

# MANN KI BAAT SE JAN KI BAAT





**MANN KI BAAT  
SE  
JAN KI BAAT**

# **Public Policy Research Centre**

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# FOREWORD



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Honourable Prime Minister Shri Narendra Modi, through his Mann Ki Baat broadcasts, has paved the way for enhanced people's participation, which is key for the sustenance and the success of the world's largest democracy. Mann Ki Baat has brought a monumental change in Indian society. The Prime Minister has also ensured that the vision of 'Sabka Saath, Sabka Vikas' is realised through 'Sabka Vishwas and Sabka Prayas' in letter and spirit through the platform of Mann Ki Baat.

PPRC, over the last decade, has been working tirelessly and putting out significant and data-driven reports revolving around government policies and initiatives. I'm glad that the organisation has been able to contribute through another crucial research work. The research report, titled 'Mann Ki Baat Se Jan Ki Baat,' has craftily mentioned the change that the radio broadcast has brought about in the nation - revitalising the spirit of 'Jan Shakti,' awakening the collective consciousness of the Indian populace, and reconnecting India to its ancient civilizational roots.

With an impressive reach of over 100 crore, the Mann Ki Baat has proven to be pivotal in initiating mass movements around key issues of national importance, such as reviving khadi, empowering women and the girl child, promoting yoga, environmental protection, allthrough people's participation. Through the platform, the Hon'ble Prime Minister has touched millions of lives and inspired a nationwide mind-set reform, inculcating a positive outlook and instilling hope in every heart. Further, Sh. Narendra Modi Ji has utilised Mann Ki Baat platform to reconnect the nation to its traditional civilizational roots. He has also propagated the teachings of Indian luminaries of historical significance and ancient Indian scriptures, celebrating the festive fervour of and with one of the most multicultural societies in the entire world.

It is with immense pleasure that I introduce this vital work, on the transformative impact of the Mann Ki Baat initiative of Hon'ble Prime Minister Sh. Narendra Modi. The authors have tried capturing the essence of Mann Ki Baat, painting a vivid picture of how it has mobilised the Indian people from the grassroots level to the highest echelons of society. By sharing stories of resilience, determination, and triumph, this work serves as a beacon of hope and inspiration for generations to come. Evidence-based research is the keystone of the report's architecture. It is a testament to the power of radio, a medium that once united India in its struggle for freedom and now serves as a potent instrument of change and progress under the visionary leadership of Prime Minister Sh. Narendra Modi.

I congratulate the team at PPRC for undertaking this noble task of putting together the essence of the first 100 editions of Mann Ki Baat. As you delve into the pages of this report, I hope that you will feel the emotional resonance that lies within the stories of change, progress, and unity fostered by Mann Ki Baat. May the knowledge and wisdom imparted by this work serve to further strengthen the bonds of our nation and guide us towards a brighter, more inclusive future.

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# PREFACE

Honourable Prime Minister Sh. Narendra Modi has initiated a magnanimous discourse with the nationwide experiment of Mann Ki Baat. The initiative is not only unique in sense and approach, but also quintessentially noble. Through this ‘apolitical’ platform, the PM has attempted to catalyse the process of nation-building, taking the nation towards an undisputed status of ‘Vishwaguru Bharat,’ riding on a participative governance model, often termed by him as a model of ‘Jan Bhagidari.’

What started as a radio broadcast programme has transformed into a platform for public participation and dialogue. In the age of social media, PM Modi’s Mann Ki Baat has revived traditional media, amalgamating it with digital media, thereby garnering the utmost participation. This has never been witnessed at such a large-scale, worldwide. Mann Ki Baat platform recently completed its 100th episode, achieving a significant milestone, celebrating India’s participative tendencies, spiritual soul, and positivity. India’s role as ‘Vishwaguru Bharat’ is becoming increasingly stronger under the leadership of Prime Minister Narendra Modi Ji. The 100th Mann Ki Baat broadcast featured the Director-General of UNESCO, Ms. Audrey Azoulay, who expressed interest in understanding India’s efforts for making education equitable as the world’s largest democracy, and its efforts at preserving culture as one of the most ancient civilizations in the world. We also saw Bill Gates congratulate Shri Narendra Modi ji on the 100th episode of Mann Ki Baat for catalyzing community-led action on crucial issues linked with Sustainable Development Goals (SDGs) such as sanitation, health, and women empowerment. I thank the honorable Prime Minister for engaging in such a unique discourse and also thank my fellow countrymen for taking this initiative to new heights by indulging in it wholeheartedly. The report prepared by PPRC will deliver new and valuable insights into how PM’s Mann Ki Baat has created mass movements in the country around issues of social and national importance, transformed the mindset of the country, and connected it to its ancient civilisational roots, all at the same time. Moreover, the report provides a detailed insight of the ground realities, by exploring the changes made by the Mann Ki Baat platform, which promoted PM Modi’s vision of a ‘self-reliant’ India as the citizens of India started several key initiatives on their own.

The team at PPRC analysed the impact made by PM’s Mann Ki Baat by engaging in a holistic research exercise, underlining the mentions made by the PM in each edition, supplemented by factual data through government sources. Mann Ki Baat, in its entirety, has brought about a revolution to India’s democratic setup which was non-existent before 2014, highlighting the spirit and the vision of PM Modi.

**Dr. Sumeet Bhasin**  
Director  
Public Policy Research Centre



# INTRODUCTION

India imported its first radio sets in the 1920s, which although were intended to be used for entertainment, soon became a sign of people's unity in the face of stringent British rule and oppression. Fearing a revolt by Indians which would threaten colonial rule, the radio was soon banned by the British. This was countered by Subhash Chandra Bose through the 'Azad Hind Radio,' which proved instrumental in rousing Indians to stand up against the colonisers. In post-Independence India, this role of radio started diminishing and so did its use, eventually getting replaced by Televisions. However, Hon'ble Prime Minister Sh. Narendra Modi has revived and revolutionised the medium once again through 'Mann Ki Baat,' promoting good governance and participative governance through people's participation, often termed by him as 'Jan Bhagidari.'



*Subhash Chandra Bose on Azad Hind Radio*

This nationwide experiment was started by PM Modi through Mann Ki Baat only a few months after his swearing-in as the 14th Prime Minister of India. Modi Ji went above and beyond Prime Minister's duties for the noble task of nation-building. In the 100th episode of Mann Ki Baat, aired on 30th April, 2023, he explained how the programme became crucial for him in his mission to remain connected with the people of the country. He said, "Fifty years ago, I did not leave my home just to find one day it would be difficult to contact the people of my own country. The very countrymen who are my everything... I could not live separated from them. 'Mann Ki Baat' gave me a solution to this challenge, a way to connect with the common man... public sentiment, along with crores of people, became an inseparable part of my inner world." This initiative by the Prime Minister, which was started as a medium to connect with the citizens of the nation, has ultimately inspired change, accelerated progress, and brought India together to realise the vision of 'Vishwaguru Bharat,' making Mann Ki Baat potentially one of the most significant examples of leadership in world history.

As a result of Mann Ki Baat, the conventional 'top-down' governance approach has transformed into a 'bottom-up,' participatory and democratic model, wherein the potential of 'Jan Shakti' has been unleashed in one of the most ancient lands in the world. People from the remotest corners of India have stepped up, drawing inspiration from Shri Narendra Modi's Mann Ki Baat, and creating mass movements around issues of national importance, such as women empowerment, cleanliness, promotion of swadeshi products, environmental conservation and so on. The scale at which this transformation has taken place is unparalleled, not just in the history of India but the entire world.

India is a country of over 1.3 billion individuals, making communication and outreach on a national level a challenging feat. However, Prime Minister Shri Narendra Modi's radio programme



Mann Ki Baat has proved to be a resounding success with a reach of over 100 crore people.

An extensive study conducted by the Indian Institute of Management-Rohtak and commissioned by Prasar Bharati sheds light on the popularity of the programme and its impact on the population.

- The report reveals that 23 crore individuals tune in to the programme regularly while another 41 crore constitute an occasional audience.
- The report cites the Prime Minister's ability to establish an emotional connection with the audience, his decisive leadership, and his empathetic approach as the reasons behind the programme's popularity.
- Interestingly, the study also delves into the impact of Mann Ki Baat on the general population, with 73% of listeners feeling optimistic about the country's progress. Additionally, 58% have reported an improvement in their living conditions, and 59% have mentioned an increased trust in the government.
- The results of the survey indicate that Mann Ki Baat has had a positive impact on the general sentiment towards the government. The programme's popularity is evident in the different demographics of the audience, with people from all walks of life tuning in regularly.

Apart from 22 Indian languages and 29 dialects, Mann Ki Baat is broadcast in 11 foreign languages besides English, namely, French, Chinese, Indonesian, Tibetan, Burmese, Baluchi, Arabic, Pashto, Persian, Dari and Swahili.

Tamil Nadu has found a prominent mention in Prime Minister Narendra Modi's Mann Ki Baat programme. The state enjoys a particular place in Prime Minister Modi's heart as he has frequently highlighted the profundity of Tamil literature and language. The Prime Minister has utilized Mann Ki Baat as a platform to educate people about the richness and cultural heritage of Tamil Nadu. The state's frequent mentions in the radio programme indicate its significance in India's cultural and political landscape.

It is also noteworthy that the Mann Ki Baat programme has remained an apolitical platform. Using radio as a forum to discuss issues of national importance ranging from national security to cleanliness has enriched the world's largest democracy. The programme has increased public participation and mobilised the citizens for India's progress at an unparalleled scale and speed, especially at the grassroots. According to PM Modi, Mann Ki Baat has become a wonderful medium for expression of public participation. With the help of PM Modi's Mann Ki Baat,

## MANN KI BAAT HAS REACHED 100 CRORE PEOPLE IN 8 YEARS

### INTERESTING FACTS

- 1) 23 CRORE PEOPLE TUNE IN REGULARLY**  
While 41 crore people constitute an occasional audience, with a scope of becoming regular
- 2) TRANSLATED IN 33 LANGUAGES**  
Apart from being translated in 22 Indian languages and 29 dialects, Mann Ki Baat is broadcast in 11 foreign languages as well, including French, Chinese, Arabic, etc.
- 3) 96% OF INDIA'S POPULATION AWARE OF MANN KI BAAT**  
Total 86 occupations covered in this study, including the informal sector (86%), students (23%) and academicians (9%), among others
- 4) 44.7% PEOPLE WATCH MANN KI BAAT ON TV**  
While 37.6% access it on a mobile device
- 5) POSITIVE INFLUENCE**  
Mann Ki Baat has positively influenced citizenship behaviour, invoking optimism and happiness
- 6) MOST POPULAR THEMES AMONG THE AUDIENCE**  
Themes like scientific achievements of India, common citizen stories, gallant of the armed forces, and youth and environment related issues were found to be most popular on analysing 5,00,000 online messages
- 7) IMPACT OF MANN KI BAAT**  
73% of the audience optimistic about country's progress, 59% of the audience reported increased trust on the government
- 8) IMPACT OF MANN KI BAAT**  
60% of the audience mentioned wanting to work for nation-building, 55% affirmed becoming a responsible citizen of the nation

people's participation has increased manifold, leading to mass movements in various areas, such as promoting the social status of the girl child, increasing women's participation in nation-building, promotion of swadeshi products like Khadi and other indigenous handlooms. People's participation has been channelised for water conservation and cleanliness in various parts of the country. The success of digitisation measures of the Government has taken place through people's participation in the UPI system on a massive scale, with even the promotion of sports. Notably, Mann Ki Baat has also promoted transparency and accountability in governance.

The Prime Minister has given platforms for the people to share their aspirations, expectations, happiness, and even sorrows by writing to him on MyGov website or the NaMo App, or by sending voice messages by dialling 1800-11-7800. These messages are then discussed and responded on the All India Radio, along with multiple other platforms such as the AIR news website or the News On Air mobile App, among many others. However, the primary focus of this report is the impact that Mann Ki Baat has created through the revival of radio in the times of modern social media. The Prime Minister has connected the past with the present by bringing back communication through letters, which he has received in plenty **throughout the journey of his first 100 Mann Ki Baat episodes.**

**Three common themes come up through an analysis of the characteristics of Mann Ki Baat; (i) unleashing the 'Jan Shakti' of the nation, (ii) reforming the mindset of the country, and (iii) connecting India to its civilisational roots. The team at PPRC has carefully listened to all broadcasts of Mann Ki Baat and have gone through the transcripts published on PM India website to write this research report. The edition-wise statements of Mann Ki Baat mentioned in the report are verbatim from the official transcript on PM India website. The above-mentioned themes shall be covered in this report in detail.**



## PART-I

# MANN KI BAAT: UNLEASHING 'JAN SHAKTI'



Source: India NCC.MyGov website

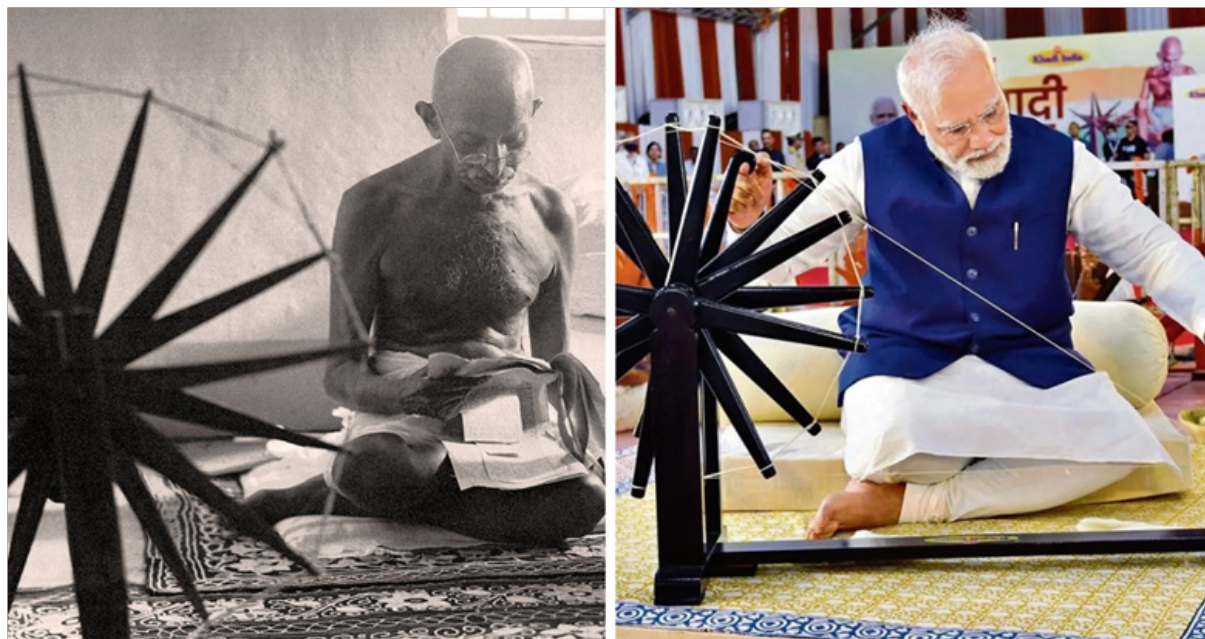
Prime Minister Narendra Modi's key emphasis has been on promoting the manufacturing of indigenous or 'swadeshi' products like Khadi through initiatives like 'Make in India' and 'Vocal for Local,' which are aimed at making the nation 'Aatmanirbhar.' In addition, he has also sought to inculcate a sense of responsibility in the citizens of the country to propel India towards unprecedented growth, whether through initiatives for the empowerment of the girl child and women, or by promoting sustainable lifestyles through environment conservation, of which his 'Mission LiFE' is a fine example. Through the Mann Ki Baat broadcast, the Prime Minister has emphasised on and revived the 'Swadeshi' movement to a great degree along the lines of Gandhian philosophy. This has also included a focus on generating a cleanliness movement across the nation with maximum participation of the people or 'Jan Shakti,' to realise the vision of Mahatma Gandhi . **The PM's use of radio through Mann Ki Baat has had a significant impact on the psyches and attitudes of the general public, turning various government initiatives into mass movements.**

**In the 100th Mann Ki Baat broadcast, which was celebrated across the nation with great vigor on 30th April, 2023, Prime Minister Shri Narendra Modi said, "In 'Mann Ki Baat', people from every corner of the country, people of all age groups joined. Whether it is about Beti Bachao Beti Padhao, or the Swachh Bharat movement, love for Khadi or nature, whether it is the Azadi Ka Amrit Mahotsav or Amrit Sarovar, any subject with which 'Mann Ki Baat' got associated, turned into a mass movement, and you people have made it so."**

In this section of the report, the aim is to analyse these mass movements initiated by Shri Narendra Modi through his radio broadcast on Mann Ki Baat around issues like Khadi and

other 'swadeshi' products, 'Swachhata', Yoga, women empowerment and similar initiatives like 'Beti Bachao, Beti Padhao,' water and energy conservation, and environmental protection, among others. Through this exercise, PM Modi has made a significant and historic attempt to realise the vision of 'Swadeshi se Swaraj tak,' on the lines of Gandhian philosophy.

## Khadi



*Source: Hindustan Times and Weavers Studio website*

One aspect of this is attempting to revive India's rich heritage of Khadi, which was present in pre-Independence India and was used to take India towards Swaraj and Swadeshi. In fact, Khadi was the central focus of the Swadeshi Movement that started in 1905 to curb foreign goods and boost the production of domestic products. Additionally, Khadi can also be traced back to one of the most ancient civilizations in the world, i.e., the Indus Valley Civilisation.

The PM, in numerous Mann Ki Baat episodes, has appealed to the people to buy more Khadi products. The promotion of Khadi in contemporary India has signified the wider objective of creating self-reliance amongst the poor, who are the primary manufacturers of Khadi, and building up a strong rural community. In the first edition of the programme, aired on 3rd October, 2014, Modi Ji appealed to the public to buy at least one Khadi product, reasoning that it would connect every affluent person with the poor. As it is the poor that are predominantly engaged in the production of Khadi, Modi Ji insisted to the people that buying even one Khadi product would result in the economic empowerment of the poor, something that was first advocated by Mahatma Gandhi. This call to action through Mann Ki Baat worked significantly, as the PM himself mentioned in the second episode on 2nd November 2014, how the people listened to his request and caused an increase in the sale of Khadi by 125% within one week.

Following the appeal by the PM in his first radio address, outlets run by the Khadi and Village Industries Commission (KVIC) saw a jump in sales. In Mumbai, 138 stalls at KVIC headquarters made a daily sale of Rs. 7-8 lakh in 2014, a significant jump from Rs. 2-3 lakh in 2013. In Connaught Place's Khadi Bhandar in New Delhi, sales of around Rs. 50 lakh were registered daily within 10 days of the appeal by the Prime Minister on Mann Ki Baat, with record sales worth

Rs. 66.81 lakhs on the very next day, i.e. 4th October, 2014, while around 7,000 outlets in the country also witnessed an increase in sales. Considering the case of the Khadi Gramodyog Bhavan in CP, which gives 40% of the cost of the produce to its weavers, such a boost in country-wide Khadi sales is bound to empower the weavers economically. This shows how the Prime Minister not only successfully started the Khadi mass movement through Mann Ki Baat but also directly affected the economic status of the weavers for the better.



The PM continued to appeal to the citizens to promote and buy Khadi around occasions like Gandhi Jayanti and Diwali. In the 12th episode of Mann Ki Baat, which aired on 20th September, 2015, PM said,

“Along with Khadi, handlooms must also be given equal importance. Our weavers put in a lot of hard work. If we, 1.5 billion Indians, buy a handloom product or Khadi for even Rs. 5, 10 or Rs. 50 then ultimately that money will reach the poor weaver. It will reach the poor widow who weaves Khadi and this is why we must all spare some place for Khadi at our homes and on our bodies this Diwali.”

In the days that followed in the run-up to the Gandhi Jayanti that year, the Khadi Gramodyog Bhavan in Connaught Place, New Delhi, witnessed an 88% increase in khadi sales, with enhanced reception of the idea of khadi amongst the youth.

In the 36th edition of Mann Ki Baat, aired on 24th September, 2017, Modi Ji talked about how he set the trend during his CM tenure in Gujarat to gift Khadi products like Khadi handkerchiefs instead of bouquets. Here, the PM explained to the public how a bouquet doesn't add as much value to a person's life as a book or a Khadi item does. In the same edition, the Prime Minister shared a story of his interaction with the former Queen of the United Kingdom to make people realise the importance of Khadi and to encourage them to buy the fabric. Addressing the nation through Mann Ki Baat in September 2017, Modi Ji said,

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**“During my past UK visit, in London, the Queen of Britain, Queen Elizabeth had invited me to dine with her. The atmosphere was imbued with maternal warmth, and I was served with great affection. Afterwards when she showed me a small thread-spun khadi handkerchief, her eyes lit up. With great respect and in an emotion-filled voice, she said that Mahatma Gandhi had sent this handkerchief to her as a wedding gift. So many years have passed and yet, Queen Elizabeth has treasured the handkerchief gifted by Mahatma Gandhi. And she was happy to show it to me, when I went there... A small gift by Mahatma Gandhi, has become a part of her life and a part of history. I know that these habits do not change overnight... Despite that, one should keep talking about it, and keep making the effort... and then gradually, the change will happen.”**

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In the same episode, Modi Ji talked about how Khadi is not a fabric but an idea and a principle for the nation. He acknowledged how the interest in Khadi had increased, especially in the younger generation, with just a simple mention by the PM on the radio broadcast. He once again urged people to “take forward the Khadi movement.” Along with this, the PM also promoted dialogue amongst the people on how the productivity in the Khadi sector could be increased by introducing new technology, and how the nation could rejuvenate its traditional heritage which had been “lying inactive” for years.

As noble as this initiative was, it got the desired results as well. As a result of Modi Ji’s constant push to start the Khadi movement, the Sewapuri Khadi Ashram in Varanasi, Uttar Pradesh, received a new lease after lying inactive for 26 years. In another part of the country, Pampore in Kashmir, the Khadi Gramodyog revived its training sector. The Khadi and Village Industries Commission (KVIC) Chairman V.K. Saxena informed about the welcome development and said,

“We have revived the multi-disciplinary training centre in Pampore which was destroyed during peak of militancy in 1990s, by installing solar charkhas and looms to spread Narendra Modi government’s message of peace.”

On 29th October, 2017, in the 37th edition of Mann Ki Baat, PM Modi informed how the Khadi movement was going strong with enhanced people’s participation. Patting the backs of the citizens of India who made the Khadi movement a success, PM Modi said,

“I can imagine how many weaver families, poor families, and the families working on handlooms must have benefitted from this... Khadi and handloom have transformed the lives of the poorest of the poor and are emerging as a powerful means of empowering them. It is playing a very important role



Source: [sardarpatel.nvli.in](http://sardarpatel.nvli.in)

for gramodaya.”

Using Mann Ki Baat as a platform for public discourse and dialogue, the PM has employed creative ways to sensitise people on the issue of Khadi and spread awareness of its rich history and connect with Indian culture. For instance, in the 37th episode of Mann Ki Baat, aired on 29th October, 2017, the PM shared the incident from 1921, where over 5,000 delegates from all over the country were to attend the Indian National Congress session in Ahmedabad but were worried about their shoes being stolen or exchanged. As the elected Chairman of the Reception Committee, Sardar Patel was given the responsibility to look after the delegates. To end their worries, Sardar Patel contacted the local peasants and got hundreds of small Khadi bags stitched, having them sold at the convenience of the delegates. While this solved the issue, it also brought joy to the delegates knowing that thousands of yards of Khadi were sold, giving more economic freedom to the weavers and the peasants. Sharing this story from India's pre-Independent era, Modi Ji attempted to make the people of 21st century India realise the importance of Khadi, its various utilities and its potential to empower the poor and marginalised of the country.

In the 58th edition of Mann Ki Baat, aired on 27th October, 2019, along with giving best wishes for Diwali, Modi Ji appealed to the people to keep buying Khadi and other “local” handloom, as it would play an important role in realising the Gandhian dream of ‘Swadeshi’ and ‘Swaraj.’ Noting a development from Phulpur, Uttar Pradesh, the PM stated how poor women there had joined Self Help Groups (SHGs) in Kadipur and skilled themselves to make slippers, becoming not just self-reliant but pillars of support to their respective families. The role of local police in buying slippers from these women was also highlighted. The PM also informed about the establishment of a slipper-making plant there under the Rural Livelihood Mission and how it had strengthened the economic conditions of the women, increasing their standards of living. Invoking the teachings of Mahatma Gandhi, the Prime Minister said,

“Friends, Mahatma Gandhi saw this spirit of Swadeshi as a lamp that illuminates the lives of millions of people (and) brings prosperity in the lives of the poorest of the poor. Hundred years ago, Gandhiji started a big mass movement. One of its goals was to encourage Indian products. This was the way shown by Gandhiji to become self-reliant. In 2022, we will complete 75 years of our independence... My dear countrymen, can we take a resolution that by 2022, 75 years of independence, at least these two-three years, we should insist on buying local products? Can we urge you to buy such things made in India, made by the hands of our countrymen, smelling of the sweat of our countrymen? And this work should not be done by the government, youth should come forward at different places, form small organisations, (and) inspire people...”

Pushing for the noble task of making India self-reliant, or Atmanirbhar, Modi Ji talked about the ‘Himayat’ program of Jammu & Kashmir, which focuses on skilling of youth and providing jobs to them to make them self-reliant. By highlighting these cases and sharing similar anecdotes, the Prime Minister attempted to enhance awareness among people and people-driven development in the country. The PM also advertised the Hunar Haat in Delhi and how it had empowered a Divyang woman to buy her own house and become Atmanirbhar by selling her paintings there. In the 65th edition of Mann Ki Baat, aired on 31st May 2020, Prime Minister Narendra Modi explained how the decisions taken by the central government opened vast possibilities related to employment, self-employment and small-scale industries in the villages, as solutions towards a self-reliant or Atmanirbhar Bharat. He acknowledged that the country is witnessing a people's movement towards the realization of ‘Atmanirbharta.’ The PM relayed

the message from people as to how they have started buying local products exclusively and are promoting 'Vocal for Local.'

Modi Ji said in the same episode, "Everyone is expressing their respective resolve to promote Make in India. They are made in their area, and they have made a complete list. These people, now, are only buying these local products, and are also promoting Vocal for Local."

Prime Minister during his 99th episode of Mann Ki Baat on 26th March, 2023, highlighted two success stories related to agricultural initiatives taken in the state of Jammu and Kashmir which is in line with the concept of "vocal for local." Firstly, he spoke about a group of farmers in the Dal Lake region who had formed a Farmer Producer Organization (FPO) and is exporting Lotus Stems, locally known as 'Nadru,' to foreign countries, which has resulted in an increase in their income and brought recognition to the region. Secondly, he mentioned about the farmers in Bhadarwah, a town in the Doda district of Jammu and Kashmir, who have switched from traditional maize cultivation to floriculture, specifically cultivating lavender which has significantly increased their income.

Proving how Mann Ki Baat has become an effective platform for the Prime Minister to awaken the conscience of the people and initiate mass movements aimed at the holistic development of the country, Modi Ji mentioned in the 66th edition of the programme, aired on 28th June, 2020, that he received calls from a woman in Assam and a man in Tamil Nadu, who expressed their intent to witness India turning into a self-reliant country by being 'Vocal for Local' and by achieving Atmanirbharta in the field of defence.

It is evident how often Modi Ji has talked about the issue of Khadi on Mann Ki Baat and transformed it into a mass movement, appealing to the conscience of the people and capitalising on the rich demographic dividend of the country. In the 79th edition, aired on 25th July, 2021, the PM congratulated the public and credited them for the manifold increase of Khadi sales and the growth of the Khadi industry in India, calling it an achievement that was heretofore unimagined. He said,

"It is your effort that today the sale of Khadi has increased manifold in the country. Could anyone have imagined that a Khadi store could generate sales of more than one crore rupees in a day? But, you have also done this. Whenever you buy something made of khadi anywhere, it is only our poor weaver brothers and sisters



*Oaxaca Khadi in Mexico | Source: Cultural Survival*

who are benefited. Therefore, buying Khadi is also a public service in a way, there is also service to the country. I request you all my dear brothers and sisters to buy Handloom Products made in rural areas and share them with #MyHandloomMyPride."

