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Once again, a very warm welcome to all of you in 'Mann ki Baat'. This time, this episode of 'Mann ki Baat' is at the beginning of its 2nd century. Last month, all of us celebrated the special century. Your participation is the greatest strength of this programme. During the broadcast of the 100th episode, in a way, the whole country was bound by a single thread. Be it sanitation personnel brothers and sisters or veterans from myriad sectors, 'Mann ki Baat' has striven to bring everyone together. The intimacy and affection that all of you have shown for 'Mann ki Baat' is unprecedented, it makes one emotional. When 'Mann ki Baat' was broadcast in different countries of the world in various time zones, somewhere it was evening and somewhere it was late night... Despite that, a large number of people took time out to listen to the 100th episode. I also saw that video from New Zealand, thousands of miles away, in which a 100-year-old is expressing her motherly blessings. People from India and abroad have expressed their views on 'Mann ki Baat'. Many people have also offered constructive analysis. People have appreciated the fact that in 'Mann ki Baat', only the achievements of the country and its citizens are discussed. I once again thank you all with all due respect for this blessing.

My dear countrymen, we talked about the Kashi-Tamil...
Another such unique effort to give strength to the spirit of Ek Bharat Shreshtha Bharat, has taken place in the country. This is the effort of the Yuva Sangam. I thought, why not ask about this in detail from the very people who have been a part of this unique effort. That's why two young people are connected with me on the phone right now - one is Gyamar Nyokum ji from Arunachal Pradesh, and the other is daughter Vishakha Singh ji from Bihar. Let us first talk to Gyamar Nyokum.

Prime Minister: Gyamar ji, Namaste!
Gyamar ji: Namaste Modi ji!
Prime Minister: Fine Gyamar ji, first of all I would like to know about you.
Gyamar ji: Modi ji, first of all, I express my gratitude to you and the Government of India, that you gave me an opportunity and are talking to me by taking out valuable time. I am studying in the first year of Mechanical Engineering at the National Institute of Technology, Arunachal Pradesh.
Prime Minister: And what do your father and others do in the family?
Gyamar ji: Yes, my father runs a small business, and after that everyone does some farming.
Prime Minister: How did you come to know about the Yuva Sangam?
Gyamar ji: Yes, my father opened the website, the people of Arunachal had two options... First was Andhra Pradesh which had IIT Tirupati and the second was Central University, Rajasthan. So, I put in my first preference as Rajasthan, second preference I did IIT Tirupati. I got selected for Rajasthan. Hence I went to Rajasthan.
Prime Minister: How was your Rajasthan visit? Did you go to Rajasthan for the first time?
Gyamar ji: Yes, I had gone out of Arunachal for the first time.
I had seen all these forts of Rajasthan only in films and on the phone, so, when I went for the first time, my experience was very good, the people there were very good and the treatment given to us was very good. I got to learn many new things about the big lakes of Rajasthan and the people there, and rain water harvesting as well, which I did not know at all, so this Rajasthan visit was very good for me.
Prime Minister: See, the biggest advantage you have got is that Arunachal is also a land of brave hearts, Rajasthan is also a land of brave hearts and there are a large number of people from Rajasthan in the army, and whenever you meet people from Rajasthan among the soldiers on the border in Arunachal, you can definitely speak with them, that you had gone to Rajasthan... had such an experience...after that your closeness with them will increase instantly. Well, you must have noticed some similarities there too, you would have thought that yes, it is the same in Arunachal too.
Gyamar ji: Modi ji, the one similarity I found was the love for the country and the vision and feeling of Ek Bharat Shreshta Bharat, because in Arunachal too people feel very proud that they are Indians and similarly in Rajasthan also people are proud of their mother land. I noticed this a lot, and especially in the young generation, because I interacted with many youths there, so I saw a lot of similarity in the values and the vision that they had.
with what they want. And that is ... whatever you want to do for India and love for your country...I saw a lot of similarities in both states.

Prime Minister: So, did you increase your level of interaction with the friends that you made there, ...or forgot them after returning?

Gyamar ji: No, we extended our introduction.

Prime Minister: Yes...! So are you active on social media?

Gyamar ji: Yes Modi ji, I am active.

