

MAY 2022



INDIA CREATES HISTORY WITH

# 100 UNICORNS



## MANN KI BAAT

Prime Minister Narendra Modi's Address to the Nation



#100 Unicorns



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## Prime Minister's Address

## My dear countrymen, Namaskar

Today, once again through 'Mann Ki Baat', I have got an opportunity to meet you all; millions of my family members. I welcome all of you to 'Mann Ki Baat'. A few days ago, the country has made an achievement, which inspires all of us. It instills a new confidence in India's potential. You must be feeling happy on hearing the century of a batsman of Team India on the cricket field. However, India has scored a century in another field and it is very special. On the 5<sup>th</sup> of this month, the number of Unicorns in the country has reached the 100 mark and you surely know that a unicorn is a start-up worth at least seven and a half thousand crore rupees. The total valuation of these Unicorns is more than 330 billion dollars, that is, more than 25 lakh crore rupees. Certainly, this is a matter of pride for every Indian. You will also

be surprised to know that out of our total Unicorns, forty-four came up last year. Not only this, 14 more Unicorns were formed anew in the last 3-4 months. This means that even during the global pandemic, our start-ups have been creating wealth and value. The average annual growth rate of Indian Unicorns is more than those of USA, UK and many other countries. Analysts say that in the coming years, there will be a sharp spike in these numbers. The good thing is that our Unicorns are diversifying. They are operating in many fields like E-commerce, Fin-Tech, Ed-Tech, Bio-Tech. Another thing that I consider more important is that the world of start-ups is reflecting the spirit of New India. Today, India's start-up ecosystem is not limited to just big cities; entrepreneurs are emerging from smaller cities and

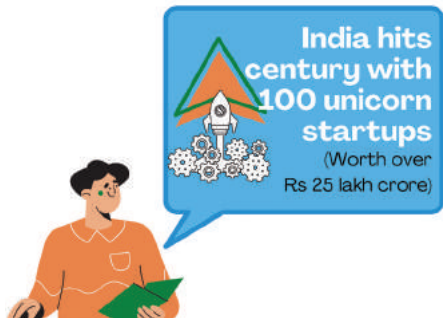


*Destination India: Gateway To Growth – A Roundtable On Indian Startup Ecosystem Held In Dubai*



towns as well. This shows that in India, one who has an innovative idea can create wealth.

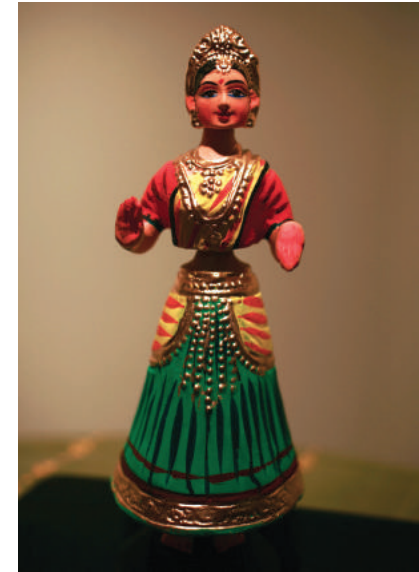
**Friends**, behind this success of the country, the youth power of the land, the talent and the government here, all are putting in efforts together... everyone is contributing. But another thing that is important in the world of start-ups is right mentoring, that is, right guidance. A good mentor can take a start-up to new heights... can guide the founders in every way towards the right decision. I am proud that there are many such mentors in India who have dedicated themselves to promote start-ups.



Sridhar Vembu ji has recently received the Padma Shri Award. He himself is a successful entrepreneur, but now, he has also taken upon himself the task of grooming other entrepreneurs. Shridhar ji has started his work from a rural area. He is encouraging the rural youth to work in this area, while staying in the villages itself. We also have people like Madan Padaki, who had created a platform named 1Bridge in 2014, to encourage rural entrepreneurs. Today, 1Bridge is present in more than 75 districts of southern and eastern India. More than 9,000 rural entrepreneurs associated with

it are providing their services to rural consumers. Meera Shenoy ji is also one such example. She is doing remarkable work in the field of Market Linked Skills Training for rural, tribal and disabled youth. I have mentioned only a few names here, but today, there is no dearth of mentors among us. It is a matter of great happiness for us that today, a complete support system is evolving in the country for start-ups. I am sure that in the times to come, we will get to see a new flight of progress in the start-up world of India.

**Friends**, a few days ago, I found an interesting and attractive thing which is full of colours of the creativity of the countrymen and their artistic talent. It is a gift sent to me by a self-help group from Thanjavur, Tamil Nadu. This gift bears the fragrance of Indianness and the blessings of Matri-Shakti – a glimpse of her affection for me. This is a special Thanjavur Doll, which also has a GI Tag. I specially thank the Thanjavur



Thanjavur Doll

Self-Help Group for sending me this gift imbued in the local culture. In a way, friends, this Thanjavur Doll besides being beautiful that it is, is also scripting a new saga of women empowerment. Women's self-help groups stores and kiosks are also opening up



Prime Minister at a self-help group exhibition



in Thanjavur. Because of this, the lives of many poor families have been transformed. With the help of such kiosks and stores, women are now able to sell their products directly to the customers. The initiative has been named 'Tharagaigal Kaivinai Porutkal Virpanai Angadi'. The special thing is that 22 self-help groups are associated with this initiative. You would also be happy to know that these stores of women self-help groups have opened at very prime locations in Thanjavur. Women themselves are taking full responsibility of their upkeep as well. Apart from GI products

like Thanjavur Doll and Bronze Lamp, these women self-help groups also craft toys, mats and artificial jewellery. Due to such stores, the sales of GI products as well as handicraft products have seen a significant rise. Through this campaign, not only have the artisans got a fillip, but the women are also getting empowered by a rise in their income. I also urge the listeners of 'Mann Ki Baat'... find out which women self-help groups are working in your area. You should also collect information about their products and use these products as much as possible. By doing this, you will not only help in increasing the income of the self-help groups, but will also give impetus to the 'Self-reliant India Campaign'.

**Friends,** our country is a rich treasure-house of many languages,

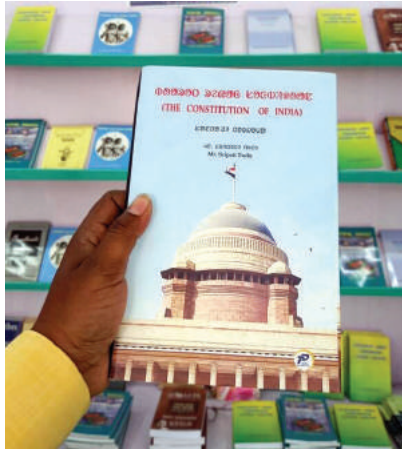
scripts and dialects. Varied attire, cuisine and culture in different regions is our hallmark. As a nation, this diversity strengthens us and keeps us united. I wish to share with all of you a very inspiring example related to this, which is that of beti Kalpana. Her name is Kalpana, but her endeavour is full of the true spirit of 'Ek Bharat Shreshtha Bharat'. Actually, Kalpana has recently passed her class 10<sup>th</sup> examination in Karnataka, but the very special thing about her success is that, Kalpana did not know Kannada

language till some time ago. She not only learned Kannada language in three months, but also proved it by scoring 92 marks. You might be surprised to know this, but it is true. There are many other things about her that will amaze you and will also inspire you. Kalpana is originally from Joshimath in Uttarakhand. She had been suffering from TB earlier and when she was in class three, she lost her eyesight too, but, as they say, 'where there is a will, there is a way'. Kalpana later came in contact with Professor Taramurthy, a resident of Mysuru, who not only encouraged her but also helped her in every way. Today, through her hard work, she has set an example for all of us. I congratulate Kalpana for her fortitude. Similarly, there are many people in our country who are working towards strengthening the linguistic diversity of the country. One such friend, Shripati Tudu ji hails from Purulia in West Bengal. Tudu ji is a professor of Santhali language at Sidho-Kanho-Birsha University, Purulia. He has prepared a version of the country's Constitution in his native 'Ol Chiki' script for the

**Self Help Groups**  
Steering India  
towards  
Self-reliance



Santhali community. Shripati Tudu ji asserts that our Constitution makes every citizen of our country aware of one's rights and duties. Therefore, it is important for every citizen to be familiar with it. Therefore, he prepared a copy of the Constitution in his own script for the Santhali community and offered it as a gift. I appreciate this thinking of Shripati ji and his efforts. This is a living example of the spirit of 'Ek Bharat Shreshtha Bharat'. You will also find information about many such efforts furthering this spirit, on the website of 'Ek Bharat Shreshtha Bharat'. Here, you will get to know about activities on many such subjects including food, art, culture, tourism. You can also take part in these activities,



The Constitution of India in 'Ol Chiki' script (Santhali)

this will give you information about your country, and you will also experience the diversity of the country.

## My dear countrymen,

the holy pilgrimage of 'Char Dham' in Uttarakhand is currently underway in our country. Thousands of devotees are reaching every day at 'Char Dham' and especially at Kedarnath. People are sharing happy experiences of their 'Char Dham Yatra'. But I have also seen that some devotees are also very sad because of the litter being spread by some pilgrims in Kedarnath. Many people have expressed their views on social media as well. It is not right that we go on a holy pilgrimage and find a heap of filth there. But friends, in the midst of these complaints, one is getting



to see many good pictures too. Where there is faith, there is also creation and positivity. There are many devotees who are worshiping in the Dham of Baba Kedar, as well as performing the 'sadhna' of cleanliness. Some are cleaning near the place of stay, while others are cleaning garbage along the travel route. Many organizations and NGOs are also working there along with the Swachh Bharat campaign team. Friends, just as a pilgrimage is





Prime Minister worshipping at Kedarnath temple

important here; equally important is 'teertha sewa' (service at these sacred places), as has been mentioned, and I would also say that without 'teertha sewa', a pilgrimage is also incomplete. There are many people in Dev Bhoomi Uttarakhand who are engaged in the *sadhana* of cleanliness and service. You will be greatly inspired by Shriman Manoj Bainjwal hailing from Rudraprayag. For the last 25 years, Manoj ji has taken it upon himself to look after the environment. Apart from running the campaign of cleanliness, he is also engaged in making holy places plastic-free. Surendra Bagwadi ji, hailing from Guptkashi, has also made cleanliness his life mantra. In Guptkashi, he regularly runs cleanliness programmes, and

I have learned that he has also named this campaign as 'Mann Ki Baat'. Similarly, Champa Devi from village Devar has been teaching waste management to women of the village from past three years. Champa ji has also planted hundreds of trees and through sheer hard work she has set up a stretch of forest, full of greenery. Friends, through the efforts of such people, the divinity of Dev Bhoomi and holy places has been maintained... We go there to experience it, so it is our responsibility to maintain this divinity and spirituality. Along with 'Char Dham Yatra' in our country, there will be many yatras like 'Amarnath Yatra', 'Pandharpur Yatra' and 'Jagannath Yatra' in the coming days. In the month of Sawan,

some fair or the other is held, perhaps in every village.

**Friends**, wherever we go, let us maintain the dignity of these pilgrimagesites. Purity, cleanliness and a pious environment... we should never forget these and for that, it is imperative that we abide by the resolution of cleanliness. A few days later, the world will celebrate the 5th of June as 'World Environment Day'. We should run positive environment campaigns around us and this is a never-ending task. This time, you should join everyone together – you should certainly make some effort for cleanliness and tree plantation. Plant a tree yourself and inspire others too.

### My dear countrymen,

next month on the 21<sup>st</sup> of June, we are going to celebrate the 8<sup>th</sup> 'International Yoga Day'. This time, the theme of 'Yoga Day' is – 'Yoga for Humanity.' I would urge all of you to celebrate 'Yoga Day' with great enthusiasm. Also, please take precautions related to Corona. By the way, the current situation of Corona is looking better than

earlier, across the whole world. On account of enhanced vaccination coverage, people now are going out more than ever; therefore, a lot of preparations are also being seen all over the world for 'Yoga Day'. The Corona pandemic has made all of us realize the overarching importance of health in our lives and Yoga being a great medium in ensuring the same. People are experiencing how much physical, spiritual and intellectual well-being is receiving a boost through Yoga. From the world's top business persons to film and sports personalities, from students to common people, everyone is making Yoga an integral part of one's life. I do believe that witnessing the increasing popularity of Yoga across the world must be making you happy.

**Friends**, this time, I have come to know about some very innovative examples being held on 'Yoga Day' in the country and abroad. One of these is Guardian Ring – it will be a very unique programme. In this, the movement of the sun will be celebrated, that is, as the sun travels across the globe, we





*Prime Minister Narendra Modi practicing Yoga on 'International Yoga Day'*

will welcome it through Yoga from different parts of the earth. Indian missions in different countries will organize Yoga programmes at sunrise, according to the local time there. The programme will successively commence, following one country after another. The journey from east to west will go on continuously... and on these lines, it will proceed accordingly. Streaming of these programmes will also be linked one after the other, that is, it will be a kind of relay Yoga streaming event. Do watch it.

**Friends,** this time, keeping in mind the 'Amrit Mahotsav' in our country, 'International Yoga Day' will also be organized at 75 major places in the country. On this occasion, many organizations and countrymen are preparing to do something innovative at their own level, in their respective fields. I would also urge you to celebrate 'Yoga Day', choose any place in your city, town or village

which is most special. This place can be an ancient temple and tourist center, or it could be the banks of a famous river, lake or pond. With this, along with Yoga, the identity of your area will also be reinforced and tourism there will also get a boost. At present, the 100 day countdown leading to 'Yoga Day' is also underway; rather, programmes based on personal and social efforts, have already begun three months ago. On these lines, there have been countdown programmes of 100<sup>th</sup> day and 75<sup>th</sup> day in Delhi. Similarly, 50<sup>th</sup> day countdown events were organized in Sivasagar, Assam and 25<sup>th</sup> in Hyderabad. I wish you should also start preparations for 'Yoga Day' on your own right now. Meet more and more people, urge everyone to join the programme of 'Yoga Day'; inspire them. I am sure that all of you will participate enthusiastically in the 'Yoga Day', as well as adopt Yoga in your daily life.