In the 70th edition of Mann Ki Baat, aired on 25th October, 2020, PM Modi stated how Khadi is also garnering global support due to several reasons. It is eco-friendly, body-friendly, is an all-weather fabric, and is finally becoming a fashion statement. Not only this, Khadi has also

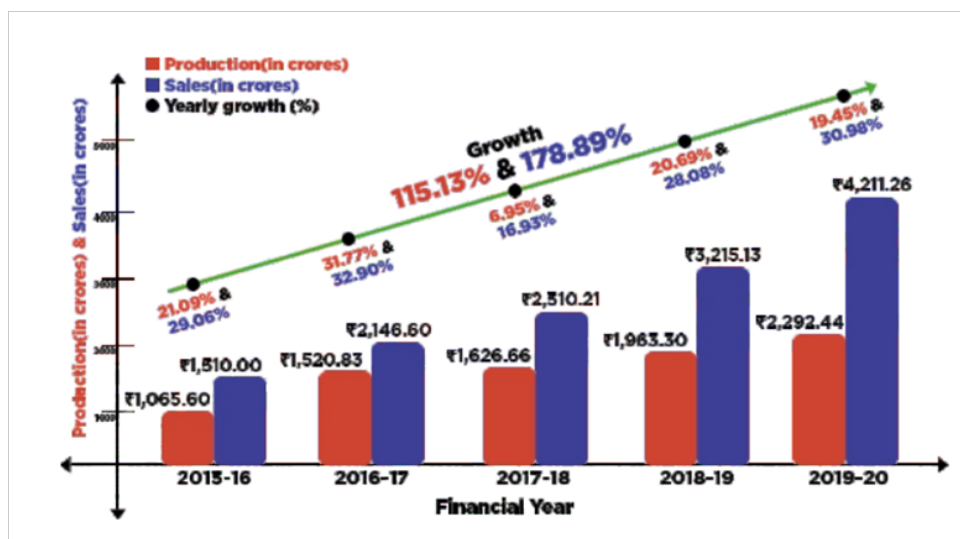


started getting manufactured in different parts of the world including Mexico. The PM explained how this came to happen and said,

“Khadi is also being manufactured in many places in the world. Oaxaca is a place in Mexico. There are many villages in this area, where the local villagers do the work of weaving Khadi. Today, the Khadi here has become famous as ‘Oaxaca Khadi’. How Khadi reached Ohaka is no less interesting. A young man from Mexico, Mark Brown, once saw a film on Mahatma Gandhi. Brown was so impressed with Bapu after watching this film that he came to Bapu’s ashram in India and got to know more deeply about Bapu. Then Brown realised that Khadi is not just a cloth but it is a complete way of life... It was from here that Brown decided that he would go to Mexico and start the work of Khadi. He trained and taught the work of Khadi to the villagers in Oaxaca, Mexico, and today ‘Oaxaca Khadi’ has become a brand. It is written on the website of this project ‘The Symbol of Dharma in Motion.’ He says that initially people were sceptical about khadi, but eventually, interest grew and a market was created. They say, these are things related to Ram-Rajya, when you fulfil the needs of the people, then people also come to join you.”

The PM highlighted yet again how the participation of people through Mann Ki Baat culminated in the sale of Khadi worth over Rs. 1 crore in Delhi in 2017, and talked about self-help groups in UP making Khadi masks and becoming economically empowered. Appealing for the sustenance of the mass movement for Khadi, PM Modi said,

**“Friends, when it comes to the freedom movement and Khadi, it is natural to remember revered Bapu – just as the ‘Quit India Movement’ was launched under Bapu’s leadership, similarly, today every countryman has to lead the ‘Join India Movement’. It is our duty to do our work in such a way that it helps connect our India with diversities. So come, let us take this Amrit Sankalp on ‘Amrit Mahotsav’, that the country will remain our biggest faith, our biggest priority. We have to move forward with the mantra of “Nation First, Always First”.”**



Source: KVIC

In the last 8 years, i.e. from 2014-15, the production in the Khadi sector in 2021-22 has increased by 191%, while the Khadi sales have increased exponentially by 332%. Due to the popularisation of Khadi across the world with the mantra - Khadi for Nation, Khadi for Fashion and Khadi for transformation - the production and sale of Khadi has increased significantly, directly resulting in the economic upliftment of the artisans and weavers. As informed by the KVIC Chairman Manoj Kumar, the wages were increased in 2023 from Rs. 7.50 per hank to Rs. 10, increasing the monthly income of artisans by around 33% and of weavers by 10%. Other pointers that illustrate the growth of the Khadi industry, in which PM Modi's Mann Ki Baat has played a pivotal role, include :

- Khadi production increased from 105.38 million sq metres in 2014-15 to 198.29 million sq metres in 2019-20
- 115% jump in overall production in Khadi sector from 2015-16 to 2019-2020
- 179% growth in Khadi sales from 2015-16 to 2019-2020
- Since 2015-16, Khadi has grown at an annual rate of 19.45 percent
- This is more than three-times the average annual growth of 6.25 percent from 2004-14.
- Similarly, the sales grew at an average of 28 percent between 2015 and 2020 as compared to 6.65 percent from 2004-14.

The attempt by Modi Ji to turn the promotion of Khadi into a mass movement through Mann Ki Baat has had a transformative potential for several reasons. One, Khadi is an indigenous product which is embedded in India's history, and thus, reviving Khadi equates to connecting India's present with its past. Two, promoting the Khadi fabric further has the potential to boost the Indian economy by reducing India's textile import reliance, which is adding to the country's fiscal deficit woes. Through the Khadi movement, Sh. Narendra Modi has taken the country a step closer to Swadeshi and Swaraj.

## Swachhata



Source: News18

Sh. Narendra Modi has also utilised the Mann Ki Baat platform to enhance people's participation in the 'Swachhata' movement in the country, to help realise 'Swaraj' on the lines of Gandhian philosophy. Through the radio broadcast, PM Modi has tackled a key social issue that the country has been struggling with since even before Independence. The Prime Minister has touched upon topics like open defecation, single-use plastic and 'Waste to Wealth,' among others, and has regularly shared examples of people-driven cleanliness campaigns in the country to encourage his listeners and start mass movements that take India closer to 'sampoorna Swachhata.'

In his first Mann Ki Baat broadcast, the PM, reading a letter he received from a citizen, suggested his listeners eliminate 10 bad habits (evils), including dirt and filth, calling it the biggest evil that plagued the nation. Given the fact that India is blessed with a rich demographic dividend, PM Modi instructed the people to nominate nine more people to do the same, starting a mass movement for cleanliness. This simple gesture created a country-wide chain of people who started engaging themselves in acts of 'Swachhata,' not only as a part of their social responsibility but also as a symbol of good defeating evil, the essential teaching of the festival of Vijay Dashami.

This was followed by several people-driven acts and initiatives that helped in the bottom-up progress of the country in terms of cleanliness and sanitation, an age-old dream first iterated by Mahatma Gandhi. In the 25th broadcast of Mann Ki Baat, which aired in October 2016, the Prime Minister mentioned how an ITBP soldier drew inspiration from PM Modi and donated Rs. 57,000 from his own pocket to help in the construction of toilets in the Badhana village of Sirmour district, Himachal Pradesh. The soldier had donated to nearly 60 families in his village who didn't have the money to construct their toilets. Commenting on the noble act, which is a prime example of 'Jan Bhagidari' and 'Jan Shakti,' the PM lauded the efforts of the soldier and commented on how more and more Indian states were becoming open defecation-free (ODF) because of people's participation. He said :

"First, Sikkim was open defecation free, now Himachal is defecation free. Kerala was open defecation free on 1st November. But how was this accomplished? An ITBP Jawan, Vikas Thakur, has shown an exemplary commitment towards Swachh Bharat Mission. His sublime gesture has contributed to his home state achieving open defecation-free status."

**The selfless act by the ITBP soldier resulted in a chain reaction of more people coming forward to donate money for the construction of toilets. One of the soldier's friends and a cousin from the same village also deposited Rs.**

**30,000 for the construction of toilets in his village. A journalist named Anjali Tyagi too joined the 'Swachh' cause and deposited Rs. 30,000 for her village. This direct impact of PM Modi's Mann Ki Baat at the grassroot level has increased the pace of the country's**



Source: ANI @Twitter

**progress, which otherwise was reeling in diseases related to open defecation.**

This is the potential that Sh. Narendra Modi has unleashed within the largest democracy in the world. He has generated an atmosphere of public participation through Mann Ki Baat. The developments in this regard have covered the whole country with ‘Jan Bhagidari’ being witnessed in all directions of India. While the Swachh Bharat Mission, launched on 2nd October 2014, has become a Jan Andolan, with over 12 crore school children, 6.25 lakh Swachhagrahis, 2.5 lakh sarpanches, millions of citizens and around 50 brand ambassadors, the Prime Minister’s clarion call on Mann Ki Baat has further strengthened the spirit of people’s participation.

For instance, a remote village in Kerala, Edamalakudy, witnessed a group of NCC, NSS and engineering students get together and carry material on their shoulders to help build toilets in the village and make it Open Defecation-Free (ODF). The PM acknowledged the initiative and said in the 25th edition of Mann Ki Baat on 30th October, 2016:

*“The building material needed to construct the toilets whether it was bricks or cement, the entire construction material was carried by the young men on their shoulders, spending an entire day walking in those forests. And they themselves worked hard to construct toilets in that village, thus achieving the goal of making a remote village in faraway forests Open Defecation Free!”*

As a result of PM Modi’s efforts to materialise the vision of a ‘Swachh Bharat,’ which includes his determination to spread awareness about the issue on the Mann Ki Baat programme and encourage people to step forward to bring bottom-up change, several states like Uttar Pradesh, Odisha, Telangana, Tamil Nadu and Himachal Pradesh have been performing excellently in the cleanliness domain. Further, as part of the Centre’s Swachh Bharat Mission-Gramin (SBM-G), more than one lakh villages have declared themselves ODF Plus, with liquid and solid waste management systems, toilets, and streamlined systems for the dissemination of information, education and communication (IEC).

Mann Ki Baat has also proven to be a platform for the citizens of India to share their thoughts, aspirations, and celebrations with PM Modi and the whole country. This activity has provided a stimulus to the strengthening of the spirit of democracy through open dialogue and participation. For instance, in the 2nd episode of Mann Ki Baat, the Prime Minister received a letter from a man named Bharat Gupta from Satna, Madhya Pradesh, who mentioned how he witnessed the change in the mindsets of the people regarding cleanliness. He mentioned that people were now refusing to litter around, marking a sharp contrast from earlier times when no attention was given to cleanliness, and credited this development to the initiatives taken by Prime Minister Modi.

India’s population is 1.3 billion, which currently generates 62 million tonnes of municipal solid waste per year. Further, as per various studies, India has recently become the most populous country in the world. At this exponential population growth rate, landfills almost 90% of the size of Bengaluru would be required for dumping if the waste remains untreated. The Waste to Wealth mission aims to identify and support the development of new technologies that promise to create a clean and green environment. To tackle this issue, the Prime Minister has talked about the potential of recycling garbage and waste to make fertilisers, bricks, electricity, and recycling water for irrigation on Mann Ki Baat.

While talking about the Ganga cleaning campaign in the 23rd edition, aired on 28th August, 2016, PM Modi called people’s power a “divine incarnation,” and shared how the Pradhans of

the villages situated on the banks of Ganga were invited to Prayagraj (Allahabad) to take an oath “before Mother Ganga that they will make all out efforts to immediately stop the practice of open defecation in their villages situated on the banks of Ganga, start a campaign of building toilets and also that these villages will make their full contribution in cleaning up Ganga and will ensure that Ganga is not polluted now.”



Source: [swachhindia.ndtv.com](http://swachhindia.ndtv.com)

PM Modi shared a story from Chhattisgarh’s Kabirdham district, where more than 1.25 lakh students from about 1700 schools collectively wrote letters to their parents, demanding for toilets to be constructed in their houses. The exercise was highly impactful with 70-80% of households giving a positive response. PM Modi has attempted to build an atmosphere of participative governance. Sharing ground-level developments, often initiated by the government, and carried to their success by people’s participation, has further enhanced participative governance and awareness, knitting the whole country together to catalyse progress. In the 24th edition, which aired on 25th September, 2016, Modi ji informed that till September 2016, 2 crore and 48 lakh toilets had been constructed in rural India, with work happening towards an additional 1.5 crore toilets in one year. The Prime Minister also promoted healthy competition between states, districts, and villages to become ODF, boosting the cooperative federal aspect of the Indian republic. He added that the government had dedicated a telephone number - 1969 - for people to inquire about the status of cleanliness mission in their respective cities and/or submit an application for the construction of toilets. He also explained the logic behind choosing ‘1969’ as the helpline, citing Mahatma Gandhi’s birth centenary in the year.

Through the ‘Waste to Wealth’ initiative, PM Modi has attempted to imbibe cleanliness not just as a belief or a habit but also as a revenue model. In the 24th edition, dated 25th September 2016, Modi Ji called it imperative to move towards ‘Waste to Compost’ under the Cleanliness Mission to enable fertiliser companies to buy compost made out of waste and supply it to farmers willing to adopt organic farming or improve their soil health. For this, Modi Ji informed, for which actor Amitabh Bachchan was also made the brand ambassador. He also mentioned the INDOSAN (India Sanitation Conference) highlighting the role of technology in sanitation and cleanliness along with ways to generate employment. The story of Gujarat Technological University launching a Jagran Abhiyan (Awareness Campaign) to build around 9,000 toilets in 107 villages was also shared. Modi Ji also stated in the same edition how he had included different ministries and departments to take up the cleanliness campaign. The trend that Modi ji has set time and again, therefore, is to inform the public about the various government initiatives and appeal for action and enhanced participation to utilise ‘Jan Shakti’ and ‘Jan Bhagidari’ to take the country towards Swachhata, an integral part of swaraj.

In the 32nd edition of Mann Ki Baat, dated 28th May, 2017, PM Modi received a call from a resident of Mumbai, who informed Modi Ji that the PM’s clarion call had led people to adopt cleanliness as a mission across the country and among different age groups. The caller told Modi Ji on Mann Ki Baat,

“Pranam Modi ji, I’m Naina from Mumbai. Modi ji... Mumbai or Surat, your clarion call has led people to adopt cleanliness as a mission. Not only the elders but children also have become aware of cleanliness. Many times we see them telling elders not to litter on the roads. The cleanliness drive that you had begun from the Ghats of Ganga in Kashi has now taken the shape of a movement inspired by you.”

Followed by this message, PM Modi congratulated the people for providing strength to the cleanliness movement in India. He also proposed that people should treat waste as a resource and wealth, and to find newer techniques for waste management, in which even start-ups could get involved, making cleanliness a channel for the creation of wealth and employment. In the same edition, which was broadcasted in May 2017, the Prime Minister informed the public how the Centre in tandem with the state and local governments was launching a massive campaign for waste management for World Environment Day on 5th June, 2017. Under this campaign, the PM informed the public that colour-coded litter bins would be placed in as many as 4000 towns of the nation for solid and liquid waste.

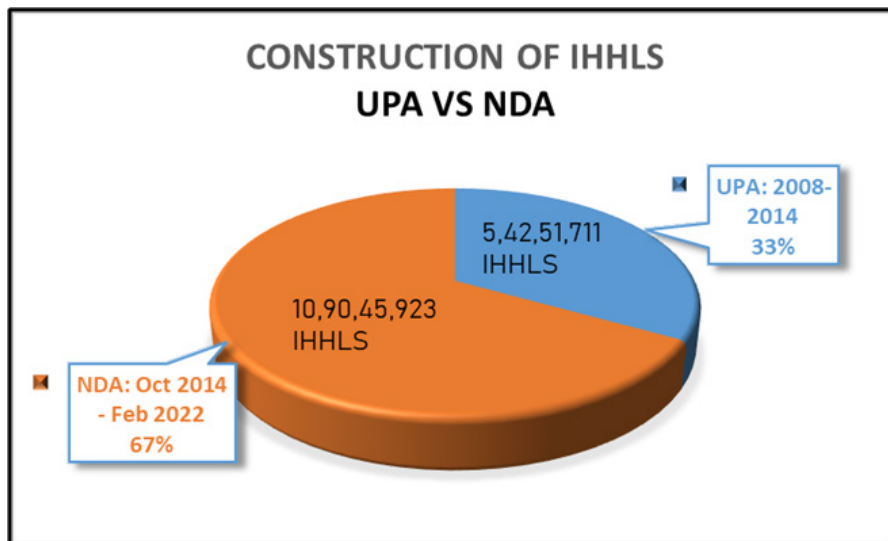
Increasing public awareness has been a key feature of PM Modi’s Mann Ki Baat, which has enhanced public participation and turned various initiatives of national importance into mass movements. Highlighting this aspect of the cleanliness mission and promoting people’s participation, Modi Ji said,

“I have a firm belief that we will develop a culture and the new steps that we take towards achieving cleanliness will continue, only then will we achieve the dream of Gandhiji, achieve the kind of cleanliness that he dreamt of, today. I must admit with pride that if a single individual decides it in his heart then a huge Public campaign can be launched. Cleanliness is also one such drive.”

Here, Modi Ji gave another example to inspire, on how people had united to transform the Versova beach in Mumbai from a garbage-laden to a clean and beautiful beach in a matter of 80-90 weeks. The campaign, which was started by a gentleman called Afroz Shah in October 2015 had turned into a people’s movement and had received praise from the United Nations Environment Program (UNEP) along with the award of ‘Champion of the Earth’. The PM then shared another story of people’s participation, wherein people and especially women in the Reasi block in Jammu & Kashmir had made the block open defecation-free (ODF). Citing it as an excellent example of the people-driven mass movement for ‘Swachhata,’ PM Modi congratulated the people of Reasi block, showing the path for the country to follow.

The Prime Minister has constantly shared several examples from all corners of the country to keep the listeners inspired and aware regarding the potential of every individual in taking the country forward to the path of development and glory. For instance, to raise the environmental consciousness of the public, Modi Ji appealed to his listeners and said,

“Are your activities eco-friendly, environment friendly or otherwise? It is considered to be unacceptable in society today if you are not environment-friendly. And as a result of this, I find that the eco-friendly Ganpati, during this Ganesh Festival has turned into a huge campaign. If you go on YouTube, you will see that children in every home are making earthen Ganesh idols and are colouring them. Some are using vegetable colours, while some are pasting bits and pieces of paper. All sorts of experiments are being carried out in every family. This is probably the first of its kind, the most widespread experiment in environmental consciousness. Media houses too, are making a great effort in training people, inspire them and guide them towards eco-friendly



*Data pertaining to construction of Individual Household Latrines (IHHL) | Source: PIB and Quint*

Ganesh idols. What a massive transformation this has been; a pleasant one at that.”

Modi ji cited another example of how to reduce pollution during Ganesh Chaturthi, which happens due to mass immersion of Ganesh idols made from synthetic materials. The PM highlighted the case where an engineer collected and combined special varieties of clay to give training in making Ganesh idols, and then immersed them in a small bucket of water. And on the immersion of the Ganesh idol, a Tulsi plant was sowed in the clay. By sharing this story, the Prime Minister naturally nudged his listeners to adopt eco-friendly alternatives that promote cleanliness and environmentalism at the same time. Noting that three years had passed since PM Modi launched the Cleanliness Campaign on 2nd October 2014, he said that positive results were already evident, as toilets had increased from 39% to 67% of the population with more than 2.30 lakh villages declaring themselves ODF.

Modi Ji gave another example in the same edition of Mann Ki Baat of Dhanera district in Gujarat where volunteers of Jamiat-Ulema-e-Hind cleaned 22 affected temples and two mosques in a phased manner.

Modi Ji highlighted how they set a fine example of unity for the achievement of cleanliness and said that this spirit of participation, when inherent, “will certainly take our nation to greater heights.” The PM then appealed to the public to come together and begin a campaign of ‘Swachhata Hi Sewa’ at least 15-20 days prior to the upcoming Gandhi Jayanti. He cited the age-old belief - Jal Seva Hi Prabhu Seva - and said that an environment of cleanliness is needed in the entire country and that cleanliness could be associated and included in the preparations for various festivals like Diwali, Navratri and Durga Puja.



*Source: IANS*

Modi Ji appealed to the people to do ‘Shramdan’ and donate through labour by coming together on Sundays and other holidays in their neighbourhoods and nearby villages in the form of a movement. He also urged all the NGOs, schools, colleges, and social, cultural and political leaders, people in the government, collectors and sarpanches, to turn 2nd October into a real-

ity of Mahatma Gandhi's dreams. He further talked about bringing inspiration in the society through people's participation and informed his listeners about the initiatives of the government like the one by the Ministry of Drinking Water and Sanitation - Swachh Sankalp se Swachh Siddhi Pratiyogita - comprising a short-film making competition, wherein people could make short films even with their mobile phones to inspire cleanliness in the country. Modi Ji has constantly emphasised on cleanliness and intertwined the issue with the life of Mahatma Gandhi. For instance, in the 35th edition, dated 27th August, 2017, the PM urged people to make 2nd October 2017 as 'Swachh Do October.'

PM Modi cited another example where a retired teacher from Maharashtra, Shriman Chandrakant Kulkarni, donated 51 post-dated cheques of Rs. 5,000 each for the cleanliness drive out of his total monthly pension of Rs. 16,000. The PM exclaimed, "This is the vigour of our people; such people are our true strength." The PM noted that ever since he mentioned this incident on Mann Ki Baat, a chain-reaction started where more and more people came forward to donate for this cause.

**Talking about how the cleanliness drive had become a mass movement with the help of Mann Ki Baat, Modi ji said,**

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**"...every section of society has taken this as its own campaign, everyone has got connected to this. Whether it be people from the sports world, academicians, schools, colleges, universities, farmers, workers, officers, government employees, police, or army jawans – everyone has got connected with this. A kind of a pressure has been created in public places and now people resist if someone tries to spoil or to make a public place dirty in any way and even those spoiling public places are also feeling this pressure. It is a good thing and I am pleased to know that just in the first four days of "Swachhata Hi Sewa Abhiyan" more than 75 lakh people joined these activities with more than 40 thousand initiatives."**

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Giving credit to the media persons, Modi Ji recalled another incident where an 18-year-old Bilal Dar from Srinagar was working for 5-6 years to clear plastic, polythene, used bottles, etc. from the Wular lake, which had become infamous for its toxic debris. He also earned through this activity in line with Modi Ji's 'Waste to Wealth' vision. Through secondary research, it was found that Bilal Dar had cleaned 12,000 kgs of trash as of 2017, for which he was made the brand ambassador by the Srinagar Municipal Corporation as well. The PM called Bilal Dar "a



*Toilet-construction campaign in Vizianagaram district | Source: The News Minute*



source of inspiration for all of us who are interested in cleanliness.”

In the 33rd edition of Mann Ki Baat, aired on 25th June, 2017, PM Modi highlighted an inspiring story of people’s participation from Mubarakpur village of Bijnor, Uttar Pradesh. The villagers not only constructed toilets on their own but also returned about Rs. 17 lakhs to the government that they received under the Swachh Bharat Mission, saying that they would do this noble deed on their own. Doing this noble activity during Ramzan, the villagers transformed the pious occasion into an opportunity for the welfare of society, setting an example for others to follow. It was through this example of ‘Jan Bhagidari,’ that the village was freed from the scourge of open defecation.

**The Prime Minister, while appealing for a change in the mind-sets and habits of the people towards the inculcation of the practice of cleanliness, expressed his gratitude on realising that cleanliness was no more a government programme but had become a people’s movement.**

In the same edition of Mann Ki Baat, PM Modi highlighted yet another mass movement wherein a 100-hour non-stop campaign was run in the Vizianagaram District of Andhra Pradesh to construct 10,000 household toilets in 71 gram panchayats . As a result of this people-driven campaign, the 71 gram panchayats became open defecation free within 100 hour’s. The Prime Minister congratulated the citizens of the district for setting an inspiring example.

In the 37th episode, dated 29th October 2017, Modi Ji mentioned receiving a detailed report on the transformation of Chandrapur Fort in Maharashtra by an NGO called Ecological Protection Organisation, which launched a cleanliness campaign lasting 200 days. PM Modi claimed how the ‘Before and After’ photographs of the Fort had left him overwhelmed. From this incident, the PM told the listeners to inculcate such resolve and determination and perform the duty of keeping our historical heritage safe and clean. In the 39th edition, dated 31st December, 2017, PM Modi talked about the cleanliness drive in Sabarimala temple, where the culture of public participation in cleanliness - Purnyam Poonkavanam - was initiated by a police officer named P. Vijayan. As the tradition started, every devotee did physical labour and contributed to the cleaning of the temple.

Along with such examples, PM Modi has many a time mentioned government initiatives aimed towards the issues he addressed in Mann Ki Baat. In the 29th edition, which aired on 26th February, 2017, he informed the people of the Cleanliness Survey 2018, which was the largest in the world, covering more than 40 crores, to evaluate achievements in cleanliness level in more than four thousand cities.

Among other things, the Survey was to analyse the use of the Cleanliness App, bringing reforms and improvements in various kinds of service centres, and will also observe whether the cities have created a system wherein cleanliness is becoming a public habit. Modi Ji said,

*“It is not for the government alone to maintain cleanliness. Every citizen and people’s organisations have a big responsibility. And I appeal to every citizen to actively participate in the Cleanliness Survey... and take the full onus to ensure that your city should not lag behind...”*

It is rare to witness the Prime Minister of a country engaging in a public dialogue to tell his countrymen and women the principle of waste-collection. This has had the potential to mobilise large masses for a cause. Modi Ji, in the 39th edition of Mann Ki Baat, dated 31st December, 2017, told people about the principle of “reduce, reuse and recycle.” He appealed to the masses that they should strive to achieve the highest ranking for their respective cities in the Cleanli-

ness Survey of 2018. The PM added, “Let us all once again, remembering revered Bapu and taking a resolve to build a Clean India, put in our best endeavours.”

The PM stated how he was impressed by a photo shared with him by Shri Mangesh from Maharashtra, where a grandson was participating in the Mission Clean Morna. The river cleaning programme had seen more than six thousand people of Akola, over 100 NGOs, college students, children, the elderly, mothers and sisters’ participation. Commenting on the potential of the people to bring a change towards cleanliness, PM Modi said,

*“Mission Clean Morna shows that if a person is determined to do something, then nothing is impossible. Huge social reforms can be brought about through mass movements.”*

While the PM has constantly appealed for mass participation in the Swachhata Abhiyaan, he has also utilised the Mann Ki Baat platform to spread awareness about the centre and states’ initiatives around the issue. For instance, in the 41st edition, aired on 25th February, 2018, the PM informed about the GOBAR-Dhan (Galvanizing Organic Bio Agro Resources) Scheme, which is aimed at generating wealth and energy by converting cattle dung, which in India is generated by 3 million tonnes daily, and solid agricultural waste into compost and biogas. Another initiative the PM informed about was the ‘Trash Mahotsav,’ which was organised by Raipur Municipal Corporation to generate awareness about cleanliness and promote creative solutions for the city’s waste problems.



*Sakhi Mandals heading cleanliness campaigns | Source: AkashvaniAIR*

In the 41st episode of the programme, aired on 25th February 2018, the PM highlighted another example from Jharkhand to illustrate the potential of women in ‘New India.’ Under the ‘Swachh Bharat Abhiyan,’ about 1.5 million women in Jharkhand organised a hygiene campaign for an entire month, constructing 1.70 lakh toilets in just 20 days and making a record. Just like Mahatma Gandhi capitalised on women’s power during the Freedom movement, Shri Narendra Modi has sought to mobilise the section to transform India into a country with ‘Sampoorna Swachhata.’ He said,

*“There were about one lakh ‘Sakhi Mandals,’ 14 lakh women, 2 thousand women Panchayat representatives, 29 thousand water carriers, 10 thousand female cleaners and 50 thousand*

women masons involved in this campaign. You can imagine what a mammoth undertaking it was! These women of Jharkhand have shown that women's power is an integral component of 'Swachh Bharat Abhiyan', which will change the course of the campaign of cleanliness in general life, and the effective role of hygiene in the nature of the people in general."

In the 43rd episode, dated 29th April 2018, the PM informed the listeners about the Swachh Bharat Summer Internship 2018, which was a great opportunity for college students and young people aspiring to transform the country and boost the cleanliness campaign. The PM informed that this campaign would also reward outstanding performers with recognition at the national level. The PM added, "I hope our youth will lend a hand in taking this movement of cleanliness forward."

To further the process of inspiring people through Mann Ki Baat, PM Modi kept sharing examples of mass participation by different sections to further the cleanliness movement. The 'Clean Ganga Campaign,' wherein a group from the BSF scaled Everest and brought down the trash littered there, showcasing commitment towards cleanliness and environment, found a mention in the 44th episode of the program, aired on 27th May 2018. The 'Swachhata Hi Sewa' movement, launched on 15th September, 2018, in which crores of people got connected voluntarily and even Modi Ji got an opportunity to do 'Shramdaan,' received a mention in the 48th edition of Mann Ki Baat, dated 30th September, 2018. The Swachh Bharat Mission in Jabalpur, Madhya Pradesh, was also mentioned by the PM in the 51st edition, dated 30th December, 2018, in which over three lakh people were involved, including people from the Municipal Corporation, voluntary organisations, students and people of Jabalpur.

**The outcome of PM Modi's relentless determination to mobilise people and transform the cleanliness mission into a mass movement has paid rich dividends. In the 52nd edition, which aired on 27th January, 2019, the Prime Minister highlighted how the listeners of Mann Ki Baat contributed to the Swachh Bharat mission and said, "Listeners of 'Mann Ki Baat' have also contributed a lot in this memorable journey of Swachh Bharat and that is**

why we are happy to share with you all that more than five lakh fifty thousand villages and 600 districts have declared themselves open defecation free and sanitation coverage in rural India has crossed 98% and about nine crore households have been provided toilet facilities."