Prime Minister: Then you should write a blog on your experiences in the Yuva Sangam, how you enrolled in it, how your experience in Rajasthan has been, so that the youth of the country know the significance and greatness of Ek Bharat Shreshtha Bharat, what this scheme is all about... how youths can take advantage of it, you should write a blog, full of your experiences... then it will be useful for many people to read.

Gyamar ji: Yes, I certainly will do.

Prime Minister: Gyamar ji, it was a pleasure talking to you.

And all of you youth should strive for the country’s bright future, because these 25 years are very important - for your life as well as for the life of the country, I extend my best wishes to you. Thank you.

Gyamar ji: Thank you Modi ji to you too.

Prime Minister: Namaskar brother!

Friends, the people of Arunachal are so full of warmth that I enjoy talking to them. Gyamarji’s experience at the Yuva Sangam was excellent. Come, let's now speak to daughter from Bihar, Vishakha Singh ji.

Prime Minister: Vishakha ji, Namaskar.

Vishakha ji: First of all, my Pranam to Honourable Prime Minister of India and, along with it, many salutations to you on behalf of all the delegates.

Prime Minister: Vishakha ji, what do you study?

Vishakha ji: I am a second-year student of Computer Science Engineering.

Vishakha ji: I am a resident of Sasaram, a city in Bihar and I came to know about Yuva Sangam first through a message of my college WhatsApp group. So, after that, I found out more details about it...exactly what it is! So I came to know that this is a coming together of the youth through the Prime Minister’s scheme, ‘Ek Bharat Shreshtha Bharat’. So after that, I applied, and when I applied, I was excited to join it, but after travelling from there to Tamil Nadu and back ....with the exposure that I gained, I now feel very proud that I have been a part of this programme so I am very happy to have participated in that programme and I express my gratitude to you from the core of my heart that you have made such a wonderful programme for youths like us so that we can adapt to the culture of different regions of India.

Prime Minister: Vishakha ji, how did you decide on the choice of the State you would go to and get connected with?

Vishakha ji: When I started searching about this Yuva Sangam on Google, I came to know that delegates from Bihar were being exchanged with delegates from Tamil Nadu. Tamil Nadu is a very rich cultural state of our country, so even at that time, when I came to know and saw that people from Bihar were being sent to Tamil Nadu, it also helped me a lot in taking the decision that I should fill out the form and whether to go there or not. I really feel very proud today that I took part in it, and I am very happy.

Prime Minister: Was it your first visit to Tamil Nadu?

Vishakha ji: Ji...I’d gone for the first time.

Prime Minister: Well, if you want to say something especially memorable, what would you say? The youth of the country are listening to you.

Vishakha ji: Yes, if we consider the whole journey, it has
been wonderful for me. We have learned very good things at each stage. I have made good friends in Tamil Nadu... have adapted to the culture there. I met people there. But the best thing that struck me there was that, firstly, no one gets a chance to go to ISRO and we being delegates, got this opportunity to go to ISRO. Plus, the second best thing was when we went to Raj Bhavan and met the Governor of Tamil Nadu. So, those two moments were very good for me, and I feel that in the age in which we are as youth, we do not get the opportunity that we got through the Yuva Sangam. So it was the perfect and most memorable moment for me.

Prime Minister: In Bihar, food habits are different from the way they are in Tamil Nadu!

Vishakha ji: Yes. Yes, we stayed at NIT Trichy, and after that, at IIT Madras. I have become friends with the students at both places. Plus, there was a CII Welcome Ceremony, and so many students from nearby colleges also came there. So there we interacted with those students as well, and I felt very happy to meet them; many of them are my friends too. And I also met some delegates who were coming to Bihar from Tamil Nadu, so we had a conversation with them as well, and we still talk to each other, so I feel very happy.

Prime Minister: So Vishakha ji, do write a blog and share this experience on social media, firstly, of this Yuva Sangam, then of 'Ek Bharat–Shreshtha Bharat,' and then of the warmth you felt in Tamil Nadu, and the welcome and hospitality that you received. You were showered with the love of the Tamil people tell all these things to the country. So will you write?

Vishakha ji: Yes, of course!

Prime Minister: So I wish you all the best and thank you very much.