**Friends,** a few days ago, I had gone to Japan. Amid many of my programmes, I got a chance to meet some wonderful personalities. I want to discuss about them with you in 'Mann Ki Baat'. Though they belong to Japan, they harbour amazing attachment and love for India. One of them is Hiroshi Koike ji, who is a well-known Art Director. You will be very happy to know that he has directed the Mahabharat Project. This project was started in Cambodia and has been going on for the last 9 years. Hiroshi Koike ji performs every task in a very different way. Every year, he travels to one country in Asia and produces parts of the Mahabharat with local artists and musicians there. Through this project, he has done productions and given stage performances in nine countries including India, Cambodia and Indonesia. Hiroshi Koike ji brings together artists who have had a diverse background in Classical and Traditional Asian

Performing Art. Because of that, different hues are seen in his work. Performers from Indonesia, Thailand, Malaysia and Japan make it more attractive through Java dance, Balinese dance, Thai dance. The special thing is that, in this, each performer speaks in his mother tongue and the choreography very beautifully displays this diversity, and the diversity of music makes this production more lively. Their aim is to bring to the fore the importance of diversity and co-existence in our society and what peace should really be like. Besides them, the other two people I met in Japan are Atsushi Matsuo ji and Kenji Yoshi ji. Both of them are associated with TEM Production Company. This company is associated with the Japanese Animation Film based on Ramayana that was released in 1993. This project was associated with Japan's very famous film director Yugo Sako ji. About 40 years ago, in 1983, he came to



*'The Mahabharat Project' directed by Hiroshi Koike*





what the tradition of blessing is! Waking up in the morning, greeting the elders of the household, seeking their blessings – all these things! Now, after 30 years, this animation film is being re-mastered in 4K. This project is likely to be completed

soon. People living thousands of kilometers away from us in Japan, who don't know our language, who don't know much about our traditions, their dedication to our culture, this reverence, this respect, is very commendable – which Indian would not be proud of that!

know about the Ramayana for the first time. 'The Ramayana' touched his heart, after which he started researching deeply on it. Not only that, he read 10 versions of the Ramayana in Japanese language, and he did not stop at this, he also wanted to showcase it through animation. In this, Indian animators also helped him a lot, he was guided about the Indian customs and traditions shown in the film. He was told how people in India wear the *dhoti*, how they wear the *saree*, how they groom their hair... how children respect each other within the family,

### My dear countrymen,

the mantra of serving the society by rising above the self, is a part of our values, our *sanskar*. Countless people in our country are making this mantra their life goal. I came to know about



A scene from Japanese animated film Ramayana

Ram Bhupal Reddy ji, a friend living in Markapuram, Andhra Pradesh. You will be surprised to know that Ram Bhupal Reddy ji has donated all his earnings after retirement for the education of daughters. He got accounts opened for about 100 daughters under 'Sukanya Samridhi Yojana', and deposited more than 25 lakhs in it. Another example of such service is of Kachora village of Agra in U.P. There was a shortage of fresh water in this village for many years. Meanwhile, Kunwar Singh, a farmer of the village, found water in his field 6-7 km away from the village. It was a matter of great joy for him. He thought... why not serve all the other villagers too with this water! But 30-32 lakh rupees were needed to transport the water from the farm to the village. After some time, Kunwar Singh's younger brother Shyam Singh came to the village after retiring from the army, and he came to know about it. He handed over all his money received on retirement for this work and by laying a pipeline from the farm to the village; he supplied fresh water to the villagers. If there is dedication, seriousness towards one's duties, how even a single person can change the future of the whole society, this endeavour is a big inspiration. Only by walking on the path of duty can we empower the society; empower the country. In this 'Azadi Ka Amrit Mahotsav', this should be our resolution and this



should also be our sadhana... which has only one path – duty, duty and duty.

### My dear countrymen,

today in 'Mann Ki Baat', we discussed many important topics related to society. All of you send important suggestions related to different topics to me, and on the basis of them, our discussion moves forward. Don't forget to send your suggestions for the next edition of 'Mann Ki Baat'. At present, the ongoing programmes related to the 'Azadi Ka Amrit Mahotsav'; the events in which you are participating... do let me know about them. I look forward to your suggestions on NaMo App and MyGov. Next time, we will meet once again... we will again talk on similar topics related to our countrymen. Take care of yourself and also take care of all the living beings around you. In this summer season, you should continue to fulfill your humane responsibility of providing food and water for the animals and birds...Do remember this. Thank you very much.



# MANN KI BAAT

*Special Mentions by Prime Minister*



# METEORIC RISE OF THE INDIAN START-UPS

## 100 Unicorns in India

“ On the 5<sup>th</sup> of this month, the number of unicorns in the country has reached the figure of 100 and you surely know that a unicorn is a startup worth at least seven and a half thousand crore rupees. The total valuation of these unicorns is more than 330 billion dollars, that is, more than 25 lakh crore rupees. Certainly, this is a matter of pride for every Indian. ”

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

“The rise of 100 unicorns in India, that too in such a record time, speaks of the new spirit of India. My tremendous gratitude to the Hon’ble Prime Minister for strongly championing this spirit of entrepreneurship from the front. It has led to India’s emergence as the third largest ecosystem for startups in such a short time.

– Debjani Ghosh  
President, NASSCOM

India has seen a meteoric rise in the number of start-ups in the last decade. The country witnessed the birth of its 100<sup>th</sup> unicorn in May 2022. India marked its first unicorn entry in 2011 and in just 11 years, it has over 100 unicorns making it the 3<sup>rd</sup> largest start-up base in the world after the USA and China. A unicorn refers to the start-up which attains the valuation of more than USD 1 billion or approximately seven and a half thousand crore rupees. The total valuation of the 100 Indian unicorns is more than USD 330 billion, that is, more than 25 lakh crore rupees.

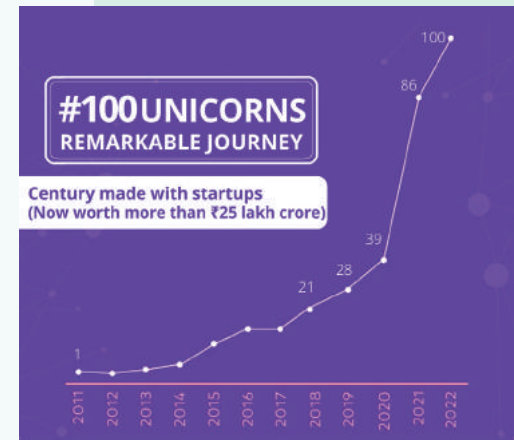
A record 44 unicorns were established last year amidst the pandemic. 14 more unicorns were formed anew in just a span of 3-4 months this year. This means that even in this phase of the global pandemic, our start-ups have been creating wealth and value.

In 2016, the Government saw an opportunity to leverage the demographic dividend of the country with the ‘Start-Up India’ initiative to build a strong ecosystem for nurturing innovation and entrepreneurship in the country. The Government, as part of this initiative, has implemented *Fund of Funds for Start-ups Scheme* and *Start-up India Seed Fund Scheme* across all States/UTs to provide financial assistance and boost private

investment in the Start-ups through Alternative Investment Funds and incubators.

Innovation in India is not just limited to certain sectors. So far, the Department for Promotion of Industry and Internal Trade (DPIIT) has recognised 70,816 start-ups across 647 districts, encompassing all 36 States/UTs. Half of the recognised start-ups are from Tier II & Tier III cities with at least one from each State and UT. This underscores that the entrepreneurial spirit exists throughout the country. The Government has ensured that India’s start-up ecosystem is not limited to just big cities by empowering entrepreneurs emerging from smaller cities and towns as well.

Start-ups are not just finding new age solutions to the challenges



of urban population but are disrupting rural economy through high-tech solutions to one of the most challenging issues such as agriculture productivity, livestock well-being, etc. There are more than 700 Agri Start-ups currently working in the country. One example worth mentioning is the innovation in the field of ‘drone technology’ that is opening up new avenues in the field of



Prime Minister Narendra Modi at Bharat Drone Mahotsav

## Unicorn Hotspots of India

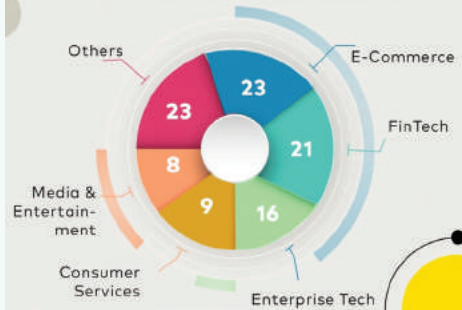


security, remote delivery, and even agriculture.

The Prime Minister in his 'Mann Ki Baat' highlighted that in the world of start-ups, right mentoring is important. He said, "...behind this success of the country, the youth power of the land, the talent and the Government here, all are putting in efforts together... Everyone is contributing. But, another thing that is important in the world of start-ups is, right mentoring." He spoke about Padma Shri awardee **Sridhar Vembu** who started his entrepreneurial journey from a rural area and is now encouraging rural youth. **Meera Shenoy** is doing remarkable work in the field of Market Linked Skills Training for rural, tribal and disabled youth. **Madan Padaki** has developed a network of thousands of village entrepreneurs, making villages self-sustaining.

Start-ups have actively contributed in the Government's vision of an AtmaNirbhar Bharat. Almost 4 startups are recognised in India every hour with 45% belonging to Tier II & III cities and

## Thriving Unicorn Sectors of India



46% of start-ups are founded by women entrepreneurs.

Furthermore, India is steadily transitioning from the age of unicorns to the age of decacorns. A decacorn is a company that has attained a valuation of more than USD 10 billion. As of May 2022, 47 companies world over have achieved the decacorn status. India has four startups namely, Flipkart, BYJU's, Nykaa and Swiggy, added in the decacorn cohort.

Aligned to PM Modi's vision of AtmaNirbhar Bharat, the growing start-up ecosystem will ensure a self-reliant and self-sustainable New India in the *Amrit Kaal*.

"I want to thank our Hon'ble Prime Minister Modi ji for mentioning me and my rural work in the 'Mann ki Baat' programme. It is an immense honour and it gives me great motivation to continue this work. Thank you very much Hon'ble Prime Minister."

- **Sridhar Vembu**  
Padma Shri Awardee  
CEO, Zoho Corporation

## INDIA MADE

### #100UNICORNS

startup century

### Reactions of Industry Leaders



"It seems like we are not walking anymore, but sprinting towards the glory to make India the largest entrepreneurial ecosystem in the world. In 2016, Startup India was started by Hon'ble Prime Minister Modi, whom I always think of as the Startup Prime Minister."

**Ritesh Agarwal ( Founder & Group CEO, OYO)**

"I would like to congratulate India as well as all Indian startup founders on this amazing achievement of 100 unicorns. I would like to thank our PM Shri Narendra Modi ji and all Government departments for their unwavering help, support and policies that have enabled startups to emerge and make India the third largest startup ecosystem in the world."

**Upasana Taku ( Chairperson, Cofounder & COO, MobiKwik)**



"India now has 100 unicorns! There is no better place to start a business than India and there is no better time to become an entrepreneur than now. India has become the world's third largest startup ecosystem, which has more than 60,000 startups, and we are just getting started. I would like to extend a special and humble thanks to the Hon'ble Prime Minister Shri Narendra Modi and congratulate him on heralding India into the big league of global disruptors."

**Byju Raveendran ( Co-founder, Byju's)**

"The 100th unicorn just got crowned in India! What an amazing achievement for the young ecosystem of India! We at Pristyn Care are super proud to be part of this exclusive club. We want to extend our gratitude to the Government of India and Hon'ble Prime Minister Shri Narendra Modi ji. The amount of work which the Government of India, Startup India, and other partners have done in the last few years, has given wings to this revolution."

**Harsimarbir Singh ( Co-founder, Pristyn Care)**



"It's time to celebrate! India is now home to a 100 unicorns! It took India 8 years to reach first 50 unicorns but only 2 years to reach the next 50. This is called growth! The next decade belongs to India and Indian startup ecosystem. Let's keep building and driving our nation's economy and pride."

**Ghazal Alagh ( Co-founder, Mamaearth)**

## THE ROLE OF MENTORS IN THE SUCCESS OF A START-UP



**Sanjeev Bikhchandani**  
Founder, naukri.com

and less risky. So what kind of person makes a good mentor? It is usually someone who is experienced and has traversed the path before and therefore can be a bouncing board for the entrepreneur for all things that are unexpected and non-routine. Areas where the entrepreneur has little or no experience in dealing with – the known-unknown and the completely unknown. These could be putting together a board, managing investors, networking with prospective clients, dealing with the Government and

Entrepreneurs build a company— it is they who risk their lives and careers to put their ideas into action, lead the innovation, raise the capital, build the team, get customers, drive the organisation with their passion and energy and build the business. They make it all happen. Very often, they seemingly manage to create something out of nothing.

Without an entrepreneur, things cannot happen. Entrepreneurs and entrepreneurship are required for the success of almost any human endeavour.

However, a good mentor can help an entrepreneur in his or her journey and help make the path to success faster, easier



WITH  
**100**  
UNICORN

4 Indian startups enter the **DECACORN COHORT**

15 Unicorns have at least one **woman co-founder**

44 Unicorns in 2021 & 14 in 1st 4 months of 2022; a total valuation of more than **USD 330 billion**

**INDIA**  
becomes  
**3RD LARGEST STARTUP BASE**  
in the world

**1/10 Unicorns** globally born in India

**E-commerce**, India's most booming sector, followed by **Fin Tech** and **Enterprise Tech**

**Bengaluru** - the largest Unicorn Hub of India

regulators, handling legal issues and the countless other things where the entrepreneur may need to lean upon a mentor for.

But apart from all the tangible help that the mentor may provide, there is the emotional support that the mentor can give which is often more valuable. Entrepreneurship is a lonely journey. Only someone who has been an entrepreneur can understand the fears, the uncertainties and the apprehensions inside an entrepreneur's head. Therefore an entrepreneur who has been there can best empathise with the young founder's situation – all the trials and tribulations that an entrepreneur goes through. And very often in low moments, it is this psychological support and hand-holding what keeps a founder going. Therefore, the chemistry between a founder

and a mentor is of paramount importance – the vibe is the key.

We are very fortunate that in India we have a large number of mentors and mentorship facilitating organisations that are doing stellar work and trying to help young founders. While the entrepreneur gets all the glory, should the company succeed – and rightly so, the stellar role that is being played by good and committed mentors must also be appreciated.

The age-old Indian tradition of *guru-shishya* is alive and thriving in the world of start-ups and it will hold the Indian start-up movement in good stead in the years and decades ahead.

To know what mentors have to say about start-ups, scan the QR code



## Start-up Ecosystem relies on a culture of innovation & learning: Falguni Nayar



*Falguni Nayar founded Nykaa in 2012 and today it has emerged as India's leading beauty retailer playing a critical role in developing the beauty market in India. Our Doordarshan team talked to her to know her views on how mentorship is important for start-ups.*

"The start-up ecosystem relies heavily on a culture of innovation and learning, and mentorship can hence play a critical role in catapulting an organization and the industry it operates in. India has been witnessing this compound effect play out over the last few years, with countless new start-ups and business models being birthed, inspired by the development in the ecosystem over the last decade. At the heart of a start-up's success is solving problems for customers and value accretion and betterment of society.

A mentor demonstrates personal values built out of perseverance

and long and varied experiences, setting high standards for budding leaders. Mentorship can have a multiplier effect on a company and be a catalyst to corporate innovation in general, integrating external and internal thought leadership together, and thereby developing new mentors of the future who can further develop their own leadership networks, impacting an even larger landscape.

My own experiences as a mentor and mentee have played a significant role in shaping my corporate career followed by my role as an entrepreneur building Nykaa. This legacy of the right mentorship has had a big impact on shaping Nykaa's values and culture as an organization with a focus on being good, a culture of inclusivity, corporate governance, and sustainable business operations, amongst others. Mentorship across levels has allowed our company to foster and develop a common set of values and ways of working.

In addition, we actively mentor and develop entrepreneurs in-house as we acquire and build our consumer brands within the Nykaa ecosystem, not just in terms of empowering them with technical know-how and the right tools, but the focus is also on the values that shape true leadership."

## Zerodha: From bootstrap startup to Unicorn

*Zerodha is a fin-tech startup in India's fast growing startup ecosystem. It was started by Nitin Kamath and Nikhil Kamath in the year 2010, that too without any outside funding. Zerodha, a stock broking and trading company, is today scaling the heights of success with the help of technology and empowering other entrepreneurs as well. Our team from Doordarshan talked to Sh. Nitin Kamath, Founder & CEO, Zerodha.*



wealth and distribute it among their team and the country as well. This will lead to an inclusive development of the country."

Talking about sustaining the progress made in the startup sector, he said that course correction was absolutely required because at the end of the day, businesses have to be profitable and sustainable.