Indian Army's Clean Siachen Campaign



BSF's Clean Ganga Clean Himalaya Campaign | Source: ANI

In the 56th edition of Mann Ki Baat, aired on 25th August, 2019, on the occasion of the 150th birth anniversary of Mahatma Gandhi, PM Modi explained how the whole country was pledging to be free from Single-Use Plastic and moving in the direction of environmental protection. Modi Ji informed how a young man named Ripudaman Belvi, who made a

unique effort of ‘Plogging,’ i.e. jogging and picking up litter, inspires the nation through the hashtag #PlasticUpvaas. In the 58th episode, dated 27th October 2019, PM Modi told the people about the noble and seemingly-impossible task, wherein the Indian Army ran the ‘Clean Siachen’ campaign and removed over 130 tons of waste from the glacier and its surrounding areas, protecting the fragile ecosystem and the source of rivers and clean water there.

In the 84th episode, dated 26th December, 2022, PM Modi shared another inspiring story of scuba divers, who removed 4,000 kg plastic waste from up to 100 metres away from the coast of the Mangamaripeta beach within 13 days, highlighting how a small beginning could be turned into a big campaign. Modi Ji shared in the same edition how, inspired by his vision, the NCC launched the ‘Puneet Sagar Abhiyan,’ under which more than 30,000 cadets cleaned the seashore to increase awareness on cleanliness and keep the coastline clean.



*NCC Cadets during the Puneet Sagar Abhiyan | Source: Times of India*

In the 90th edition of Mann Ki Baat, aired on 26th June, 2022, PM Modi shared accounts of successful efforts related to ‘Waste to Wealth.’ In Aizawl, local agencies, voluntary organisations and local people ran the ‘Save Chite Lui Action Plan,’ for cleaning the Chite Lui river. This was a classic example of wealth creation from waste, removing the plastic waste from the banks of the river and using it to build Mizoram’s first plastic road, in line with Plastic Waste Management Rules 2016 drafted by the Ministry of Environment, Forest and Climate Change. Similarly, the PM informed citizens on Mann Ki Baat about people in Puducherry uniting to start the ‘Recycling for Life’ campaign to save its sea, beaches and ecology. Under the campaign, thousands of kilograms of garbage were collected and segregated every day in Karaikal, Puducherry, with the organic waste being turned into compost and the non-organic material being recycled. The PM acknowledged on Mann Ki Baat that while such efforts are highly inspiring, they also lend momentum to India’s campaign against single-use plastic and towards the wider goal of ‘Clean India.’

In the same edition of Mann Ki Baat, the PM also highlighted a cycling rally taking place in Himachal Pradesh, wherein a group of cyclists aimed to cover 175 km on mountain roads carrying the message of a clean environment and its importance for our health. Modi ji also appealed to the public in his broadcast that they keep writing to him about such inspiring efforts, helping spread wider awareness amongst the public about cleanliness.

It is these efforts by the PM to encourage public participation through Mann Ki Baat that greatly contributed to the country becoming Open Defecation-Free (ODF) in 2019, on the 150th birth anniversary of Mahatma Gandhi. Speaking in the 55th edition of Mann Ki Baat, which aired on 28th July, 2019, the PM said:

“My dear countrymen, you must have observed one thing. Our Mann Ki Baat has given momentum to the cleanliness campaign from time to time and similarly the efforts being made for cleanliness have always inspired ‘Mann Ki Baat’. The journey that started five years ago

is setting new standards of cleanliness with the participation of people. It is not that we have achieved ideal status in cleanliness, but the way success has been achieved in the cleanliness campaign from ODF to public places, it is the power of resolve of one hundred and thirty crore countrymen, but we cannot stop at this. This movement has now moved from cleanliness to beautification.”

In the 98th edition of Mann Ki Baat, aired on 26th February, 2023, PM Modi said that public participation in the Swachh Bharat Abhiyan has strengthened and how people constantly convey the latest developments to the Prime Minister. Here, the PM was talking about the village Dulheri in Haryana, where an organisation was formed by a youth, Yuva Swachhata Evam Jan Seva Samiti, who runs cleanliness drives in Bhiwani city at 4 AM clearing tons of garbage. In the episode, the PM also appealed to the people to take up more ‘Waste to Wealth’ initiatives, sharing the example of a self-help group from Odisha’s Kendrapara district, who make utility items like baskets and mobile stands from milk bags and other plastic waste material, not just ensuring cleanliness but also generating a source of income from the process. Calling for people to take a pledge to reduce plastic usage, Modi Ji said,

“If we are determined, then we can make a huge contribution to a clean India. At least, we all should take a pledge to replace plastic bags with cloth bags. You will see how much satisfaction this resolution of yours will give you, and will definitely inspire other people.”

This appeal was in line with the previous instances of people’s participation in the Swachh Bharat Mission, which Modi Ji had highlighted in the 86th edition of Mann Ki Baat on 27th February, 2022, wherein 20 kgs of plastic was removed from the Ranthambore National Park. Lauding the inspirational effort to encourage people’s participation, PM Modi said:

*“I came across an inspirational effort in Sawai Madhopur in Rajasthan. The youth here are running a campaign ‘Mission beat plastic’ in Ranthambore. Plastic and polythenes have been removed from the forests of Ranthambore. Such collective efforts strengthen the spirit of people’s participation in the country and when there is people’s participation, we can accomplish the most challenging goals.”*

## Woman and Girl Child Empowerment

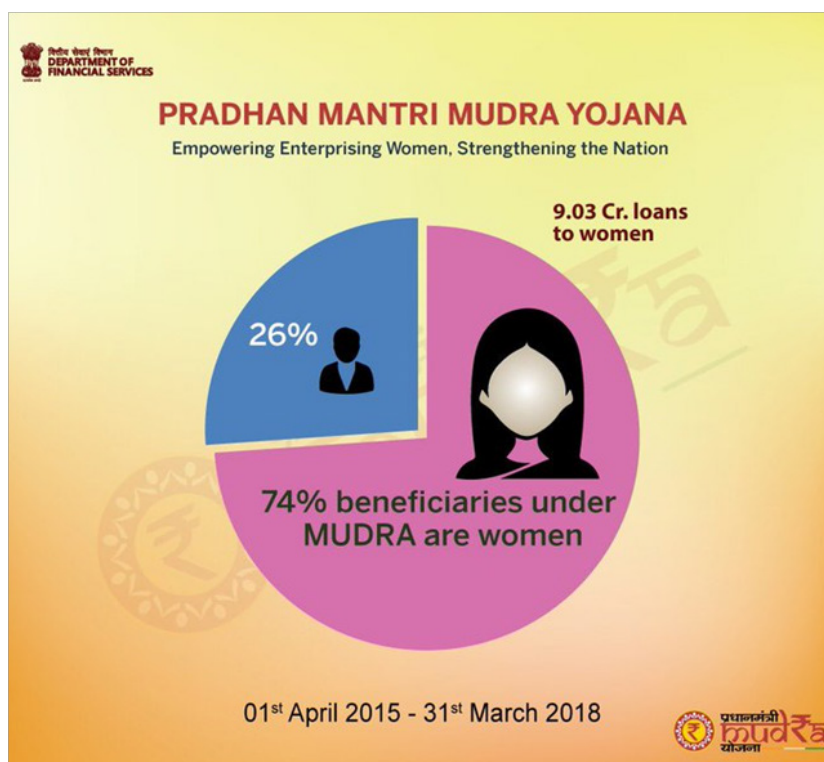


PM Modi interacts with Nari Shakti at Banaskantha district, Gujarat | Source: India TV

An important part of attaining ‘Swaraj’ is empowering women. While India has always remained a nation that celebrates ‘Nari Shakti,’ right from our ancient texts to the freedom movement to India’s acceleration as an thriving economy in the Amrit Kaal, the clarion call to enhance this further has been given by Hon’ble Prime Minister Sh. Narendra Modi. Under the Prime Minister’s visionary leadership, ‘Nari Shakti’ is gaining socio-political and economic ground.

Mahatma Gandhi believed that India’s salvation depends on the enlightenment of the country’s women. Speaking at the All-India Women’s Conference on December 23, 1936, Gandhi ji said: “When a woman, whom we call abala becomes sabala, all those who are helpless will become powerful.” Echoing the same sentiment, Modi Ji said in the 4th episode of Mann Ki Baat, on 27th January 2015, “to save the girl child, to educate the girl child, this is our social duty, cultural duty, and humanitarian responsibility. We should honour it.”

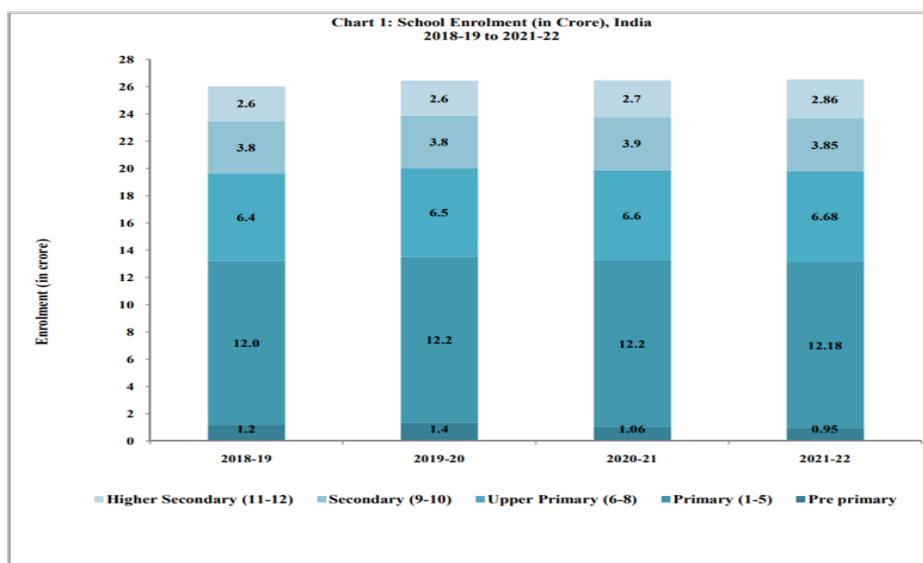
With 9 women in the Council of Ministers, and having appointed the first full-time female De-



Source: Twitter

fence Minister, the PM Modi-led government is actively expanding the scope for women by its own actions. The government’s flagship schemes like Mudra and Stand-Up India witnessed over 74% of women beneficiaries, who not only became financially independent but also empowered to support more women by becoming capable of creating livelihood opportunities for them.

The government has also ensured that girls are actively educated, as according to Mahatma Gandhi, education plays a critical role in eradicating evils of ignorance, superstition and other follies. Due to the government’s efforts, a significant increase has been witnessed in enrollment of girls in secondary schools, primarily due to access to toilets at school. As per Unified District Information System for Education (U-DISE) 2015-16, the girl’s enrolment in secondary education has increased to 80.97% against 76% in 2013-14. As per the report of U-DISE, the gender parity has also improved in 2021-22 with 12.29 crore girls enrolled in primary to higher sec-



Source: Education.Gov

ondary education, an increase of 8.19 lakh from the previous year. Further, female enrolment in higher education has increased to 2.01 crore from 1.88 crores in 2019-20. There has also been an increase of around 44 Lakh (28%) since 2014-15.

Women, on being given basic utilities like cooking gas, sanitary napkins, access to toilets, and education, etc., have become more empowered, especially in rural India. 75% of beneficiaries of the Pradhan Mantri Awas Yojana (PMAY) are also women. This is an unprecedented level of social security that has been conferred on women. This is a result of the constant efforts made in the PM Modi-led governance model. Further, the Prime Minister's relentless and determined efforts to engage more and more women in a participative governance model and to empower the girl child by raising social awareness and issuing calls to action on Mann Ki Baat have also proved fruitful in this direction.

The Prime Minister has consistently appealed to the people's conscience on Mann Ki Baat to make them realise the true value and intrinsic worth of women. While this has resulted in the upliftment of the social status of the women, it has also led to their economic empowerment, which, according to Mahatma Gandhi, is the main criterion for political emancipation and Swaraj.

In the 9th episode of Mann Ki Baat, aired on 28th June 2015, PM Modi revealed how the recently launched insurance schemes at the time - PM Jeevan Jyoti Bima Yojana (PMJJBY), PM Suraksha Bima Yojana (PMSBY) and Atal Pension Yojana (APY) - saw mass enrollments of over 10 crore people in a month's time. However, the PM appealed to take this further and connect it with the Rakshabandhan festival, urging people to gift the enrolment of the said schemes to every woman, be it their mothers or sisters, or even the domestic help in people's homes. To turn this into a mass movement, PM Modi said,

“This can be a big gift for a sister from their brother. Why can't we set the eve of Raksha Bandhan as a target and in numbers of 2 crore, 5 crore, 7 crore and 10 crore ... try to reach the sisters so that they can reap the benefit of this scheme. Let's come together and try to work together towards the completion of this pledge.”

Sex ratio at birth for children born in the last five years (female per 1,000 male)	
NFHS-4 (2015-16)	NFHS-5 (2019-21)
919	929

Source: PIB

In the 21st episode, the PM stated that ‘Beti Bachao, Beti Padhao’ had become the “Mann Ki Baat, the heartfelt wish of all the people of India,” and informed his listeners about the first women fighter pilot batch being inducted into the Indian Air Force, inspiring the women of the nation to “nurture dreams as high as the sky”. By showcasing the potential of powerful women and connecting them with government schemes like Beti Bachao, Beti Padhao, Sh. Narendra Modi has attempted to enhance the enrolment in such initiatives through people’s participation while also helping decrease the instances of female foeticide. Ministry of Women and Child development data shows that the skewed sex ratio in India is on a decreasing trend and the sex ratio at birth has shown an improving trend. Sex ratio at birth has improved by 36 points between 2014-2015 and 2021-2022.

In the 22nd episode, aired on 31st July 2016, the PM spoke about the health of pregnant women of India and the tragic pregnancy-related deaths. Highlighting the decline in the maternal mortality rates in the last decade, the PM informed about the ‘Prime Minister Safe Motherhood Campaign,’ or the ‘Pradhan Mantri Surakshit Matritva Abhiyan,’ under which every pregnant woman would get a free health check-up at government health centres free of cost. While he informed his listeners to ensure that maximum women can avail the benefits of the campaign, he also urged the gynaecologists across India to offer their services free on the 9th of every month for the sake of underprivileged mothers. Modi Ji added how he was informed by many people through messages that thousands of doctors were already following the instructions given by him on Mann Ki Baat, and how he wanted more doctors to join this campaign. Showcasing how Mann Ki Baat has been instrumental in turning the issue of women empowerment into a mass movement, PM Modi said on 31st July 2016, in 22nd Mann Ki Baat broadcast,

*“Over the last few days, many have written to me. There are thousands of doctors who have implemented what I said. But India is such a vast country. We need lakhs of doctors to join this campaign. I do believe that you will indeed do so.”*

In the 29th episode of Mann Ki Baat, aired on 26th February 2017, a few days before Women’s Day, the PM emphasised the need for increased awareness and sensitivity towards the country’s daughters. He said how the ‘Beti Bachao, Beti Padhao’ campaign is no longer only a government initiative and has turned into a mass movement. The PM called it “a campaign of societal empathy and public education.” Modi Ji explained to his listeners how the birth of a daughter, which used to be considered a burden in different parts of the country is now increasingly becoming a reason for festive celebration. “In a way, a positive mindset towards our daughters is leading towards societal acceptance,” added the PM.

To inspire people and encourage them to change their perspective towards the girl child, the PM listed a number of examples from different states of India that marked a pivotal shift towards the empowerment of the girl child:

- i) Child marriage banned in Cuddalore district in Tamil Nadu, with the district administration opening bank accounts for over 50,000 daughters under ‘Sukanya Samridhi Yojna’
- ii) All departments in Kathua district, Jammu & Kashmir, connected with the ‘Beti Bachao Beti Padhao’ Yojana, along with efforts by district administrations to adopt orphan baby girls and educating them
- iii) The ‘Har Ghar Dastak’ programme to encourage education for girls, covering every house and village in Madhya Pradesh



iv) Campaign in Rajasthan to admit those girls in schools, who had dropped out, in Rajasthan - 'Apna Bachcha, Apna Vidyalaya'

Modi ji added, "This entire movement has become a people's movement. New imagination and new concepts have been linked and connected with it. This movement has been moulded as per local requirements. This, I believe, is a healthy sign."

**Prime Minister Narendra Modi has given high emphasis on the declining female gender ratio, placing the responsibility directly upon the citizens with easy-to-understand, powerful and inspiring messages. The 'Selfie with Daughter' Campaign was launched by Sunil Jaglan in the Bibipur village, Jind District, Haryana. The campaign was instantly picked up by the PM and publicised in the 36th edition of Mann Ki Baat, on 24th September, 2017, making it famous not just across India but**

**worldwide. After earning praise from the Prime Minister, it was amplified by Haryana CM Sh. Manohar Lal Khattar, which further resulted in the positive reception of the campaign and the improvement of the sex ratio in the state.** In the 40th episode of Mann Ki Baat, aired on 28th January, 2018, the Prime Minister read a letter by a man named Prakash Tripathi and recalled the story of Kalpana Chawla, noting the inspiring effect she had on young women across the world and especially in India. Commenting on Nari Shakti, for which 'Nari Shakti



*PM Modi with the all-woman crew of INS V Tarini*

Puruskar' is also given to exemplary women (41st), PM Modi said, "...there are no upper limits for Nari Shakti, the power of women... It's a matter of joy that women in India are taking rapid strides of advancement in all fields, bringing glory to the Nation." Modi Ji also invoked the ancient Hindu text, the Skand Puran, to highlight how the 'Beti Bachao, Beti Padhao' campaign has its roots in ancient Indian culture. He mentioned the shloka and said:

“दशपुत्रसमाकन्यादशपुत्रान्प्रवर्धयन् ।  
यत्फलं लभते मर्त्यस्तल्लभ्यं कन्यैकया ॥

This means, a daughter is the equivalent of ten sons... And that is why, in our society, women have been accorded the status of 'Shakti'. This woman power binds closely together society as a whole, the family as a whole, on the axis of unity & oneness. Be it the erudition of the Vidushis of the Vedic Period. Lopamudra, Gargi, Maitreyee; be it the learning & devotion of Akka Mahadevi or Meerabai, be it the governance of Ahilyabai Holkar or the valour of Rani Lakshmbai, woman power has always inspired us. They have always brought glory to the Nation." Modi Ji, citing the letter by Prakash Tripathi, shared more examples of 'Nari Shakti' from contemporary India, including the then-Defence Minister Nirmala Sitharaman taking flight in a Sukhoi-30 fighter plane, the all-women crew circumnavigating the globe onboard the INS V Tarini under the command of Vartika Joshi, Air India Boeing jet with an all-women crew led by Kshamata Vajpayee, and many others. Highlighting the leadership role of women in India, Modi ji sought to instil ambition, strength and inspiration in the daughters, sisters, and mothers of the country.

The Prime Minister has solved several problems through Mann Ki Baat. While it is evident how

he has inspired women to be ambitious and empowered, and men to acknowledge the potential and social contribution of women, he has also used the platform for dialogue concerning the significant issues prevalent in the country. In the 39th episode, dated 31st December 2017, the PM addressed how India had, unlike many other Islamic countries, taken corrective measures to provide holistic justice to its Muslim women. This was regarding the issue of ‘mahram,’ wherein Muslim women are required to have a male guardian to perform Haj. Modi Ji informed his listeners how he had suggested the Ministry of Minority Affairs to ensure that all women be allowed to travel alone and without the lottery system, which was limiting the number of women to undertake the pilgrimage. The Prime Minister added, “...it is my firm belief that the journey of India’s progress has been possible due to women-power and on the basis of their talent... It should be our constant endeavour that our women also get equal rights and equal opportunities just like men so that they can proceed simultaneously on the path of progress.” Muslim women were addressed by the Prime Minister again in the 47th edition of the programme, dated 26th August, 2018, where he spoke about the Triple Talaq Bill, which was recently passed by the Lok Sabha, and assured the Muslim women of the nation “that the whole country stands by them to provide them social justice.”

PM Modi has shown relentless determination to help the women realise their true potential, calling it everyone’s fundamental duty to ensure women’s participation in every field of life, be it social or economic. Showing a vision of ‘New India,’ which has parallels with Mahatma Gandhi’s ‘poorna swaraj,’ the PM said in the 47th edition of Mann Ki Baat, on 26th August, 2018, “...our dream of ‘New India’ is the one where women are strong and empowered and are equal partners in the development of the country.” The Mann Ki Baat platform has enhanced participative governance and has set in motion a process of attainment of swaraj with people realising their duties towards the progress of the nation. Showcasing exactly this, the PM highlighted that he had received a letter from a gentleman, suggesting the felicitation of the Indian women who have completed 100 years of age, using their learnings of a long life for the good of the country.

Modi Ji has often highlighted how in India, daughters are regarded as ‘Lakshmi,’ who bring good luck and prosperity. In the 57th episode of Mann Ki Baat, dated 29th September 2019. the PM appealed to his listeners to organise a program “to honour this Goddess Lakshmi of India” on Diwali, especially those who bring laurels to the country with their hard work, dedication and talent. For this, the PM appealed to the people to use the #bharatkilaxmi hashtag on social media to start a mega-campaign similar to the ‘Selfie with Daughter’ campaign. He said, “Promotion of Lakshmi of India means strengthening the path of the prosperity of the country and countrymen. About the achievements of these daughters, share as much as possible on social media and use hashtag #bharatkilaxmi.” The campaign received wide success with celebrities and sports personalities taking part in the campaign and amplifying the PM’s message on social media.

The appeal by PM Modi to his listeners to start a campaign to honour the ‘Lakshmi of India’ enhanced people’s awareness and participation in another way, which came forth on 27th October, 2019, in the 58th edition of Mann Ki Baat. Modi Ji informed how his appeal resulted in the flooding of social media with countless inspirational stories. Some of the stories shared by Modi ji are listed below:

i) Kodipaka Ramesh from Warangal called her mother the “Lakshmi of India in true sense” for

the upbringing of her five sons and a daughter despite the passing away of the father.

ii) Geetika Swamy called Major Khushboo Kanwar, the daughter of a bus conductor, the ‘Lakshmi of India’ for leading an all-women contingent of the Assam Rifles.

iii) Kavita Tiwari called her daughter her strength and the Lakshmi of India for being excellent in painting and securing a good rank in CLAT exam

iv) Megha Jain called a 92-year-old woman the Lakshmi of India for providing water to the passengers for free at the Gwalior Railway Station for years, showcasing her humility and compassion

Modi Ji told his listeners, “Many such stories have been shared by people. You must read, take inspiration, and share something like this yourself with others around you.. I respectfully salute all these Lakshmis of India.” This is how the Prime Minister turned the empowerment of women into a mass movement through the platform of Mann Ki Baat.

The Prime Minister, in the 82nd episode of Mann Ki Baat aired on 24th October 2021, shared how the women of India have helped make the United Nations a more gender-inclusive organisation. For instance, it was Smt. Hansa Mehta who had changed “All Men are Created Equal” to “All Human Beings are Created Equal” in the Universal Declaration of Human Rights. Lakshmi Menon had strongly put forth her views on gender equality, while it was Smt. Vijaya Lakshmi Pandit who had become the first woman President of the UN General Assembly in 1953. Through dialogue on Mann Ki Baat, the PM has gone above and beyond his duties to ensure that the women in India are inspired and empowered.

Sh. Narendra Modi informed in the 86th episode on 27th February 2022 as to, how as a result of the ‘Beti Bachao, Beti Padhao’ campaign and its promotion on Mann Ki Baat, the sex ratio in the country had improved and the number of girls going to school had improved, among many other things. The PM said, “How are all these changes happening in such a short span of time? This change is coming because women themselves are now leading the charge, and (because of the) progressive efforts in our country.”

Prime Minister in the 99th edition of Mann Ki Baat, aired on 26th March, 2023, emphasized the importance of recognizing and supporting the contributions of women in all areas of society, including politics, science, and the arts, and celebrated their strength and power during the Navratri festival. He highlighted the achievements of various Indian women in different fields, such as Surekha Yadav, the first female loco pilot of Vande Bharat Express, the success of India’s Under-19 women’s cricket team, Guneet Monga and director Kartiki Gonsalves won an Oscar for the documentary, ‘The Elephant Whisperers’, Sister Jyotirmayi Mohanty, Scientist of Bhabha Atomic Research Center received a special award from IUPAC in the field of Chemistry and Chemical Engineering and two women legislators have reached the Vidhan Sabha through their victory in Nagaland for the first time in 75 years. One of them has also been made a minister in the Government of Nagaland, that is, for the first time the people of the state have also got a woman minister. He also mentioned how our brave daughters went to help the people of Turkey after the devastating earthquake who were a part of NDRF contingent and today the whole world is praising their skills and courage. He further highlighted the contribution of women in armed forces from deploying a Women-only Platoon in the Peacekeeping Force under the UN Mission to the accomplishment of Group Captain Shalija Dhami to become the first woman Air Force officer to get a Command Appointment in a Combat Unit and brave heart

Captain Shiva Chauhan of the Indian Army to become the first woman officer to be posted at Siachen for three months where the temperature drops to minus sixty (-60) degrees.

## Yoga



*Prime Minister Narendra Modi performing Yoga | Source: News18*

Another important aspect of Swaraj is ‘spiritual swaraj,’ which, according to Mahatma Gandhi, is the result of the positive interactions between the passions, mind, soul, and atman. This has been given a new dimension by Prime Minister Sh. Narendra Modi through ‘Yoga,’ which means the union of the individual spirit with the universal spirit of God. It is a combination of practices, which define the way we engage with the world to create harmony. Yoga, with a special focus on health, has been turned by the Prime Minister into a mass movement, a “Wellness Revolution,” not just through the various initiatives of the Central Government but also through the platform of Mann Ki Baat. To quote the PM, “Yoga is a symbol of universal aspiration for health and well-being. It is health assurance in zero budget.” Focusing on the health aspect of the nation, Modi Ji has made the people of the country aware of the benefits of Yoga and other initiatives related to health like ‘Fit India.’ This has helped in tackling many a health problems related to poor lifestyles of the citizens of not only India but other nations as well. Additionally, the PM has, through Mann Ki Baat, educated the general public about the difference between fitness (physical health) and wellness (physical and mental well-being), for which, he has advocated Yoga as the best path.

In June 2016, the PM used the Mann Ki Baat platform to urge all the Yoga Gurus and institutions to run a campaign throughout the year to defeat Diabetes through Yoga. Modi Ji, in the 21st episode of the programme, dated 26th June 2016, urged his listeners to use #YogaFightsDiabetes on Twitter and share personal experiences on social media or on the NarendraModiApp to enable a public discourse on how to tackle the challenge of Diabetes, which is considered the mother of all diseases.

Yoga has played an important role in connecting the whole world together. It is India’s contribution towards the realisation of ‘Vasudhaiva Kutumbakam’ (The World Is One Family). This is what the PM echoed in the 32nd edition of Mann Ki Baat on 28th May, 2017, when he said,

“We have successfully connected the whole world through Yoga. Like Yoga connects body, mind, heart and soul: similarly, it is connecting the world now.” This was followed by the PM informing his listeners how Yoga, in a time of indiscriminate medicine consumption, could play a vital role in ensuring a stress-free life and guaranteeing wellness. The PM also wrote letters to all governments and world leaders about Yoga day to ensure maximum participation in the mass movement.

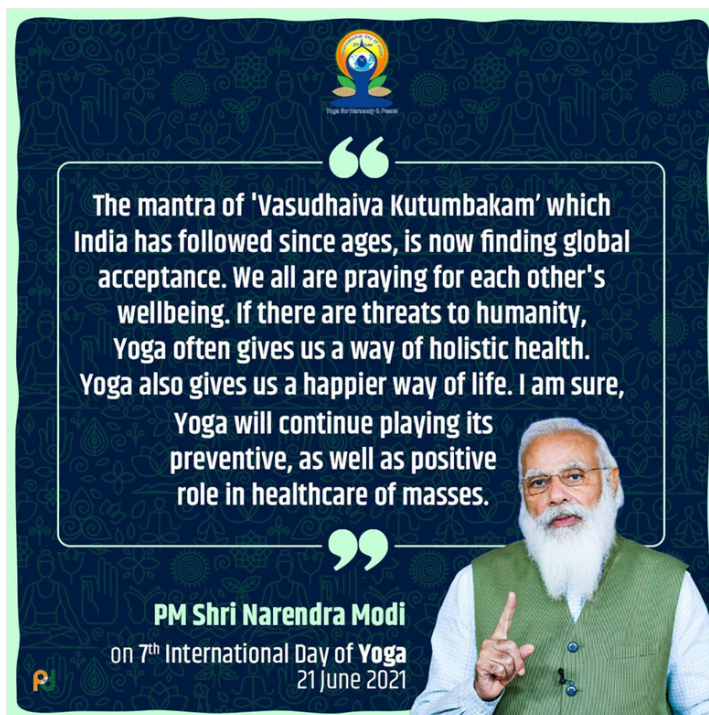
The PM has successfully created a platform for public dialogue and participation, as many citizens have written to the PM or have sent suggestions regarding various issues. In the 32nd episode, dated 28th May, 2017, PM Modi credited a gentleman for suggesting that three generations of all families should partake in this movement and upload their photos

on social media. The response of this request by the PM was overwhelming, as many families uploaded photos on social media, with cases of as many as four generations of certain families, having 2-year-olds to 90-year-olds, partaking in the movement. The PM added, “This, in a way, is a movement on preventive health care. I invite you all to get connected to it.”