Vishakha ji: Ji thank you so much. Namaskar

My best wishes to you Gyamar and Vishakha. May what you have learnt at the Yuva Sangam stay with you for the rest of your lives. This is my best wish for all of you.

Friends, India’s strength lies in its diversity. There is a lot to see in our country. Keeping this in view, the Ministry of Education has taken an excellent initiative named ‘Yuva Sangam’. The objective of this initiative is to increase people to people connect as well as to give an opportunity to the youth of the country to mingle with each other. Higher educational institutions of various states have been linked to it. In ‘Yuva Sangam’ youth visit cities and villages of other states, they get an opportunity to meet different types of people. In the first round of ‘Yuva Sangam,’ about 1200 youths have toured 22 states of the country. All the youth who have been a part of it, are returning with such memories, which will remain etched in their hearts for the rest of their lives. We have seen that CEOs, Business leaders of many big companies have spent time in India as Back-Packers. When I meet leaders of other countries, many a time they also tell me that they had gone to visit India in their youth. There is so much to know and see in our India that your curiosity will only increase every time. I hope that after learning of these exciting experiences, you too will definitely be inspired to travel to different parts of the country.

My dear countrymen, just a few days ago I was in Hiroshima, Japan. There, I got the opportunity to visit the Hiroshima Peace Memorial Museum. It was an emotional experience. When we cherish the memories of history, it helps the coming generations a lot. Sometimes we get new lessons in museums... sometimes we get to learn a lot. A few days ago, the International Museum Expo was also organised in India. It depicted the specialties of more than 1200 museums around the world. We have many different types of
Museums

Windows to the Past, Doors to the Future

museums in India that display many aspects related to our past, like Gurugram has a unique museum - Museo Camera. It houses a collection of more than 8,000 cameras belonging to the era after 1860. Tamil Nadu’s Museum of Possibilities has been designed keeping in mind our Divyang people. Mumbai’s Chhatrapati Shivaji Maharaj Vastu Sangrahalaya is such a museum, in which more than 70 thousand items have been preserved. Established in 2010, Indian Memory Project is a kind of online museum. It is engaged in connecting the links of India’s glorious history through pictures and stories sent from all over the world. An attempt has been made to bring to the fore the memories related to the horrors of Partition. In the past few years too, we have seen new types of museums and memorials come up in India. Ten new museums dedicated to the contribution of tribal brothers and sisters in the freedom struggle are being set up. Whether it is the Biplobi Bharat Gallery in Kolkata’s Victoria Memorial or the revival of the Jallianwala Bagh Memorial. The P.M. Museum, dedicated to all the former Prime Ministers of the country, is also adding to the beauty of Delhi today. Every day, many people come to pay respects to martyrs at the National War Memorial and Police Memorial in Delhi itself. Whether it is the Dandi Memorial dedicated to the historic Dandi March or the Statue of Unity Museum,... well, I will have to stop here because the list of museums across the country is very long, and for the first time, the necessary information about all the museums in the country has also been compiled. On what theme the museum is based, what kind of objects are kept there what their contact details are – all this is collated in an online directory. I urge you that whenever you get a chance, you must visit these museums in our country. Don’t forget to share the attractive pictures taken there on #(Hashtag) Museum Memories. This will further strengthen our connection as Indians with our glorious culture.

My dear countrymen, we all must have heard a saying many times, must have heard it over and over again – without water everything is a void. Without water life is always in a crisis... the development of the individual and the country also comes to a standstill. Looking at this future challenge, today 75 Amrit Sarovars are being constructed in every district of the country. Our Amrit Sarovars are special because, they are being built in the Azadi Ka Amrit Kal, and the essence of the effort of the people has been put in them. You will be pleased to know that till now more than 50 thousand Amrit Sarovars have been constructed. This is a giant step towards water conservation.

Friends, we keep talking about the challenges related to water every summer. This time we will also take up this topic, but this time we will discuss the start-ups related to water conservation. There is a start-up – FluxGen. This start-up provides water management options through IoT-enabled technologies. This technology will tell us about the patterns of water usage and will help in the effective use of water. Another start-up is LivNSense. This is a platform based on artificial intelligence and machine learning. With its help, effective monitoring of water distribution can be done. From this it will also be ascertained where and how much water is being wasted. Another start-up is ‘Kumbhi Kagaz’. This Kumbhi Kagaz is a topic, I am sure you will like very much. Kumbhi Kagaz start-up has embarked upon a special task. They are working on making paper from water hyacinth, that...
is, water hyacinth, which was once considered a problem for water sources, is now being used to make paper.