Zerodha is a company which was started without any external funding and today it is a unicorn. Speaking of his work, Sh. Kamath said, "We don't spend too much money on acquiring users. We believe that you do whatever you can do best."

Talking about mentorship, he said that his foundation 'RainMatter' assists startups with workspace, mentorship and funding. "We have decided to give back the wealth we have created to the society. We are supporting the institutions working for climate change, creation of livelihood, etc."

The success story of Zerodha is very inspiring for every young entrepreneur in the country.

Sh. Nitin Kamath believes that in the last 2-3 years, a large number of the businesses have rapidly adopted digital technology, leading to a significant growth in the business. There has been excess liquidity in the startup ecosystem. Also, India is one of the largest democracies in the world, with the maximum population of young people in the age group of 20-30 years. All this makes India a good spot for business and funding.

"India Stack has been a big enabler for many unicorns. Aadhaar for KYC, UPI for payments, IPOs, etc. have been very helpful. The regulators in the country are also adapting to the new world very rapidly," Sh. Kamath enthusiastically said.

Sh. Nitin Kamath believes that the younger generation today has a lot more risk appetite. This is a positive sign. He says, "The country needs entrepreneurs who build businesses, create

## 1Bridge- Transforming Rural India Through Entrepreneurship

“Gandhi ji has always said that the real Bharat lies in our villages. If we can improve the lives of villagers by creating a sustainable economic model in the village itself, then the country will flourish in a very progressive way,” says Sh.

**Madan Padaki**, the man behind the network of thousands of village entrepreneurs, making villages a self-sustaining, growing eco-systems of entrepreneurship.

At a time when India boasts touching the mark of 100 unicorns, it is perfectly befitting to recognize the commendable work being done by organisations like 1Bridge in empowering rural youth to

become entrepreneurs and thrive in their villages.

1Bridge, a village commerce network, was started in 2014 to help the rural entrepreneurs deliver a variety of services to rural citizens, with the help of technology. These young entrepreneurs, called 1Bridge advisors, act as digital ambassadors to the village. They help the villagers with mobile recharges, bill payments, direct money transfers, buying insurance, etc. They also help them to buy aspirational products, without having to travel to the city. And finally, they ensure that the product is delivered to their doorstep. The entrepreneurs are able to earn incomes on a regular basis from



the products/services delivered. Today, 1bridge is present in over 75 districts across six states and has a network of over 9000+ entrepreneurs. Last year alone, 1Bridge carried out over about 22 million transactions across all of its villages in these 75 districts.

Sh. Padaki expressed his gratitude to the Prime Minister for recognizing 1Bridge's efforts in his 'Mann ki Baat' address. He told that 1Bridge was also selected as a National Startup Award winner for 2022 and this recognition by DPIIT helped them to be in the spotlight.

Sh. Padaki has been working with youth for over two decades. He, along with two other co-founders, started a company in 2000 called MeritTrac, India's first skills assessment entity. In 2011, they started a foundation called 'Head Held High Foundation', where they took in uneducated village youth, and transformed them into English-speaking, computer literate professionals. He firmly believes that the village youth have untapped potential, but due to the dearth of opportunities, they end up migrating to cities. This inspired him to create

a sustainable, scalable technology platform that could unleash the potential of youth as entrepreneurs, who can serve their village communities.

He truly believes that the aspirations of villagers, their talent and entrepreneurial energy, when combined with the power of technology, can create a new rural India. He calls this new rural India as 'Ruban'. “We have coined a word called 'Rubanomics' as a new socio-economic model for the development of our villages. My dream is to see every village in our country develop on the Rubanomics model where every youth is empowered, every young person has an opportunity to earn a phenomenal income as an entrepreneur, and every youth is a change maker trying to help the village community in adopting new technologies and agricultural practices, do better financial management of their household incomes, and access the best of products and services for their children and their families,” he expressed.



## Meera Shenoy: Unleashing the true potential of Divyang Youth

Every nation's strength lies in its youth power. They have the potential to spearhead the country into a progressive and developed nation. Prime Minister Narendra Modi stressed on the importance of mentorship in entrepreneurship in his 'Mann ki Baat' address. One such mentor, who is doing a tremendous job of uplifting youth with disabilities is Ms. **Meera Shenoy**, Founder-CEO, Youth4Jobs.

Ms. Shenoy founded Youth4Jobs, a passionate 185-person strong team dedicated to educating and skilling youth with

disabilities with market-relevant skills and helping them to get jobs. Their efforts have helped a large number of specially-abled individuals earn and live a dignified life.

Talking about her work, Ms. Shenoy said, "The reason why I decided to work with youth with disabilities is because 80% of the world's disabled population is in developing countries like India. Most of them are poor. They have low education, poor health, and therefore they live for years together in the cycle of poverty. So, I thought that if I can work with these youth who are so vulnerable

and transform their lives through skilling and help them get jobs, it would be wonderful."

Youth4Jobs trains them and puts them into entry level jobs in good companies. Today, they work with about 1,100 companies. To provide educated youth to these companies, they started

their college programme, wherein they go to the colleges, look for the youth with disabilities and train them. Besides this, they also sensitize these companies about disabilities and help them understand the job roles in which the differently-abled people could fit in.

"I am happy to say that today we are the largest organization in South Asia in this space. These youth, who we train and who are into jobs, go back to their villages. They earn 200 times more than their father, who might be a marginal farmer. Many times, they earn more than their non-disabled sister and brother. The work is extremely

inspiring. Especially mothers give us a lot of blessings," she proudly said.

It is truly inspiring how the organisation is empowering the Divyang youth who have untapped potential and transforming their lives and those of their families.





## SELF-HELP GROUPS

### Empowering Women for an AtmaNirbhar Bharat

“**Thanjavur Doll, besides being beautiful that it is, is also scripting a new saga of women empowerment. Women’s Self-Help Groups stores and kiosks are also opening up in Thanjavur. Because of this, the lives of many poor families have changed. With the help of such kiosks and stores, women are now able to sell their products directly to the customers.**”

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

“Since the Prime Minister mentioned us (in ‘Mann ki Baat’), people from outside have come in search of us to buy things. This national recognition has given us an opportunity to become more well known. On behalf of 22 SHGs, I would like to express my thanks.”

– Brinda,  
Women SHG member,  
Thanjavur

In today’s world, the role of women has changed significantly and for the better. Throughout history, women have not only ensured stability, but have also contributed towards long-term development of nations. And when we talk about our own country, there have been several inspiring women in India’s history who have led the masses and paved the way for other women to follow.

Prime Minister Narendra Modi rightly says, “We cannot achieve success if 50 per cent of our population being women are locked at home.” Within a society, women have important roles to perform. A major thrust area of the Government has been to nurture women entrepreneurs through financial support, skilling and training. As India catapults to a major global economic power, the need for women’s participation in the nation’s growth story is becoming significant day by day.

In his ‘Mann Ki Baat’ address, the Prime Minister recounted how he had received an interesting gift from a Self-Help Group from Thanjavur in Tamil Nadu. The gift, which the Prime Minister deemed as being “full of colours of the creativity of the countrymen and their artistic talent”, was a



special Thanjavur Doll, which also has a Geographical Index (GI) Tag. He said, “This gift bears the fragrance of Indianness and the blessings of Matri-Shakti – a glimpse of her affection for me. In a way, friends, this Thanjavur Doll, besides being beautiful that it is, is also scripting a new saga of women empowerment.”

India’s Self-Help Group (SHG) movement has evolved from small savings and credit groups into one of the world’s largest institutional platforms that seeks to empower poor rural women. These SHGs play a crucial role as they promote economic growth of rural women as they become financially independent and are

also able to contribute to their families. Further, these SHGs encourage rural women to form alliances and empower each other. With the help of SHGs, women today are becoming the drivers



### Thanjavur Doll



- 

Traditional handicraft of Thanjavur region of Chennai, Tamil Nadu
- 

Got the GI tag in 2008
- 

Are handmade with exteriors painted with bright colours
- 

Different from other dolls in its bobble head and roly poly structure
- 

Core weight of the doll is concentrated at the bottom-most point, giving it a dance-like oscillatory movement



of the overall growth of their communities.

In more ways than one, women SHGs are the champions of the AatmaNirbhar Bharat Campaign. These SHGs are not only empowering women financially but also transforming them into leaders of social growth and national development. When the country was hit by COVID-19 pandemic, women SHGs rose to this extraordinary challenge. Be it making masks, sanitizers,

providing food to the needy, or spreading awareness — their unparalleled contribution proved to be a major impetus in Prime Minister Narendra Modi's vision of a self-reliant nation.

The Government has taken several important initiatives to provide them with necessary training, economic assistance and opportunities for their progress. The Deendayal Antyodaya Yojana-National Livelihoods Mission (DAY-NRLM) organizes the rural poor women into Self-Help Groups that provide them with a voice, space and resources. The Mission continuously nurtures and supports them to improve their quality of life.

Regular training programmes are conducted for the SHG members on SHG management, linking up with the markets, financial literacy, and livelihoods-related

technologies. NRLM also provides various kinds of funds to the SHGs to meet the members' and their community's credit needs. Capacity building and technological support is also provided to the target households for taking up income generating activities both in farm and non-farm sectors.

Apart from DAY-NRLM, the Government is providing additional financial support to empower the SHG women. Under the Mudra scheme, one woman member of every SHG is given a loan of up to Rs 1 lakh to start or grow her business. The Ministry of Rural Development has launched an initiative on creating *Lakhpati*

SHG women, to enable these women to earn at least Rs 1 lakh per annum.

SHGs have helped the rural women to not only find livelihood but also to become entrepreneurs and run their own businesses. As the momentum for Vocal for Local is building in the country, the demand for products produced by SHGs is going up every year. Today, SHGs are reaping the benefits of GeM (Government e-Market), where they are able to sell their products directly to Government organisations, Ministries and Departments. Airport Authority of India has also taken an initiative, AVSAR (Airport as Venue for Skilled Artisans of The Region) to allocate



### Success Stories of SHG Women

#### Lakshmi Bhanware, Maa Lakshmi Mahila Ajeevika SHG (MP)

Mobilised fellow women farmers of her village to adopt sustainable agricultural practices.

#### Urmila Linda, Roshni Mahila Samooh (Jharkhand)

Trained women farmers to promote lac cultivation which improved their financial condition

#### G Varalakshmi, Sangeetha SHG (Andhra Pradesh)

Encouraged livestock rearing, fodder production and helped increase milk production in her village.

#### Ranjan Kanwar, Chavanda Mata SHG (Rajasthan)

Provided on-field support to fellow SHG members on goat rearing, was awarded at Ajeevika Diwas in Jaipur in 2018.

#### Bimla Singh, Shiv Shankar SHG (Chattisgarh)

One of the founders of the SHG, she now works as an agriculture trainer encouraging women to adopt practices that reduce cost of cultivation and increase crop yield.

#### Sarala, Gayatri Mahila Bachat Samuh SHG (Maharashtra)

Addressed the challenges of vegetable marketing and helped increase the number of organic farmers in her village.

"The Prime Minister's praise is a matter of joy for us. This is a victory for all SHGs. I wish to express my thanks on behalf of all its members."

- Manimekalai  
Women SHG member,  
Thanjavur

space to SHGs at its airports for selling/showcasing the self-made products of their region. Clearly, the SHGs are reaching every corner of the country with their products.

A woman's stride in leading the national transformation has been a defining feature of the present Government. The focus has shifted from women development to women-led-development. *Nari Shakti* is now the most critical prerequisite to pillar of economic growth, as the Prime Minister says, "The progress of humanity is incomplete without the empowerment of women."

### Prime Minister's Clarion Call

I urge the listeners of 'Mann Ki Baat'... find out which Women SHGs are working in your area. You should also collect information about their products and use these products... you will not only help in increasing the income of the Self Help Groups, but will also give impetus to the 'Self-reliant India Campaign'.

## Self-Reliant Women of Thanjavur

*The Prime Minister, in his 'Mann Ki Baat' address, talked about the Self-Help Groups from Thanjavur and expressed his happiness at receiving a special gift—a Thanjavur doll. The SHGs of Thanjavur have come together to start the Tharagaigal Kaivinaai Porutkal Virpanai Angadi initiative. Our team from Doordarshan talked to the women associated with this initiative.*

Thanjavur Taragai Women's Handicrafts Store, selling various products made by the Thanjavur Women's Self-Help Groups, is an outlet under the Tharagaigal Kaivinaai Porutkal Virpanai Angadi initiative. This handicrafts sales initiative is being carried out by the Women SHGs under the Central Government's Rurban Project in Thanjavur to promote traditional handicrafts. The special thing is that 22 SHGs are associated with this initiative.

The Women's Self Help Group said they were pleased that the Prime Minister had praised the Tharagaigal Kaivinaai Porutkal

Virpanai Angadi in his 'Mann ki Baat' address. **Brinda**, who works in a Women SHG, thanked the Prime Minister on behalf of all the SHGs that are currently associated with the initiative. "Although it has been only three months since we started, our operations have grown quite a lot. A number of other SHGs have approached us to sell their products. Since the Prime Minister mentioned us, people from outside have come in search of us to buy things. After the news came out, we recorded a large quantity of sales (and) our income has gone up."

Although the SHGs are skilled artistically, marketing and sales of their products wasn't easy for them. The primary purpose of this initiative was to help these women sell their products directly to the customers. The stores of Women SHGs have now opened at prime locations in Thanjavur and these women are taking full responsibility for their upkeep. The women associated with the initiative are ecstatic that they are now known across the country. Their sales have increased since then and they are soon planning to set up a sales outlet at Thanjavur railway station.



Apart from Thanjavur Dolls, these SHGs also craft toys, bronze lamps, mats, bags, and artificial jewellery. **Manimekalai**, another SHG member working with the initiative, also shared her views. "Our sales and income have gone up after the Prime Minister mentioned us (in 'Mann ki Baat'). This is an opportunity not only for us but also for all those who produce these items to earn good income," she said. Manimekalai also thanked the Prime Minister. "(His) praise is a matter of joy for us. This is a victory for all SHGs," she added.

To know more about Thanjavur's SHG, scan the QR code



## What is a Geographical Indication (GI) tag?

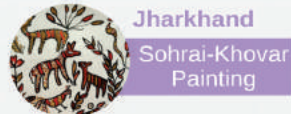
A GI tag is used to denote the geographical territory from where a product, be it an agricultural produce, natural product or manufactured, originates. It conveys assurance of qualities or attributes that are unique to that specific geographic region.