As a result of PM Modi’s efforts on all platforms, including Mann Ki Baat, Yoga has become a worldwide revolution. From China’s Great Wall, to Peru’s Machu Picchu, to France’s Eiffel Tower, to UAE’s Abu Dhabi, to Afghanistan’s Friendship Dam, to Singapore - Yoga has been practised worldwide. Even the UN staff and diplomats participated in the movement, with the UN releasing ten stamps dedicated to International Yoga Day and UNESCO recognising Indian Yoga as an eternal heritage of mankind. The PM said in the 33rd edition of Mann Ki Baat, which aired on 25th June, 2017,

“Yoga has permeated the entire world. From the seashores to the mountains, people welcomed the first rays of the sun, with Yoga. Which Indian wouldn’t be proud of this! It isn’t as if Yoga didn’t exist before, but now the threads of Yoga have bound everyone together, and have become the means to unite the world.”

In India, Yoga has created several world records. For instance, in Ahmedabad, nearly 55,000 people performed Yoga together in 2017, creating a world record. This was informed by the PM to the whole nation through Mann Ki Baat on 25th June, 2017, to inculcate within them the values propagated by Yoga and inspire them to become a part of this ancient heritage, spreading positivity and wellness at the same time. It is through Mann Ki Baat that the Yoga movement has become such a success. To quote Modi Ji’s observation from the 33rd episode of Mann Ki Baat, dated 25th June 2017, “I had asked you to share photos of three generations of the family doing yoga together... I received a lot of photographs out of which, selected photographs are



compiled and uploaded on the NarendraModiApp. One significant outcome of the way yoga is being talked about all around the world is... that today's health conscious society is now taking steps from fitness to wellness, and they have realised that fitness is, of course, important, but for true wellness, yoga is the best way.”



750 Divyang people from across the country attempting to set a Guinness World Record for 'Largest Silent Yoga Class | Source: Twitter @GujaratCMO

Yoga has become a mass movement because of the concerted efforts and commitment of the whole nation. Speaking a couple of months ahead of Yoga Day in February 2018, the PM said that Yoga needed to be made popular among people of all ages and all genders. Doing his bit, the Prime Minister informed the public about his 3-D animated videos of Yoga practice sessions, which would help aspiring yogis in learning different asanas. Taking the cause of health and wellness further, Modi Ji talked about the affordable and accessible Jan Aushadhi Kendras and used Mann Ki Baat as an information outreach platform, appealing the people to provide this information to the needy ones. Turning the task of ridding the country of tuberculosis into another mass movement, the PM said on 25th February 2018, in the 41st episode, “A target has been fixed to make the country TB-free by 2025. This is an enormous task. Your cooperation is needed to create public awareness. All of us will need to make united efforts to become TB-free.”

Modi Ji invited the youth of the country to “come together to launch a movement of Fit India” in the 42nd episode of Mann Ki Baat on 25th March, 2018. In the next edition, aired on 29th April, 2018, he followed up on his appeal and mentioned how his request had turned into a mass movement, with people sending him letters and sharing fitness-mantras and stories on social media. The Prime Minister shared stories by Sh. Shashikant Bhonsale, Rooma Devnath, and even celebrities and fitness enthusiasts like Akshay Kumar, further correlating the idea of fitness with Yoga.

Modi Ji explained how Yoga has been instrumental in bringing people together with no regard to caste, religion, region, colour or gender, calling it a reason for the nation to feel elated and

proud. He then listed a few more inspiring cases where Indians created new world records, for example, around 750 divyangassembling at one place to do Yoga and creating a world record. He summed up the issue in the 45th episode of Mann Ki Baat, which aired on 24th January 2018, saying,

*“I believe that the concept of wellness today is bringing about a revolution. I hope the campaign of wellness through yoga will gain further momentum. More and more people will come forward to make it a part of their lives.”*

In the 54th episode of Mann Ki Baat, dated 30th June 2019, the PM told the citizens about the people and institutions who did an outstanding contribution to the promotion and development of Yoga: the Japan Yoga Niketan, which runs several institutes and training courses all over Japan, Italy’s Ms. Antonietta Rozzi, who started Sarva Yoga International to propagate Yoga all over Europe, the Bihar Yoga Vidyalaya, or Swami Rajarshi Muni, who established the Lakulish Yoga University.

Prime Minister Sh. Narendra Modi has said, “Yoga Day has become one of the biggest mass movements in the quest for good health and well-being.” Mann Ki Baat has played a significant role in this process. Further, the PM has also ensured that the crores of Mann Ki Baat listeners inculcate a healthy and disease-free lifestyle. For this, Modi Ji has made significant efforts in numerous Mann Ki Baat episodes and has utilised Yoga and Fit India movements to eradicate malnutrition (56th edition), TB and diabetes, etc., turning them into mass movements with maximum people participation. Therefore, it can be said that the Prime Minister has successfully utilised the Mann Ki Baat platform to help the nation attain Swaraj in the truest sense of the word.

## Environmental Conservation

**“The Earth has enough resources for our needs but not for our greed.”**

**-M.K. Gandhi**

“We are blessed to be a part of a culture where living in complete harmony with the environment is central to our ethos. Let’s ensure that even the smallest step we take in our daily lives will be an effort towards conserving nature and natural resources.”

**-Prime Minister Narendra Modi**

The Prime Minister, much like Mahatma Gandhi, has proved to be an environmentalist. Both the visionaries have understood the importance of environmental conservation, and regarded nature as an integral part of our lives, have claimed that it is the responsibility of every individual to nurture a better planet. Since Swaraj involves conquering the self and restraining the self, co-existing with nature with zero greed becomes an important aspect of it. This is the value that Sh. Narendra Modi has attempted to inculcate in the nation through Mann Ki Baat, as well as through the numerous initiatives of the government.

In Mann Ki Baat, PM Modi has talked about various environmental issues, ranging from water conservation, energy conser-



PM Modi inaugurating a mass plantation campaign in UP

vation, and mass plantation campaigns to overall environmentalism. Given the phenomenon of climate change and global warming, and the myriad concerns emerging from them which threaten humanity, a major concern of the Prime Minister has been to spread awareness among the general public about the importance of ecological sustainability and remind them of India's ancient culture, which advocates eco-friendly values and lifestyles. For instance, talking about water conservation in the 9th episode of Mann Ki Baat, Modi Ji recalled how several parts of India have age-old underground water tanks that store potable rainwater. Exhorting people to engage in such an environment-friendly and sustainable lifestyle, Modi Ji said, "This should, in fact, become a mass movement. Each and every village should have the facilities for rainwater harvesting." This was followed by another appeal by the PM to initiate a "mass plant sowing campaign conducted by youth and social organisations," recalling how he have always told the farmers of the country to plant trees instead of putting barricades on the boundaries of their fields since trees can become one's "biggest asset in the long run."

Modi Ji has discussed climate change on Mann Ki Baat to sensitise the public about the predicament threatening humanity. Global Warming poses a threat of 1.5-2 degree Celsius rise in the global temperature compared to pre-Industrial levels, capable of melting glaciers and rising sea levels, which would threaten millions of people living in Island nations and in coastal regions, whilst catalysing the extinction of various flora and fauna. In the 14th episode of the program, he said, "The earth's temperature should not rise anymore. This is everyone's concern and responsibility too. And to save us from rising temperatures, the first step is 'energy conservation.'" Here, the PM talked about the benefits of decreasing energy usage through the use of L.E.D bulbs or switching off street lights on full moon nights. The PM also cited an example of a woman from Kanpur named Noor Jahan, who had utilised Solar Energy to light 500 homes at a cost of Rs.3 per day per home. Congratulating the woman's efforts, Modi Ji sought to encourage the whole nation to look for innovative ways to utilise renewable energy, of which solar energy is the most abundant source.

Water scarcity is a major challenge for the farmers of the nation. India's 1.3 billion people have access to only about 4 percent of the world's water resources and nearly half the country's population faces high-to-extreme water stress. This has led the Prime Minister to take matters into his own hand and make people aware of strategies and lifestyles that promote water conservation. He touched upon the issue on 27th march, 2016, in the 18th edition of Mann Ki Baat and appealed to the people to restore the nation's ponds by decongesting them from the garbage. For this, PM Modi urged the people to join the schemes of the government in maximum numbers, so as to create a model of participative governance.

In the 19th episode of Mann Ki Baat, dated 24th April, 2016, the Prime Minister told his listeners about the farmers from the Hivrebazaar Gram Panchayat in Ahmednagar district, Maharashtra. The farmers had tackled the issue of water scarcity by changing the cropping pattern and foregoing the crops that demanded significant amounts of water, such as sugarcane and banana. To encourage people's participation, Modi Ji shared another example from the Devas district of Madhya Pradesh, where the Gorwa Gram Panchayat undertook a drive to create 27 farm ponds, increasing the groundwater level and boosting agricultural production by 20 percent. PM Modi encouraged the people to "start a drive to save water in every village.." Such is the genius of the Prime Minister that he has used the platform to give practical ideas for crores of his listeners to adopt, while emphasising the importance of working collectively and with determination.



Mann Ki Baat has essentially acted as a platform of two-way dialogue, which not only allows the Prime Minister to sensitise people, raise the social IQ, and encourage participative governance. The platform has also acted as a space for the citizens of the largest democracy in the world to write letters and send messages to the Prime Minister, whether in the form of conversations, questions, or even grievances, which are then amplified by the Prime Minister to the larger public, knitting the whole country together in the process of a healthy public discourse.

Replying to a letter in the 19th episode, on 24th April 2016, in which a gentleman asked PM Modi the status of Ganga's cleaning campaign, the PM pressed that while the government has been dedicated in this direction with nearly 3 to 11 tonnes of garbage being removed everyday, the "project to clean Ganga cannot be successful without mass participation by the people (and) we all will have to become agents of change to achieve cleanliness." It is through the Prime Minister's war cry on Mann Ki Baat that the 'Jan Shakti' of the country has strengthened and come up. In 2022, a group of 'Namami Gange' volunteers organised a river cleaning drive at Dashashwamedh Ghat in Uttar Pradesh's Varanasi. Citing inspiration from Modi Ji's Mann Ki Baat, a volunteer said,

*"In 'Mann Ki Baat', Prime Minister Narendra Modi had appealed to the people to maintain the cleanliness in our rivers. Following his appeal, we clean ghats daily and are appealing to the people to not pollute them."*

The holy river Ganga provides water to nearly half a billion people, more than any other river in the world. Ridding the river of dirt and garbage is no simple task for any leadership. However, Prime Minister Narendra Modi has not just shown vision and leadership through the ambitious 'Namami Gange' Programme, under which over Rs. 10,000 crores have been released to State Governments and Executing agencies from 2017 to 2022, but has also tapped into the country's rich demographic dividend to unlock the "Jan Shakti" towards the cause. This initiation of mass movements that the Hon'ble Prime Minister Shri Narendra Modi has given form to is what makes the Mann Ki Baat programme such a unique and noble force in nation-building.

Modi ji has listed several people-driven campaigns in different states of the country targeted at solving the water crisis, for instance, the 'Mission Bhagirath' in Telangana, the 'Neeru Pragati Mission' in Andhra Pradesh, the 'Jal Yukt Shivir' in Maharashtra, the 'Lok-Suraj, Jal-Suraj' campaign in Chhattisgarh, the 'Balram Talaab Yojana' in Madhya Pradesh, the 'Mukhya Mantri Jal Bachao Abhiyaan' in Uttar Pradesh, and the 'Kalyani Yojana' in Karnataka, among others. Mentioning these examples on Mann Ki Baat and congratulating the efforts of various states and their residents, the PM not only inspired others to undertake such people-driven campaigns but also provided social validation to the existing efforts, honouring them in front of the whole nation. PM Modi provided stimulus to the water conservation efforts in the nation cutting across all sections of society, including the media. He said, "I urge the people of India that... we should resolve that we shall not let a single drop of water be wasted. And the issue of water is not just for the farmers. This concerns everybody - the villages, the poor, the labourers, the farmers, the urban people, the country folk, the rich and the poor... The coming four months should be transformed into a Save the Water Campaign, to save every drop of water. And this is not just for the governments, not just for the politicians, it is a work to be carried out by the people at large. Recently the Media reported on the water crisis in detail. I hope that the Media will show the path to the people on how to save water, start a campaign, and share the responsibility to free us from the water crisis forever; I invite them as well."

On 26th June, 2016, in the 21st episode of Mann Ki Baat, the PM received a message from Santosh Negi from Pauri Garhwal, Uttarakhand, who stated how Modi Ji's programme had inspired him to carry out a campaign in a school for water conservation. He said, "Drawing inspiration from you, in our school, before the onset of monsoon we dug 250 small trenches which were 4 feet deep, along the side of the playground, so that rainwater could be collected in these. This way the playground remained unspoilt and there was no danger of children drowning in these... and we managed to save crores of litres of rainwater which fell on the playfield." This showcases how Mann Ki Baat is inspiring people's participation in even the remotest corners of the country while providing a national platform for people to share their achievements directly with the Prime Minister along with over 130 crore citizens of India.

Recalling an inspiring incident from his tenure as the CM of Gujarat, Modi Ji mentioned how a certain NGO distributed saplings to the devotees of Mata Ambaji and how the devotees were taking care of the saplings till maturity into trees to maintain the showers of blessings of the goddess over them. Modi Ji urged other temples to start the same practice and turn it into "a people's movement for planting trees." To facilitate participative governance for environmental protection, the Government of India passed the CAMPA law, under which Rs. 40,000 crores were made accessible to the states for planting trees. Modi Ji informed his listeners about how 2 crore saplings were planted in Maharashtra in July 2016, transforming the activity into a people's movement. He listed several other examples of Andhra Pradesh, Rajasthan, Gujarat, etc.

The Prime Minister has also used Mann Ki Baat to mobilise people for the 'Give It Up' Campaign, which was an initiative by the Government of India to encourage domestic LPG consumers, who could afford to pay the market price for LPG, to voluntarily surrender their LPG subsidy, enabling the Centre to utilise the limited resources to reach out to the economically backward classes. Every LPG consumer, who surrendered the LPG subsidy, was linked to a BPL household to receive an LPG connection in turn. This was done with the larger objective to make clean cooking fuel such as LPG available to the rural and deprived households which were otherwise using traditional cooking fuels such as firewood, coal, cow-dung cakes etc., which were detrimental to the health of rural households as well as to the environment. Household combustion is a major contributor to ambient levels of various pollutants in rural India. Studies have shown that a significant fraction (22-52%) of ambient PM<sub>2.5</sub> is directly emitted from residential cooking and heating. Given their widespread use in India, emissions from biomass-burning stoves (using brushwood or dung cakes) are estimated to impact regional air quality. Additionally, respiratory diseases and lung infections are common consequences of exposure to fumes from cooking in rural households. Diseases of the heart, tuberculosis and stillbirths have been long connected with pollution and smoke rising from burning solid fuels, with women and children being the worst affected. According to a report by the United Nations Environment Program (UNEP), more than half of the black carbon in South Asia comes from incomplete combustion. Black carbon is a serious threat to the melting of glaciers and of significant concern in South Asia due to its potential impact on the Himalayas. As on 28th July 2015, over Rs. 200 crores was saved through the 'Give It Up' Campaign, with over 2 crore new LPG connections issued across India as on June 2015. A major push to enhance people's cooperation and participation in this mass movement of a campaign was given by the Prime Minister through Mann Ki Baat.

In the 12th episode of Mann Ki Baat, which aired in September 2015, the PM gave an update on how as a result of his clarion call on Mann Ki Baat to the affluent, as many as 30 lakh fami-

lies had given up their subsidies for the cause. Calling this instance of people's participation or 'Jan Shakti' a 'silent revolution,' PM Modi said in the 12th Mann Ki Baat episode,

“Today I can say with great pride that 30 lakh families have given up their gas subsidy and these are not the rich people. I saw on TV, a retired teacher, a widow lady standing in a queue to give up her subsidy. The common people from the society belonging to the middle and lower middle class have difficulty in giving up subsidies. But then they did give up their subsidy. Isn't it a silent revolution? Isn't it a demonstration of the people's power?”

In the 19th Mann Ki Baat episode, dated 24th April 2016, the PM informed that 1 crore families had given up their LPG subsidy and expressed gratitude towards them. In the 25th episode, on 30th October 2016, the PM shared a letter he had received from a 90-year-old woman who patted the back of Modi Ji for giving poor households freedom from the smoke of the chulha. This showcases how Mann Ki Baat has created an atmosphere of selfless participation amongst the citizens of India for the holistic progress of the nation while acting as a platform for celebrating the spirit of 'Jan Bhagidari.'

Connecting the issue of water conservation with agriculture, PM Modi called for people's participation, along with the use of appropriate technology, planning and time-bound action. In the 20th Mann Ki Baat broadcast, dated 22nd May 2016, he called water a “gift from God” and gave water storage, water conservation and water irrigation equal importance. He stated the importance of cultivating crops that required minimal water intake to materialise the maxim, 'Per Drop More Crop' and highlighted how states like Maharashtra, Andhra Pradesh and Gujarat have taken big strides in the field of drip irrigation, bringing 2-3 lakh hectares of land under micro-irrigation every year through people's participation.

The Prime Minister has constantly attempted to institutionalise water conservation efforts across the nation. In the 43rd Mann Ki Baat broadcast, dated 29th April 2018, PM Modi explained how water conservation was an age-old practice and gave examples of Tamil Nadu, Gujarat, and Rajasthan. While he mentioned the stone carvings depicting irrigation systems, water conservation and drought management in some temples of Tamil Nadu, such as Mannarkovil, Chiran Mahadevi, Kovilpatti or Pudukottai, it is found that even inscriptions from 700-1,000 years ago have been found in the temples of the region pertaining to water conservation.

The PM also talked about Gujarat's Adalaj Stepwell and Patan Ki Rani Ki Vav, which are UNESCO heritage sites, and Chand Baoris (water temples), which are situated in water-scarce areas. (43rd) The PM also informed about how the dried-out Sasur-Khaderi rivers in the Fatehpur district, Uttar Pradesh, were revived by the district administration and people from 40-45 villages of the area, who took the responsibility of soil and water conservation on a massive scale. The PM added, “This grand achievement is a big boon for animals, birds, farmers, crops and villages. I emphasise... we must also take some responsibility for water harvesting and water conservation...”

The Prime Minister, in the 54th Mann Ki Baat broadcast, dated 30th June 2019, appealed to the public to motivate each other to conserve water by listing as many ways as possible, even on social media by using the #JanShakti4JalShakti hashtag.

In his 54th Mann Ki Baat broadcast, stating that he had received a number of letters from his listeners on NaMo App and Mygov website regarding water conservation, the Prime Minister touched upon the issue. PM Modi highlighted the problem of water scarcity in India,

how only 8% of rain water was conserved per year across India, and how it was time to “solve this crisis with public participation, people’s power, with the strength, cooperation and resolve of 130 crore” citizens. The PM stated the government’s intention to solve all water-related issues in the country promptly with the creation of the Ministry of Jal Shakti. However, showcasing his determination to mobilise the people of the country, Modi Ji explained how he wrote letters to the different sarpanches and village heads of India, exhorting them to store and save water. Here, he expressed his gratitude for their enthusiastic participation. The Prime Minister said, “crores of people have done shramdaan in thousands of panchayats. People in every village took a pledge to save every drop of water.”

In the 56th episode of Mann Ki Baat, dated 25th August 2019, Prime Minister Narendra Modi urged people to observe the 150th birth anniversary of Mahatma Gandhi as a day to make India plastic-free and exhorted NGOs, the corporate sector, and municipalities to come up with ways for safe disposal of accumulated plastic waste before Diwali. The call for a mass movement was preceded by the PM’s Independence Day address in which he had urged people to shun ‘single-use’ plastic to protect the environment. Modi Ji also urged people to participate in the annual ‘Swachhata Hi Seva’ campaign, which was to begin within two weeks from the day of the radio broadcast. Calling for a ‘revolution’ against plastic, Modi Ji said,

“This year, on October 2, when we celebrate Bapu’s 150th birth anniversary, we shall not only dedicate to him an India that is open defecation-free but also shall lay the foundation of a new revolution against plastic, by people themselves, throughout the country.” Asking his listeners, “what can be a greater inspiration than Gandhi?” Sh. Narendra Modi insisted people from all strata of society celebrate Gandhi Jayanti as a day to make “Mother India plastic-free”.

The PM has addressed the global threat of coastal erosion and submersion of coastal areas as well on Mann Ki Baat, for which a number of initiatives are being run by the Government of India. He has cited examples of people-driven movements from different states in India to sensitise his listeners about the issue and encourage them to participate and contribute to the conservation of coastal regions in their way. In line with his practice of highlighting inspiring examples of people-driven movements on Mann Ki Baat to encourage self-reliance, the PM shared a case from Madhubani in Bihar in the 81st episode on 26th September 2021. In the broadcast, PM Modi talked about the joint initiative of the Dr Rajendra Prasad Agricultural University and Krishi Vigyan Kendra named the ‘Sukhet Model,’ under which dung and other household waste were collected from the farmers in the village and in return were given money for cooking gas cylinders, bio-fertilizers, and most importantly, the village was freed from pollution. The PM shared another example of ‘Waste to Wealth’ from Kanjirangal Panchayat of Sivaganga district, Tamil Nadu, where electricity and pesticides were being generated from



PM Modi’s letter to a Sarpanch in Meghalaya | Source: [swachhindia.ndtv.com](http://swachhindia.ndtv.com)



Source: Dainik Bhaskar

the treatment of waste. Inspiring the nation to contribute towards environmental conservation through innovative ideas, the PM said in the 81st Mann Ki Baat broadcast on 26th September 2021,

“This is the basis of self-reliance. I appeal that every panchayat of the country should also think of doing something like this in their respective villages.”

In the 86th edition, aired on 27th February, 2022, Modi ji shared a number of examples of public participation, such as ‘Mission Jal Thal’ in Srinagar, Kashmir, the ‘Clean and Green Kokrajhar’ Mission in Kokrajhar, Assam, the campaign against Single Use Plastic in Visakhapatnam, the ‘Mission Beat Plastic,’ in Ranthambore, showcasing the spirit of ‘Sabka Prayas,’ and observing, “This spirit... strengthens public participation in the country and when there is public participation, even the biggest goals are definitely met.”

Citing age-old examples of water conservation in India, like the ‘Vav’ or step wells in Gujarat, the Prime Minister appealed for maximum participation in Mann Ki Baat for the rejuvenation of 75 Amrit Sarovars across India. Mission Amrit Sarovar is a government initiative launched in April 2022 with the goal of constructing and rejuvenating at least 75 Amrit Sarovars in each district across the country. The mission aims to overcome the water crisis in rural areas, and has set the target to construct 50,000 Amrit Sarovars by August 15th, 2023. As of February 8th, 2023, 60% of this target, or over 30,000 Amrit Sarovars, have been completed. This progress is being celebrated as a significant achievement for the people of the country, who showcased the potential of ‘Jan Bhagidari’ in tandem with the Ministry of Rural Development. So far, 1,095 freedom fighters, 13,940 eldest members of the panchayat, 193 family members of freedom fighters, 624 family members of martyrs and 47 Padma Awardees have participated in the Mission.

In the 87th edition, dated 27th March, 2022, the PM highlighted the water conservation efforts made by different tribes of India, such as Rann of Kutch’s Maldhari tribe’s ‘Vridas,’ which entails building small wells and planting trees around it to protect, and Madhya Pradesh’s Bhil tribe’s ‘Halma,’ wherein problems related to water are solved through brainstorming sessions

of the tribe.

In the 99th edition, aired on 26th March, 2023, Prime Minister in Mann Ki Baat discussed India's success in the field of solar energy and how our nation is moving forward at an impressive pace in this field. He also highlighted the importance of solar energy and how the people of India have a special relationship with the Sun, with traditions of worshipping the Sun that are rarely seen in other places. Prime Minister Sh. Narendra Modi then goes on to appreciate the efforts of people in Pune and Diu for their successful adoption of solar energy. In Pune, the people of the MSR-Olive Housing Society have installed solar panels to generate electricity, resulting in savings of around 40,000 rupees per month. In Diu, the people have installed solar panels on barren land and many buildings, generating more electricity than what is required during the daytime and resulting in savings of around 52 crore rupees on the purchase of electricity.

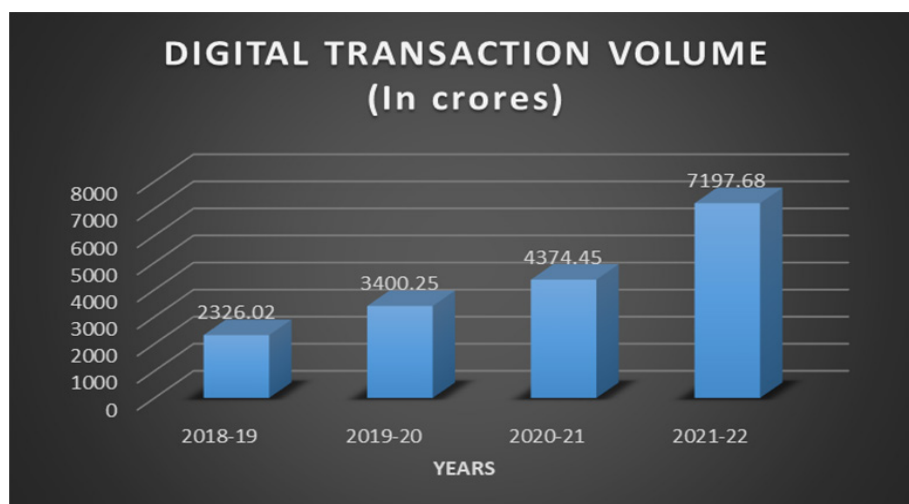
## Digitisation

The Prime Minister has strengthened and accelerated the digitisation process of the nation through Mann Ki Baat, helping transform India into a digitally empowered society and a digital economy. This has ensured that digital access is enhanced and digital divide is reduced, strengthening the MSME sector of the country, which accounts for 30 percent of India's GDP and 50 percent of its exports. While the Government's Digital India programme has significantly reduced the distance between the government and the citizens, ensuring last mile delivery of core amenities in a transparent and corruption-free manner, the process has only catalysed through PM's Mann Ki Baat. Since the inception of the Mudra Yojana in April 2015, up until December 2022, more than 37 crore loans, amounting to over Rs. 20 lakh crores have been disbursed. This proves how the digital divide in India has reduced greatly due to various initiatives of PM Modi, of which Mann Ki Baat stands out as a crucial outreach program.

In the 11th Mann Ki Baat broadcast on 30th August 2015, the PM informed his listeners how the poor had displayed their richness by not just opening nearly 18 crore zero balance Jan Dhan accounts but depositing a sum of Rs. 22,000 crores in these accounts. He stated how this move was helping connect the poor to the banking facilities. In the 15th Mann Ki Baat episode, dated 27th December 2015, the PM mentioned how, because of the Jan Dhan accounts, the world's largest Direct Benefit Transfer (DBT) Scheme was made successful in India, referring to the PAHAL scheme. The scheme has even been acknowledged by the Guinness Book of World Records as the largest cash transfer programme in terms of number of households. As on 1st April 2022, as many as 28,36,77,886 people had benefited under the Direct Benefit Transfer for LPG (DBTL) or PAHAL subsidy.

In the 26th episode of Mann Ki Baat, dated 27th November 2016, PM Modi said, "A cashless economy is necessary for nation building," mobilising people to unite their efforts to transform India into a digital economy. He added, "A small trader can also expand the business with the help of this user-friendly technology... I invite you all. You can make a very big contribution in creating a cashless society. You can create a full-fledged banking facility on your mobile phone and there are many ways now to run our business without using paper currency. There are technological methods which are safe, secure and instantaneous. I want that you not only extend your cooperation in making this campaign successful but also lead the process of transformation and I have full confidence that you can be the leader for this change."

In the 31st Mann Ki Baat broadcast, dated 30th April 2017, the PM encouraged people to par-



*Significant year-wise jump in digital transactions | Source: PIB*

ticipate in the Digital India movement. The PM shared the refer and earn scheme of the BHIM App and said, “The traders can earn, so can students. And this scheme is valid till the 14th of October. It will be your contribution towards making a digital India. You’ll become a sentinel of New India.”

In the 81st edition of Mann Ki Baat, aired on 26th September 2021, Modi ji mentioned how the country registered more than 350 crore UPI transactions in the month of August that year, worth more than 6 lakh crore rupees.

In the Mann Ki Baat episode broadcasted on April 24, 2022, the PM urged the people of the nation to strengthen the UPI payment system in the country. He said, “People should go for ‘Cashless Dayout’, now even in small villages & towns people are using UPI. It’s benefitting both shopkeepers & customers. Online payments are developing a digital economy, everyday Rs.20,000 Cr online transactions are taking place. Now even in small towns and in most villages people are transacting through UPI itself. A culture is also being born in the country from the Digital Economy.”

Over the past years, digital payment transactions have witnessed tremendous growth. During the Covid-19 crisis, it was the digital payments that facilitated the functioning of businesses, including small merchants, and helped in maintaining social distancing.