Friends, if many youths are working through innovation and technology, there are also many youths who are also engaged in the mission of making society aware, like the youth of Balod district in Chhattisgarh. The youth here have started a campaign to save water. They go door-to-door to make people aware of water conservation. If there is an event like a marriage somewhere, this group of youth goes there and gives information about how misuse of water can be stopped. An inspiring effort related to the efficient use of water is also being undertaken in Khunti district of Jharkhand. People in Khunti have found a way out of the water crisis through check dams. Due to the accumulation of water from the check dams, greens and vegetables have also started growing here. On account of this, the income of the people is also increasing, and the needs of the region are also being fulfilled. Khunti has become a fascinating example of how any public participation effort brings with it many changes. I congratulate the people there for this endeavour.

My dear countrymen, during the 1965 war, our former Prime Minister Lal Bahadur Shastri gave the slogan ‘Jai Jawan, Jai Kisan’. Later, Atal ji had also added Jai Vigyan to it. A few years ago, while talking to the scientists of the country, I talked about Jai Anusandhan. In ‘Mann ki Baat’, today’s reference is about such a person, about such an organization, which is a reflection of all these four, Jai Jawan, Jai Kisan, Jai Vigyan and Jai Anusandhan. This is a gentleman, Shriman Shivaji Shamrao Dole from Maharashtra. Shivaji Dole hails from a small village in Nashik district. He comes from a poor tribal farmer family, and is also an ex-serviceman. While in the army, he dedicated his life to the country. After retirement, he decided to learn something new and did a Diploma in Agriculture, that is, he moved towards Jai Jawan, Jai Kisan. Now every moment, he strives to ensure how to contribute maximum in the agriculture sector. In this campaign, Shivaji Dole ji formed a small team of 20 people and added some ex-servicemen to it. After this, his team took over the management of a co-operative organisation named Venkateshwara Co-Operative Power & Agro Processing Limited. This co-operative organisation was lying dormant, which he took up the challenge of reviving. Today Venkateshwara Co-Operative has expanded to many districts in no time. Today this team is working in Maharashtra and Karnataka. About 18,000 people are associated with it, in which a large number of our Ex-Servicemen are also there. The members of this team are doing Agro Farming in more than 500 acres of land in Malegaon, Nashik. This team is also engaged in building many ponds for water conservation. The special thing is that they have also started Organic Farming and Dairy. Now grapes grown there are being exported to Europe as well. The two great features of this team, which attracted my attention, are these - Jai Vigyan and Jai Anusandhan. Its members are making maximum use of technology and Modern Agro Practices. The second feature is that they are also focusing on various certifications required for exports. I appreciate this team working with the spirit of ‘prosperity through cooperation’. This effort has not only empowered a large number of people, but has also created many means of livelihood. I hope this effort inspires every listener of ‘Mann ki Baat’.

My dear countrymen, today the 28th of May, is the birth anniversary of the great freedom fighter, Veer Savarkar. The stories related to his sacrifice,
would have increased more in some regions. It would have also started raining at some places. You have to take care of your health in every weather condition. We will also celebrate ‘World Yoga Day’ on 21st June. Preparations are going on for that too in the country and abroad. Do keep writing your ‘Mann ki Baat’ to me about these preparations as well. If you get any more information on any other subject, then tell me that as well. My effort will be to include maximum suggestions in ‘Mann ki Baat’. Once again, many thanks to all of you. We’ll meet next month, till then I take leave of you. Namaskar!

My dear countrymen, I am now going to discuss with you about a great personality of the country who left an indelible mark through the strength of his amazing talent in politics and the film industry. The name of this great personality is N.T. Rama Rao, whom we all know as NTR. Today, is the 100th birth anniversary of NTR. On the strength of his versatility of talent, he not only became the superstar of Telugu cinema, but also won the hearts of crores of people. Do you know that he had acted in more than 300 films? He revived many historical characters on the basis of his acting. People liked NTR’s acting in the roles of Bhagwan Krishna, Ram and many others, so much that they still remember him. NTR had carved out his own identity in the cinema world as well as in politics. There too, he got lots of love and blessings from the people. I offer my humble tribute to N.T. Rama Rao ji, who ruled the hearts of millions of people in the country and the world.