**Himachal Pradesh**  
Chamba Rumal



**Andhra Pradesh**  
Bandar Laddu



**Jharkhand**  
Sohrai-Khoovar Painting



**Arunachal Pradesh**  
Idu Mishmi Textiles



**Karnataka**  
Channapatna Toys



**Assam**  
Muga Silk



**Kerala**  
Aranmula Kannadi



**Punjab**  
Phulkari



**Rajasthan**  
Blue Art Pottery



**Uttar Pradesh**  
Chikan Embroidery



**Bihar**  
Zardalu Mango



**Madhya Pradesh**  
Bagh Print



**Sikkim**  
Large Black Cardamom



**Gujarat**  
Kutch Embroidery



**Chhattisgarh**  
Bastar Dhokra



**Maharashtra**  
Kolhapuri Chappal



**Telangana**  
Silver Filigree



**Delhi, Haryana**  
Basmati Rice



**Goa**  
Moira Banana



**West Bengal**  
Chhau Mask



**Meghalaya**  
Memang Narang



**Odisha**  
Applique Work



**Mizoram**  
Pawndum



**Tamil Nadu**  
Madurai Malli



**Nagaland**  
Nagaland Cucumber



**Tripura**  
Queen Pineapple



**Jammu and Kashmir**  
Saffron



**Uttarakhand**  
Aipan Art



**Puducherry**  
Villianur Terracotta Works



**Rajasthan**  
Blue Art Pottery



**Uttar Pradesh**  
Chikan Embroidery



**Assam**  
Muga Silk



**Kerala**  
Aranmula Kannadi



**Punjab**  
Phulkari



**Rajasthan**  
Blue Art Pottery



**Gujarat**  
Kutch Embroidery



**Bihar**  
Zardalu Mango



**Madhya Pradesh**  
Bagh Print



**Sikkim**  
Large Black Cardamom



**Delhi, Haryana**  
Basmati Rice



**Chhattisgarh**  
Bastar Dhokra



**Maharashtra**  
Kolhapuri Chappal



**Telangana**  
Silver Filigree



**Delhi, Haryana**  
Basmati Rice



**Goa**  
Moira Banana



**West Bengal**  
Chhau Mask



**Manipur**  
Sirakhong Hathei Chilli

## SHGs: Changing Lives of Rural Women

Chanda Bairagi: Moving towards self-reliance in New India

Today, women belonging to Self-Help Groups are taking advantage of various schemes that are being implemented by the Government—be it opening bank accounts or utilising digital services. The participation of SHG members in important decisions of family and society is also increasing. These members are also doing their best to improve their own health and education along with their families'. One such story is of Smt. Chanda Bairagi, a resident of Guna district of Madhya Pradesh.

There was a time when Chanda's family was struggling with limited source of earning. Due to lack of a vehicle at home and her family's inability to transport it to the market, the agricultural produce could not be sold at

good prices and Chanda ji and her family were dependent on very low-wages labour. The education of her children was also getting affected due to the financial constraints. Chanda ji was also not very well-versed with the benefits that she could get from the bank and was forced to take loans from the moneylender at a higher rate of interest.

After joining Muskan Self-Help Group, Chanda ji's social and economic condition improved considerably. She obtained all the necessary information about banking facilities. Chanda ji started working as CRP in Aajeevika Mission, which also increased her income. Along with this, she got trained in GDP and social audit. After getting trained as Bank Sakhi through Aajeevika Mission, she passed the



Indian Institute of Banking and Finance (IIBF) examination and started working as Bank Sakhi in Madhyanchal Gramin Bank. Today, Chanda ji is recognized in all the nearby Gram Panchayats.

Whether it is the task of forming Self-Help Groups in other villages or connecting all the women of her village to such groups—Chanda ji has undertaken all such tasks for the empowering the women and in turn the villages. She also organized the farmers in the villages and formed Shivoham FPO, in which Chanda ji was elected as the director by the farmers.

Chanda ji believes that after

joining Self-Help Groups, there have been many changes in the lives of the women of the village. "I have noticed that women who did not step out of the house before joining the group are now going to different offices, to banks alone to work and get their work done. They are no more hesitant and are much more aware. By engaging in various types of livelihood activities, the women are moving from being a labourer to a proprietor, getting additional income on their own and are today able to provide financial assistance to their families."



# EK BHARAT SHRESHTHA BHARAT

## Celebrating India's Diversity

“India is a rich treasure house of many languages, scripts and dialects. Varied attire, cuisine and culture in different regions is our hallmark. As a nation this diversity strengthens us and keeps us united.”

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

India, a country that is blessed with diverse languages, religions, cultures and traditions, has always cherished its plurality; diversity has always been an inseparable part of India's unique identity. Despite these many variations, the nation continues to be an epitome of ‘Unity in Diversity’. This spirit of unity stands out as an everlasting flame of brotherhood that is nourished by the efforts of each one of us.

Today, as the nation celebrates ‘Azadi Ka Amrit Mahotsav’, it is paramount to remember that it was our great freedom fighters who laid the foundation of an independent and united India through their vision, consistent efforts and countless struggles. It was due to their innumerable and unfathomable sacrifices that today we enjoy a peaceful and progressive life and utilize our full potential in every sphere of life. Sardar Vallabhbhai Patel, the Iron Man of India, is one such leader whose contribution in laying the foundation of *Ek Bharat* is remarkable. He became the architect of a united India, when he took up the mammoth task of unifying India post-independence.

“Patel worked to give us ‘Ek Bharat’, it is now our duty to turn it into ‘Shreshtha Bharat.’ With these lines, PM Narendra Modi launched Ek Bharat Shreshtha Bharat on

the 140<sup>th</sup> birth anniversary (31<sup>st</sup> October, 2015) of the Iron Man of India. The objective of the programme is to promote the spirit of national integration and to strengthen the emotional bond among the citizens of India. Since the launch of the programme, the Government of India along with state governments has undertaken various initiatives to promote cultural and literary exchange amongst different regions of the nation, like partnering of States, competitions and quizzes at the national level, etc.

Language is a vehicle of transmission of culture from one generation to another and from one region to another. India, being a culturally diverse nation, is not only blessed with multiple languages but also is the birthplace of few of the most ancient languages.

*Kos kos par badle paani,  
Chaar kos par baani,  
Par ek hai jo nahi badalta  
Voh hai Hindustani*



The taste of water changes every 2 miles, the dialect changes every 4 miles, but what doesn't change is an Indian. This famous saying truly captures ‘Unity in Diversity’ of India. In fact, the census of 2011 states that there are more than 19,000 languages and dialects spoken in India. The census also recognized 1,369 rationalized mother tongues.

With such a diverse linguistic landscape, preserving and promoting the languages of India has been one of the most important focuses for

“Many Many thanks to Prime Minister Modi ji. His words have boosted my spirits even more and motivated me to study further and better.”

– Kalpana  
Student, Dehradun



the Government of India. PM Modi once said, "We should use linguistic diversity to unite India." To ensure that various languages of India become a tool for bringing Indians closer to one another, the Government launched Bhasha Sangam App in December 2021.

While the Government of India is taking various efforts under 'Ek Bharat Shreshtha Bharat' to celebrate various languages of the nation, the citizens are also coming forward to strengthen the linguistic diversity. **Shri Shripati Tudu**, a professor from Purulia, West Bengal was recently mentioned by PM Narendra Modi



in his 'Mann Ki Baat' on 29<sup>th</sup> May, 2022. Shri Tudu has translated the Constitution of India in his native 'Ol Chiki' script for the Santhali community.

PM Narendra Modi also talked about **Kalpna**, whose story is an inspiration for everyone. Kalpna lost her eyesight in class third and has been suffering from Tuberculosis. But this did not stop her from succeeding in her class tenth examination in Karnataka, she not only learnt the Kannada language in just 3 months, but also scored 92 marks in the language. Today, her hard work and dedication is an example of 'where there is a will, there is a way'.

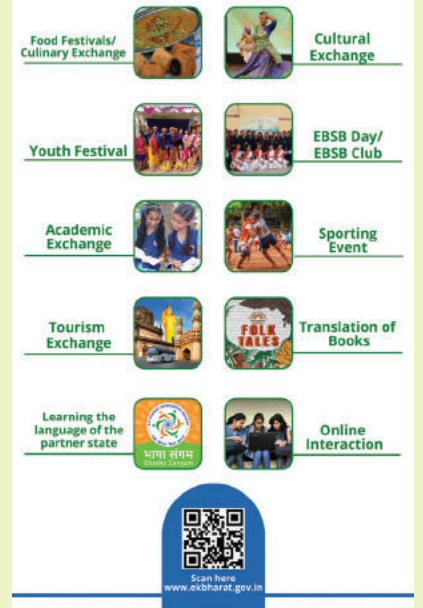
Kalpna and Shripati Tudu are a motivation and true brand ambassadors of the visionary 'Ek Bharat Shreshtha Bharat' programme started by the Government of India, under the leadership of PM Narendra Modi.

Sardar Vallabhbhai Patel once said, "By common endeavour we can raise the country to a new greatness, while a lack of unity will expose us to fresh calamities." 'Ek Bharat Shreshtha Bharat' is a step towards uniting the nation, while celebrating its diversity. With the efforts of people, the programme is proving to be very effective in bringing various cultures, languages and communities closer, like never before.

## Prime Minister's Clarion Call

To know about more such efforts that strengthen the spirit of 'Ek Bharat Shreshtha Bharat', visit the website of the programme. Here, you will get to know about the activities on various subjects like food, art, culture, tourism, etc. People can also take part in these activities and learn more about our nation and its diversity.

### Activities conducted under Ek Bharat Shreshtha Bharat



## Kalpna- A young champion of Ek Bharat Shrestha Bharat

The spirit of Ek Bharat Shrestha Bharat is getting stronger. The Prime Minister, during his 'Mann Ki Baat', mentioned that **Kalpna** is the true epitome of Ek Bharat Shrestha Bharat. Doordarshan team interacted with Kalpna to know about her journey:



"I was in third standard when I lost my eyesight due to TB, which increased a lot of challenges for me. I was studying in Dehradun and it became difficult for me to adjust in the school. I

told about my struggle to my grandfather, who then brought me to Mysuru with him. Here I met Professor Taramurthy who helped me with my admission in Rangarao memorial School for Disabled. At that time, I didn't understand Kannada at all, but my classmates, my teachers and Professor Taramurthy helped me a lot in learning the language. They interacted with me in Kannada only, so that I learn the language fast. But then, the pandemic occurred and my classes at the school stopped. That's when Professor Taramurthy started teaching me at home and motivated me to appear for the Secondary School Leaving Certificate exam. I learnt Kannada in just 3 months and scored 92 marks in the language. I am very thankful to Hon'ble Prime Minister Shri Modi ji. His words about me have boosted my spirits even more and now I am motivated to study further and become an IAS officer one day."



To know more about Kalpna's journey, scan the QR code



## Professor Shripati Tudu : Translated the Constitution in OI Chiki script

The Constitution of India is considered as one of the most elaborated constitutions in the world. **Prof. Shripati Tudu** translated the Constitution for the Santhali community in their own language. In an interaction with Doordarshan team, Shripati Tudu talks about his initiative.



Shripati Tudu, a professor of Santhali language from Purulia, West Bengal, realized that due to the diversity in Indian languages, many people are not able to read the Constitution, he decided to translate it to his mother tongue, Santhali, in OI Chiki script and became a part of the visionary Ek Bharat Shrestha Bharat programme.

He said, "I had only heard about the Constitution and the fact that our country functions through it. I never got a chance to study it. Growing up, when I got the opportunity to read it, I realized that it is important for each and every Indian to read and understand the

Constitution. That was the moment when the thought of translating the Constitution of India in my mother tongue, Santhali occurred to me. Once I finished the Santhali version of Constitution of India, I gifted it to the Santhali community so that they can read and understand about the great nation that they call their home and know more about their rights and duties. Today, I am happy to see that people are seeking for the Santhali version of the Constitution and reading it. It's gleeful to see that my work is reaching the masses and fulfilling its purpose."



## ESSENTIAL ELEMENTS OF THE UNITY AND EXCELLENCE OF INDIA



**Prof. J S Rajput**

ex-Director, NCERT and currently Chairman of Governing Board of UNESCO Mahatma Gandhi Institute of Education for Peace and Sustainable Development

In the last eight years, India's prestige has increased all over the world. Translating the Prime Minister's vision, diligence, dedication and sensitivity into action, several projects have brought a positive difference in the quality and life of the person standing at the last end of the queue. Taking a bird's eye view of this, it is quite obvious that there has been an unprecedented expansion of opportunities for the youth in India. As a result, there have been many never-seen-before innovations by Indian youth. They have created ample employment opportunities for themselves.

The need of the hour is for every youth to be familiar with Mahatma Gandhi's words that he said on 21<sup>st</sup> February, 1929:

"Everything in India attracts me. Whatever a person, with the highest aspirations, needs for his development, he can get all that in India." This emotion is probably finding its root in India. This country has always accepted the doctrine of "Sarv Bhoot Hite Ratah" (devote yourself to the well-being of all beings). When Barrister M. K. Gandhi was thrown out of the rail couch at the Pietermaritzburg station in South Africa, despite having a valid ticket, in such an insulting situation, he wondered what good will it serve even if he avenged this disrespect. He broadened his perspective and devoted himself completely to the eradication of apartheid. Each broadcast of 'Mann Ki Baat' by the Prime Minister reflects the idea of expanding one's horizons.

In the 89<sup>th</sup> episode, he has given many examples of mutual bonding between the people of different regions, underlining the spirit of 'Ek Bharat Shreshtha Bharat'. At the same time, he encouraged people to take care of themselves and also exhorted the listeners to fulfill the humane responsibility of feeding the birds and animals. Unity in Diversity along with this understanding of the divine debt of Mother Nature makes my Bharat a Shreshtha Bharat. It is in India alone where nature, the flora and fauna, and even the rivers and mountains are

venerated by giving them divine status. If the world accepts the underlying idea of such ways of thinking, the problems of climate change, pollution and water crisis could be resolved even today. Besides Dev-Rin (giving back what one has taken from Mother Nature or the Cosmos), there are two other concepts of 'Pitri Rin' (giving back what one inherited from the forefathers) and Rishi Rin (giving back what one inherited from the great spiritual teachers). Acts of returning these debts elevate a mere human being into a dynamic personality. Such thoughts keep on recurring in 'Mann Ki Baat' as Shri Narendra Modi has seen and recognised the unity and greatness of India and understands how to restore its pristine glory, giving it a positive view.

Ideological autonomy existed in India even before the Vedic era. A person was free to choose one's sect, beliefs, rituals of worship and freedom of being a theist or an atheist. Because of this autonomy and also due to geographical and historical reasons, various cultures, languages, ways of

living, dresses, arts and literature co-existed and prospered in this country. Beyond these diversities, there are certain common understandings that unite the entire country. One such concept is 'Atithi Devo Bhav' (the guest is equivalent to God). This concept unites the people of India from the Himalayas to Kanyakumari. The acceptance of all kinds of diversities is the basis of India's unity. In order to strengthen this base, to make the Indian youth aware of this Diversity and inspire them to internalize it, Prime Minister Narendra Modi started the 'Ek Bharat Shreshtha Bharat' campaign. There is no place for differences in a culture that considers everyone a part of the divine existence. If all Indians embrace this idea of Unity in Diversity, the country will be empowered.

The sky is the limit for the Indian youth and the system and society stand with them. These are the wings of opportunity for them and they have successfully taken off. In future also, the tricolour as a symbol of unity and excellence will unfurl.



# TEERTHA SEWA

## Cleanliness and Spirituality

“ Friends, just as a pilgrimage is important here, equally important is ‘teertha sewa’. I would also say that without ‘teertha sewa’, a pilgrimage is also incomplete. Wherever we go, let us maintain the dignity of these pilgrimage sites. Purity, cleanliness and a pious environment... we should never forget these and for that, it is imperative that we abide by the resolution of cleanliness.”

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

“I humbly thank Prime Minister Narendra Modi for appreciating me in his ‘Mann Ki Baat’ speech. As he mentioned, to keep Uttarakhand clean and pure is not only the responsibility of the locals, but also of the devotees.”

– Champa Devi,  
Swachhata Warrior  
from Devar village

The concept of cleanliness or Swachhata is an inseparable part of Indian tradition and culture. It is evident from the drainage system of Indus Valley civilization that cleanliness and sanitation are fundamental principles of town planning in India since ancient times. As civilization progressed, swachhata has taken centre stage in almost every tradition, sacred texts and cultural practices, for instance in the *Bhagavad Geeta*, ‘shaucham’ or cleanliness is considered as an important *dharma*. It is evident that sanitation and cleanliness formed the foundation of all the faiths that exist in India and our holy scriptures have been instrumental in motivating people to embrace clean thoughts and clean living.

