly Mann Ki Baat radio broadcast.

खादी और हैंडलूम की बढ़ती बिक्री से बन रहे हैं रोजगार के अवसर : मोदी

प्रधानमंत्री मोदी ने इंदौर के पौधारोपण अभियान में शामिल होने के लिए महिलाओं को प्रोत्साहित किया। उन्होंने महेरवर की साड़ी की तारीफ भी की।

بھارت میں ہینڈلوم کی صنعت قدم قدم سے ترقی

پہلی بار ایک ایسی تصویر دکھائی گئی ہے جس میں وزیر اعظم نے ایک مقامی عورت کی ساری پہنی ہے۔

'हर घर तिरंगा अभियान' एक अनोखा उत्सव बन गया है : नरेंद्र मोदी

प्रधानमंत्री मोदी ने इंदौर के पौधारोपण अभियान में शामिल होने के लिए महिलाओं को प्रोत्साहित किया। उन्होंने महेरवर की साड़ी की तारीफ भी की।

अमर उजाला

'पीएम के 'मन की बात' कार्यक्रम में भुट्टिको के नाम का उल्लेख होना प्रदेश के लिए सौभाग्य की बात'

businessline.

Khadi Gramodyog's business crosses ₹1.5 lakh crore, says Modi in Mann Ki Baat

Business Standard

PM Modi urges nationwide use of MANAS Helpline in fight against drugs



'Mann Ki Baat' Highlights: PM Appeals Citizens To Participate In 'Har Ghar Tiranga Abhiyan'; Cheers Olympians

हि हिन्दुस्तान

सभी दूधों पर सुना गया प्रधानमंत्री नरेंद्र मोदी के मन की बात



PM Modi Mann Ki Baat: मन की बात कार्यक्रम में PM मोदी ने की पौधरोपण की प्रशंसा, नागरिकों से किया पौधा लगाने का आह्वान



Prohibit Tiger Reserve : मन की बात में पीएम मोदी ने पौल्लिभीत टाइगर रिजर्व का किया जिक्र, बाघमित्रों का बढ़ाया उत्साह



Let's make India 'drugs-free', says PM in 'Mann Ki Baat'

लोकसत्ता

खादी विक्रीत वाढ ; 'मन की बात'मध्ये पंतप्रधानांची माहिती; रोजगाराच्या संधी वाढत असल्याचा विश्वास



प्रधानमंत्री मोदी ने 'Mann Ki Baat' में हरियाणा के हथकरघा निर्माताओं की सराहना की



Mann Ki Baat: 'नशे के लिखाफ लड़ाई में Tele MANAS निभाएगा अहम रोल', PM मोदी ने की खास अपील



Mann Ki Baat: प्रोजेक्टर परी अने मानसनी एमके डर्या उल्लेख ज़ायो सुं छे?



The Sentinel
of this land, for its people

Mann Ki Baat: PM Modi urges people to visit Charaldeo Maidam, speaks on host of issues



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Mann ki Boat
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Ministry of Information and Broadcasting
Government of India