My dear countrymen, that’s all this time in ‘Mann ki Baat’. Next time I will come to you with some new topics... till then the ‘heat’ would have increased more in some regions. It would have also started raining at some places. You have to take care of your health in every weather condition. We will also celebrate ‘World Yoga Day’ on 21st June. Preparations are going on for that too in the country and abroad. Do keep writing your ‘Mann ki Baat’ to me about these preparations as well. If you get any more information on any other subject, then tell me that as well. My effort will be to include maximum suggestions in ‘Mann ki Baat’. Once again, many thanks to all of you. We’ll meet next month, till then I take leave of you. Namaskar!

“Kabira Kuan Ek hai, Pani Bharé Anek। Bartán mé hí bhed hái, Pani sab mé ek।”

Veer Savarkar’s personality comprised firmness and magnanimity. His fearless and self-respecting nature did not appreciate the mentality of slavery at all. Not only the freedom movement, whatever Veer Savarkar did for social equality and social justice is remembered even today.

Friends, a few days later, on the 4th of June, is also the birth anniversary of Sant Kabirdas ji. The path shown by Kabirdas ji is equally relevant even today. Kabirdas ji used courage and resolve inspire us all even today. I cannot forget the day when I went to the cell in Andaman where Veer Savarkar underwent the sentence of Kalapani. Veer Savarkar’s personality comprised firmness and magnanimity. His fearless and self-respecting nature did not appreciate the mentality of slavery at all. Not only the freedom movement, whatever Veer Savarkar did for social equality and social justice is remembered even today.

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Yuva Sangam

Nurturing the spirit of ‘Ek Bharat, Shreshtha Bharat’

“Friends, India’s strength lies in its diversity. There is a lot to see in our country. Keeping this in view, the Ministry of Education has taken an excellent initiative named ‘Yuva Sangam’. The objective of this initiative is to increase People to People Connect as well as to give an opportunity to the youth of the country to mingle with each other.”

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

The rich diversity of India, deeply ingrained in the fabric of our society, is revealed by its distinguishable cultures, traditions, cuisines, and regions. This diversity, woven together by the spirit of mutual understanding amidst a shared history, has held together India’s composite national identity which stands out as a tall flame of nationhood that needs to be nourished and cherished.

Taking pride in India’s unique identity and adopting diversity as a way of life not only enriches our nation, but also empowers it. And with the idea of making this united India a prosperous united India, Prime Minister Narendra Modi announced ‘Ek Bharat, Shreshtha Bharat’ on the birth anniversary of Sardar Vallabhbhai Patel on October 31, 2015. The goal was to celebrate the unity in diversity of our nation and to ignite a sense of togetherness among the diverse set of communities, religions, and ethnicities.

Building on Dr. Kalam’s experience and to pave the way to strengthen the ‘Spirit of India’, ‘Yuva Sangam’ was conceptualised under the leadership of the Prime Minister as a collaborative effort of various ministries led by the Ministry of Education to increase people-to-people connections and build empathy among youth across the nation.

India is home to one of the youngest populations in the world, and Indian youth are the future of the country and are going to shape the country for the next generation. ‘Yuva Sangam’ aims to ensure that the youth are united in their vision for a better India. The initiative focuses on conducting 7-day exposure tours for the youths, enabling them to understand and identify with the diversity of India by immersing themselves in each other’s heritage, culture, customs, traditions, cuisines, languages, costumes, arts, crafts, music, and occupations, and to recognise the inherent feeling of oneness and greatness in being a ‘Bhartiya’.