“Cleanliness is next to Godliness.” All of us are aware of this famous saying by Mahatma Gandhi. It means that being clean is a sign of spiritual purity or goodness. Spirituality has a profound connection with cleanliness. For one to immerse fully in the spiritual process, internal as well as external cleanliness is a prerequisite and that is why, we find places of worship as one of the most clean places in a society.

The holy pilgrimage of ‘Char Dham’ in Uttarakhand is currently underway. The pilgrimage

through the divine Himalayas offers unparalleled experience to the devotees. However, some of them are also sad because of the filth being spread by some pilgrims in Kedarnath. The Prime Minister in his ‘Mann Ki Baat’ address, expressed his concern on hearing stories of the devotees who came across filth while visiting the Kedarnath shrine. He appealed to the citizens to keep pilgrimage sites clean. “... just as a pilgrimage is important, equally important is teertha sewa,” he mentioned.

This is not the first time that the Prime Minister has stressed upon the importance of cleanliness. He has time and again exhorted people to fulfill Gandhiji’s dream of a ‘Clean India’. With the focus on building community managed sanitation systems, and solid and liquid waste management, the Government launched Swachh Bharat Abhiyan on



## What is Char Dham Yatra?

Char Dham of Uttarakhand or Chota Char Dham (small four abodes) is one of the most important pilgrimages in India. This Yatra or pilgrimage is a tour of four holy sites—Yamunotri, Gangotri, Kedarnath, and Badrinath. The high-altitude shrines remain shut for around six months every year, opening in summers (April or May) and closing with the onset of winter

(October or November). The Char Dham Yatra is as divine as it is arduous but fulfills the soul.

The Yamunotri temple, lodged in a narrow gorge close to the source of River Yamuna (the second-most sacred Indian river after River Ganga) in Uttarkashi district, is dedicated to Goddess Yamuna. The district of Uttarkashi is also home to Gangotri, dedicated to Goddess

Ganga, the most sacred of all Indian rivers. Located in the Rudraprayag district lies Kedarnath, dedicated to Lord Shiva. Badrinath, home to the sacred Badrinath Temple, is dedicated to Lord Vishnu. It is believed that one should complete the Char Dham Yatra in a clockwise direction. Hence, the pilgrimage starts from Yamunotri, proceeds towards Gangotri, onto Kedarnath, and finally ends at Badrinath.



### UTTRAKHAND CHAR DHAM

**Shri Kedarnath Dham is one of the twelve jyotirlingas of Lord Shiva.**



**Yamunotri Dham is a destination for Hindus as it is the source of the sacred Yamuna River.**



**Gangotri Dham is the origin point of the Holy River Ganges dedicated to Goddess Ganga which is believed to be the source of sanctity and purity.**



**Shri Badrinath Dham is dedicated to Lord Vishnu, the protector and preserver of the divine Hindu Trinity (Brahma, Vishnu, and Shiva)**



Prime Minister Narendra Modi inspecting the Kedarnath development project

2<sup>nd</sup> October, 2014, as a nation-wide movement. In addition, the Government also emphasizes on mass scale behavioural change regarding importance of hygiene. As a result of this movement, citizens are now becoming active participants in cleanliness activities across the nation, making it a 'jan andolan'.

The Prime Minister believes that cleanliness is not just our responsibility, but our *sanskar*. And when this *sanskar* is passed on from generation to generation, cleanliness as a trait gets imbibed in the entire society. There are innumerable examples where we find that the *sanskar* of cleanliness has already penetrated the society. Few such people who are maintaining the divinity of Dev Bhoomi Uttarakhand by performing the *sadhana* of cleanliness and service are **Manoj Bainjwal**, from

Rudraprayag, who is engaged in making holy places plastic free, and **Surendra Bagwadi**, hailing from Guptkashi, who runs regular cleanliness programmes. The Prime Minister also talked about **Champa Devi**, from village Devar, who has been teaching waste management to women of the village and is also involved in plantation activities which have

"It is my privilege that Prime Minister Modi mentioned me in his 'Mann Ki Baat'. It gives me and people associated with me encouragement to work even harder towards making our surroundings and the State clean."

– **Manoj Bainjwal**,  
Swachhata Warrior from  
Rudraprayag

resulted in a stretch of forest full of greenery.

The Government has recognised religious tourism as one of the crucial pillars of the tourism sector in India. It has initiated schemes and is developing circuits to attract tourists, and to also spur employment opportunities for the local communities. These initiatives promote India's rich heritage by developing world class infrastructure with all modern amenities. These are not just making pilgrimages more comfortable for the people but also attracting tourists from around the world, leading to employment generation for the locals. It is imperative that we take all possible steps to maintain cleanliness in these places.

## PRASHAD SCHEME



Identifying religious destinations as world-class tourism products



Development of these destinations for sustainability



Classifying infrastructural gaps in the identified destinations



Confluence of Government schemes and private sector investments



Promoting local arts, culture, cuisine, etc., to generate livelihood in these destinations



Tourist-centric development approach for all the facilities required

"I chose this mission to take Modi Ji's 'Mann Ki Baat' forward. I thank the Prime Minister for mentioning me for my work in Swachhata Abhiyan in his 'Mann Ki Baat' speech. I believe that if we keep our village clean, it'll make our country clean."

– **Surendra Bagwadi**,  
Swachhata Warrior  
from Guptkashi

The National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) focuses on developing and identifying pilgrimage sites across India to enrich the religious tourism experience. Fifteen thematic circuits have been identified for development under the Swadesh Darshan Scheme. Some of these circuits are the Ramayana Circuit, Buddha Circuit, Sufi Circuit, Spiritual Circuit, Tirthankar Circuit, Sikh Circuit, and Christian Circuit.

We should all abide by the resolution of cleanliness and maintain the dignity of these pilgrimage sites. While several people and voluntary organizations in the country are making an effort to keep not just their home but also surroundings clean, it is every individual's responsibility to contribute towards making India cleaner. And our collected efforts for a Swachh Bharat will give way to *Sewa Bhav* which is a stepping stone towards spiritual liberation.

## Saadhna and Sanskar : The Swachhata Warriors of Uttarakhand

*The Prime Minister, in his 'Mann Ki Baat' address, talked about the people who are going out of their way to keep the State of Uttarakhand clean and green. A team of Doordarshan talked to these Swachhata Warriors of Uttarakhand about their initiatives.*

Rudraprayag's **Manoj Bainjwal** has been running a cleanliness drive in his area for the past 25 years. "Currently, through Seva International, I have been working towards maintaining cleanliness in four villages – Devar, Sankari, Bhainsari, and Guptkashi," he said. Bainjwal is also engaged in making holy places plastic free and has been engaged in creating awareness about cleanliness in the community as well.



Bainjwal further said that despite dustbins being placed at various places in Maidan Garhi area, people still are disposing their garbage irresponsibly and polluting the pilgrimage sites. "I decided to pick up trash on my way down the 3-km trek from the Mataji Mandir along with my fellow mates," he added.

Another person from Uttarakhand who has made cleanliness his life mantra is **Surendra Bagwadi**. Hailing from Guptkashi, he has taken up the responsibility of keeping his area

clean on a mission mode. He also conducts regular cleanliness programmes. The interesting fact about his programme is that he has named it *Mann ki Baat*. "It's my responsibility to make Modi ji's mission successful in my area," he said.

Similarly, **Champa Devi** from village Devar has been working hard for the past three years to make the women of her village aware about cleanliness and waste management. Not only this, Champa Devi has also been actively planting trees in her village since 1984 and has successfully

transformed a barren land into a forest. "We have monthly meetings where we hold discussions on Swachhata and the environment. Earlier, the garbage was littered at various places. Now, we have created a green and beautiful wilderness. We are (also) reviving the water resources," she added. While Champa Devi is grateful that the Prime Minister appreciated her work in 'Mann ki Baat', she also has a request for the devotees – to not litter the religious places with garbage.

To know more about the Swachhata Warriors of Uttarakhand, scan the QR code



# UNITING HUMANITY THROUGH YOGA

## India's Quintessential Gift to the World

“From the world's top business persons to film and sports personalities, from students to common people, everyone is making Yoga an integral part of one's life. I do believe that witnessing the increasing popularity of Yoga across the world must be making you happy.”

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

“It is a matter of great pride that our Hon'ble Prime Minister has appealed in his 'Mann Ki Baat' address to make Yoga an integral part of our lives. Once there was a Narendra who waived the flag of Yoga all around the globe and the world knows him as Swami Vivekanand, and today we have a Narendra who is doing exactly the same, promoting Yoga, promoting our culture.”

–Yogacharya Pratishtha ji

On 21<sup>st</sup> June, 2022, when day breaks and the glistening rays of the Sun turn the morning sky to crimson, the world will witness a first of its kind celebration. On the occasion of the 8<sup>th</sup> edition of the International Day of Yoga, people will come together as one to celebrate the source of light and life on Earth. 'Guardian Ring' symbolises the unifying power of Yoga and it is an attempt to encourage people to take up Yoga to enrich their quality of life. More than 25 crore people are expected to join in the celebrations from around the globe, which will be live-streamed from Japan at 6:00 AM local time and will move westwards as and where the Sun rises.

Throughout history, Yoga has been responsible for the material and spiritual upliftment of its practitioner by acting as the unshakable bridge between the body and mind. Today, Yoga has transcended the national boundaries and reached every nook and corner of the world, thereby uniting all humanity in its true sense. Yoga's universality has reached new heights and it is the vision of the Hon'ble Prime Minister Narendra Modi that has been the driving force behind this worldwide push.

The Prime Minister, in his 89<sup>th</sup> 'Mann Ki Baat' address, mentioned the theme of the International

Day of Yoga 2022 – 'Yoga for Humanity'. When the entire world had just witnessed the havoc wreaked by the coronavirus pandemic, it became imperative to consider humanity as 'One' and not differentiate in terms of religion, race, creed and culture. The COVID-19 era has also compelled us to realize the overarching importance of health in everyday life. During these harsh times, it is Yoga that has been the guiding light for people. There is a growing trend of people who are embracing Yoga.

As India is celebrating 'Azadi Ka Amrit Mahotsav', the 8<sup>th</sup> International Day of Yoga is being organised not just all over India, but around the globe. Preparations are in full swing at 75 heritage sites across the country to mark the 75<sup>th</sup> year of India's Independence. A 100-day countdown leading to 'Yoga Day' is also underway.

The Prime Minister, through his speeches, has reiterated time and again about his vision of a healthy nation, which is not just limited to improving the health infrastructure in the country but also towards laying special emphasis on preventive healthcare including Yoga and Ayurveda. The Prime Minister



urged the people of the country to join the International Day of Yoga celebrations and inculcate Yoga into their daily lives because a healthy individual means a healthy family which ultimately leads to a healthy society. This is the only way to a New India, a healthy India, a fit India!

### Prime Minister's Clarion Call

“I wish you should also start preparations for 'Yoga Day' on your own right now. Meet more and more people, urge everyone to join the program of 'Yoga Day'; inspire them. I am sure that all of you will participate enthusiastically in the 'Yoga Day', as well as adopt Yoga in your daily life.”



## YOGA'S MAGIC ON MENTAL AND PHYSICAL HEALTH : MIRABAI CHANU



*"Yoga and strength training are like peanut butter and jelly, where one lacks, the other shines, and vice-versa! Both have their own place, but when combined, both offer a fully balanced schedule that essentially doubles up the benefits."*

Here's how Silver Girl Mirabai Chanu credited the ancient practice as energy booster to her sports performance.

'Relaxation' and 'Inner Power' are the two things that instantly spring to my mind when I hear the word Yoga! However, during my initial years in weightlifting, I wasn't aware of the magical benefits of Yoga. But in 2014, while I was gearing up for the Glasgow edition of the Commonwealth Games, I noticed my seniors

practicing it and was enlightened by them about the dynamic transformation one experiences through Yoga. And since then, my day starts with *Surya Namaskar* and other breathing exercises of Yoga.

### **Benefits of Practicing both Yoga and Strength Training**

When the stress-relief and flexibility that Yoga provides go hand in hand with muscle-building features of strength training, it creates a balanced workout that positively impacts your mind, body and soul. If you lift weights exclusively, you get the benefit of strength building. However, that's often at the cost of flexibility. But, when you combine Yoga and strength training into your daily routine, you get the benefits of both!

### **Deep Breathing at Dawn**

Yoga detaches us from daily stresses, and helps move our body with the flow of our breath. So, *Surya Namaskar*, *Pranayama* along with other breathing exercises is how I start my early morning hours. But I would be wrong if I limit Yoga to *asanas* or postures only. We should never fail to realize the immense benefits it offers in uniting the body, mind, and breath. When you are in this

harmony, the journey through life is calmer, happier and more fulfilling.

### **Benefits beyond the Mat**

As an athlete, we are facilitated with equipment to perform exercises for physical health, but there's no machinery for mental health exercise. That's where Yoga comes in. And inner power and strength are most invaluable assets to win any race.

Moreover, weightlifters experience a lot of muscle tightening in strength training and Yoga showers its magic there by helping us to release tight muscles, encouraging flexibility.

### **Yoga – the Transformer**

Over the past 5-6 years, Yoga has entered the life of almost every other individual. Right after our Hon'ble Prime Minister got the resolution passed in the UN to declare 21<sup>st</sup> June as the 'International Yoga Day', Yoga has broken its boundaries of remaining confined to being just an ancient Indian art of healthy living and has travelled to every part of the globe. Well, I would rather call Yoga now – the Universal Art of Healthy Living and once we take a plunge to practice it, we never stop exploring the better version of ourselves.



## INTERNATIONAL DAY OF YOGA



**Jawed Ashraf**

India's Ambassador to France

As we approach the 8<sup>th</sup> International Day of Yoga, I remember Prime Minister's maiden speech to the United Nations General Assembly (UNGA) in September 2014, in which he asked the global body to declare June 21 as the International Day of Yoga. By standards of conventional foreign policy, it was bold, imaginative and innovative. Its purpose, however, was rooted in the core principles of the UN Charter and the fundamental values of humanity – a healthy individual, a harmonious society, a peaceful world and a sustainable planet. The response was unprecedented. The UNGA resolution was co-sponsored by more than 170 of the 193 member countries and was adopted unanimously within a few weeks.

Over the past seven years, an ancient gift of India for wholesome living and physical,

spiritual, emotional and mental health has become a global treasure and an international movement. Its success is not the strength of the support in the UNGA, but the enthusiastic and voluntary participation by millions of people in every country of the world on the International Day of Yoga, or IDY. Cutting across age, gender, ethnicity, religions, beliefs, languages, cultures, professions and pursuits, people come together to celebrate the IDY. Nothing in our often fractured world unites humanity in a shared pursuit for a common good today more than the IDY.

As Hon'ble Prime Minister announced in 'Mann Ki Baat' on 29<sup>th</sup> May, the power of Yoga to link the world will be aptly captured in the programme of Global Yoga Ring on 21<sup>st</sup> June, in which Yoga events will follow sunrise in cities across the world from the east to the west, through all the time zones and will be live-streamed globally. This will be one manifestation of this year's theme, 'Yoga for Humanity', which reflects Prime Minister's – and India's efforts – to heal a world wounded and debilitated by COVID and conflicts.

Serving in various cities abroad over three decades, I discovered that Yoga had an international following, albeit on a limited scale. However, IDY and India's continuous efforts at scientific

validation of Yoga's benefits have done much to bring Yoga to a wider global community.