## PART-II

# MANN KI BAAT: TRANSFORMING MINDSET FOR POSITIVE OUTLOOK

Mann Ki Baat has had a reverberating impact on the population of the country, with statements made by the honourable Prime Minister echoing through people's minds due to the relatability and sheer assertiveness of the statements made by him. The Prime Minister has generated an alternative environment in which he has created a platform for open dialogue, sharing his invaluable thoughts with the citizens of the country, and encouraging maximum participation in the country's governance. This kind of model that the PM has created is inherently unique and proposes a new form of leadership in Indian democracy. However, Mann Ki Baat is not merely an addition to the conventional governance model. The attitude of the PM behind Mann Ki Baat is also noteworthy. While speaking to the population of the country, the PM has successfully maintained a positive attitude, transforming the mundane leadership practiced by previous Prime Ministers of the country into positive leadership. Prior to 2014, positive leadership had been absent in the country for quite some time, which had resulted in lacklustre development and low confidence among the population towards the government and their elected leader.

Positive leadership is essential in any organizational setup, whether it be political or business, in order to garner outstanding results and repress negative emotions amongst the associates.

Positive leadership is sometimes seen as a defunct characteristic employed merely to create a false umbrella of positivity empowered by the superimposition of fake positive emotions or statements. However, in reality, positive leadership is not merely about generating positive emotions or statements; it's about inculcating positive values, which PM Modi has championed through Mann Ki Baat. **Throughout Mann Ki Baat, PM Modi attempted to instil positive values in citizens by drawing on the ideas of prominent scholars, historical figures, and indigenous cultures. The references used by him act as a natural soothing**



*Mann Ki Baat bringing a mindset reform*

**ing factor for the listeners, as the values quoted by the PM are deeply engraved within Indian culture, and the Indian audience is accustomed to hearing them since early childhood.** With the PM of the country reinforcing these values, the population senses a revival of its moral values, with their elected representative acting as an active mediator. Aside from adding positive moral values, the PM has used his personal experiences to motivate the population and



provide an alternate perspective to citizens in stressful situations through Mann Ki Baat. We shall discuss examples of the same later during the course of this chapter.

Prior to 2014, the leadership never attempted an dialogue with the citizens, forget about open dialogue. Former PM Manmohan Singh was often criticized for his unequivocal silence on matters of grave concern. During his tenure, the UPA government was constantly under the radar for corruption-related charges, but the ill-spirited Prime Minister never took charge of the situation. The incidents that happened prior to 2014 required strong and positive leadership in order to reassure the citizens, but the UPA government never attempted to do so. PM Manmohan Singh and his characteristics can easily be classified as examples of poor leadership that led India into a suffocating puddle. The stark contrast in leadership post-2014 is vividly visible to the naked eye. With PM Modi at the helm, India's leadership across multiple platforms has been revitalized. Strong international stature and public confidence have grown by multiple folds, establishing a positive outlook for the country. Mann Ki Baat has played a pivotal role in transforming India's outlook.

Through Mann Ki Baat, individuals in the country are getting motivated, becoming more aware, and learning moral values, influencing their mindset in a positive direction. PM through Mann Ki Baat has engaged in discussions on topics of serious concern in the country, like exam-related stress, drug addiction, sports, welfare of the specially-abled population, etc. PM Modi has successfully broken down the superiority complex barrier that has existed between politicians and the general public by holding such discussions. In India, politicians are usually perceived as unapproachable and flamboyant, but PM Modi, by sharing his thoughts via Mann Ki Baat, has left the impression that the elected representatives are nothing but people from the masses themselves. Through statements such as "I am less of your Prime Minister and more of a Pradhan Sewak," PM Modi has furthered this discourse.

PM Modi's positive leadership has also severely impacted the agendas of self-reliance and nation-building. With the PM's encouragement and guidance, people have started taking initiative on their own and have established a model of participatory nation-building. Earlier, the citizens were dependent on government schemes to contribute to the nation-building process or enrich their livelihoods. However, since the Mann Ki Baat, people have begun to invest in themselves and have used PM Modi's outlook as a constant motivator. Throughout Mann Ki Baat, PM Modi has highlighted these self-taken initiatives in order to further motivate the population by making role models from the population itself instead of using foreign role models as an example.

From the first edition itself, the PM started ensuring that he connected with the population based on their convenience rather than the population making time for him. He kept his time of discussion at 11 a.m. on a Sunday in order to ensure that his message reaches a larger audience, garnering the utmost public participation. Moreover, in the first edition itself, the PM sent a strong message to the population, urging them to remove all the dirt from the country, and ensure cleanliness, laying a solid foundation for further dialogues to come. Subsequently, in the second edition, which aired on 2nd November, 2014, the PM requested the citizens of the country to change their mindset and move towards a reformation where the population realizes that India is no less than any other country and neither are the people inferior. The conversations of the first two editions acted as substantial initiators of a discourse that would change the way we see Indian democracy. Furthermore, the Prime Minister was aware that the transformation would take time due to 60 years of Congress rule, which followed a traditional model of gover-

nance, imposed a parochial mindset, and reduced public participation. As a result, in the initial episodes themselves, he began addressing the country's most pressing issues.

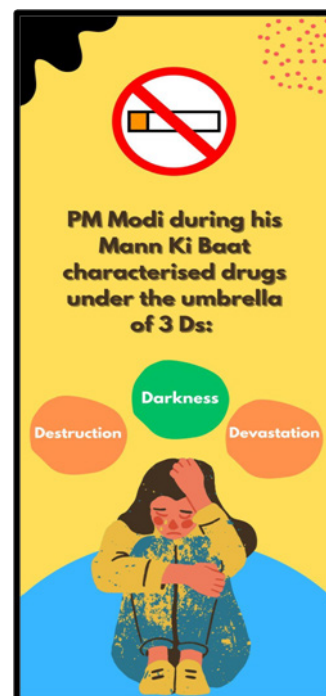
## Drug Abuse

Starting with the youth, PM Modi addressed the issue of rampant drug abuse and addiction at first. In the third episode of Mann Ki Baat on 14th December 2014, the PM highlighted how drugs are a ginormous evil that not only consumes the individual but also the family of the individual and eventually the nation. He emphasized how indulgence in drugs traps the individual in a vicious cycle and destroys their future for no good. According to the National Commission for Protection of Child Rights, 13.1% of the total substance users were under the age of 20 during the period of 2007–2012. Additionally, 20 million children were addicted to smoking every year, with 55,000 becoming addicted every day during the very same period. The data at hand highlights how the issue of drug abuse had spread its tentacles within the younger age group, damaging the nation's capacity. PM Modi, during the 3rd episode of Mann Ki Baat, characterized drugs under the umbrella of the three D's: darkness, destruction, and devastation.

The population also actively responded to the PM's initiative, as his meagre mention of the issue in the 2nd edition on 2nd November, 2014 elicited 7,000 plus responses on various platforms, with a few even writing him a letter personally, which only goes on to show that the PM has initiated a discussion engraved in the public's psyche as well. The PM had very judiciously explained the issue of drugs to the citizens by providing thought-provoking perspectives.

In the third edition itself, dated 14th December, 2014, PM Modi narrated a small incident of how a soldier at the border was martyred by a bullet procured via drug money. The narration of the incident is not a mere story but a sophisticatedly woven thought to explain to the population how drugs fuel a cycle of terrorism that eventually vitiates the nation. Moreover, in order to make it more relatable to the youth, PM Modi linked the issue to the millennial idea of "acting cool," which usually impairs the rational thinking of young individuals, imprisoning them in this vicious cycle. The two perspectives laid out by the PM are overtly different yet describe the same issue, highlighting how the PM is focused on broadening the public's mindset by sharing his internal thoughts. In addition to this, to further enrich the discourse, the PM mentioned the saying of Swami Vivekananda to push the youth in a positive direction, attaching it to the notion of youthful ambition.

PM Modi in the third edition quoted Swami Vivekananda and said, "Take a thought, make it your life. Ponder on it and dream about it. Make it an integral part of your dreams. Make it a part of your mind, brain, veins, and each and every part of your body, and forget everything else." Through this quote, the PM tried to deter the youth from indulging in drugs and instead pushed them to put their mind, body, and soul towards ambition, which is essential for any youngster who wants to prosper in life. PM Modi exemplified positive leadership qualities by citing this example, relying on his positive attitude to instil positive thoughts in India's misguided youth.



Besides this, the PM guided the parents as well towards positive parenting, wherein he encouraged the parents to engage in an open dialogue with their child, which would give them a holistic insight into their child's life and make them more aware. This way, the parents can act as a guiding light in their child's life and keep them away from bad practices in a positive manner rather than by imposing rules and regulations.

Moreover, to cap off the discussion, the Prime Minister created a continuous online movement under the hashtag #DrugsFreeIndia to garner pronounced attention to the agenda. However, his campaign against the abuse of drugs was not merely confined to substance abuse, as he continued the discourse in subsequent editions of Mann Ki Baat to include the ill effects of alcohol and cigarettes as well.



Source: YouTube

In the 57th edition of Mann Ki Baat, dated 29th September, 2019, the PM addressed the problem of tobacco and alcohol consumption, even though under his leadership, the percentage of individuals who indulged in daily smoking was seeing a declining trend. As per the World Health Organization MPOWER Framework, the prevalence of daily smoking among adults in India has seen a declining trend from 14% in 2013 to 11% in 2015 and 10% in 2017. However, the PM wanted to eradicate the problem forever and develop a sense of consciousness amongst the population towards the issue. In the same edition of Mann Ki Baat, the PM specifically targeted the usage of e-cigarettes, which were gaining popularity in India back then, especially among adolescents.

PM Modi first emphasized the negative effects of nicotine, which acts as an intoxicating agent in tobacco. He started off by highlighting the ill effects of nicotine, as the rural population of the country is hardly aware of its ill effects. During the course of the 57th episode of Mann Ki Baat, 29th September 2019, the PM informed the citizens of the country about the misinformation related to e-cigarettes, which were being portrayed as less harmful due to their aromatic fragrance. The PM broke this misinformation barrier and illustrated the harmful effects of e-cigarettes on the population. Moreover, he also emphasized the ban imposed on e-cigarettes

to ensure that the market for these harmful objects is cut short, with no availability of these products in India. Apart from spreading awareness about the issue, the PM also tried to positively reform the mindset of the population, as always.

**In the 57th edition, dated 29th September, 2019, PM Modi used an average Indian household as an example to reorient the population's mindset towards cigarette consumption. He said that in a family, even if the father is a chain smoker, he does not want his other family members to get involved in the same, indicating that the Indian mindset still considers smoking taboo. However, with the PM citing this example, the population would not only relate to the example, but the idea would resonate even more in their minds coming from their popularly elected leader. This kind of relatability with examples is what makes Mann Ki Baat unique, as it ruptures the traditional superiority complex between political leaders and the masses.**

The PM, through Mann Ki Baat, has not only provided a positive mindset reform but has also come up with positive solutions leading to a positive outlook. In the case of drug abuse, he reminded citizens of the Fit India Campaign. The Fit India Campaign was initiated by the PM to bring about behavioural changes and move towards a more physically active lifestyle. The PM linked Fit India to the issue of drug abuse and mentioned that eradicating the problem of drugs is essential to making India fit. The PM, through Mann Ki Baat, has indeed established a holistic approach towards the issue of drugs and alcohol.

### **Discussing Exam-Related Stress**

Like the issue of drug abuse, the issue of exam-related stress is also a concern for the youth. Exams have consistently been a source of stress for young people due to society's highly competitive nature, which sets expectations based on their perceived standards. Additionally, parental pressure acts as a sustained accompaniment, burdening the student's mindset even more. Another factor that is frequently overlooked is the pressure that the student feels from within. The pressure to repeatedly perform well in exams generates pressure from within, which further raises the bar of expectation. In 2013, according to Kota Police records, every month at least one student was committing suicide for not being able to cope with exam pressure. Kota is considered India's education hub, highlighting the gravity of the issue. PM Modi identified exam-related stress as a chronic problem and began addressing it in the initial editions of Mann Ki Baat itself. He also effectively outlined the above-mentioned causes that lead to exam-related stress.

Through the 5th episode of Mann Ki Baat, which aired on 22nd February, 2015, the PM made it evident that he is not here to dictate the process of cracking examinations successfully, but rather he is addressing the issue to positively reform the approach students take towards examinations. After analysing the editions of Mann Ki Baat wherein the PM spoke about the exams, it is obvious that the PM wanted to establish a congenial relationship with the students instead of acting as their teacher. PM Modi urged students in the same edition to find their inner selves rather than succumbing to external pressures and expectations. He further emphasized internal competition and induced a thought in the students' heads to perceive themselves as their true competitors before worrying about competing with others.

To further this thought in the same edition, the PM gave the example of Sergei Bubka, an athlete who broke his own record 35 times. The mentioned athlete used to set a new challenge for

himself every time and attempt to break it, making it a competition with himself. Moreover, in the edition, PM Modi also requested the students to stop dwelling on the results before the exams, as it causes an unnecessary burden to meet the inflated outcome created in the head. To push the discussion in a positive direction, the PM further pushed the idea of taking exams as a celebration. During the 5th episode of Mann Ki Baat, dated 22nd February, 2015, he said, “Can’t we celebrate a week-long exam festival twice in a year, once in each term?” It should have a sarcastic poetry session, a cartoon competition, and a debate competition. “There should be someone to lecture on the psychological aspects of exams so that this tension around the exams gets eliminated.” This would change the discourse revolving around exams and make students confident from within. After the discussion in the 5th episode, the PM also received a public response to the issue, which he highlighted in the 8th episode of Mann Ki Baat, dated 31st May 2015. The PM received several letters illustrating that his words of positive encouragement acted as a tool for students to do well in the exam, indicating that the PM’s initiative had left a significant impact.

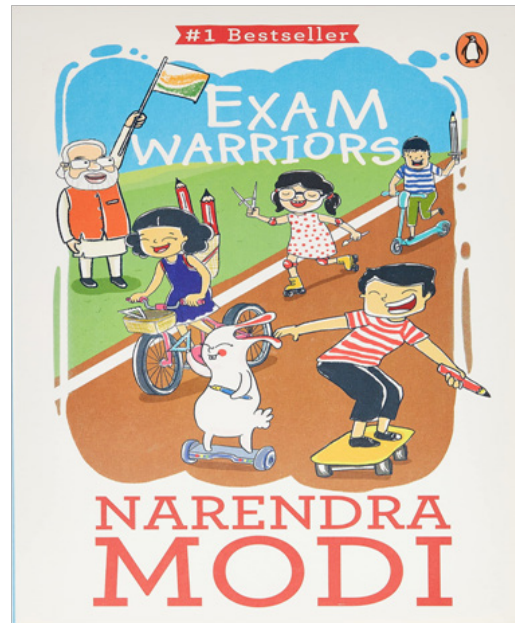
In the eighth episode, PM Modi picked up where he left off, discussing the fear of failure. PM Modi cited the example of Dr APJ Abdul Kalam. He said that students should take inspiration from his example: even after several attempts to become a pilot, Dr Kalam did not give up and kept trying. Eventually, he became a great scientist and the President of the country. As a result, Prime Minister Modi urged students to view failure as an opportunity rather than a problem. The above-mentioned instance is another example wherein the PM used his positive attitude to develop a positive outlook in the country, especially among the youth. Furthermore, prior to the 2016 exam season, PM Modi conducted Mann Ki Baat episode and read out messages from famous personalities in the country to motivate the students and give real-life examples of success. The list of personalities included Sachin Tendulkar, Vishwanathan Anand, MurariBapu, and C.N.R. Rao. Their letters were filled with their personal experiences and words of wisdom to direct students in a positive direction rather than fearing exams. This initiative by the PM showcases his involvement in the issue, as he sees the youth as the future flag bearers of the country. Except for bringing a mindset reform towards exams through his discussions, the PM has also glorified achievements in relation to exams.

In the 20th edition, dated 22nd May, 2016, the PM hailed the daughters of the country for their exceptional performance in board exams. This shall act as a motivating factor for the daughters of the country, encouraging women’s empowerment. Interestingly, in the 28th episode of Mann Ki Baat, aired on 29th January 2017, the PM opened the floor for exam discussion, with people speaking their suggestions and comments over examinations. This was a unique initiative by the PM, and it was happening for the first time in the country. The PM personally answered all phone calls and answered their questions and comments with the utmost sincerity. This two-way discussion by the PM not only increased public engagement but also helped him build a cohesive bond with the citizens of the country. PM’s Mann Ki Baat had been converted into “JAN KI PM SE BAAT.”



*PM Modi’s online interaction with board students*

The 28th episode of Mann Ki Baat acted as a confidence-building platform for the nation as well as for the Prime Minister. Subsequently, in the broadcasts aired on 29th April 2018, 26th January 2020, and 23rd February 2020, the PM, in order to broaden the positive outlook towards exams, introduced several alternate discourses as well. In the 43rd episode, dated 29th April 2018, the PM mentioned that during exams, all students have toiled religiously to excel, and hence, as a reward, they should go and travel. He also encouraged them to share their travel stories with him. With this, the PM, through the issue of exams, also promoted India's tourism by asking the youth to visit sites of cultural heritage. Additionally, in the 61st edition, aired on 26th January 2020, the PM associated the idea of fitness with exam-related stress, as physical fitness activities or sports can act



as an active measure for relieving stress from the mind and body as well. PM Modi linked physical fitness to the issue through the FitIndia Campaign, as he did during his address on substance abuse. However, the PM's take on the examination issue is not restricted to Mann Ki Baat. In 2018, PM Modi launched his book Exam Warriors, which was written for young students to help them deal with exam stress. The book was read by numerous students, and the PM was glad to receive a response from the students who appreciated his book over Mann Ki Baat. For example, in the 57th edition, aired on 29th September 2019, Alina Taeyang from Roing, Arunachal Pradesh, appreciated PM's book because she had read it two-to-three times and it had genuinely helped her during the examination period. The example of Alina is just one such example. Furthermore, 27th October 2019, PM Modi highlighted "Pariksha Pe Charcha," a television show that the PM created to interact with students taking board exams, providing the exam discourse with an entirely different platform. However, the origin of 'Pariksha pe Charcha' shall also be attributed to Mann Ki Baat. The initial interaction in Mann Ki Baat laid a solid foundation for an alternate platform, which further developed a more robust positive outlook towards the exam amongst students.

Like most issues, the PM also created a social media movement for exam-related stress to increase overall public participation and gain diverse perspectives on the issue. With the #Stress-FreeExams, PM Modi urged the citizens to use various social media platforms to express their views and concerns over the issue. In relation to exam stress, in the edition aired on 28th February 2021, PM Modi wholeheartedly expressed the achievements made by his Pariksha Pe Charcha initiatives, mentioning the nationwide participation of more than one lakh students, about 40 thousand parents, and about 10 thousand teachers. The constant discussions around examinations by the PM have made him a popular figure among the youth. However, more than his popularity, it is the mindset reform of students that matters, as a stress-free youth could be pivotal in India's long-term nation-building process.

### **Sports and Physical Fitness: Transforming India's Sporting Culture**

We have seen in our discussion of the previous two issues that the PM has continuously un-

derlined the notion of fitness and physical activity as an addition. During Mann Ki Baat, the Prime Minister focused on sports and fitness, attempting to change people's attitudes about the issue. As highlighted by PM Modi as well, traditionally, parents are hesitant about their child's participation in sports over academics. Over the years, this mindset has been engraved in Indian society. However, this mindset is substantially flawed and could hinder India's progress in the coming years. Sports are not taboo in front of academic excellence, but due to the traditional parenting structure of the country, they are being portrayed this way. In an interview with Euro News on India's medal deficiency at international events, Indian sports psychologist Madhuli Kulkarni said, "Sport was never a priority for a majority of Indian parents and their kids." In addition to this, there is a famous saying in the Hindi language: "Kheloge kudoge to honge kharab, padhoge likhoge to banoge nawab," which further indicates the inherently biased discourse established in the country towards sports. However, the PM was keen on breaking this mindset barrier. During the second episode of Mann Ki Baat, on 2nd November 2014, the PM mentioned having tea with young sports professionals that had won medals in the field of sports.

The PM shared his emotions about the meeting, as he was personally filled with real zeal and enthusiasm after meeting the young professionals. The intention of PM Modi to share these emotions was simple; he wanted his concerns to echo throughout the country and initiate a sense of positivity towards sports and sports personalities. In the second episode itself, the PM further illustrated his disappointment over the lack of sporting facilities in the country but appreciated the determination of the athletes, making it an inspiring narrative for the population of the country.

Thereafter, in the 3rd episode, on 14th December 2014, the PM, while talking about substance abuse, linked sports to the issue in order to provide a positive alternate narrative. He requested the citizens of the country follow the example of a sportsman, as they are focused and have a set goal in mind, which makes them more disciplined than the general population. With the PM's suggestion, the public saw athletes as genuine role models for the first time. Additionally, in the 8th edition, dated 31st May 2015, the PM discussed the broad horizon of sporting activities and demonstrated to the public that sporting activities go beyond the athlete involved and require proper human resource development to prosper. PM Modi, in the very same edition, also emphasized the core aspects of any game, which are winning and losing, and requested the citizens of the country to support their athletes irrespective of the outcome. In the early editions, the PM was simply planting the seeds of a future outlook shift towards sports and physical fitness. However, in the 18th edition, dated 27th March 2016, the PM explicitly announced his vision towards sports and fitness in the country. PM Modi wanted to revolutionize the sporting culture of the country, and by mentioning it in Mann Ki Baat, he garnered much-needed public participation. People's participation was paramount for this to succeed, as people had a preconceived notion towards sports and fitness, which has been highlighted above. In the 18th edition, the PM proudly announced that India will be hosting the U-17 FIFA World Cup and subsequently hinted at the growing culture of football in the nation. In relation to this, he stated that hosting a global event such as the World Cup could be detrimental to the country's efforts to establish and improve sporting infrastructure. Furthermore, PM Modi encouraged the nation's youth to actively serve as brand ambassadors for the tournament, putting India on the global stage. PM Modi viewed the tournament as an opportunity. The intention of the PM towards the development of sports was further seen during the budget allocation for 2016, wherein the Modi-led government allocated an amount of Rs 1592 crore to the sports department to foster the devel-



*Mann Ki Baat platform promoting PM Modi's vision of making India a sporting hub*

opment of sporting facilities in the country. In the 22nd edition, aired on 31st July, 2016, close to the Rio Olympics, PM Modi described the preparations of the Indian athletes as “tapasya” and urged the nation to send their messages on the Narendra Modi App to cheer the athletes.

The PM, through his Mann Ki Baat, yet again praised the perseverance of sports professionals and embraced their determination, as according to him, being a sportsperson is not an overnight task and requires genuine hard work. His compliments this time, however, were in light of the 2016 Rio Olympics, which had a more lasting impact on the psyche of the country and the athletes involved. Similarly, in the 23rd episode of Mann Ki Baat, dated 28th August 2016, PM Modi highlighted the nationalist tendencies of Major Dhyhan Chand as an athlete in lieu of National Sports Day. In the same episode, the PM shared the achievements made by our female athletes based on the demand of the population made on the Narendra Modi App, showcasing how PM Modi values public participation in his course of transformation. He further stressed improving the nation's performance at global sporting events and urged the state governments to set up committees in order to look out for any scope of improvement in the sports sector for future events.

Along the same lines, PM Modi prompted sports associations to brainstorm objectively and impartially over the issue. It is clear from the PM's statements that the PM wanted to re-energize India's sporting culture due to the majority youth population and put India on a sporting pedestal. In the 24th episode, aired on 25th September 2016, the PM underlined the sporting achievements made by DIVYANG (disabled people) to transform the parochial mindset of the nation towards them. The Indian population has often viewed the disabled population as unnecessary baggage. This mindset is severely problematic. By listing their achievements in the field of sports, the PM initiated an alternate narrative that portrays them in a much-deserved positive light. The Paralympics have surely given the specially-abled a decorated platform to polish their skills and be a part of the general discourse by showing off their natural talent. The same was inevitably recognized by the PM.

India's sporting industry requires a massive boom in the eyes of PM Modi, as India is a young nation. Mann Ki Baat has inevitably transcended into a platform for the PM to inspire the bud-



ding youth of the nation, wherein the PM has reminded the youth of its capabilities and encouraged them to explore various professions, including the field of sports. He reminded the youth of the core characteristics developed by sports in the 35th edition, on 27th August 2017, which included physical fitness, mental alertness, and personality enhancement. PM Modi provided a holistic approach towards sports to the youth and appealed to them to carry the sporting fraternity forward. In the list of countless efforts made by the PM towards sports and physical fitness, one more valuable addition is the Sports Talent Search Portal launched by the PM in order to groom the young talent present in the country. The portal allows interested candidates to upload their biodata or videos for the ministry to recognize emerging talent.

However, the PM's vision was not restricted to merely transforming the sporting culture of the country. PM Modi was also concerned about the general fitness of the population. Keeping this agenda in mind, the PM announced the FIT India movement during the 56th edition of Mann Ki Baat, aired on 25th August 2019. Through this movement, PM Modi wanted to inculcate a practice of general fitness amongst the population, wherein the Indian population takes the initiative itself to stay fit throughout the year. Under the umbrella of FIT India, the PM also announced the Run for Unity campaign, in which he exhorted the citizens of the country to participate in the state-wide marathons conducted to promote the idea of comprehensive fitness. In this regard, PM Modi highlighted the benefits of running and how the activity has an impact not only on the body but also on the mind and soul.

Subsequently, in the 59th episode, aired on 24th November 2019, PM Modi called attention to Fit India Week, which was initiated by the Central Board for Secondary Education. The week included various kinds of activities, such as quizzes, essays, articles, painting, traditional and local games, yoga, dance, and sports competitions. The week implored participation from parents and teachers as well. To make the initiative more rewarding, PM Modi announced that there will be a system developed for ranking schools based on their progress during Fit India Week. All schools that achieve this ranking will also be able to use the Fit India logo and flag. Schools can declare themselves fit by visiting the Fit India portal. PM Modi was keen on making this a mass movement and making India a fitter country. Thus, he actively urged the citizens of the country to be a part of this process. The Fit India movement was aimed at taking India's sporting sector to another level by introducing general fitness, as the overall fitness of the country would have a direct impact on the sporting sector as well as other related problems. Even while launching the Fit India movement, PM Modi claimed the movement to be a zero-investment initiative with unlimited returns. The PM's efforts combined with public participation towards the Fit India movement yielded magnificent results as 65,000 schools received the Fit India certificates by the 61st edition of Mann Ki Baat, which aired in 2020.

Similar to the Fit India Movement, PM Modi has played an essential role in popularizing the Khelo India Games. The Khelo India Games were launched in 2018. By transforming the attitude of the population towards sports, the PM managed to attract maximum youth participation for the Khelo India Games nurturing emerging young talent. During the 61st episode of Mann Ki Baat, which aired on 26th January 2020, PM Modi underlined the growing participation in the event, as participation numbers in the games doubled within the timeframe of three years. Moreover, in the same episode, PM Modi also appreciated the grit and determination of the participating children and their parents, sowing a seed for further encouragement. The mandate of Khelo India has resulted in magnanimous development in the field of sports in the country. Through Khelo India, the Ministry of Youth Affairs and Sports (MYAS) has launched

eight Khelo India State Centres of Excellence located in Odisha, Manipur, Mizoram, Nagaland, Arunachal Pradesh, Telangana, Karnataka, and Kerala. The centres are run by the respective state governments and will provide coaches and training facilities to young athletes. Additionally, the Khelo India Games have also provided a strong platform for the youth for the future Olympic games. The results of the 2018 Youth Olympics are a testament to the same. India bagged an impressive 13 medals at the event, including 3 gold, 9 silver, and 1 bronze. For the further expansion of the Khelo India Games, Sports for All has joined hands with Khelo India by making an investment of Rs 12.5 crores over the course of the next five years. In addition to the Fit India Movement and Khelo India, the PM has also attempted to transform the sporting culture by promoting traditional Indian sports among the population. In the 70th edition of Mann Ki Baat, dated 25th October 2020, the PM mentioned the sport of Malkhamb becoming popular across the globe. PM Modi called attention to its growing popularity in America and said that the sport has now spread across Germany, Poland, Malaysia, and twenty other countries. With the PM's mention of the sport, traditional sports like Malkhamb may see a sense of resurgence in the country.

In the 74th edition, aired on 28th February 2021, PM Modi highlighted the importance of sports commentary. The PM indicated that listening to sports commentary is an experience in itself, and the aura it creates is unmatched. The PM further laid emphasis on having commentary even in the local games of the country in order to promote these games across different platforms. Furthermore, he encouraged sports commentary to be in different Indian languages to push diversity. This particular narrative cited by the PM underlines how the PM is keen on embracing every aspect of the sporting sector and wants to develop an integrated sporting environment.

In the 75th episode of Mann Ki Baat on 28th March 2021, PM Modi reiterated the achievements made by our Indian daughters in the field of sports. The PM has continuously underlined the achievements made by female sports professionals during Mann Ki Baat, resulting in more female athletes and acting as an additional tool for women's empowerment. The discourse of positive outlook initiated by the PM reached its peak in terms of sporting culture in the 80th edition of Mann Ki Baat, dated 29th August 2021. During the episode, PM Modi provided a positive outlook on the performance of Indian athletes in the Olympic and Paralympic events. He emphasized that our performance in the Olympics may not have been great in comparison to the world, but there is definitely a shift in the ecosystem that will be visible in the future. PM Modi described the results and the series of events as something that should bolster the belief of every citizen of the country towards sports in the future. In the very same context, he further recapitulated his idea of 'Sabka Prayas,' which will help India attain glorious heights in the field of sports through collective endeavour. In his bid to positively transform the sporting sector, PM Modi also requested that the population build upon the foundation laid by Major Dhyanchand. The PM congratulated the nation, as after a long time the entire nation was single-mindedly forged towards sports and physical fitness. PM's vision of developing the sporting infrastructure of the country reached even the most isolated areas with the development of the Open Synthetic Track and Astro Turf Football Stadium in Ladakh. In the 85th episode of Mann Ki Baat, aired on 30th January 2022, PM Modi mentioned the same. The stadium is certified by FIFA and has the capacity to hold 30,000 spectators. According to the PM, the stadium shall act as a vital source of tourism, employment, and youth development in the region. Many governments in the past have come and gone, neglecting the region and leaving the high-altitude area

without any significant development.