In his ‘Mann ki Baat’, the Prime Minister interacted with two participants of the ‘Yuva Sangam’ programme — Gyamar
Nyokum from Arunachal Pradesh and Vishakha Singh from Bihar, who shared their valuable experiences of learning about different cultures than their own. Over the two phases conducted, more than 2,200 students from across the States and UTs participated in a multi-dimensional exposure. The programme provided an immersive experience of numerous facets of life, development landmarks, recent achievements, and a youth connect in the host State. During the tours, the delegates interacted with Governors, Chief Ministers, Union Ministers, Padma Awardees, eminent sportspersons, artists, administrators, civil society organisations, industry leaders, along with the general public in cities and villages. They also visited the States’ important sites and took part in activities like tree plantation drives, swachhata campaigns, G20 walks, millets promotion, yoga, and sports activities, which helped them get sensitised towards their role in nation-building.

This programme has not only helped in building stronger relationships among the youth from different parts of India, but has also helped them develop a better understanding of India as a whole, furthering the spirit of ‘Ek Bharat, Shreshtha Bharat’.

Over the years, the Government has ensured enhanced interaction and promoted mutual understanding between people of different States/UTs under the ‘Ek Bharat, Shreshtha Bharat’ programme. Various activities to promote a sustained and structured cultural connection in the areas of language learning, traditions, art forms, sports, tourism, and cuisines have been carried out across the nation to increase people-to-people connection and promote an inclusive society. For when a nation stands united, it stands empowered.

From celebrating Kashi-Tamil Sangamam and Saurashtra-Tamil Sangamam, where age-old links between the States are reaffirmed and rediscovered, to reviving Madhavpur Mela, to celebrate the sacred union of Lord Krishna and Rukmini and to recognise the integral bond between Gujarat and North-East region, and organising ‘Unity Day’ competitions to encourage public participation—the Government has been promoting inter-state bonding and encouraging the citizens of the country to gain knowledge about the heritage, culture, art, handicrafts, and traditional cuisines of other States.

As India marches into the Amrit Kaal envisioned by the Prime Minister, initiatives like ‘Yuva Sangam’ inculcate a common spirit of understanding among the future leaders of our country, which shall resonate throughout the nation and contribute immensely towards building a truly Shreshtha Bharat!
Yuva Sangam envisaged participation of selected students from higher education institutions from across the country, paired under the ‘Ek Bharat Shreshtha Bharat’ matrix, where they can experience the culture and tradition of the paired state*. Phase-I began with special focus on North-Eastern states and the paired states for Phase-II were as follows:

*The paired states change for each Phase.
Fostering Exchange of Diverse Traditions & Culture

Yuva Sangam aimed to foster an understanding of diverse socio-economic and living experiences and build empathy among the Indian youth.

**Facets of the program**

**Cultural exchange:** Participants had the opportunity to learn about each other’s cultures through a variety of activities, such as cultural performances, educational workshops, and language classes.

**People-to-people connection:** Participants had the opportunity to meet and interact with their peers from other states where they shared their experiences and learned from each other.

**National integration:** By bringing together young people from different parts of India, the program helped to promote a sense of unity among the youth of India.

**Areas of focus:**
- Tourism
- Traditions
- Development
- People-to-people connection
- Technology

In Yuva Sangam Phase-I & II

37,000+ registrations received
2,200+ students participated
45+ tours conducted
45+ institutes engaged

“I am really honoured that Prime Minister Modi took out time from his busy schedule to talk to me. He asked me to share my Yuva Sangam experience and asked me about what I learned in this Sangam. The Prime Minister inspired me to contribute for the betterment of my country and also said that I should convey the benefits of this Programme to other youths and motivate them to apply for the Yuva Sangam programme. He also asked me to record my experiences by writing blogs on social media.”

**Gyamar Nyokum, Arunachal Pradesh**

“Along with me, many other delegates had participated in Yuva Sangam and I did not expect that I would get a call from the Prime Minister and talk to him. Talking to the Prime Minister was the most valuable experience of my life. And my friends, professors and principal congratulated me. During the conversation, he asked about my experiences right from registration to coming back from Tamil Nadu. He inquired about how much I learnt of the culture and cuisine of the state.

Initially, I was confused about participating in the Yuva Sangam programme. But during the 11 days of our tour in Tamil Nadu, I saw a new culture and realised that it is very different from Bihar’s. I learned about the architecture there, saw the state’s greenery, visited temples, ISRO office, Raj Bhavan—the whole experience was memorable and I would like every student to apply, explore another state and get a chance to interact with people from different places, like I got.”