Singapore, where I served last, has an area of just 718 sq km. In 2019, IDY was marked by 180 Yoga sessions in 120 venues with thousands of participants from all communities. Many of these sessions were in old age homes, hospitals, mental health institutions, schools, corporate offices and community centres. Most were organized by local institutions. Singapore Government's grassroots organization for healthy living, SG Active, was a strong partner in this endeavour. Yoga has now been incorporated into the routine of many of these institutions.

In France, and Europe more broadly, I am constantly struck by the widespread practice of Yoga. There are organisations, run by French Yoga teachers, that have thousands of members. I hear from people from diverse walks of life – celebrities in cinema and entertainment industry, corporate executives, office workers, sports trainers – how Yoga is an integral part of their mornings. Many are practicing Yoga for more than two decades. A financial investor said that he saw a correlation between his practice of Yoga and his focus on investing in green and clean energy.

During the lockdowns in 2020 and 2021, virtual sessions replaced physical ones across the world, with an even higher level of



## Magic of Yoga enveloping the globe



India's efforts to popularise Yoga globally got a boost with June 21 being declared the **International Day of Yoga since 2015**



First International Yoga Day, held at Rajpath, **Delhi set two Guinness World Records:**

- Largest Yoga session witnessing participation of **35,985 enthusiasts**
- Attending the same Yoga session by participants from **84 countries**



Number of **online searches for Yoga doubled globally** from 2014 to 2020

participation. Interest in Yoga and Ayurveda also increased. This is because the pandemic generated an acute sense of isolation, anxiety, uncertainty, fear and stress. There was a strong desire to enhance immunity, wellness, strength, resilience and, at the emotional and psychological level, a sense of balance, equanimity and positivity. A larger number of people across all sections of society turned to Yoga and Ayurveda to seek a holistic and sustainable solution to their challenges.

Yoga is rooted in India's civilizational and spiritual heritage, but by embracing it, the world has shown that Yoga is neither defined nor bound by religion or beliefs, nor is it the

preserve of saints, monks or spiritual masters. It is within the reach, means and capability of every individual. It does not require a great deal of time and can be easily woven into our everyday lives. It helps improve physical strength, balance, flexibility and mobility; build equanimity, inner peace, focus, concentration and consciousness; and, by internal transformation, brings numerous health benefits and acts as an antidote to lifestyle diseases. Beyond that, it becomes a way of thinking and living that has a positive impact on all aspects of human and material interaction. The rapid growth in the practice of Yoga across the world, including among the youth, is the strongest testimony to its benefits and values.

## Yoga-A Way of Life

### Yoga Practitioners' Appeal to Humanity

**Yoga, a practice of uniting mind and body, is now uniting the world under the resolve of Hon'ble Prime Minister. Doordarshan team interacted with Yoga gurus and students to know about their views on increasing popularity of Yoga worldwide.**

"Yoga is not just physical exercises, but it is the messenger of Indian culture across the globe. The theme of 8th edition of International Day of Yoga is 'Yoga for Humanity', it defines India's legacy. Yoga as the way of life, is the only way forward to mankind and for world peace."

– **Yogacharya Vishnu Shankar Mishra**

"We are going to celebrate the 8th edition of the International Yoga Diwas and I appeal to everyone to not adopt Yoga for just a day, but make it a way of life. Practice Yoga, become a Yogi, become Upyogi, become a Sahyogi, and become a Nirogi, and make this International Yoga Diwas a grand success."

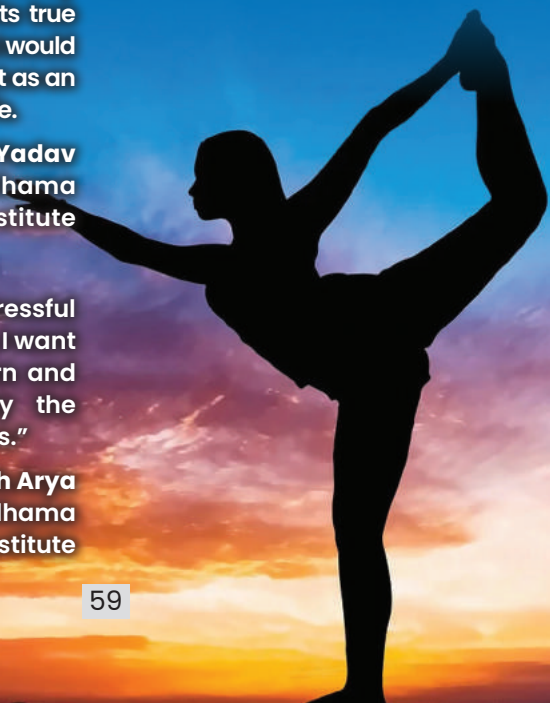
– **Yogacharya Pratishtha ji**

"Our Hon'ble Prime Minister, Narendra Modi ji has spoken about Yoga in his 'Mann Ki Baat' episode. This will help create awareness amongst the people of our country and also promote Yoga in its true sense. As a student of Yoga, I would like to promote Yoga, not just as an asana but also as a way of life.

– **Ashish Yadav Student, Kaivalyadhama Yoga Institute**

"Yoga is the panacea for stressful life that today's youth live. I want the youth of today to learn and understand Yoga exactly the way a student of Yoga does."

– **Ayush Arya student, Kaivalyadhama Yoga Institute**





# YOGA – THE BASIS OF HEALTHY LIVING



## Sanjeev Mehta

President FICCI, and CEO & MD,  
Hindustan Unilever Ltd.

The origin of Yoga in India dates back to about 5,000 years ago in the northern part of India. It is a spiritual discipline based on a highly refined knowledge, which focuses on bringing harmony in mind and body. The word 'Yoga' derives from the Sanskrit word 'yuj', which means 'to connect' or 'to be united'. In India, there has been an old tradition of practicing, teaching and preaching of Yoga.

Prime Minister Narendra Modi has made a significant contribution in making Yoga a mass movement in modern times. Right from his public speeches to practicing Yoga himself, he is an inspiration for others. His focus on Yoga, fitness and alternative medicine system has played an important role in making the various dimensions of healthy living,

focus of public consciousness.

The idea of International Day of Yoga was first expressed by the Hon'ble Prime Minister during his speech at the United Nations General Assembly (UNGA) on 27<sup>th</sup> September, 2014. Subsequently, India's Permanent Representative **Ashok Mukherjee** tabled the draft resolution in the UN General Assembly. This initiative received support from many global leaders. A total of 177 nations co-sponsored the resolution, the highest number of co-sponsors for any such UNGA resolution. Thus, 21<sup>st</sup> June was officially designated as the International Day of Yoga.

At present, this International Day is celebrated globally in about 190 countries. It is also celebrated at all the Indian High Commissions and Indian Embassies abroad.

In India, on the occasion of International Day of Yoga on 21<sup>st</sup> June, Yoga sessions are organized on a large scale in the morning, in which people from all walks of life as well as school-children, college-students and general public participate.

The theme of this year's International Day of Yoga is – 'Yoga for Humanity'. One hundred different organizations are organizing mass sessions of Yoga for 100 days at 100 places in different parts of the country. The



main function of this international day is being held on 21<sup>st</sup> June in Mysuru city of Karnataka. The main event will be held at a designated venue and people can also join it from their homes, as the event will be covered live by various social media and digital channels.

The corporate world also participates in the International Day of Yoga with full enthusiasm. In fact, keeping in mind the importance of the well-being of the employees, the industry is adopting Yoga in a big way. From Yoga sessions at the workplace

to digital applications that help in Yoga postures, many such steps are being adopted. There is a widespread acceptance of the fact that employees are the largest capital of any organization and all these steps not only reduce stress in employees but also infuse new vigour in them and increase their morale.

At a time when the world is going through a variety of socio-political stress and disruptions, it is hoped that the International Day of Yoga will bring the message and happiness of uniting the humanity.

## TRANSCENDING TIME AND SPACE: An Ode to Indian Epics

“ People living thousands of kilometres away from us in Japan, who don't know our language, who don't know much about our traditions, their dedication to our culture, this reverence, this respect, is very commendable – which Indian would not be proud of that! ”

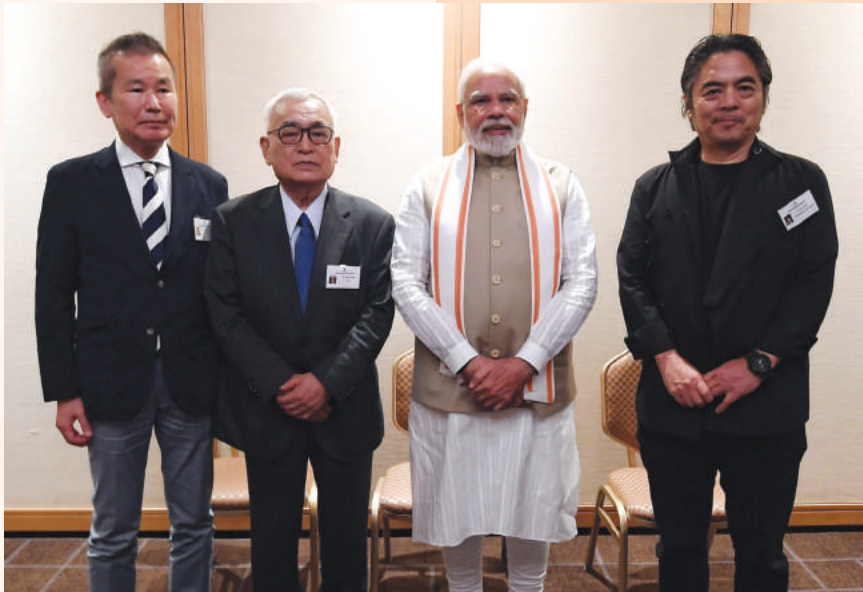
– Prime Minister Narendra Modi  
(in his 'Mann Ki Baat' address)

आचख्युः कवयः केचित्संप्रत्याचक्षते परे  
आख्यास्यन्ति तथैवान्ये इतिहासमिमं भुवि

**Some poets told this epic before. Others are telling it now. Different narrators will tell it in the future.**

Rightly foretold through this verse in the great Indian epic, the *Mahabharata*, such is the legacy of the legendary stories which transcend time, space, and generational boundaries. Stories that not only cascade to people of all walks of life but acquaint us with the values and ethics for leading a fruitful one.

Around two years back when the world grappled with a



pandemic, and with the onset of a nationwide lockdown, we found ourselves glued to the television sets delving into two classic epics– *Ramayana* and *Mahabharata*, broadcast by Doordarshan. While elders reminisced old times, the younger generations were introduced to the ancient value system and idealistic ways of living through these ancient Indian epics brought to the fore.

Sacred Indian epics such as the *Mahabharata* and *Ramayana*, are not only viewed as guiding lights by Indians, but are also revered by many across the world for their insights on morality. They unravel quintessential intricacies of the human mind that have proven to be fascinating to the outside world. The Hon'ble Prime Minister has also stated instances in his recent 'Mann Ki Baat' address, of people from Japan, who "harbour amazing attachment and love for India" and have recreated their 'artistic' versions of these iconic epics as **The Mahabharata Project** by renowned art director **Hiroshi Koike** the animated rendition **Ramayana: The Legend of Prince Rama** by Japan's famous film director **Yugo Sako**, which is being remastered in 4K. India's history and culture are evidently a legacy to the world.

Ancient literary scriptures, Vedas and Upanishads, delivered the notion of 'Vasudhaiva Kutumbakam' – of the world being one family, to the world



and to India, that fostered the spirit of co-existence pertinent to the foundation of modern society today. The vibrant Indian art forms, ancient traditions, Yoga, Ayurveda, etc., produce an extraordinary array of assets that portray the attractiveness of India to the foreign populace.

This brings us to the realization that Indian society and culture encompassing Indian epics, cuisines, religions, festivals, spirituality, cinema, mythologies, and heritage have a more all-embracing impact in the global context ushering in a new era of cultural synergy as well as diversity in co-existence and instils a sense of pride in the heart of every Indian.

## 'Ramayana : The Legend of Prince Rama'

**A 30-year-old Indo-Japanese animated film on the ancient Indian epic being remastered in 4K**

*Ramayana* is an epic magnum opus that has stood the test of time, depicting the life and trials of Lord Rama. 2020 marked the resurgence in the popularity and interest in this ancient epic through Ramanand Sagar's classic rendition re-telecast on Doordarshan.

Hon'ble Prime Minister's visit to Japan brought to light a deep, interesting connection to this great Indian legend. On his visit, he met Atsushi Matsuo and Kenji Yoshi of TEM Production Company in Japan, who will soon release the remastered 4K version of the Japanese animation film based on *Ramayana* released in 1993. The luminaries behind the epoch-making, 30-year-old Indo-Japanese creation are Japan's famous film director **Yugo Sako**, and India's iconic animator, **Ram Mohan**.

About 40 years ago, in 1983, Yugo Sako travelled to India and came to know about *Ramayana* for the first time. *Ramayana* touched his heart, after which he started researching deeply on it. Mr. Sako studied 10 distinct versions of Valmiki's *Ramayana*, all in Japanese. Despite his background as a documentary director, he believed that only

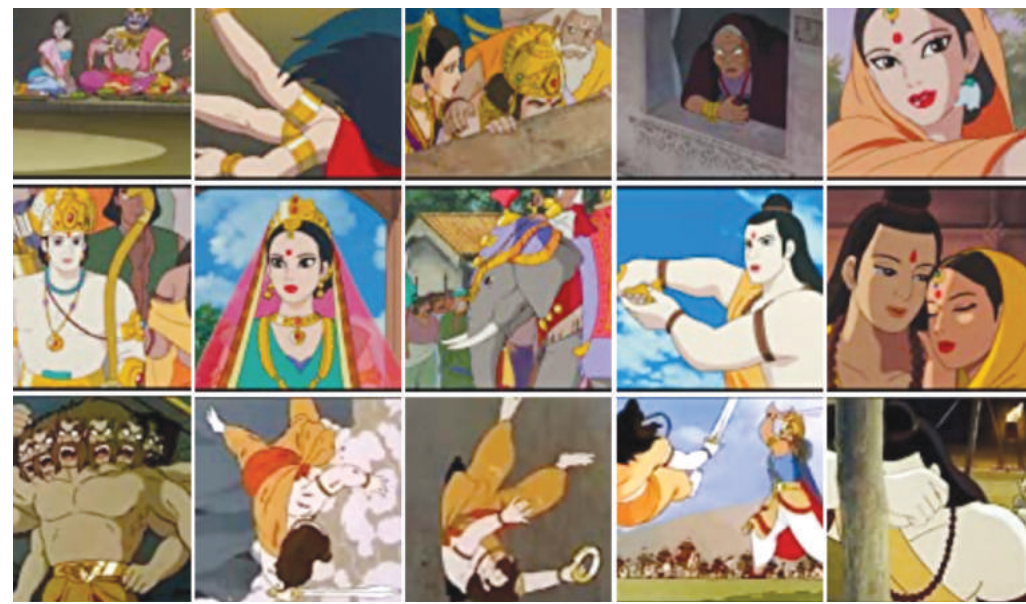
an animated format could truly depict the majesty and grandeur of the *Ramayana*.

A total of 450 people, including excellent animators from Japan and India worked tirelessly to create more than 1,00,000 hand-drawn celluloid pictures. Sako then spent months researching the narrative and studying clothes and architectural aspects, meeting academics, archaeologists, and historians.