With each episode passing, PM Modi strengthened his discourse about transforming the sporting culture of the country. In the 94th episode, dated on 30th October 2022, PM Modi talked about the National Games with the theme “Judega India to Jeetega India,” indicating India’s strength germinating from unity. The National Games organized in 2022 were the biggest ever and included traditional Indian sports to promote our national heritage. As mentioned earlier, Indian traditional sports like Malkhambh have started gaining prominence within the country as well as across the globe. In order to further promote Indian traditional sports, the PM during Mann Ki Baat highlighted their inclusion in the 2022 Khelo India Youth Games and the National Games. The National Games saw the inclusion of Yogasan and Mallakhamb, whereas the Khelo India Youth Games witnessed the inclusion of Gatka, Thang-Ta, Yogasan, Kalari-payattu, and Mallakhambh. The PM, through his Mann Ki Baat, has definitely initiated a point of discussion that was often overlooked in the country. As a developing country aiming to be a global powerhouse, India must focus on sectors with potential booms. With India’s youth, the sporting sector is definitely an area of the potential boom. Moreover, transforming the sporting culture of the country will not only lead to a path of comprehensive development but also bring international glory to the country. PM Modi, through Mann Ki Baat, has indeed induced a positive outlook in the sporting culture of the country. The recent trend of performances by Indian athletes in the Paralympic, Olympic, and Youth Olympic Games is definite proof of the same.



PM Modi encouraging Olympic and Paralympic athletes of the country

## Covid: Enabling India to fight the worldwide pandemic

PM Modi's Mann Ki Baat emerged as a unifying factor for the nation, especially during the COVID-19 outbreak. Through his address on the platform, the PM not only highlighted the efforts of the population but also created a sense of resilience amongst the population towards the nationwide pandemic. PM Modi urged the nation to stick together and fight the battle of COVID-19 as a nation collectively.

In his very first address on the issue of COVID-19 during Mann Ki Baat, PM Modi apologized to the citizens of the country, especially the underprivileged, as the nationwide lockdown disrupted many economic activities, affecting the livelihood of many across the nation. Even though the nationwide lockdown was necessary to curb the ill effects of the pandemic, the PM apologized to the nation as he saw himself responsible for the scenario, showcasing his empathy and emotions towards the citizens of the country. To highlight the significance of the lockdown, PM Modi said in his Mann Ki Baat, "Evan Evam Vikarah, Api Tarunha Sadhyate Sukham," i.e., the disease and its outbreak should be dealt with from the beginning itself. Hence, it was imperative to impose the lockdown to mitigate the effects of the COVID-19 virus. During the 63rd episode, dated 29th March 2020, the PM appreciated the work done by the frontline soldiers as they were constantly working amidst the COVID-19 outbreak. These front-



Source: India Today

line soldiers included nurses, doctors, and paramedical staff. Beyond his appreciation, the PM also announced a Rs 50 lakh insurance cover for these frontline workers, as they were putting their lives at risk so that most of us could sleep carefree at night.

PM Modi, via his Mann Ki Baat, emphasized heavily on precautionary measures towards the pandemic. The PM underlined the idea of social distancing along with the importance of staying at home to avoid unnecessary breakouts. PM Modi explained to the Indian population that social distancing in the context of COVID-19 does not mean breaking social interaction rather it simply means avoiding unnecessary physical contact. The PM urged the population to increase social distancing and reduce emotional distancing focusing on strengthening old social relationships. In his address, PM also illustrated how, during the pandemic, it is our responsibility as citizens to ensure the safety of other citizens by staying quarantined even if we have the slightest of COVID-19 symptoms. The PM, through his Mann Ki Baat, wanted to collectivize the Indian society to fight the COVID-19 pandemic.

To further generate a sense of unity towards the pandemic, PM Modi in the 64th edition, dated 26th April 2020, highlighted how each citizen is contributing towards fighting the virus in their own way. Some are waiving the rent, while others are depositing their entire pension or prize money in PM CARES. Some are donating all the vegetables from the farm, while others are providing free food to hundreds of poor people every day. Someone is making masks, and somewhere, our laborers are painting the school in which they are staying while being in quarantine. With this sense of unity and collectivization, the PM in his Mann Ki Baat regarded all the citizens of the country as soldiers fighting their battle against Corona in their own way, con-

tributing to the sustenance of the nation amidst the nationwide pandemic. In order to increase public participation in the fight against Corona, PM Modi also highlighted the digital platform of covidwarriors.gov.in wherein citizens can register themselves as volunteers and contribute to the nation's fight against Corona. Moreover, the PM mentioned the efforts by these COVID warriors in different sectors, along with their management skills and planning at the local level. During the same edition of his Mann Ki Baat in April 2020, PM Modi also quoted several central government initiatives aimed at helping the citizens during the pandemic. PM Modi highlighted these schemes in order to reassure the citizens that the government is looking out for them and that their daily functioning shall not be disrupted even during the peak of the virus. In this regard, the PM quoted Lifeline Udaan and PM Garib Kalyan packages, along with free gas and rations for the poor. By Lifeline Udaan, the PM ensured delivery of medicines to every part of the country. He further mentioned that, via this program, more than 500 tons of medical material have been transported to every nook and cranny of the country. Similarly, the railways are continuously working hard during the lockdown so that the common people of the country do not face any shortage of essential items. PM Modi highlighted that, for this purpose, Indian Railways is running more than 100 parcel trains on more than 60 railway routes.

To ensure the safety of the frontline workers, PM Modi spoke in his Mann Ki Baat about the ordinance passed to ensure the safety of frontline workers. The PM explained to the citizens that under the ordinance, a provision has been made for very strict punishment against the Corona warriors for violence, harassment, and those who hurt them in any way. This step was necessary to protect our doctors, nurses, paramedical staff, community health workers, and all such people, who are working day and night to make the country "corona-free." The PM, through his Mann Ki Baat amidst the pandemic, also demonstrated to the citizens that, due to the COVID-19 virus, our consciousness and awareness on different matters have been reinvigorated. In this context, the PM spoke about the significance of wearing a mask, people buying fruits, checking up on their neighbours, and a severe reduction in spitting in the open. In the 64th edition itself, aired on 26th April 2020, PM Modi praised Indian cultural values as well and announced to the Indian population that India will be distributing medicines to every needy country in the world. This announcement by the PM simply glorified India's Seva Shakti. Laying further emphasis on India's culture, the PM in his 65th address of Mann Ki Baat on 31st May 2020 highlighted the practice of Yoga. PM Modi mentioned how foreign leaders have been interacting with him in order to understand application of yoga to combat the covid-19 virus. PM through his address made the Indian citizens aware about the benefits of Yoga and how certain yoga practices can prove pivotal in tackling the crony virus.

Furthermore, the PM throughout his Mann Ki Baat, mentioned the efforts of Indian citizens with regard to Corona. Several people took numerous initiatives on their own which the PM highlighted in different editions of his Mann Ki Baat. Moreover, the Prime Minister in the 99th edition of Mann Ki Baat spoke on the rising cases of corona in the country and urged the citizens to take necessary precautions to prevent the spread of corona and keep the surroundings clean.

PM's mindset reform via Mann Ki Baat was outrightly visible in this regard as his address transformed the Indian population's mindset in a way that they started taking initiatives on their own rather than waiting for the government to bring the change. The PM even lauded these initiatives as these self-taken initiatives supplemented government schemes and brought about a change at the local level. During the pandemic, the nation indeed saw the emergence of local heroes influenced by PM Modi's Mann Ki Baat.

## Reformation of the Indian Mindset Towards DIVYANG: A Step Towards Inclusivity

PM Modi, through Mann Ki Baat, has touched upon various issues that were often neglected in the general public discourse. One such issue was the treatment given to the disabled by the Indian population. The specially-abled population has often been looked down upon, and the Indian population has a set mindset towards them. Breaking this mindset was of utmost importance. As per the 2011 Census, the differently-abled population in India is 26.8 million. In percentage terms, this stands at 2.21 percent of the total population.



*A heart-warming image of a DIVYANG benefitting from IRCTC special quota*

Representing the above data,

PM Modi, via his Mann Ki Baat platform, wanted to transform this inward-looking mindset as he viewed each section of Indian society with an equal eye. During the 10th episode of Mann Ki Baat, dated 26th July 2015, the PM highlighted a suggestion made by Mr. Akhilesh for the betterment of the disabled population. The PM merely did not highlight his suggestion but also implemented it. The suggestion was to create a separate quota for the disabled to book tickets from the IRCTC. The PM further underlined the issue, stating that the suggestion made is noteworthy as the disabled should not stand in the tiring process of booking tickets from the IRCTC. This instance demonstrates that PM Modi is concerned about every section of society and values people's participation in establishing their betterment. In the 15th edition, which aired on 27th December 2015, PM Modi lauded the efforts of a visually challenged teacher from Ahmedabad to celebrate 'Accessible India Day' at his school. The PM read his message to the entire nation, showcasing his efforts and making the population aware of how the disabled are acting as a motivating factor for the children and guiding them to a bright future. Building on the same, the PM then explained to the population that words that we use also have meaning based on our mindset. He illustrated how different words come to our minds when we view disabled people. However, most of these words have a negative connotation attached to them, demeaning the public image of the disabled population. The PM was deeply concerned about the issue and wanted to instil a positive attitude towards it amongst the Indian population. Keeping this in mind, the PM corrected the Indian citizens and initiated a chain of thought based on the perception that the disabled population may have something special if they are naturally deprived of something like an organ or any form of deformity. During the 15th episode itself, in December 2015, PM Modi urged the people of India to refer to the disabled population as "Divyang" by associating their disability with divinity. The mindset encouraged by Prime Minister Modi speaks volumes about his morals and how he wants all citizens of the country to view their counterparts equally in order to establish a more unified Indian society. In order to make this a mass movement, the PM requested the population to popularize the word and destroy the previously set inward-looking mindset.

Except for breaking the conventional mindset of the Indian population, PM Modi also wanted the 'Divyang' population to feel empowered and have a positive outlook towards life. For this, the PM announced during his Mann Ki Baat that the government, under its 'Accessible India' campaign, will improve both physical and virtual infrastructure for the 'Divyang' and make them accessible to these people. PM Modi motivated public participation as well in this regard and requested the Indian citizens to contribute in their own way. The Accessible India campaign launched by the Modi-led government has been essential in transforming the lives of the specially-abled population.

Under this campaign, 1630 government buildings have been made accessible. In addition to this, airports, metro stations, and railway stations have also been reformed, keeping in mind the difficulties faced by the 'Divyang' population. The information and technology sector has also undergone a change for their convenience.

627 state government websites and 95 central government websites have been made accessible, and the government has also trained more than 1500 sign language interpreters for the same purpose.

Thus, the PM and the central government have worked religiously for the betterment of the 'Divyang' population beyond the Mann Ki Baat platform and have furthered their mandate based on suggestions made by the Indian population. In addition to this, during the 24th episode of Mann Ki Baat, dated 25th September 2016, PM Modi shed light on the mega camp for Divyang organized by the central government in Gujarat. PM Modi, while mentioning the event, indicated the monumental achievements made by the specially-abled population, as several world records were established during the course of the campaign. Three world records were established in a single day, glorifying the capabilities of the Divyang population in the country. The PM, as a positive leader, embraced these achievements by the Divyang countrymen and sowed a seed of further motivation amongst the population. Moreover, in the 14th edition, dated 29th November 2015, PM Modi pointed out role models from within the specially-abled community, praising their spirit of life. The PM, by highlighting these role models, attempted to create a positive environment for the 'divyang' population, as the role models had an inspiring journey to learn from for the entire nation. Additionally, in the 24th edition, dated 25th September 2016, PM called for people's attention towards the paralympic games, wherein he lauded the specially-abled athletes for bringing laurels to the country. Along the same lines, in the 49th edition, PM Modi congratulated the athletes who won medals at the Para Asian Games. The specially-abled athletes in the 2018 Para Asian Games won 72 medals, setting an unprecedented record. PM Modi, by noting their sporting achievements, made the specially-abled athletes a regular household name, driving them out of isolation.

PM Modi himself wanted to secure the rights of the specially-abled population and honour



the dignity they are entitled to. Keeping this thought in mind, the PM himself strived for their betterment. Except for the central government campaigns that have been highlighted above, the PM also initiated several legislative changes in order to promote their inclusion. In the 27th episode, dated 25th December 2016, PM Modi pointed towards the increase in reservation in central government jobs for the Divyang population. The reservation was increased from 3% to 4%, ensuring more employment opportunities for the specially-abled. Furthermore, to provide them with their long-due justice and equality, the Modi-led BJP government included new categories under the “Divyang Quota,” raising the number from seven to twenty-one in total. The increased categories were designed keeping in mind the United Nations mandate. In the same episode itself, PM Modi also announced that the BJP government, after coming into power, has organized 5,500 campaigns for Divyang between 2014 and 2017. PM Modi’s commitment towards transforming the lives of Divyang attained constant reassurance through the initiatives taken by the central government, apart from what was being done by the PM himself. A testament to the PM’s commitment towards the issue was visible in the 41st edition of Mann Ki Baat, dated 28th February 2018, wherein the PM urged the scientific community to establish a procedure through which artificial intelligence can be used to help the Divyang population. A glimpse of the PM’s holistic approach was seen in the 62nd episode, aired on 23rd February 2020, when a Divyang woman at Hunar Hatt thanked the PM for transforming her life as her paintings got a platform through Hunar Hatt; earlier, she used to sell her paintings on a footpath. In the same context, the PM appreciated the efforts of Salman from Moradabad, who through his business ensured the employment and training of divyangs such as himself. PM Modi’s attention to the issue resulted in astonishing achievements by the Divyang, which were highlighted in the later editions of Mann Ki Baat. In the 81st edition, dated 26th September 2021, the PM gladly announced the achievement of eight Divyang people who hoisted the Indian flag at Kumar Post, situated at an altitude of more than 15,000 feet on the Siachen Glacier. In Uttar Pradesh, a school principal started a unique initiative to educate Divyang children by looking for them in nearby villages and admitting them to schools. The initiative was called “One Teacher, One Call.” These two instances clearly showcase how the PM’s address in the earlier editions acted as a reinvigorating factor that ignited the hidden inner beliefs of the Divyang population, resulting in significant achievements.

As highlighted earlier, the PM in previous editions spoke about using artificial intelligence and technology for the betterment of the Divyang. In the 88th edition, dated 24th April 2022, Prime Minister Modi did something similar. PM Modi illustrated how technology is currently acting as an enabler for the Divyang population, making their lives easier. During the 88th episode broadcast, the PM mentioned one such organization in the field of technology that assisted the Divyang population. An organization named ‘Voice of the Specially Abled Population’ is promoting new opportunities in the field of assistive technology. The organization has created a digital art gallery of the paintings made by the Divyang, providing their art with a much-needed platform. The PM also appreciated the talents of Divyang in this context. The campaigns, initiatives, and PM Modi’s constant address to the Divyang have definitely transformed the Indian mindset associated with the Divyang. The Divyang population feels empowered, self-reliant, and included within Indian society. Moreover, Indian society as a whole has understood their pain and taken steps on its own to help them out. This is nothing but a glimpse of a collectivized Indian society with all sections feeling included and empowered. Recently, during the 97th episode, aired on 29th January 2023, the PM made another monumental announcement for the



Divyang population. The PM wholeheartedly spoke about the Purple Fest that happened in Goa. More than fifty thousand Divyang brothers and sisters attended the festival, showcasing its magnitude. The festival included multiple sporting events and activities encouraging the Divyang. The festival promoted the vision of the Accessible India campaign started by the PM. Thus, it would be fair to say that under PM Modi, the future of the Divyang population seems secure and bright, which was not the case earlier.

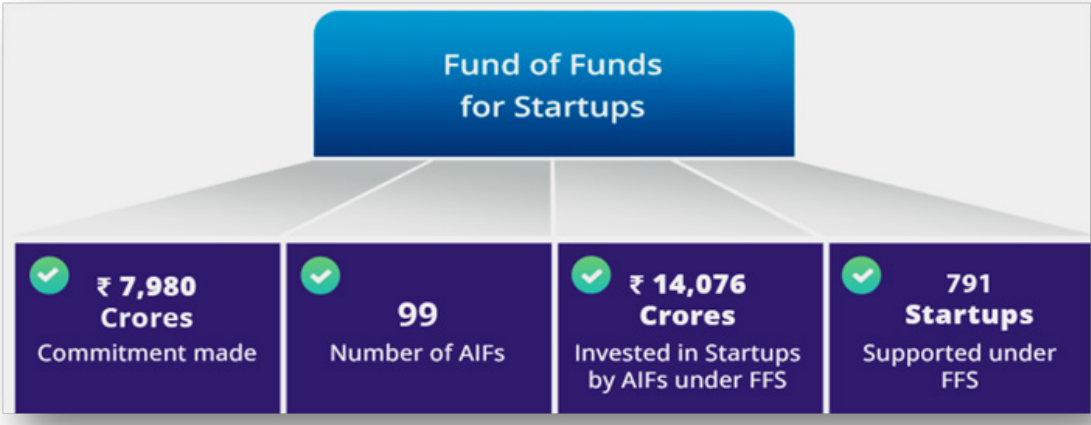
## **Skill Development and Investment in Science and Technology: A Step Towards Self-Reliance**

As seen throughout the course of this chapter, PM Modi has covered several social issues and has aimed to bring a progressive outlook towards these issues. Keeping the current Indian population in mind, the PM, through the Mann Ki Baat platform, has motivated the youth to become self-reliant and focus on skill development rather than wasting time and energy on unproductive activities. According to the International Labour Organisation, India has the largest youth population in the world, with around 66 percent of the total population (more than 808 million people) below the age of 35. The number at hand is staggering, and with the right direction and platform, this can be turned into a long-term productive asset for the nation. PM Modi has exactly done that by focusing on the youth with regard to skill development. Moreover, he has even pressed upon the value of science as a subject, seeing growth in the information and technology sector. According to NASSCOM, India's IT industry revenue touched US\$ 227 billion in FY22, with a 15.5% YoY growth. Additionally, India's growing expansion in the space sector also acts as a potential boost towards the subject of science. Skill development, self-reliance, science, and innovation combined with India's multiplying youth could be decisive towards India's long-term nation-building process. PM Modi, via Mann Ki Baat, has extensively touched upon these areas in order to garner the much-needed mindset change in the youth. However, his focus was not merely on the youth but rather on the holistic skill development of Indian society.

From the very first episode itself, PM Modi started addressing the suggestions from the population towards skill development in the country. Based on the people's suggestions, PM Modi assured the citizens that the MSME registration process would be simplified. Also, he gladly accepted the suggestion of including skill development courses in the school curriculum to promote skill development from a young age. Furthermore, PM Modi, in the 10th episode, aired on 26th July 2015, while discussing the success of the Mars Mission, highlighted the issue of youth losing interest in the field of science. The PM was concerned about the issue as he viewed science and technology as a type of DNA for development. Hence, along the same lines, PM Modi mentioned the National Discovery Campaign by the Ministry of Human Resource and Development. PM Modi further spoke about the initiative, demonstrating that as a part of the campaign, IITs, NITs, and Central and State Universities shall act as guides and mentors in helping students decide on the right career path. Additionally, to enable holistic knowledge, the PM mentioned that IAS officers from within the government should conduct lectures in nearby schools for two to three hours and share their experiences and journeys.

During the 15th edition of Mann Ki Baat, aired on 27th December 2015, PM Modi made a monumental announcement that would eventually revolutionize the Indian mindset for years to come. The PM spoke about establishing a start-up culture in the country, with special emphasis on India's growing youth population. PM Modi during his address pressed for changing the definite mindset towards start-ups. Start-ups are often associated with the digital and IT sectors.

However, the PM was keen on expanding the discourse of startups to every sector present within the Indian territory. PM Modi’s being a visionary illustrated how the culture of start-ups needs to adapt according to the needs of India. Moreover, in order to promote the start-up culture in the country, PM Modi encouraged the banking sector to support new initiatives, helping India’s youth to become self-reliant and be a part of India’s economic growth. During the same edition itself, PM Modi explicitly mentioned his vision of making India a startup capital. He envisioned Start-up India as Stand-up India. PM Modi’s address regarding startups on the Mann Ki Baat platform was not merely a flattering discourse. The government of India acted on the PM’s vision and provided fund support for startups, creating a ‘Fund of Funds for Startups (FFS)’ at the Small Industries Development Bank of India (SIDBI) with a corpus of Rs. 10,000 crores. The FFS aimed to contribute to the corpus of Alternate Investment Funds (AIFs) for investing in equity and equity-linked instruments of various startups. In 2015-16, Rs. 500 crores were released towards the FFS corpus. The status of FFS as of 31st December, 2022 is depicted below:



Source: Startup India

Focusing on the skill development of the youth, PM Modi, in his peroration during the 18th episode of Mann Ki Baat, on 27th March 2016, encouraged the youth to utilize their vacations for the purpose of skill development. The PM explained to the youth of the nation how skill development is essential for personality development. PM Modi expressed his thoughts further on the issue by highlighting how learning a new skill will not only enhance their personality but will also increase their confidence and strengthen their core identity. Youth in India often waste their summer vacations lazing around; PM Modi, as a positive leader, wanted to change this attitude by transforming the mindset of the youth. In the subsequent episode, the PM also underlined the importance of skill development along with education. Also, he



Different Categories under AIM (Atal Innovation Mission)

touched upon how technology has a pivotal role to play in this regard, as the technology and innovation sectors will boom thanks to the skill development of individuals within the country. Keeping this thought in mind, to provide a boom to the technology and innovation sector, PM Modi, during the 22nd edition of Mann Ki Baat, aired on 31st July 2016, spoke about the Atal Innovation Mission with an aim to innovate. In his address, Prime Minister Modi explained the mission's concept. The idea was to create an ecosystem in the entire country to forge a vibrant chain of innovation, experimentation, and entrepreneurship, which would also enhance the possibilities of employment generation. Under this very mission, the PM and the central government also took the initiative of establishing Atal Tinkering Labs. Atal Tinkering Labs targeted specifically the youth. The labs were to be established in schools to promote innovation skills from a very young age. Moreover, the labs would act as an additional factor in developing students' interest in science. As of 2023, 10,000 schools have been covered under the Atal Tinkering Lab program. In addition to the Atal Tinkering Labs, the government of India also started the creation of the Atal Incubation Centre, which shall act as a centre for development, innovation, and entrepreneurship. The mission also included a grand challenge named 'Atal Grand Challenges' to develop problem-solving capacity among the youth of the nation. The Atal Innovation Mission in its totality embodies PM Modi's mindset of cultivating innovation and entrepreneurship from within the country, with the youth at the centre of it.



*Atal Innovation Mission: An exuberant platform for young entrepreneurs*

In the 29th episode of Mann Ki Baat, dated 26th February 2017, while congratulating the scientists of ISRO for launching 104 satellites in one go, the PM paid special appreciation to the young and female scientists for their efforts. In his Mann Ki Baat, PM Modi highlighted the Cartosat 2 satellite and praised the team of young and female scientists for developing the satellite due to its versatility. He further emphasized how this achievement will inspire more youngsters and females to pursue the field of science, transforming India's upcoming future. After congratulating the scientists, the PM yet again called the attention of the youth towards pursuing science by mentioning that scientists today have become a potent catalyst for enduring change in the lives of our future generations. In the same episode, to push the nation further towards science and technology, PM Modi informed the citizens about how science has proved pivotal in the situation of an emergency by providing life-saving solutions. In this context, PM Modi cited the example of the Mumbai downpour of 2005, which resulted in flooding and even high tides in the sea, leading to terrible hardships. In that situation, two people worked in earnest and developed a dwelling structure that saved the house and its occupants, mitigated the waterlogging, and could also prevent waterborne diseases. This instance indicates the importance of science and innovation and why PM Modi, through his Mann Ki Baat, is keen on indulging the youth in this field for India's safe future.

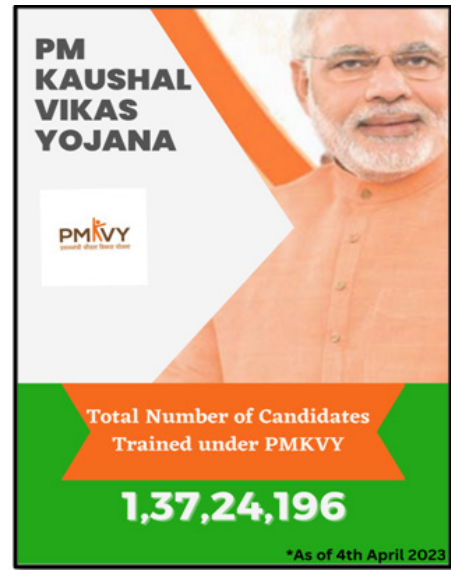
During the 32nd broadcast of Mann Ki Baat, dated 28th May 2017, the PM circled back to his

thoughts on skill development amongst the youth. The PM was glad to see a huge response from the youth to his thoughts, as many of them indulged in learning a new skill, fulfilling the PM's vision of skilling the youth, and stepping out of their comfort zone. The PM received responses wherein some made efforts to learn music, some tried their hands on a new musical instrument, some of them tried learning new things by using YouTube, and some tried learning a new language. This mindset reform brought about by the PM laid the foundation for his idea of 'New India,' with the youth actively involved in skill development, science, and innovation. PM Modi, in his Mann Ki Baat, specially called attention to this idea, as he envisioned India as a nation with high potential that could be transformed into a future leader by becoming self-reliant. A prime example of PM Modi's vision of making India self-reliant was noted during the 44th episode of Mann Ki Baat. The PM in this episode highlighted the resilience shown by the daughters of Sikar, a slum in Rajasthan. By equipping themselves via skill development, these daughters learned the skill of sewing and stitching clothes, shifting their source of income from begging and collecting garbage. The PM appreciated their will and underlined the importance of skill development in empowering society for good. The PM further urged the nation to take their example as a source of inspiration and combat any possible difficulties in life.

In his Mann Ki Baat, PM Modi mentioned the development of artificial intelligence while discussing innovation and science. The PM illustrated that artificial intelligence can be used to make robots, bots, and other machines meant for specific tasks. He further explained how, through self-learning, machines today can enhance their intelligence to a higher level. PM viewed AI as a technology that can be harnessed to better the lives of the underprivileged, the marginalized, and the needy. PM Modi wanted to use new innovations such as AI in all sectors to boost productivity and accuracy. In order to make India the technology hub, the PM further mentioned converting brain drain into brain gain. PM Modi in this regard, during the 46th edition of Mann Ki Baat, dated 29th July 2018, talked about the SmartGaon App developed by two IT professionals using their professional skill sets. The duo accepted the PM's challenge of asking India's youth to develop indigenous products or services by using their skills for the betterment of the nation. The app can be pivotal in transforming the functioning of the village structure as it makes it easier to record, track, and monitor developmental work being done in the village. The app contains a phone directory, news section, events list, health centre, and information centre for the village. Moreover, the app is very useful for the farmers, and the grammar feature of the app and the FACT rate among the farmers function like a marketplace for their products. PM Modi appreciated the efforts of the duo and used their development of the app as a motivating factor to motivate citizens towards developing technologies for the betterment of the nation as the PM viewed all Indians as a contributory asset to the nation's developmental process.

PM Modi's vision of making India self-reliant reached every corner of the country, as the PM has always had a holistic view of any issue. The often-neglected region of Jammu and Kashmir was also transformed under the vision of PM Modi. During the 60th episode, dated 29th December 2019, PM Modi spoke about the Himayat program initiated in the regions of Jammu and Kashmir and Ladakh. Under the program, teenagers, and young people from 15 to 35 years old were involved in skill development and attained employment. The people included under the scheme were the people of Jammu and Kashmir, whose studies, due to some reason, could not be completed and who had to leave school or college in between. By highlighting the scheme in his Mann Ki Baat platform, the PM wanted to spread awareness amongst the

youth about such programs and engrave the thought of skill development further in their mindset. Keeping in mind youth day, during the same edition itself, PM Modi re-emphasised the value of youth in making India better. During his address, he urged the youth to take responsibility and make a resolution in some context as the youth is an invaluable asset to the country. To further provide the youth reassurance the PM in his address complimented the talent the youth of the country possess and how even Swami Vivekananda viewed youth as the generation of talent and modernity. The central government's Skill India campaign was launched keeping this agenda in mind. Under Skill India, for the first time since India's independence, a Ministry for Skill Development & Entrepreneurship (MSDE) was formed to focus on enhancing the employability of the youth through skill development. Under the umbrella of Skill India, the PM Kaushal Vikas Yojana has provided training and skill development to 1,37,24,196 youth till March 2023. Furthermore, working on the vision of PM Modi, during the recent budget announcement, the Central government linked skill development to futuristic technology by including AI-related courses and AI innovation centres. In the 2023 budget, under PMKVY 4.0, courses such as coding, AI, robotics, mechatronics, IOT, 3D printing, drones, and soft skills have been included. In addition to this, three AI excellence centres will also be set up as per the budget announcement.