**Vishakha Singh, Bihar**
Yuva Sangam
An Experience of a Lifetime

Dharmendra Pradhan
Minister of Education and Skill Development & Entrepreneurship

Whether it is new practices in farming, application of new age technology, advancements in research and healthcare, or sharing fun facts for the Gen Z, every episode of Hon’ble Prime Minister’s ‘Mann ki Baat’ has been an unusual learning experience for its audiences.

Gaining recognition from Modi ji himself, on a national platform, not only boosts the morale of citizens across the country, but has also helped many small businesses flourish and young entrepreneurs prosper, because of this endorsement. This has also been an inspiration for many others. Be it school children, teachers, entrepreneurs, technocrats or innovative homemakers, the Prime Minister has never shied away from appreciating and promoting talent of our country, especially at the grassroots level.

One such example is his mention of ‘Yuva Sangam’ in the 10th episode of ‘Mann ki Baat’. The Prime Minister spoke to two students from colleges in Bihar and Arunachal Pradesh who participated in this unique countrywide people-to-people connect programme and shared their experiences with the entire country.

Conceived under the idea of ‘Ek Bharat Shreshtha Bharat’ under Ministry of Education, Yuva Sangam has been conceptualised as a collaborative effort with an aim to strengthen people-to-people connection and build empathy among the youth across the nation. It is a transformative initiative with a vision to harness the potential of young minds and provide them with opportunities for growth and development. It envisages exposure of youngsters in the fields of five Ps – Paryatan (Tourism), Pragati (Development), Pragatyiki (Technology) and Paraspar Sampark (People-to-People Connect). This program is on its way to becoming a game-changer in the realm of youth empowerment.

It was heartening to listen to the experiences of Gyamar Niyokum, a first-year student in Mechanical Engineering from Arunachal Pradesh who made his maiden visit to Rajasthan through Yuva Sangam programme. Similarly, Vishakha Singh, a second-year student in Computer Science from Sasaram, Bihar narrated her experience and enthusiasm of travelling to Tamil Nadu for the first time in her life and visiting ISRO and interacting with Governor of Tamil Nadu — a lifetime experience, she may never forget. Listening to her stories of relishing the delicacies of the State and making new friends for life, was pure joy for all. These two youngsters not only had a wonderful journey but also got the opportunity to share it with the entire nation, thanks to Modi ji’s ‘Mann ki Baat’.

So far, 2,200 students have travelled throughout the country, with all the States and Union Territories covered under the programme. Numerous educational institutes under Ministry of Education have partnered with each other to facilitate a wonderful stay and overall experience of students on their campuses.

While touring across various States, the youngsters were amazed to witness the breathtaking momentum of the development and technological progress that our country is making. The metro networks, the new airports, ports and highways, the IT industries and numerous other aspects inspired them to have higher aspirations for themselves, for their State and for India! Their testimonials were replete with conviction of contributing to make India a ‘Shreshtha Bharat’!

India’s unity in its tremendous diversity is a testament to the country’s spirit of inclusiveness and oneness while taking pride and celebrating hundreds of varied traditions, cultures, languages, religions, music, arts, cuisines, costumes and so on.

The youth of our country, which is the largest in number, in the world, can be a bridge between different regions of India to strengthen ‘Unity in Diversity’. When youth of our country will understand and respect each others‘ cultures, traditions, languages, heritage, customs, they can contribute to realise the full potential of our population which ultimately will help India take strides into becoming a developed nation. This will create a truly Viksit Bharat.

Our honourable Prime Minister in ‘Mann ki Baat’ has also shared his experiences about business leaders of different countries who have learnt so much just through backpacking across India during their youth. Along the same lines, he also gave a clarion call for the youth of the country to take inspiration from the Yuva Sangam participants and travel across different regions of India.