He was guided thoroughly by Indian animators about the ancient Indian customs and traditions showcased in the film such as "how people in India wear the dhoti, how they wear the saree, how they groom their hair, how children respect each other within the family, and what the tradition of blessing is, waking up in the morning, offering salutation to the elders of the household, seeking their blessings."

Now, after 30 years, this animation film is being remastered in 4K. This project, likely to be completed soon, comes off as an exciting news shared by the Hon'ble Prime Minister, filling the hearts of Indian cineastes with pride to see this timeless epic come to life, yet again.

To watch the trailer of *Ramayana: The Legend of Prince Rama*, scan the QR code



## PM's Efforts Got *Ramayana* Recognition Worldwide: Deepika

Our team got in touch with Deepika Chikhaliya, who played Sita in Ramanand Sagar's series *Ramayana*, which aired on Doordarshan in 1987. Deepika ji is delighted at the Prime Minister's mention of the animated rendition of *Ramayana*: The Legend of Prince Rama being remastered in 4K in his 'Mann ki Baat' address.

"I am glad to see that *Ramayana* is getting accolades on many international platforms. It was Hon'ble PM Narendra Modi's decision to bring *Ramayana* back on the television screen during the COVID pandemic times. He understands the value and richness of our Indian culture."



"We have inherited everything through our rich culture but it was not given enough importance. Now through the Prime Minister's vision, we are able to understand the importance of rich cultural heritage and are getting recognized for it globally."

"*Ramayana* has been translated into different languages to create awareness about Indian traditions and heritage. PM Modi ji has instilled an admirable mindset among the people of India, and has helped us appreciate the beauty of our culture and heritage. This step is definitely going to give India international recognition."

## 'The Mahabharata Project'

### Hiroshi Koike's theatrical interpretation of the sacred Indian epic

Speaking of cultural exchanges and bringing the world closer through art, Hiroshi Koike's masterpiece production of the Indian epic- *The Mahabharata*, through physical theatre is a true testament of cultural synergy. Back in 2011, Hiroshi Koike, a renowned art director and a popular name in contemporary Japanese theatre, was disturbed by the state of his homeland following the Tsunami, Tohoku earthquake and subsequent nuclear disaster in Fukushima in Japan. It is then that he realized the necessity of building a bridge between people across the world by blending layers like nationalities and languages that divide them. Envisioning this, he founded the Hiroshi Koike Bridge Project.

He initiated the production of an ambitious pan-Asian intercultural theatre project, based on the sacred Indian epic, *The Mahabharata*, that traverses through various layers of the human mind and teaches lessons about living in harmony.

First started in Cambodia, this multi-year project exquisitely blends the disparate skills and

techniques of actors and dancers of six Asian countries including Indonesia, Thailand, Malaysia, Cambodia and Japan, to weave a beautiful tapestry while directly conveying the essence of the *Mahabharata* to the audience.

Every year, Hiroshi Koike travels to one country in Asia and produces parts of the *Mahabharata* with local artists and musicians there. What sets this theatrical apart from any other rendition of the epic, is the stunning display of diversity. Casting people from all over the world with each performer speaking their mother tongue, juxtaposed with an intricate choreography showcasing various cultural dance forms like Java dance, Balinese dance, Thai dance, is a sheer work of art. Koike's ambitious feat of bringing the *Mahabharata* into the modern age is a masterwork in the name of creating a bridge between the boundaries of culture, time, and countries.

To watch the trailer of  
The Mahabharata Project,  
scan the QR code



### Hiroshi Koike's 'Theatreconnekt' : Kesavan Nambudiri

*Indian collaborator of 'The Mahabharata Project', Theatreconnekt's main pillar, Kesavan Nambudiri talked to the Doordarshan team about the project and Hiroshi Koike.*

Koike's play 'The Mahabharata Project' was produced and performed in different parts of Asia in 4 chapters. The second chapter of the play was screened at the International Theater Festival of Kerala in 2014. 'Theatreconnekt', a theatre group based in Ottapalam, Palakkad, was the co-producer of this chapter.

Kesavan Nambudiri said that his experience of working on Chapter 2 of Koike's play was insightful and very informative. "The way he works, the way he makes a play is a wonderful thing to watch. The kind of

mechanical precision, working on strict schedules, while keeping all rooms open for every artist involved to contribute, improvise, think and create himself was exemplary. His 'Japanese' work culture and ways of working certainly reflect in his work and is interesting to learn."

" 'The Mahabharata Project' was a multicultural production with artists from all parts of India including Delhi, Maharashtra, Kerala, Bengal and from other South Asian countries like Malaysia, Thailand, Vietnam, Japan and so on. The sole objective of working with Hiroshi through Theatreconnekt was to build an environment for an inter-cultural exchange for the Indian artists to be able to work with artists of different countries, ethnicities and languages."





# MANN KI BAAT

Media Scan





**K.Annamalai** @annamalai\_k  
Thank our Hon PM Shri @narendramodi avl for highlighting in today's #MannKiBaat

1. Shri @svembu avl for the exemplary work he is doing in mentoring start up founders in rural parts of TN & India. He is taking the next generation of start up's to our tier - II & III cities

1/3

**Sridhar Vembu ji**  
Sridhar Vembu ji has recently received the Padma Award. He himself is a successful entrepreneur, but now he has also taken up upon himself the task of grooming other entrepreneurs. Sridhar ji has started his work from a rural area. He is encouraging the rural youth to do something in this area, staying in the village itself.

Mann ki Baat May 2022 #MonAIR  
@aimnewsalerts www.newsonair.com newsonairofficial

12:44 PM - May 29, 2022 - Twitter for iPhone

**Baoavaraj S Bommai** @BSBommai  
Hon'ble PM @narendramodi Ji mentioned our own girl Kalpana from Karnataka in '#MannKiBaat' as an embodiment of 'Ek Bharat, Shreshthta Bharat'. Kalpana from Uttarakhand, passed class X & learnt Kannada in just 3 months scoring 92% with the help of her teacher Prof. Taramurthy.

1/2

**THE WAS EARLIER TB PATIENT AND LOST HER VISION WHEN SHE WAS IN CLASS THREE...**

0:36 2,336 views

**Vanathi Srinivasan** @VanathiSJP  
Thanjavur Doll is as beautiful as it is, it is also writing a new story of women empowerment. PM @narendramodi #MannKiBaat

Amrit Shah

**Devendra Fadnis** @Clev\_Fadnis  
Joined #MannKiBaat from #Nagpur with MLA @krishnakhopde ji, our @BJP4Nagpur colleagues and citizens from Nagpur. Hon PM @narendramodi ji talked about progress of Startups, women participation in development, upcoming #InternationalYogaDay & EkBharatShreshthBharat!

Mann Ki Baat Updates मन की बात अपडेट्स

**Shivprakash** @shivprakashjp  
तीर्थसेवा के बिना तीर्थयात्रा अधूरी है। चारधाम यात्रा करते समय हम भी स्वच्छता व्रत अपना कर तीर्थसेवा कर सकते हैं। श्री मनोज बैजवाल (रुद्रप्रयाग) एवं श्री सुरेंद्र बग्वाड़ी (गुप्तकाशी) हम सभी के लिए प्रेरणास्रोत हो सकते हैं। #MannKiBaat

PMO India and 2 others

12:24 PM - May 29, 2022 - Twitter for Android

**Dr Harsh Vardhan** @dharshvardhan  
कोरोना महामारी ने हम सभी को यह एहसास भी कराया है कि हमारे जीवन में स्वास्थ्य का कितना अधिक महत्व है, और योग इसमें कितना बड़ा माध्यम है।

योग यह महसूस कर रहे हैं कि योग से physical, spiritual और intellectual well-being को भी कितना बढ़ाया मिलता है।

#MannKiBaat  
Translate Tweet

कोरोना महामारी ने हम सभी को यह एहसास भी कराया है, कि हमारे जीवन में, स्वास्थ्य का, कितना अधिक महत्व है, और योग, इसमें कितना बड़ा माध्यम है, लोग यह महसूस कर रहे हैं कि योग से physical, Spiritual और intellectual well being को भी कितना बढ़ाया मिलता है।

संजय शर्मा  
30 मई 2022

**Yogi Adityanath** @yogiadityanath  
भारतीय मनीषा द्वारा विश्व को प्रदान की गई अमूल्य भेंट 'योग' को अंतरराष्ट्रीय स्तर पर सम्मान दिलाने वाले आदरणीय प्रधानमंत्री जी ने आज @mannkibaat में 8वें 'अंतरराष्ट्रीय योग दिवस' की थीम 'Yoga for humanity' होने का उल्लेख किया है।

यह थीम 'योग' की मूल भावना को प्रकट करती है।

Translate Tweet

12:56 PM - May 29, 2022 - Twitter Web App

**Dr Mansukh Mandaviya** @mansukhmandaviya  
तीर्थ यात्रा की तरह, तीर्थ सेवा भी ज़रूरी है। बाबा केदार के दर्शन करने आने वाले श्रद्धालु दर्शन के साथ-साथ स्वच्छता का भी ध्यान रखते हैं। मेरा आग्रह की आप भी तीर्थ यात्रा के दौरान स्वच्छता का ध्यान रखें।

#MannKiBaat  
Translate Tweet

तीर्थ यात्रा की तरह तीर्थ सेवा भी ज़रूरी है

PMO India and 2 others

1:22 - 29 May 22 - Twitter for iPhone

**Dr. S. Jaisankar** @DrSankar  
பிரதமர் மோடி நான்கைகள் கைவினைப் பொருட்கள் விற்பனை துவக்கியபிலும் இருந்து புள்ளகப் பெற்ற சிறப்பு தஞ்சாவூர் பொம்மையைப் பற்றி பேசினார். இது நம் நாட்டில் பெண்கள் அதிகாரத்தின் முன்னேற்றப் பாதையில் செல்வதற்கான சிறந்த எடுத்துக்காட்டாகத் திகழ்கிறது.

PMO India @PMOIndia · 2d  
PM @narendramodi takes about something interesting which he received from Tamil Nadu... #MannKiBaat

12:51 - 29 May 22 - Twitter for iPhone

**Syed Shahnawaz Hussain** @Shahnawaz88P  
इस महीने 5 तारीख को देश में Unicorn की संख्या 100 के आंकड़े तक पहुंच गई है। इन Unicorns का कुल valuation 330 billion dollar, यानी, 26 लाख करोड़ रुपया से भी ज्यादा है।

हमारे कुल Unicorn में से 44 पिछले साल बने थे। इस वर्ष के 3-4 महीने में ही 14 और नए Unicorn बन गए। #MannKiBaat

Translate Tweet

11:10 AM - May 29, 2022 - Twitter Web App

**Muridhar Mohol** @muridhar  
पंतप्रधान मा. श्री. @narendramodi जी यांचा 'मन की बात' हा संवाद आपल्या जनसंपर्क कार्यालयासमोर एलईडी स्क्रिनच्या माध्यमातून सामूहिकरित्या पाहिला. यावेळी कोथरुड परिसरातील नागरिकांची उत्सुकतेपणे असलेली उपस्थिती मा. मोदीजींच्या लोकप्रियतेवर मोहोर उमटवणारी होती.

Translate Tweet

BJP and 2 others

3:44 PM - May 29, 2022 - Twitter for iPhone

**Kishor Prasad Maurya** @KishorPrasad  
हमारे यहाँ जैसे तीर्थ यात्रा का महत्व होता है, वैसे ही, तीर्थ-सेवा का भी महत्व बताया गया है, और मैं तो ये भी कहूँगा, तीर्थ सेवा के बिना, तीर्थ यात्रा भी अधूरी है। देवभूमि उत्तराखंड में से कितने ही लोग हैं जो स्वच्छता और सेवा की साधना में लगे हुए हैं।

- मा. पीएम #MannKiBaat  
Translate Tweet

साथियों, हमारे यहाँ जैसे तीर्थ-यात्रा का महत्व होता है, वैसे ही, तीर्थ-सेवा का भी महत्व बताया गया है, और मैं तो ये भी कहूँगा, तीर्थ-सेवा के बिना, तीर्थ-यात्रा भी अधूरी है। देवभूमि उत्तराखंड में से कितने ही लोग हैं जो स्वच्छता और सेवा की साधना में लगे हुए हैं।

DM Narendra Modi in Mann Ki Baat, May 2022

**Sarbananda Goswami**  
@Sarbanandagoswami

Listened to Hon'ble PM Shri @narendramodi Ji's inspirational #MannKiBaat programme with Booth Karyakartas and locals of 15 No. Booth (Lakshminagar) under Khanikar Mandal in Dibrugarh.

Urged all to join Modi ji call & make International Day of Yoga celebrations a grand success.

2:40 PM · May 29, 2022 · Twitter for Android

**RajeevRanjanSharma**  
@RajeevRanjanSharma

हमारे देश में हम बाबा 'अमृत योगी' को ध्यान में रखते हुए देश के 75 अमृत स्थानों पर भी 'अंतर्राष्ट्रीय योग दिवस' का आयोजन होगा।

इस अवसर पर कई संगठन और देशव्यापी में अपने-अपने स्तर पर अपने-अपने क्षेत्र की खास जगहों पर शुद्ध 'अमृत' को कुछ Innovative करने की मेजबानी कर रहे हैं।

#MannKiBaat

narendramodi\_ji and 4 others

**Sridhar Vembu**  
@svembu

Thank you @narendramodi ji @PMOIndia and @startupindia for the honour of mentioning me in the #MannKiBaat program today.

On behalf of our employees, rural students and well-wishers, I am deeply grateful.

1:21 PM · May 29, 2022 · Twitter for Android

**P C Mohan**  
@PCMohanMP

Zoho Founder-CEO @svembu Ji moved from Silicon Valley to Mathalamparai, a small village near Tenkasi, in the picturesque Western Ghats.

**Y. Satya Kumar**  
@satyakumar\_y

An inspirational story from Andhra Pradesh!

Ram Bhupal Reddy Ji donated his entire retirement benefits for the education of our daughters.

#MannKiBaat

**Apurva Ghosh**  
@apurvaghosh

As we mark Azadi Ka Amrit Mahotsav, let us collectively work and make India stronger and more prosperous - Hon PM Shri @narendramodi

#MannKiBaat May 29, 2022

Sridhar Ji has been nurturing local talent and empowering rural youth with village offices across Tamil Nadu.

Kudos Sir!