Source: PMKVY

With regards to encouraging the youth towards pursuing science, the PM in his Mann Ki Baat highlighted the Yuvika program by ISRO. During the 62nd episode, which aired on 23rd February 2020, PM Modi urged the youth to register for the program and asked them to read the experiences of the students who attended the program last year in order to increase participation in the program. The ISRO Yuvika program was launched for school students. 'Yuvika' means "Young Scientist Programme". The program is in line with our vision, "Jai Jawan, Jai Kisan, Jai Vigyan, Jai Anusandhan." In this program, after their exams and during the holidays, students visit different centres of ISRO to learn about space technology, space science, and space applications. This instance showcases how PM Modi has effectively used the Mann Ki Baat platform to create awareness about government initiatives, which are often neglected. Along the same lines of motivating the youth towards science, PM Modi during his address also called attention to the visitors' gallery made by ISRO. The gallery allows school students to witness India's space explorations. PM Modi in his Mann Ki Baat underlined how the gallery leaves a lasting impact on the psyche of the students as they can see the prospects after pursuing science.

PM Modi, with his Mann Ki Baat, along with the initiatives taken by the central government, has surely empowered the youth of the country. PM used Mann Ki Baat as a platform to connect with the youth and motivate them to become self-reliant rather than dependent. PM Modi's aim was to equip the youth for future challenges and contribute to India's development process. His emphasis on science and technology during Mann Ki Baat initiated a discourse that eventually resulted in India's technological and industrial revolution as the mindset of the population was reformed to work towards the nation's collective growth.



## PART III

# Promoting the Indian Way of Life

“The legacy that we inherited from our ancestors, the knowledge and values that have permeated entail compassion toward each and every living being and boundless love for nature, is all a part of our rich cultural heritage.”

-Prime Minister Sh. Narendra Modi

Our ancient culture and heritage have had a significant impact on many aspects of our lives and continue to be a source of inspiration and pride for every Indian. Since 2014, Prime Minister Sh. Narendra Modi while speaking on various issues through his monthly radio programme “Mann Ki Baat” has also tried cultivating a lifestyle that embraces Indian cultural values and ethos amongst the citizens. If we probe into the nuances of 100 editions of Mann Ki Baat, Prime Minister from pronouncing the philosophies of great personalities to quoting enriching texts from ancient scriptures, from showcasing unity in diversity by referencing many cultures, festivals, practices, and customs to promoting tourism in India has laid special emphasis on re-



*A pictorial representation of the sub themes covered in this chapter*

viving our ancient culture and tradition that had been neglected for more than seven decades. This is evident from the initiatives and schemes launched by PM Modi-led central government such as rebuilding Somnath temple, the inauguration of the Kashi Vishwanath Corridor, Mahakal Lok Corridor, Char Dham Pariyojana, Kedarnath Redevelopment initiative etc paving the way towards Indian way of life. In these last nine years, Prime Minister’s messages through Mann Ki Baat has resonated with millions of people and today we are witnessing the revival of ancient traditions and practices across India, thereby unfolding a new chapter in India’s cultural history for New India. While analysing the 100 editions, it was observed that PM Modi in Mann Ki Baat discussed the cultural identity of India around- remembering the Unsung heroes such as Swami Vivekananda, Netaji Subhash Chandra Bose, Mahatma Gandhi, Sardar Vallabhai Patel, Pt. Deendayal Upadhyay, Jayaprakash Narayan etc., Inspiring India through ancient traditional knowledge by reiterating the shlokas from Upanishads, Bhagawad Gita and other holy texts, promoting tourism and traditional heritage and highlighting the relevance of important days, festivals and customs that forms a significant part of our ancient cultural legacy followed by our nation for centuries.

## Remembering Luminary Figures of Bharat and Their Contributions

Eminent personalities from various domains are a source of inspiration for the present and future generations. These personalities had an unceasing effect on the wisdom of our Hon’ble Prime

Minister Sh. Narendra Modi. The journey of these personalities has been the source of inspiration and through, Mann ki Baat, PM Modi spoke about the sacrifices of those whose contributions now enable us to live a better life. While the previous

**The lives of great men will always inspire us. It is not our responsibility to figure out the ideology of these great men. Everyone who lives and dies for our nation inspires us. In the coming days, we will get to remember a lot of these great men.**

**PM Modi, in Mann ki baat in September 2015**

governments did meagre to recognise the contribution of great legends in our Indian history. PM Modi, on the other hand, is indeed rectifying the blunders committed by others in the past and through Mann Ki Baat has tried not just to analyse but propagate the work of great personalities who have not only excelled in their field but offer millions of people the ability to dream. His main motive is to spread awareness among the young generation about the contribution made by these personalities in India.

### **Mahatma Gandhi**

He started the first edition of Mann Ki Baat by giving a heartfelt tribute to Mahatma Gandhi in the month of his birth anniversary by making “Swachhata” and “Khadi” a symbol of participative governance. While addressing the nation, he initiated a mass campaign in Mann Ki Baat. While addressing the citizens he appealed to the citizens to come together and take a vow in eliminating all the dirt from the nation. PM Modi in the first edition gave a heartfelt tribute by starting a movement on cleanliness by asking nine people to upload videos of cleaning the nation on social media websites and asking nine people to nominate nine more people to do the same. He also appealed to the countrymen to buy at least one product of khadi with an intention of uplifting the poor engaged in khadi manufacturing.



*Source: Wikipedia*

Prime Minister recounts his visit to South Africa, the ‘karmabhoomi’ of Mahatma Gandhi where he visited Phoenix settlement where Mahatma Gandhi’s home is known as ‘Sarvodaya’, travelled to Pietermaritzburg station in the train in which Mahatma Gandhi had travelled and got an opportunity to meet great men who had devoted their young lives for society fighting shoulder to shoulder with Nelson Mandela for the ideals of equality and equal opportunities such as Shriman Ahmed Kathrada, Shriman Laloo Chiba, Shriman George Bizos and Ronnie Kasrils.

In another edition of Mann Ki Baat, the Prime Minister drew a comparison of two major movements launched by Mahatma Gandhi during the freedom struggle. The non-cooperation Movement and the Quit India Movement. He noted that the country witnessed two different personas of Mahatma Gandhi. The Quit India Movement in 1942 became so intense that a ‘mahapurush’ like Mahatma Gandhi gave the mantra of “Do or Die. As a result of the determination where the entire country had come together to fight for one cause and within five years, in 1947 the British were compelled to leave India. Prime Minister appealed to the citizens to celebrate 15th

August 2017 as the Sankalp Parva or the Day of Resolve, and in 2022 marking 75 years of Freedom, we must certainly transform that resolve into ‘Siddhi’ or attainment. Prime Minister gave a clarion call to make 2017 our Year of Resolve and come together and resolve to Filth – Quit India; Poverty – Quit India; Corruption – Quit India; Terrorism – Quit India; Casteism – Quit India; Communalism – Quit India!

### **Swami Vivekanand**

To make the countrymen realise their inner strengths and capabilities, Prime Minister referred to the teachings of Swami Vivekananda by reiterating a story of “lioness and cub” which was narrated by him in which “a lioness abandons one of her cubs while hunting, and the cub is adopted and raised by a flock of sheep. The cub grows up believing he is a sheep, even though he is a lion. One day, the lion cub’s brother comes across him and tries to convince him of his true identity. The lion cub initially resists but ultimately realizes his true identity after seeing his reflection in a well. He starts roaring like a lion and embraces his true nature.” Today the Prime Minister in his Mann Ki Baat reinvigorated Swami ji’s learning and tried to instil self-confidence within 125 crore countrymen.

### **Pt. Deen Dayal Upadhyay**

Pt. Deen Dayal Upadhyay’s ideas and life lessons are a source of inspiration for many people and it was discernible from Prime Minister Sh. Narendra Modi who holds Pt. Deen Dayal ji in high regard and has admired his contribution towards nation-building on various platforms. In Mann Ki Baat, Prime Minister tried propagating Deen Dayal Ji’s philosophy of Integral Humanism or in other words, Ekaatm Maanav Darshan upholding Indian cultural heritage and ‘antyodaya’ focusing on ‘Sarvajan Hitay-Sarvaja

Deen Dayal Ji was such a great personality who remained far away from corridors of power but lived every moment for the people, kept fighting all odds following the principle “*sarvjanhitay-sarvjansukhay*”

Prime Minister Sh. Narendra Modi

Sukhay’. The principle of Antyodaya entails reaching the last man standing in the queue. In addition to this, the PM illustrated Pt. Deen Dayal Ji’s entire economic philosophy in two words ‘Work for every hand, water to every field’ which aimed at empowering society. The Prime Minister gave a memorable tribute to Pt. Deen Dayal Ji by declaring his centenary year as ‘garib kalyan varsh’, ‘Year for Welfare of the Poor.’ It was admirable to see the government acknowledging Deen Dayal Ji’s contribution by renaming the Race Course Road to Lok Kalyan Marg in his centenary year which is a symbolic representation of the ‘Year for the Welfare of the Poor’. In another episode of Mann ki Baat, he reminded the countrymen of his valuable message which lays emphasis on “repaying our debt to the society” reflecting the good values and qualities which are significant in the character development of the people and the need of the hour for the future generation. He also shared a very significant lesson from the life of Deen Dayal ji, which was ‘to never give up.’ Prime Minister further said, ‘despite the adverse political and ideological circumstances, Deen Dayal Ji never wavered from the vision of a Swadeshi, homegrown model for the development of India’. Moreover, PM Modi urged the young generation to learn more about Deen Dayal Ji’s life who was a brilliant humanist, thinker, and great



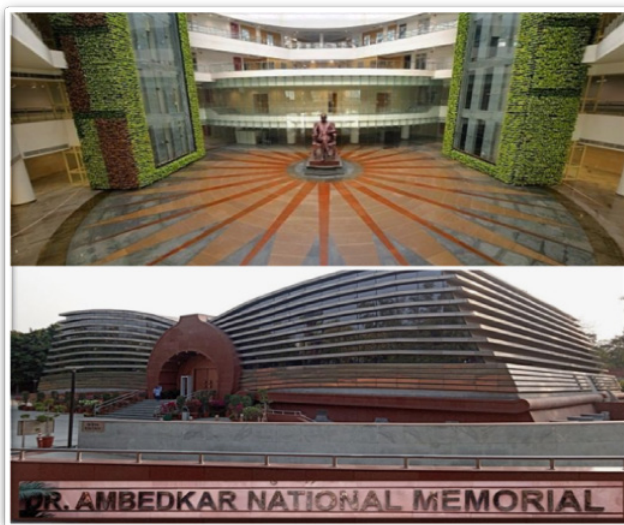
son of the country. In one of the editions of Mann Ki Baat, the Prime Minister spoke in detail about the greatest contribution put forward by Deen Dayal Ji before the country - 'Ekatma Manavdarshan' and 'Antyodaya'. Deen Dayal ji's 'Ekatma Manavdarshan' is such an idea, which in the realm of ideology gives freedom from conflict and prejudice. He again put forth to the world, the Indian philosophy which considers human beings equal. It has been said in our scriptures – 'Atmavat Sarvabhuteshu', that is, we should treat living beings akin to us and similarly treat them such. Deen Dayal ji taught us how Indian philosophy can guide the world even from modern, social and political perspectives. In a way, he awakened our intellectual consciousness by freeing us from the inferiority complex that prevailed in the country after independence. He also used to say – 'Our freedom can be meaningful only when it expresses our culture and identity'. On the basis of this idea, he created a vision for the development of the country. Deen Dayal Upadhyay ji used to say that the measure of the progress of the country is the person at the lowest step.

### **Veer Savarkar**

Veer Savarkar epitomises courage, patriotism, and unflinching commitment to a strong India. He inspired many people to devote themselves towards nation-building. His contribution towards reforming society and the sacrifices made by him during the Indian freedom struggle remain unparalleled. On the birth anniversary of Veer Savarkar, the Prime Minister in his radio programme spoke about his visit to the cellular jail in Andaman & Nicobar Island where Veer Savarkar spent his two-life imprisonment. While he was in jail Veer Savarkar used to write poems on the walls of his prison cell. He even wrote a book "Majhi Jannmathep" while in incarceration. The Prime Minister reminded them how inhuman treatment was meted out to him in the confined cell. But that could not deter his resolve to take Bharat Mata to the ultimate glory. He further encouraged the young generation to pay a visit to this place which is a pilgrimage of our freedom struggle.

### **Babasaheb Bhimrao Ambedkar**

Speaking on Babasaheb Bhim Rao Ambedkar, PM Modi through Mann ki Baat informed that the government of India completed the allocation of the land and laid the foundation stone for the Memorial of Baba Ambedkar which was pending for more than 20 years. In addition to this, PM Modi during his address also spoke about establishing an International Centre in the name of Babasaheb Ambedkar in Delhi to apprise the entire world about the seminal works and thoughts of Babasaheb. He pledged that the government will finish the work in 20 months, which did not happen for 20 years and today we have witnessed the glorious establishment of Dr Ambedkar National Memorial (DANM) and Dr Ambedkar International Centre. Through radio, he showed his disappointment with the current scenario persisting in our country



*Dr Ambedkar National Memorial and Dr Ambedkar International Centre*

where many families, till today, are forced to carry dirt on their heads and education has not reached many Dalits, exploited, and deprived ones in the society, especially girls. Prime Minister reminded everyone of Dr Ambedkar's teachings and asked people's participation to come together to turn Babasaheb's dreams into reality when our country would be celebrating his 125th birth anniversary when the burden of the nation's filth and dirt is not laden on the heads of the poor and not a single person was deprived of education. Moreover, the Prime Minister also spoke about Babasaheb's contribution towards the welfare of the working class. In one of the editions of Mann Ki Baat, the Prime Minister also discussed Bhimrao Ambedkar advocating for industrialization which is an effective medium by which jobs could be made available to the poorest of the poor and through 'Make in India,' smart city mission, Start-Up India, Stand Up India initiatives government is actively working towards realising the dream of Babasaheb of making India an 'Industrial Superpower'. The Prime Minister further added that Babasaheb showed us that to succeed it is not necessary for the person to be born into an illustrious or rich family, but even those who are born to poor families in India can also realise their dreams by achieving success.

### **Sardar Vallabhai Patel**

On the birth anniversary of Sardar Vallabh Bhai Patel, Prime Minister through Mann ki Baat recalled his everlasting contributions to Indian history. From the herculean task of reuniting independent India to his monumental service to our nation as a great administrator, thinker and freedom fighter who devoted his entire life to India's unity, strove tirelessly for it, had to even endure some unpleasantness on account of it, but never ever abandoned the path of unity. The Prime Minister also shed light on the life journey of Sardar Vallabh bhai Patel, who spearheaded the freedom movement by uniting the farmer's community and making the movement a source of strength in the villages was Sardar Saheb's big achievement. The freedom movement gained traction as a result of his organisational capacity and capability. He also appreciated Sardar Patel ji's farsightedness for cooperative movement, the idea that was propounded by him in 1942 yielded great results which is evident from the live example of AMUL, becoming an inspiration world over. The remarkable journey of Sardar Patel which started from a small village in Gujarat to the power corridor in Delhi is an inspiring tale of dedication, perseverance, and unwavering commitment to the cause of this nation. Today, his legacy as a luminary continues to inspire and guide the people of India in their pursuit of a strong and united country. Prime Minister gave a very powerful message through this episode that "we may differ by language, culture, attire, caste, food but unity in diversity remains our binding strength" and asked the government and the citizens to promote integration in every corner of the country by highlighting the elements that bind us together as one and refrain ourselves from the idea of separatism and guard our nation against such belief system. Our Mantra should be national unity and it is our collective responsibility to develop a 'Great India,' a Shreshtha Bharat. In one of the Mann Ki Baat editions, Prime Minister revered Sardar Patel as 'man of details' and praised his organisational skills by citing an example where he was responsible for making arrangements for thousands of delegates who were coming from across the country to attend congress session of 1921 in Ahmedabad. He used this opportunity to improve the water supply network in the city and further ensured that delegates do not face any problems with respect to water shortage.

**Bringing independent India under one banner and accomplishing such a herculean task - what a great man he was! We bow a hundred times to that great soul.**

*Prime Minister Sh. Narendra Modi*

Moreover, he was also concerned about the belongings of any delegate or his shoes should not be stolen from the convention venue. Thus, he urged the farmers to make khadi bags for the delegates where they could keep their shoes, thereby preventing theft at the venue. This unique initiative by Sardar Patel also increased the sales of khadi back then. In addition to this, the Prime Minister remembered the remarkable role played by Sardar Vallabhai Patel in the constituent assembly by ensuring the fundamental rights of the citizen and denying any scope of discrimination on the basis of caste and creed.

### **Pt. Madan Mohan Malviya**

The Prime Minister also highlighted the invaluable contribution made by Pt. Madan Mohan Malviya ji in the field of education and literature on his birth anniversary. He has truly been a source of inspiration to millions of Indians further added that Pt. Madan Mohan Ji gave a new direction to modern education and produced luminary work in his lifetime.

### **Lord Buddha**

In Mann Ki Baat, PM Modi shared the life lesson of Lord Buddha and who was the very synonym of power of compassion, service, and sacrifice, who guided millions of people around the world. Lord Buddha was the fountainhead of egalitarianism, peace, harmony and brotherhood and these human values are most desired in the world today. Dr Ambedkar stressed that Lord Buddha has been a great inspiration in his social philosophy. Baba Saheb said – “My Social philosophy may be said to be enshrined in three words; liberty, equality and fraternity. My Philosophy has roots in religion and not in political science. I have derived them from the teaching of my master, The Buddha.”

### **Netaji Subhash Chandra Bose**

Prime Minister in the Mann Ki Baat radio programme recalled Netaji's unparalleled contribution to India's freedom struggle. Netaji made a place in the heart of every Indian with fiery slogans like “Delhi chalo,” “Tum mujhe khoo do, main tumhe azadi doonga.” He further shared an anecdote from his life where Subhash Chandra Bose utilised radio as a medium of communication to directly connect with the countrymen during the freedom struggle. In 1942, Subhash Babu started Azad Hind Radio and through radio, he used to communicate with the soldiers of ‘Azad Hind Fauj’ and the people of the country. The radio was run by a Gujarati resident which used to broadcast weekly news bulletins, in various languages like - English, Hindi, Tamil, Bengali, Marathi, Punjabi, Pashto and Urdu. The programs broadcast on Azad Hind Radio were very popular among the general public and our freedom fighters also got a lot of strength from his programs. Hon'ble Prime Minister through a radio programme shared his experience of inaugurating a museum on the birth anniversary of Netaji Subhash Chandra Bose which was solely dedicated to the heroes who contributed to India's freedom struggle by converting the derelict red fort rooms into beautiful museums, dedicated to Netaji Subhash Chandra Bose and the Indian National Army; ‘Yaad-e-Jallian’; and 1857 – Eighteen Fifty-Seven. The museum dedicated to India's First War of Independence and the entire complex has been dedicated to the nation as ‘Kranti Mandir’. Each and every brick of these museums reflect the glorious history and stories of the heroes of the freedom struggle such as the brave sons of Mother India – Col. Prem Sehgal, Col. Gurbaksh Singh Dhillon and Maj. General Shahnawaz Khan who was prosecuted by the British Government.

### **Guru Nanak Dev**

On the forthcoming occasion of 'PrakashUtsav,' Prime Minister Modi propagated the teachings of Guru Nanak Dev Ji through Mann ki Baat which centred around 'Service, truth and everybody's well-being'. He further added that Guru Nanak Ji always preached to abolish superstitions, social disparities and social evils from the society and in our march to achieve 'Sab Ka Saath, Sab Ka Vikas', we cannot have a better-guiding force than Guru Nanak Dev. Before the 550th Prakash Parv of Guru Nanak Dev Ji, Prime Minister appealed to the citizens to join this great festival with enthusiasm and fervour and asked for new ideas, new concepts, and innovations to celebrate the Prakash Parv as Prerna Parv with great pride. In another edition of Mann Ki Baat, the Prime Minister highlighted the value of selfless service that Guru Nanak Ji always believed in and shared the religious journey he undertook in India and abroad such as Haridwar, Kashi Tibet, Bidar in Karnataka, Kashmir, Saudi Arabia, Iraq, Afghanistan, Uzbekistan carrying the message of 'harmony and equality' wherever he visited. Prime Minister further mentioned that the ambassadors from 85 countries visited the Golden Temple on the occasion of the 550th Prakash Parv, where they get to learn about the Sikh culture and traditions.

### **Guru Gobind Singh**

On the birth anniversary of Guru Gobind Singh Ji, Prime Minister Sh. Narendra Modi described him as a divine man who was full of bravery, sacrifice and piety, and who had supernatural knowledge of both weapons and scriptures. He was also well versed in many languages such as Gurmukhi, Braj Bhasha, Sanskrit, Persian, Hindi and Urdu. The Prime Minister quoted one of his life lessons while addressing the audience on Mann Ki Baat platform - "Strength cannot be demonstrated by fighting with the weaker sections."

### **Sant Ravidas**

The Prime Minister also paid his humble tribute to Sant Ravidas, who dedicated his life, spreading the message of harmony, equality and social empowerment through his thoughts and actions. The messages of Sant Ravidas ji have influenced people of every class and class. Be it the Maharaja and Rani of Chittor or Mirabai, all were his followers. He cited Sant Ravidas Ji's couplet and said that the Saint believed that if God is present in every human being, then it is not fair to categorise him/her on the basis of caste, creed or any other sociological demarcations.

### **Sant Kabirdas**

The Prime Minister also spoke about Sant Kabirdas Ji who have stressed upon social cohesion, and recognised and understood the sufferings of others. He dedicated most of his life to removing many superstitions and evil social customs prevalent at that time. In those days, when the whole world was undergoing strife and degradation of moral values, he spread the message of peace & harmony. He worked towards uniting the populace, bridging their differences through his verses 'Saakhis' and 'Dohas'. Hon'ble Prime Minister also cited various couplets such as-

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*जगमें बैरी कोई नहीं, जो मन शीतल होय  
यह आपा तो डालद, दया करे सबकोय*

---

"There will be no enmity in the world if the inner being is at peace. Compassion should be the universal way of life."

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जहांदयातहंधर्म , जहांलोभतहंपाप  
जहांक्रोधतहंकालहै , जहांक्षमातहंआप

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“Compassion leads to righteousness; Greed leads to sin. Anger is sure to devour you, Forgiveness is a great virtue.”

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जातिनपूछोसाधूकी , पूछलिजियज्ञान

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“Never ask a saint his caste or creed; Ask him about his repository of knowledge.”

### **Birsa Munda & Jamshedji Tata**

In Mann Ki Baat, PM Modi discussed the contribution of two significant figures in our history who hailed from the state of Jharkhand- Bhagwan Birsa Munda and Jamshedji Tata. He emphasised that the contribution of Bhagwan Birsa Munda is not limited to the state of Jharkhand but extends to the entire country. Bhagwan Birsa Munda played a significant role against British rule and dedicated his life towards securing not just the social and economic rights of the tribal but also fought for their political freedom. He became a symbol of resistance who shook the entire British empire with his bow and arrow.

Prime Minister then shifts towards Jamshedji Tata, who was a visionary entrepreneur in a true sense by establishing world-class institutions and industries in India, including the Tata Institute of Science (now the Indian Institute of Science) and Tata Steel. Jamshedji Tata’s vision which centred around making India a hub of science, technology, and industry and institutions founded by Jamshed Ji have contributed immensely to the overall development of the country. The Prime Minister emphasised on the need for the new generation to be aware of the sacrifices and contributions of these figures and to draw inspiration from them.

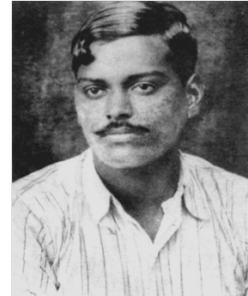
### **Lok Manya Tilak**

In Mann Ki Baat, Prime Minister spoke about Lok Manya Tilak, a great man of India who was full of self-confidence and had the courage to show a mirror to the British about their wrong doings. Prime Minister narrated an incident closely related to Lok Manya Tilak. When Sardar Patel was the Mayor of Ahmedabad Municipal Corporation, he decided to build a statue of ‘Lok Manya Tilak ji’ after his demise and selected Victoria Garden as a venue for Lok Manya Tilak’s memorial, which was named after the British Queen. The British were unhappy with the decision and collector kept denying the permission for construction of any such memorial. It was the persistence and determination of Sardar Vallabhai Patel who went onto say ‘he might have to give up on his post but Lok Manya Tilakji’s statue would certainly be built there’. As a result of his determination, Sardar Patel successfully built the statue and got it unveiled by none other than Mahatma Gandhi on 28th February, 1929. The speciality of the statue is that Tilakji is sitting in a chair and “Swaraj is our birthright” (“Swaraj Hamara Janam Sidh Adhikar Hai”) is inscribed right below Tilakji’s statue. All this happened during the period of British rule. Prime Minister also highlighted the greatest contribution of Lok Manya Tilak was initiating the

public celebration of Ganesh Utsav which became an effective medium in promoting a spirit of social awakening, integration, amity, and equality among the masses besides projecting a sense of dedication and festivity in them. It was the period when there was a need for people to get united in the fight against the British; these festivals, by breaking the barriers of casteism and communalism served the purpose of uniting all.

### **Chandra Shekhar Azad**

The Prime Minister also spoke about Chandra Shekhar Azad, another great son of Bharat Mata who put his life on stake for the freedom of our country and never bowed in front of the Britisher. Many young men in India got inspired by Chandra Shekhar Azad's life who was a brave man, and who did not wish to die by the bullets of foreigners – he wished to fight for independence as a free man and if he had to die, he wished to remain a free man!



### **Lachit Borphukan**

The Prime Minister spoke about the valour and contribution of Veer Lachit Borphukan ji who had liberated Guwahati from the clutches of the tyrannical Mughal Sultanate. Today, the country is getting acquainted with the indomitable courage of this great warrior. He mentioned that an essay-writing campaign based on the life of Lachit Borphukan was launched and about 45 lakh people sent their essays that were written in about 23 different languages. Among them, apart from the Assamese language were Hindi, English, Bangla, Bodo, Nepali, Sanskrit, and Santhali.

### **Other Luminaries of Bharat**

In all the editions of Mann Ki Baat, the Prime Minister paid tribute to so many stalwart leaders who have played a significant role towards nation-building. These include leaders such as- Lal Bahadur Shastri ji who gave the slogan 'Jai Jawan, Jai Kisan' when he was the Prime Minister. Lal Bahadur Shastri always insisted on the conservation of trees, plants and vegetation and also highlighted the importance of an improvised agricultural infrastructure. Be it Dr Ram Manohar Lal ji had talked of creating a mass awakening on an extensive scale about the necessary measures to ensure a better income for our farmers and provide better irrigation facilities and to increase food and milk production. He also spoke about the valuable contribution of Former Prime Minister Chaudhari Charan Singh who in his speech in 1979 had urged our farmers to use new technology and to adopt new innovations and underlined their vital significance. I recently visited the Krishi Unnati Mela organised in New Delhi.

He also remembered the great contribution of Bharat Ratna Nanaji Deshmukh in nation-building. He narrated an incident when Nanaji and JP Narayan was fighting a war against corruption, where JP Narayan was fatally attacked in Patna. Then, Nanaji Deshmukh took that attack upon himself. Nanaji was badly hurt in this attack, but he was successful in saving J.P.'s life or his contribution to rural development where he left full-time politics and joined the Gramodaya Movement.

Or paying tribute to Rajmata Vijayaraje Scindia ji on her birth anniversary, where the Prime Minister in Mann Ki Baat shared Rajmata Ji's contribution towards the nation. He said Rajmata dedicated her entire life to the service of the people. She, being from a royal family, had no dearth of wealth, power, and other resources. But still, like a mother, she spent her life for public service with affection.

The Prime Minister also remembered Pingali Venkaiah ji on his birth anniversary, who designed the national flag and great revolutionary Madam Cama who played a distinct role in shaping the Tricolor of the national flag.

In addition to this, the Prime Minister also spoke about unsung heroes of our nation Bhikaji-Cama was one of the bravest women involved in the Indian freedom struggle. She carried out many campaigns in the country and abroad to empower daughters; organised many exhibitions. Certainly, Bhikaji Cama was one of the most courageous women of the freedom movement where in 1907, she hoisted the Tricolor in Germany.

Prime Minister also gave a humble tribute to Saint Ramanujacharya through Mann Ki Baat and reminded the citizens of his relentless struggle against social evils such as the class divide, the chasm between touchable and untouchables and the caste system and advocated for social unity. Saint Ramanujacharya Ji launched an agitation thousand years ago, allowing their entry into temples and succeeded in facilitating the same. He further spoke of the great 12th century saint & social reformer from Karnataka Jagat Guru Basaveshwar. Prime Minister reminded everyone of his profound thoughts on labour & workers. He had mentioned in Kannada 'Kaay Kave Kailas' which means, it is just through your perseverance that one can obtain Kailash, the abode of Shiva. This means, it is only endeavour or Karma that leads one to attain Swarga, or heaven. In other words, labour, and hard work is Shiva.