#MannKiBaat

**Punitar Singh Dhoni**  
@punitardhoni

आज मन की बात में प्रधानमंत्री जी ने 'तीर्थ सेवा के बिना तीर्थ यात्रा भी अपूर्ण है' का मंत्र दिया है जिसका पहलव करते हुए राम धाम में आने वाले सभी भद्राहुल स्वच्छता अभियान से जुड़कर इस मंत्र को साकार कर सकते हैं।

#MannKiBaat

**Ajay Bharti**  
@ajaybharti0131UK

इस समय हमारे देश में उत्तराखण्ड के 'चार-धाम' की परियोजना चल रही है।

#swachhbharat

**Manohar Lal**  
@manoharlal

भारत की उज्ज्वल भविष्य-शक्ति देश के कौनों-कौनों से उभर कर सामने आ रही है और अपने टैलेंट के बल पर गांधी-शहर में रोजगार के अवसर सृजित कर रही है। #MannKiBaat के माध्यम से Start-Up के विषय पर चर्चा कर उनका मार्गदर्शन करने के लिए माननीय प्रधानमंत्री श्री @narendramodi जी का आभार।

**Hiranta Bhow Sarma**  
@hirantasarma

On 21st June, the world will mark Yoga Day. The theme this year is 'Yoga For Humanity.' - Hon PM Shri @narendramodi Ji in #MannKiBaat today

**Swachhbharat**

लोग, अपनी 'चार-धाम यात्रा' के सुखद अनुभव share करें।

अनुभव श्री @narendramodi जी #MannKiBaat

**देश की इस सफलता के पीछे, देश की युवा-शक्ति, देश के Talent और सरकार, सभी मिलकर के प्रयास कर रहे हैं, हर किसी का योगदान है, लेकिन, इसी एक और बात महत्वपूर्ण है, जो है, Start-Up World में, right mentoring, यानी, सही मार्गदर्शक।**

एक अच्छा mentor Start-Up को चर्च-आवासीय तक ले जा सकता है। यह founders को right decision के लिए हर तरह से guide कर सकता है। प्रुवे, इस बात का गिद है कि भाव में तो वे mentor हैं लेकिन Start-Ups को आगे बढ़ाने के लिए हमें वे सर्मन्ट कर देता है।

**अगले महीने 21 जून को, हम हवा में 'अंतर्राष्ट्रीय योग दिवस' मनाएंगे। इस बार 'योग दिवस' की theme है - 'Yoga for humanity' में आप सभी से 'योग दिवस' को बहुत ही उत्साह के साथ मनाने का आग्रह करेंगे।**

**आज हमें 'चार-धाम यात्रा' के सुखद अनुभव share करें।**

अनुभव श्री @narendramodi जी #MannKiBaat

# Don't litter Kedarnath, maintain dignity of pilgrimage sites: PM

**TIMES NEWS NETWORK**

**New Delhi:** Prime Minister Narendra Modi on Sunday raised concerns over dumping of garbage by devotees in Kedarnath amid the ongoing Char Dham yatra and urged people to maintain the dignity of pilgrimage sites.

In his monthly radio address 'Mann ki Baat', Modi said, "I have also seen that some devotees are also very sad because of the filth being spread by some pilgrims in Kedarnath. Many people have expressed their views on social media as well. Going on a holy pilgrimage and coming across a heap of filth there is not right... We go there to experience it (the divinity of Dev Bhoomi), so it is our responsibility to maintain this divinity and spirituality."

The PM said while thousands of devotees are reaching Kedarnath every day and are sharing pleasant experiences, the filth being dumped has pained many pilgrims. The piles of garbage, particularly plastic left over by pilgrims in this ecologically-sensitive



Just as a pilgrimage is important, equally important is 'teertha sewa', Modi said in Mann ki Baat

place, has become a cause of concern for experts as this has the potential to lead to erosion and cause landslides. This also affects the natural vegetation in the region. Recently, photographs of garbage piles went viral on social media platforms, which prompted netizens to demand severe punishment of offenders. Some have also urged the government to cap the number of tourists per season.

During his radio address, Modi said while there have been several complaints, there are some good initiatives taken by people in Uttarakhand. Many devotees are cleaning the areas around their places of stay, while others are collecting garbage along the travel route, he mentioned.

## शुद्ध और अद्वितीय गृह्यवेध सुगम कराले

नई दिल्ली, २९ मई: प्रधानमंत्री मोदी ने 'चार-धाम यात्रा' के सुखद अनुभव share करने का आग्रह किया।

अनुभव श्री @narendramodi जी #MannKiBaat

## आज हमें 'चार-धाम यात्रा' के सुखद अनुभव share करें।

लोग, अपनी 'चार-धाम यात्रा' के सुखद अनुभव share करें।

अनुभव श्री @narendramodi जी #MannKiBaat

## MANN KI BAAT PM: India now has 100 unicorns worth over Rs 25 lakh crore

**EXPRESS NEWS SERVICE NEW DELHI, MAY 29**

HIGHLIGHTING THAT even in the current phase of the global pandemic, Indian start-ups have been creating wealth and value, Prime Minister Narendra Modi on Sunday said that India has reached a landmark figure of 100 unicorns with a valuation of more than \$300 billion.

Addressing the nation during the Mann Ki Baat, the PM emphasised that India's start-up ecosystem is not limited to just big cities, but entrepreneurs are emerging from smaller cities and towns as well.

"On the 5th of this month, the number of unicorns in the country has reached the figure of 100 and you surely know that a unicorn is a start-up worth at least seven and a half thousand crore rupees. The total valuation of these unicorns is more than 330 billion dollars, that is, more than 25 lakh crore rupees. Certainly, this is a matter of pride for every Indian," Modi said.

The PM said that a record 44 unicorns were established last year amidst the pandemic. "You will also be surprised to know that out of our total unicorns, 44 came up last year. Not only that, 14 more unicorns were formed anew in 3-4 months this year. This means that even in this phase of the global pandemic, our start-ups have been creating wealth and value," he said.

Modi highlighted that the average annual growth rate of Indian unicorns is more than that of the USA, UK, and many other countries. "Analysts also say that in the coming years there will be a sharp spike in these numbers. The good thing is that our unicorns are diversifying. They are operating in many fields like e-commerce, fin-tech, ed-tech, bio-tech," Modi said.

"Another thing which I consider more important is that the world of start-ups is reflecting the spirit of New India. Today, India's start-up ecosystem is not limited to just big cities; entrepreneurs are emerging from smaller cities and towns as well. This shows that in India, the one who has an innovative idea, can create wealth," Modi said.

Modi further pointed out that in the world of start-ups, right mentoring is important. "Another thing that is important in the world of start-ups, right mentoring, right guidance. A good mentor can take a start-up to new heights... can guide the founders in every way toward the right decision. I am proud that there are many such mentors in India who have dedicated themselves to promote start-ups," the PM said.



PM Narendra Modi spoke about India's ecosystem





PM मोदी की स्टाटाप, स्वच्छता और योग दिवस मुद्दे, मन की बात



Modi thanks Thanjavur SGH for gift

New Delhi, May 29: Highlighting the creativity and artistic talent of the people of the country, Prime Minister Narendra Modi in his monthly 'Mann Ki Baat' radio broadcast on Sunday talked about a gift sent to him by a self-help group from Thanjavur, Tamil Nadu.

"This gift bears the fragrance of Indianness and the blessings of Matri-Shakti - a glimpse of her affection for me. This is a special Thanjavur doll, which also has a GI tag. I offer special thanks to the Thanjavur self-help group for sending me this gift imbued in the local culture," Modi said.

"I also urge the listeners of 'Mann Ki Baat', find out which women self-help groups are working in your area. You should get more information about their products and use these products as much as possible," he said.

प्रधानमंत्री ने 'मन की बात' में गंदगी पर दुख जताया

चारधाम में गंदगी न फैले: मादी

नई दिल्ली, 29 मई (संवाद): प्रधानमंत्री नरेंद्र मोदी ने 'मन की बात' कार्यक्रम में स्वच्छता और योग दिवस मुद्दे, मन की बात के अलावा किंगडम के आर्थिक विकास के मुद्दे पर भी बातचीत की। उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।

उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है। उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।

रत्नाक्षर और सराहना

- कौशल विकास, स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।
- स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।
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योग, स्वच्छता और स्टाटाप पर दिया जोर, भाषा को सराहा पुरजोर

नई दिल्ली (संवाद): प्रधानमंत्री नरेंद्र मोदी ने 'मन की बात' कार्यक्रम में स्वच्छता और योग दिवस मुद्दे, मन की बात के अलावा किंगडम के आर्थिक विकास के मुद्दे पर भी बातचीत की। उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।

मन सौराष्ट्र सार्वभौमिक

नई दिल्ली, 29 मई (संवाद): प्रधानमंत्री नरेंद्र मोदी ने 'मन की बात' कार्यक्रम में स्वच्छता और योग दिवस मुद्दे, मन की बात के अलावा किंगडम के आर्थिक विकास के मुद्दे पर भी बातचीत की। उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।

नौकरात नर के बाव

'वैधता आगानु प्रकृति उ खलकुद करिदि'

नई दिल्ली, 29 मई (संवाद): प्रधानमंत्री नरेंद्र मोदी ने 'मन की बात' कार्यक्रम में स्वच्छता और योग दिवस मुद्दे, मन की बात के अलावा किंगडम के आर्थिक विकास के मुद्दे पर भी बातचीत की। उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।

PM: Startups Created Value, Wealth Even in a Pandemic

Entrepreneurs emerging from small towns show that in India anyone can innovate, create wealth

**Bar Charts:** Shows the number of startups created in India from 2015 to 2020. The number of startups has increased significantly over the period.

**Growth Path:** Shows the growth of startups in India from 2015 to 2020. The number of startups has increased significantly over the period.

**PM Narendra Modi:** An important thing to note: Startups are the backbone of the Indian economy. They create jobs and wealth. We need to support them more.

मन की बात के 89वें प्रसारण में पीएम मोदी ने दिया उद्घोषण

नई दिल्ली (संवाद): प्रधानमंत्री नरेंद्र मोदी ने 'मन की बात' कार्यक्रम में स्वच्छता और योग दिवस मुद्दे, मन की बात के अलावा किंगडम के आर्थिक विकास के मुद्दे पर भी बातचीत की। उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।

Modi hails SSLC student from Mysuru

Mysuru: During the 89th episode of his 'Mann Ki Baat', Prime Minister Narendra Modi praised an SSLC student from Mysuru who secured 514 marks, with 92 marks in Kannada even though she hails from Uttarakhand.

"I wish to share with all of you a very inspiring example related to this, which is that of **beti Kalpana**. Her name is Kalpana but her endeavour is full of the true spirit of 'Ek Bharat Shreshtha Bharat'... Kalpana recently passed her class 10 exam in Karnataka, but the very special thing about her success is that Kalpana did not know Kannada language till some time ago. She not only learned Kannada in three months, but also proved it by scoring 92 marks," the PM said. "Kalpana is originally from Joshimath in Uttarakhand. She had been suffering from TB earlier and when she was in class 3, she lost her eyesight too. But, as they say, where there is a will, there is a way. Kalpana later came in contact with Professor Taramurthy, a resident of Mysuru, who not only encouraged her but also helped her in every way. Today, through her hard work, she has set an example for all of us..." he said.



भारत कयी भासावां, लिपीयां उे रुप भासावां रा धमना-मेरी

किरा, तीसख प्रमनां दी प्रान बरवतार रंभटा दी लडा

नई दिल्ली, 29 मई (संवाद): प्रधानमंत्री नरेंद्र मोदी ने 'मन की बात' कार्यक्रम में स्वच्छता और योग दिवस मुद्दे, मन की बात के अलावा किंगडम के आर्थिक विकास के मुद्दे पर भी बातचीत की। उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।



PM lauds start-ups' role during Covid

Noting that the number of unicorn companies in India has reached the 100 mark this month, Prime Minister Narendra Modi on Sunday said even during the pandemic Indian start-ups have been creating wealth and value, with entrepreneurs emerging from smaller cities and towns as well.

"In his monthly 'Mann Ki Baat' radio broadcast, the prime minister said that on the fifth of this month, the number of unicorns in India reached the 100 mark.

"A few days ago, the country has made an achievement, which inspires all of us... it's a new confidence in India's prowess. You must be feeling happy on hearing of the century of a batman of Team India on the cricket field. But, India has scored a century in another field and it is very special," he said, highlighting the number of such start-ups reaching the important milestone.

"The total valuation of these unicorns is more than \$330 billion, which is more than \$25 trillion, he said, adding this is a matter of pride.

"You will be surprised to know that out of our total unicorns, 44 came up last year... 14 more were formed anew in three-four months this year."

— NARENDRA MODI, PRIME MINISTER

जीवन की कमाई गांव को मीठा पानी देने पर लगा दी

नई दिल्ली (संवाद): प्रधानमंत्री नरेंद्र मोदी ने 'मन की बात' कार्यक्रम में स्वच्छता और योग दिवस मुद्दे, मन की बात के अलावा किंगडम के आर्थिक विकास के मुद्दे पर भी बातचीत की। उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।

मोदीर मुखे 'इडनिकन'

नयासिंह, 29 मई: केरनाबा मशेओ देशे पत बहरे 88टी सीटी-डन इडनिकन सभ्सा (बाजारबा 100 कोटी डनारारे बेशि) देकिर ह्येये बने जानासने प्रधानमिरी नरेरे मोदी। सब मिलिये सभ्सा 1000टीरओ बेशि। रविबाब मन कि बात अनूनाने तिमि बलना, "किरेतेरे वरिडमनारने सेमुरिरे कथा सुनले आनन हय। क'निन आणे से रुकमई एक नकिर पाडेह बावता" सब मिलिये अई सभ्सा इडनिकन सभ्सा बाजारबाब 88,000 कोटी डनारारे वा 28 लक कोटी टाकर बेशि बलेओ नाबि तऱ। सबाब सभ्सा

केदार में गंदगी पर PM ने दुख जताया

पीटीआई, नई दिल्ली: प्रधानमंत्री नरेंद्र मोदी ने रविवार को मन की बात कार्यक्रम में केदारनाथ धाम में गंदगी पर दुख जताया। मोदी ने कहा कि केदारनाथ में कुछ लोगों के गंदगी फैलाने से श्रद्धालु बहुत दुखी हैं। हम पवित्र यात्रा पर जाएं और वहां गंदगी का डेर हो, यह ठीक नहीं है। वहाँ, कुछ प्रेमियों भी हैं जो पूजा के सामान अपने-अपने की जगह के पास सफाई कर रहे हैं तो कहीं यात्रा मार्ग से कुछ हटा रहे हैं।

पीएम ने की मन की बात

जीवन की कमाई गांव को मीठा पानी देने पर लगा दी

नई दिल्ली (संवाद): प्रधानमंत्री नरेंद्र मोदी ने 'मन की बात' कार्यक्रम में स्वच्छता और योग दिवस मुद्दे, मन की बात के अलावा किंगडम के आर्थिक विकास के मुद्दे पर भी बातचीत की। उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।

चार धाम यात्रा करें, लेकिन गंदगी न फैलाएं

प्रधानमंत्री ने केदारनाथ में चार धाम यात्रा कर रहे श्रद्धालुओं को गंदगी न फैलाने का आग्रह किया। उन्होंने कहा कि स्वच्छता और योग दिवस का आयोजन करना हमारे लिए बहुत ही महत्वपूर्ण है।

THE HINDU

## Diversity strengthens us, says Modi

**NBT**  
नवभारत टाइम्स

वैश्विक महामारी में भी भारतीय स्टार्टअप का मूल्यांकन और धन बढ़ा है: प्रधानमंत्री मोदी

**The Shillong Times**  
ESTABLISHED 1948

Let us maintain dignity of pilgrimage sites: Modi

 पत्रिका

मन की बात: पीएम मोदी ने तंजावुर के महिला नेतृत्व वाले स्वयं सहायता समूह की सराहना की

**Outlook**

Choose Special Place In Your City, Town Or Village To Celebrate Yoga Day: PM To People

**पंजाब केसरी**

'मन की बात' में PM मोदी ने किया चारधाम यात्रा का जिक्र...बोले-  
'केदारनाथ जाएं, पर गंदगी न फैलाएं'

**The Tribune**  
ਪੰਜਾਬ ਟਰਿਬਿਊਨ ਦੈਨਿਕ ਟਿਊਨ

'Mann ki Baat': Indian startups created value, wealth even during Covid pandemic, says PM Modi



PM Modi Mann Ki Baat: पीएम मोदी ने अपने जापान दौरे का सुनाया ये किस्सा, देखें महाभारत प्रोजेक्ट के बारे में क्या बताया