Through Mann Ki Baat Prime Minister recalled the wise words of the great thinker Shriman Dattopant Thengdi, the founder of Bharatiya Mazdoor Sangh, who deliberated a lot on the working class. On the one hand, he was inspired by Maoism, 'Workers of the world unite,' on the other he would advocate for 'workers, come, unite the world'.

## **Inspiring India through Ancient Traditional Knowledge & Reinvigorating India's Festive Soul**

**My dear countrymen, I maintain time & again that we should keep re – visiting the annals of our history, traditions, and culture. That lends us energy and inspiration.**

**-Prime Minister Sh. Narendra Modi**

Prime Minister Sh. Narendra Modi has always been very fond of our wide cultural heritage and never missed a chance to prove it. Through his radio programme, Prime Minister used ancient Hindu texts as references to establish a deep connection with the public and used the shlokas or mantras in these texts to inspire the public and made them understand the significance of the knowledge these scriptures hold in day-to-day life. He has not just spread ancient traditional knowledge through Mann Ki Baat but also highlighted the relevance of many festivals, traditions and culture that is being celebrated across the nation. Through Mann Ki Baat, the Prime Minister has encouraged the citizens to show their unity by celebrating these important festivals.

On World Environment Day, the Prime Minister enlightened the citizens through Mann Ki Baat on the importance of the environment and appealed to the listeners to make conscious efforts to connect themselves with nature and at the same time protect the environment for future generations. He also highlighted the ancient wisdom and knowledge contained in our ancient text that describes the environment as the basic source of energy. He said-

Vedas describe the Earth and the Environment as the basic sources of energy. And, Atharva

Veda, written thousands of years ago, is the most authentic guiding scripture about nature and environment. In India, it has been said – “Earth is the mother and I am her son”. According to Vedas, the purity within us is because of the Earth. The Earth is our mother and we all are her children.

In another edition of Mann Ki Baat, the Prime Minister highlighted the significance of the Car Festival of Lord Jagannath, also known as the Rath Yatra. He further added that the festival is celebrated not just in India but even in some parts of the world with great piety and fervour. The underprivileged in the country are deeply connected to Lord Jagannath as he is considered to be the God of the poor. He then highlights that the etymology of the word ‘juggernaut’ in English traces its roots to the chariot of Lord Jagannath which means a magnificent chariot that is unstoppable.

In one episode of Mann Ki Baat, the Prime Minister reminded the readers of the significance of positivity and shared a Sanskrit shloka which means that a man full of enthusiasm is very strong since there is nothing more powerful than zest. Nothing is impossible for a man having positivity and zeal. In English too, it is said, ‘Pessimism leads to weakness, optimism to power’.

**‘उत्साहोबलवानार्यनास्त्युत्साहात्परंबलम्।**

**सोत्साहस्यचलोकेषुनकिंचिदपिदुर्लभम्’**

Prime Minister through Mann Ki Baat underscored how women have made a significant contribution in shaping history, culture and tradition of India since ancient times. Their status in society and their contribution have proved to be awe-inspiring to the entire world. Be it Lopamudra, Gargi, Maitreyee; be it the learning & devotion of Akka Mahadevi or Meerabai, be it the governance of Ahilyabai Holkar or the valour of Rani Lakshmibai, woman power has always inspired us. He cited the verses from Skand Purana that only highlights the value of daughters but also underscore the idea that women are as capable and powerful as men.

**दशपुत्र-समाकन्या, दशपुत्रान्प्रवर्धयन्**

**यतफलम्लभतेमर्त्यः, तत्तलभ्यन्कन्यकैकया ॥**

This means, a daughter is the equivalent of ten sons. The ‘Punya’ that you earn through ten sons amounts to the same earned through just one daughter.

To make citizens understand the importance of Yoga, the Prime Minister in Mann Ki Baat cited the shloka of great Sanskrit Poet Bhartahari from his ‘Satakattrayam’

**धैर्यस्यपिताक्षमाचजननीशान्तिश्चिरंगेहिनी**

**सत्यंसूनुरयं दयाचमगिनीप्रातामनःसंयमः।**

**शय्याभूमितलंदिशोऽपिवसनंज्ञानामृतंभोजनं**

**एतेयस्यकुटिम्बिनःवदसखेकस्माद्भयंयोगिनः॥**

A man whose father is patience, mother is forgiveness and peace as consort, Truth as his friend, compassion as his sister and restraint for brothers as family members and whose bed is the great earth, is clothed by the great sky and whose food is only knowledge. Is indeed a Yogi who won’t know any fear.

This observation expressed centuries ago, straightaway implies that practising yoga exercises on a regular basis leads to imbibing beneficent attributes which stand by our side like relatives



and friends. The practice of yoga leads to building up courage, which always protects us like a father. The practice of yoga leads to the germination of a sense of forgiveness in the same manner as a mother has for her children and mental peace becomes our permanent friend. Bhartahari has said that with regular yogic exercise, truth becomes our child, mercy becomes our sister, self-restraint our brother, earth turns into our bed and knowledge satiates our hunger. When so many attributes become one's partner, then that yogi conquers all forms of fear.

On Teachers' Day, Prime Minister on Mann Ki Baat illustrated the significance of the Guru in one's life, by quoting a Sanskrit shloka

**एकमपिअक्षरमस्तुगुरुः शिष्यंप्रबोधयेत।**

**प्रथिव्यांनास्तितद- द्रव्यं, यद – दत्त्वाहानुणीमवेत ॥**

When a guru imparts even an iota of knowledge to the student, there is no material or wealth on the entire earth that the student can make use of, to repay the guru.

Prime Minister Sh. Narendra Modi through Mann Ki Baat also highlighted the significance of the National Human Rights Commission (NHRC) and termed it an integral part of Justice. He further pointed out that human rights have always been an integral part of Indian culture and Vedic teachings and quotes Sanskrit shloka-

**'न्यायमूलंस्वराज्यंस्यात्'**

Justice lies at the root of swaraj and while discussing the subject of justice, the spirit of human rights is inherent in that.

He also spoke about the National Human Rights Commission completing its 25 years and how NHRC since its inception has not only protected human rights, but also enhanced human dignity. He also highlighted the motto of NHRC reflecting the Vedic thought of "Sarve Bhavantu-Sukhinah" (May all be prosperous and happy).

In one of the editions of Mann Ki Baat, he applauded the initiatives taken by citizens to keep the environment clean and pollution free and carry forward the Indian tradition of a healthy lifestyle. He then reminded the citizens of the small constructive step, playing a vital role in creating a positive environment and cited the ancient verse that showcases the same.

**ॐद्यौः शान्तिः-अन्तरिक्षंशान्तिः,**

**पृथिवीशान्तिः-आपःशान्तिः-ओषधयःशान्तिः ।**

**वनस्पतयःशान्तिः-विश्वेदेवाःशान्तिः-ब्रह्मशान्तिः,**

**सर्वशान्तिः-शान्तिरेवशान्तिः-सामाशान्तिरेधि॥**

**ॐशान्तिः शान्तिःशान्तिः॥**

It means- O, Lord, peace should prevail all around in all three "Lokas", in water, in air, in space, in fire, in wind, in medicines, in vegetation, in gardens, in sub conscious, in the whole creation. Grant peace to each soul, each heart, in me, in you, in every particle and everywhere in the Universe. Om Shanti: Shanti: Shanti:

While speaking on the issue of water-related challenges, Prime Minister in his Mann Ki Baat showcased the importance of water in our culture and cited the verse from the ApahSuktam of the Rigveda-

आपो हि ष्ठा मयोभुवस्था न ऊर्जे दधातन ।

महे रणाय चक्षसे ॥१॥a

In Mann ki Baat, the Prime Minister noted that the month of September would be observed as Poshan Maah - Nutrition month. He said that nation and nutrition are very closely interrelated. He recalled the maxim - “यथाअन्नंतथामनः॥” which means that mental and intellectual development is directly related to the quality of our food intake. He said that nutrition and proper nourishment play a big role in helping children and students to attain their optimum potential and to show their mettle. He stressed that for children to be well nourished, the mother needs to receive proper nourishment.

Prime Minister, through Mann Ki Baat, spoke on the Presidency of G-20 and highlighted that be it peace or unity, sensitivity towards the environment, or sustainable development, India has solutions to challenges related to these. He informed the audience that the theme of the G-20 suggested to the world reflecting the fundamental principle of Indian philosophy and spirituality which speaks of “One Earth, One Family, One Future” showcasing our commitment to Vasudhaiva Kutumbakam. an ancient text to express, which is the idea of Vasudhaiva Kutumbakam, or “the world is one family”. This principle emphasises the interconnectedness of all living beings and the importance of working towards the welfare of all. He further quoted ancient texts by drawing upon India’s rich cultural heritage to inspire and motivate people towards a collective vision of global good.

ॐसर्वेषांस्वस्तिर्भवतु।

सर्वेषांशान्तिर्भवतु।

सर्वेषांपूर्णमवतु।

सर्वेषांमङ्गलमवतु।

ॐशान्तिःशान्तिःशान्तिः॥

The Prime Minister once again shared an inspirational story where a person had started a ‘Community Library and Resource Centre’. The Prime Minister quoted a Sanskrit verse “Vidyadhaanam Sarva Dhanam Pradhanam” highlighting the efforts made by a person from Bansa, Hardoi in the field of education by establishing a Community Library and Resource in his community.

The Prime Minister said - “if someone is donating knowledge, then he is doing the noblest work in the interest of the society. Even a small lamp lit in the field of education can illuminate the whole society.”

During the outbreak of Covid-19, Prime Minister Sh. Narendra Modi through Mann Ki Baat recited various mantras and slogans to guide people in dealing with the impact of the pandemic. These include:

- Quoted an adage “Evam EvamVikar, Api Tarunha Saadhyate Sukham” meaning, “an illness and its scourge should be nipped in the bud itself,”
- Showcasing the importance of health and appealing to the citizens to follow the covid-19 protocols he cited ‘Aryogyam Param Bhagayam Swasthyam Sarvartha Sadhanam’ i.e. health is the biggest fortune. Health is the only means of all happiness in the world. In such a situation, those who break the rules are playing with their lives a lot.

- To spread awareness about covid-19 and appealed to the citizens to be cautious and not to be careless about अग्नःशेषं ऋणःशेषं व्याधिः शेषं तथैव च । पुनः पुनः प्रवर्धेत तस्मात् शेषं न कारयेत्, that means, If a fire is not put off completely, a debt not repaid in full and allowed to remain and similarly disease is not conquered completely, all these three have the tendency of growing again and again and become problematic.
- He also spoke about the significance of our traditional ayurvedic medicines that offer various methods to improve immunity during the pandemic. He emphasised using ayurvedic kadha, to take steam inhalation and mouth gargling every day and breathing exercises.
- He also used references from Ramayana to make people understand the gravity of the spread of coronavirus by stating that people should go outside until necessary, to put ‘Lakshman Rekha’ at their doorstep.

Prime Minister through Mann Ki Baat made it a point to discuss various festivals celebrated in our country such as Vijaydashmi, Diwali, Ramnavmi, Samvatsari Parva, Ganesh Chaturthi, Onam, Navratri, Makar Sankranti, Vasant Panchami, Mahashivratri, Holi, Eid-ul-Zuhr and Christmas. While analysing various editions of Mann Ki Baat, it was seen that the Prime Minister highlighted the cultural diversity of India and how festivals have become an integral part of the country’s social and cultural fabric. The Prime Minister in his radio programme has recognised the significance of different festivals celebrated among various communities, thereby establishing a society that is all-inclusive that transcends religious and ethnic differences.

- He started his first Mann Ki Baat on the occasion of Vijaydashami which symbolises the triumph of Good over Evil and asked the countrymen to take a vow to eliminate dirt and filth from the nation.
- On Diwali, he asked the citizens to purchase at least one product of Khadi that will help the poor. In another edition of Mann Ki Baat he spoke about the festival of lights, Deepawali conveys the message of तमसो मा ज्योतिर्गमय means ‘to move from darkness to light.’
- Speaking on Raksha Bandhan he urged the citizens to gift the sisters and mothers the protection of insurance schemes such as Raksha Bandhan Pradhan Mantri Suraksha Bima Yojna or Jeevan Jyoti Bima Yojna which really provides her security in future.
- On Chhath Puja, the Prime Minister through Mann Ki Baat spoke on the unique significance of Chhath puja where people on this occasion pay obeisance to the almighty Sun. But the adage is that people only pray to the rising sun. However, during the Chhath Pooja, people worship the setting Sun as well. There is a very profound social message behind this tradition that is ‘ups and downs are an integral part of life. Therefore, we should maintain a uniform poise in every situation. It also emphasises the importance of cleanliness in our lives.
- He spoke about the ‘Onam’ which is a major festival in Kerala showcasing its rich cultural heritage. He highlighted the message that Onam conveys, ‘to promote love and harmony – awakens new hopes and aspirations, and gives new confidence to the people.’
- Prime Minister also highlighted how the new year is celebrated in numerous ways in different parts of our country such as New year is GudiPadva in Maharashtra, Ugadi in Andhra, and Karnataka, for Sindhi it is Cheti Chand, Navreh in Kashmir, Samvatsar Pooja in the Awadh Region, Jud-Sheetal in the Mithila region of Bihar and the festival of Satuvani in the Magadh region.

- He also spoke about festivals such as Lohri which is celebrated in Punjab and North India, while UP-Bihar Khichdi and Til-Sankranti are celebrated. In Rajasthan, it is called Sankrant, Magh-bihu in Assam and Pongal in Tamil Nadu, which are celebrated in their own special way but their origins stem from attachment to nature and agriculture.
- In Mann Ki Baat, Prime Minister also showcased the significance of our traditional calendar which is based on the motion of the moon and the sun. He further added that our festival's date is determined according to the lunar and solar calendars. While GudiPadwa, Chetichand, Ugadi are celebrated according to the lunar calendar, Tamil Puthandu, Vishu, Vaisakh, Baisakhi, PoilaBaisakh, Bihu – all these festivals are celebrated on the basis of the solar calendar.



*PM Modi celebrating Vijayadashami, Raksha Bandhan and Chhath Pooja*

- On the occasion of Samvatsari Parva celebrated by the Jain community, Prime Minister in Mann Ki Baat highlighted the significance of this festival which symbolises forgiveness, non-violence and brotherhood. It is also known as the Kshamavani Parva, and on this day, people traditionally greet each other with, 'michhamidukkadam.'. The Prime Minister also emphasises the importance of forgiveness as a quality of great men and how it is a virtue that should be embraced by all.
- On the Occasion of Holi, the Prime Minister shared the significance of the ceremony of 'Holika Dahan' where on this day we burn our inherent vices in the fire. Further, he added that the Holi makes us forget our rancours and gives us an opportunity to be a part of each other's happiness conveying the message of love, unity and brotherhood.
- He also spoke about festivals such as Hartalika Teej which is celebrated on the 30th of August. The festival of Nuakhai will also be celebrated in Odisha on the 1st of September. Nuakhai simply means new food, that is, this too, like many other festivals, is a festival associated with our agricultural traditions, Mahashivratri, Akshay Tritya which is an annual Hindu and Jain festival that falls on the third day of the Hindu month of Vaishakha, Navratri which is also revered as a festival of Shakti Sadhana and many others.
- Prime Minister in Mann Ki Baat also emphasised the significance and grandeur of the Kumbh Mela, a major religious pilgrimage in India that attracts millions of people from all over the world. The Kumbh Mela is seen as a symbol of India's rich cultural heritage, and its spiritual and social significance was highlighted by the Prime Minister. He also highlighted the importance of cleanliness and encouraged people to share their experiences and photos of the Kumbh Mela on social media. Furthermore, he suggested that the Kumbh Mela should not only be a celebration of faith and devotion, but also an opportunity to promote national unity, creativity, and global tourism.
- In the 99th edition of Mann Ki Baat, aired on 26th March 2023, Prime Minister highlighted a new tradition that has emerged in Kashi (also known as Varanasi) cele-

brating the historical and cultural ties between Kashi and the Tamil region. He praises the spirit of “Ek Bharat-Shreshtha Bharat” (One India, Great India), which emphasises the importance of unity and understanding between different regions of India. The Prime Minister announced the upcoming “Saurashtra-Tamil Sangamam” event, which will be held in various parts of Gujarat to celebrate the ties between the Saurashtra region of Gujarat and Tamil Nadu. He notes that many people from Saurashtra settled in Tamil Nadu centuries ago and are still known as “Saurashtri Tamil.” The event is an opportunity to highlight the cultural connections between these two regions and to bring attention to the people from Saurashtra who have settled in Tamil Nadu. The Prime Minister emphasised that cultural ties and unity reflect the government’s larger agenda of promoting a cohesive national identity and a sense of shared history among India’s diverse regions and communities.

- In the same edition, the Prime Minister praised the hard work of the local people of Jammu & Kashmir for building the Grand Temple of Maa Sharda which is located on the route to Sharda Peet.

Moving beyond Mann ki Baat, PM Modi has made a conscious effort on various platform of showcasing his deep-rooted connection to the Indian civilisational root which is evident from the fact that whenever a foreign dignitary, irrespective of their domain come to visit India, he takes him/her to show ancient India and the value it bestows upon the humankind. Further, the Hon’ble Prime Minister presents these dignitaries with gifts that depict the cultural ethos that India holds to mark a permanent sense of respect on the person’s psyche. In the last nine years, the dignitaries across the world have got a first-hand experience of the diverse culture of India be it President of China Xi Jinping visiting Tamil Nadu’s Mahabalipuram or hosting Former President Shinzo Abe and the First Lady of Japan in Ahmedabad, where they visited Sabarmati Ashram and Sidi Sayyed Mosque.

French President Emmanuel Macron visited Varanasi and Mirzapur in Uttar Pradesh. The former Australian Prime Minister Malcolm Turnbull visited Akshardham Temple in Delhi with Prime Minister Narendra Modi. Recently, UK Prime Minister Boris Johnson and Dr Tedros Ghebreyesus, DG-WHO visited Sabarmati Gandhi Ashram, Ahmedabad, Gujarat. As a symbolic gesture to promote our cultural heritage, PM Modi has presented foreign dignitaries and counterparts with gifts pertaining to India’s cultural significance. Former PM David Cameron presented a bookend with inscriptions from the Bhagavad Gita. Former Prime Minister Harper presented a traditional Indian miniature painting showing Guru Nanak Dev with his disciples Bhai Bala & Bhai Mardana. On his visit to Saudi Arabia, Mr Modi gifted King Salman an important part of Indian cultural heritage and



*PM Modi at various cultural heritage sites with leaders from France, Australia, and Japan*

India-Saudi trade ties. It was a gold-plated replica of the first mosque in India, the Cheraman Juma Masjid built in 629 AD.

Indian artefacts are an integral part of our cultural heritage and bringing them back to our country is a process to restore India's pride. Since 2014 the government of India under the dynamic leadership of PM Modi has repatriated about 228 heritage objects from various parts of the world which were stolen or smuggled from India centuries ago. Before 2014 there were only 13 objects that were returned to our nation was made possible due to the warm personal relations that our Prime Minister shares with various heads of state and hence their expeditious return was made possible. During the 86th edition of 'Mann ki Baat reiterated "how countries like the United States, Holland, Italy, and Canada understood India's concerns about its stolen heritage and helped in bringing back about 200 idols to the country through the government's numerous efforts since 2014." The affinity of Prime Minister Sh. Narendra Modi's towards stolen artefacts which is a symbol of our rich cultural heritage coming to India from different countries can be derived from the events wherein, he personally receives and visits places where this stolen heritage arrives. The visit of PM Modi to the United States to address the 76th session of the United Nations General Assembly (UNGA) in New York, brought 157 stolen artefacts & antiquities to India. Recently, Prime Minister Sh. Narendra Modi personally inspected the 29 artefacts received from Australia in March 2022 before his virtual meeting with Australian Prime Minister Scott Morrison. The artefacts returned include Shiva Bhairava, a 9th - 10th century CE sandstone sculpture from Rajasthan, the child-saint Sambandar, a 12th century CE bronze statue from Tamil Nadu and a painting of Shiva and Parvati from 1830-40, belonging to Kangra and so on.

### **Atulya Bharat: Redefining India's Framework for Tourism**

In Mann Ki Baat, the Prime Minister in various editions has talked about various aspects of tourism and underscored that 'tourism is the best instructor for seeing the country's beauty and understanding its people.

In Mann Ki Baat, he made an appeal to the countrymen to post a picture of whichever part of the country one visited and the Prime Minister received an overwhelming response from the country. He noted that Lakhs of people have posted photos on Twitter, Facebook and Instagram and witnessed India's diversities and many magnificent scenes in those pictures; be it of architecture, art, nature, waterfalls, mountains, rivers or seas. Through this initiative, the people contributed immensely in terms of tourism where someone posted a picture of Belum caves in Andhra Pradesh, some posted Madhya Pradesh's Orchha Fort or Menal waterfall in Rajasthan.

In another edition of Mann Ki Baat, he invited all nature lovers who wish to experience the divine in to nature take a trip to the Northeast as it has immense potential and prospects of becoming a tourist destination.

The Prime Minister through Mann Ki Baat advised the audience to keep a diary while travelling and write down experiences when you meet new people and, you should write down in words all that influenced you. When you see something. travel and write to learn something new, to understand our country, and to know its varied diversity such as places, the food-habits of the people, clothing style, language, and culture, and also about their dreams, aspirations and problems. He also mentioned in one of the editions of Mann Ki Baat that Indian festivals have paved the way for an increase in tourism in our country. Be it Navaratri celebrations in Gujarat,

or Durga Utsav in Bengal, the country has attracted tourists from different countries and other festivals of our country too, provide an opportunity to attract foreign visitors.

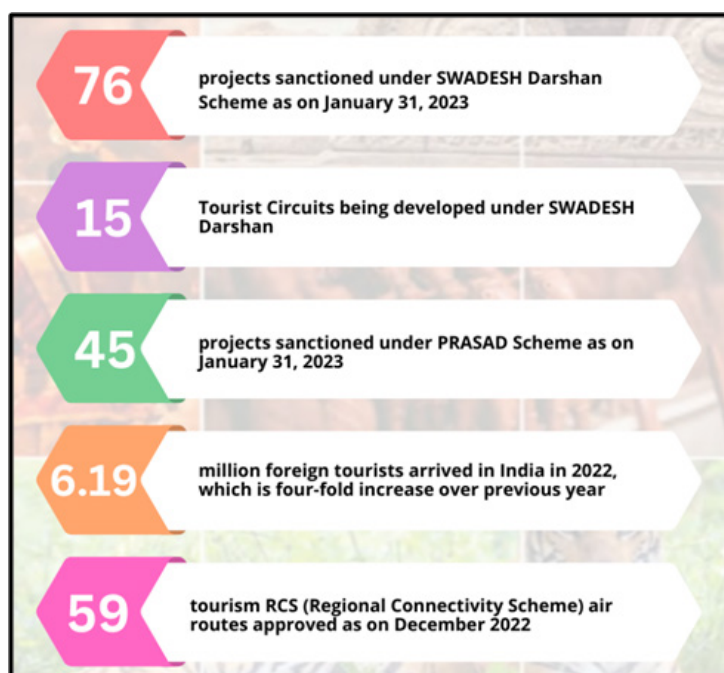
In another edition, the Prime Minister conveyed the significance of travelling as a means of learning and understanding different cultures, cuisines, and ways of life. He encouraged people to travel not only as tourists but also as students, making an effort to assimilate to the places they visit. He further emphasised promoting tourism in India by sharing pictures on #incredibleindia, Mygov and on Narendra Modi App about lesser-known but beautiful places and encouraging people to visit them. He added that this exercise will contribute to the growth of the country's tourism industry and encourage people to appreciate the diversity of India.

He also informed the citizens through Mann Ki Baat that the government of India is developing Infrastructure for Buddhist Tourism, which will connect Southeast Asia with the important Buddhist sites of India. India has partnered in restoring many Buddhist temples which also includes the centuries-old magnificent Anand Temple in Bagan in Myanmar.

While addressing the citizens through Mann Ki Baat, Prime Minister expressed his happiness on India's progress in tourism where our rank in tourism has jumped from 65 to 34 in the last five years. He credited this huge achievement to the cooperation of the citizens and highlighted the significant role of the Cleanliness campaign in contributing to this progress. In addition to this, the Prime Minister sets a goal for India to become one of the top tourist destinations in the world by the time the country celebrates its 75th year of independence, encouraging continued efforts towards this goal.

In Mann Ki Baat, PM Modi also laid emphasis on the significance of festival tourism in India and how it can attract people from other states and countries and urged everyone to spread the joy of festivals like Holi, Diwali, Onam, Pongal, and Bihu to others and involve people from different parts of the world in celebrating these festivals. He also appealed to the Indians who are living outside India to promote festival tourism in India.

The Prime Minister on various platforms has always stressed on developing tourism and has



seen this sector playing a crucial role in nation-building and creating job opportunities. Post 2023 budget, he addressed the nation and spoke on 'Developing Tourism in Mission Mode'. In the last 9 years, the government has been under the visionary leadership of Prime Minister Sh. Narendra Modi and has made sincere efforts to develop the tourism sector in India which is evident from the allocation of the budget that witnessed a tremendous increase of 878 cr in 2015-16 to 2400 cr in 2023-24.

From Somnath to Kedarnath, from Ayodhya to Ajmer, from Varanasi to Velankanni all well known, places of every religion are being developed under PRASHAD scheme which also includes upgradation of Cheraman Juma Mosque, Hazratbal, Ajmer, St Thomas Shrine and Velankanni has been taken up. St Luke's Church in Kashmir was renovated and reopened after 3 decades. Further below is the list of various achievements in the tourism sector since 2014.

- The foreign exchange earnings from 2016 to 2019 grew at a CAGR of 7.0 per cent but dipped in 2020 due to the COVID-19 pandemic.
- In FY20, the tourism sector in India accounted for 39 million jobs, which was 8.0 per cent of the total employment in the country. By 2029, it is expected to account for about 53 million jobs.
- According to the World Travel and Tourism Council (WTTC), India ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. During 2019, the contribution of travel & tourism to GDP was 6.8 per cent of the total economy, i.e., nearly Rs. 13,68,100 crores (US\$ 194.30 billion).
- During 2019, foreign tourist arrivals (FTAs) in India stood at 10.93 million, achieving an annual growth rate of 3.5 per cent. During 2019, FEEs (Foreign Exchange Earnings) from tourism increased 4.8 per cent to Rs. 1,94,881 crore (US\$ 29.96 billion).
- India was globally the third largest in terms of investment in travel and tourism with an inflow of US\$ 45.7 billion in 2018, accounting for 5.9 per cent of the total investment in the country.
- The hotel & tourism sector received a cumulative FDI inflow of US\$ 15.89 billion between April 2000 and June 2021.
- In addition to this, the government has taken steps towards promoting India as a 365 days destination, attracting tourists with a specific interest, and ensuring repeat visits for the unique products in which India has a comparative advantage, constituted Board/ Task Forces/ Committees for the promotion of Golf, Medical/Wellness, Cruise, and Adventure Tourism in the country. The guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism. Accordingly, the following Niche Products have been identified by the Ministry of Tourism for development and promotion.





# CONCLUDING REMARKS

After analysing the 100 editions of Mann Ki Baat, it would be fair to argue that PM Modi's unique initiative of engaging the population in India's nation-building process has indeed done wonders. Driven by people's suggestions and PM Modi's broad vision, India has stepped on a new path of development along with building immense national cohesiveness. Fuelled by PM's constant motivation and spark of encouragement, Mann Ki Baat as a platform has created heroes from the ground by invoking the population's deeply embedded self-reliance. The PM in his Mann Ki Baat has mentioned issues of utmost importance, making the Indian population aware of the priority agendas for the nation and seeking their valuable contributions towards the same. The analysis of the first 100 editions of Mann Ki Baat asserts the fact that the platform has emerged as a medium to celebrate India's distinct culture, identity, and political setup.

*While Mann Ki Baat has completed 100 episodes, it has an even longer journey to cover. In the 100th episode, Prime Minister Narendra Modi told the entire nation, "As a member of your family, I have been in your midst with the help of 'Mann Ki Baat', will remain in your midst. We will meet again next month. We will again celebrate the successes of the countrymen with new topics and new information..." Going forward, the programme has immense transformative potential for the nation and its socio-economic well-being. Hence, with the purest intentions, the team at PPRC seeks to suggest the following recommendations for an enhanced outreach and success of Prime Minister's unique nation-building platform, Mann Ki Baat:*

1. The issues highlighted by the PM during Mann Ki Baat can further be echoed by using creative tools such as filming a documentary on the issue or by conducting an extended presentation over the issue on popular news channels.
2. People featured on Mann Ki Baat could be further interviewed on various national media channels, for example, Doordarshan, to help them connect with the people of the country and inspire them regarding social action and welfare.
3. For better outreach at the grass root level, every panchayat should promote mandatory screening or viewing of Mann Ki Baat through any possible available medium of technology like radio, projector, loudspeaker etc.



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