None other than the Prime Minister himself has been the inspiration behind the conceptualisation of Yuva Sangam and he has passionately supported the programme since its inception. I am very hopeful that the participants of Yuva Sangam programme will take his suggestion of writing blogs and sharing their experiences on social media and inspire millions of others to be a part of this life altering activity.
Yuva Sangam, organised by the Government of India, is a very important programme for our country. Our nation is incredibly large and diverse, and if we want to strengthen the sense of unity in diversity, it’s extremely essential to bring our youth together and make them aware of the variety of cultures and traditions of the entire country. IIT Guwahati is very grateful for being selected as the host institute and for this opportunity to showcase the tradition and culture of Assam to the students from different states under the Yuva Sangam programme, initiated by the Hon’ble Prime Minister and organised by the Ministry of Education. The special thing about IIT Guwahati during Yuva Sangam was that it hosted students from five different states namely Jammu Kashmir, Chandigarh, Gujarat, Karnataka and Delhi. More than 200 students from these states were staying together here which was a great opportunity to unite the youth of the country, which was never there in our time. I believe that the youngsters have benefited much from our efforts to introduce them to Assamese culture, and I think the programme should continue to grow, in which IIT Guwahati will extend full cooperation.

Our youth are our biggest asset. I believe that exposure to the country’s culture and tradition as well as other things like exposure to science and technology in premier institutes like IITs will also contribute significantly to the growth of the youth. All the students who have come here have come to know that there are many things in the country in which they can contribute, and by learning all this, the potential of the youth will be further expanded, so that they can learn new things with which they can further guide the next generation. Students from IIT Guwahati also had the opportunity to experience numerous things through the Yuva Sangam programme, such as science and technology of other Institutions and the unique culture of other states.

We had planned this five–six-day programme in such a way so that students get a chance to see different villages, border areas, and heritage sites in Guwahati. We also organised a ‘Buddy Programme’ for them where they were taken to three different villages of Assam and the students from Jammu and Kashmir, Karnataka and Gujarat were served local meals where they got to know about Assamese cuisine. They also came to know about the way of life of the locals, including what they eat and how simply they live. Border Force helped us a lot; they stayed with the students from the day one and also took them to the border town of Bhutan. The students had an important interaction with our Governor Shri Gulab Chand Katariaji at the Raj Bhavan. Students were taken to the Laxmibai National Institute of Physical Education for sports related activities and there they also interacted with national and international sportspersons. We also organised special sports and yoga sessions for them. Besides, a special discussion on entrepreneurship and technology was organised for their benefit.

There are several tribes in the North-East whose languages are on the verge of extinction and Linguistic Science is being utilized to preserve and take them forward. We also talked about language processing development so that the students too can contribute in this field. We also connected Japanese students visiting Assam with the Yuva Sangam programme where they interacted with Indian students. This did not happen in any other state. At IIT Guwahati, during Yuva Sangam, we not only gave the children an opportunity to know about Assam, but the youth also learned a lot from the Japanese students. We showcased the rich culture and diversity of Assam to the students and we hope that they will give a message to the country that the North-East is also progressing fast.
Indian Museums
Navigating Past, Present and Future

“...When we cherish the memories of history, it helps the coming generations a lot. Sometimes we get new lessons in museums... sometimes we get to learn a lot.”

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

India is a land of rich cultural heritage. The highlights of this heritage lies in the treasures of its art, architecture, and classical dance, music, textiles and flora and fauna, food, crafts, and knowledge systems. Alongside being worthy of appreciation, this unparalleled kaleidoscopic variety that one of the oldest civilisations in the world houses, mandates preservation and promotion. And what better place to accomplish this than museums?

India is home to over 1,000 museums, representing a rich and diverse blend of the cultural, religious, and scientific achievements that our civilisation has witnessed over the years. Established in 1814, the Indian Museum in Kolkata was the first public museum in the country. Thereafter, several museums of varied interests were opened across India that have played an integral role in preserving the history of our society. This history comes in different forms – it could be through art, culture, science, or natural objects. Exhibits such as paintings, carvings, documents, sculptures, currencies, tools, and weaponry give us a peek into the social and economic lives of our ancestors and tell us stories about how our nation, communities, cultures, and schools of thought came to be.

Apart from being spaces that pique visitors’ interest and offer them amusement, museums double up as educational spaces that showcase objects and materials of cultural, historical, and religious importance. The experiential learning in museums facilitates deeper conceptual understanding by enhancing students’ sensory literacy – absorption of information through the senses such as sight, touch, hearing, and smell. Museums also prove indispensable for research as they can provide scholars with access to sources such as artefacts, objects, and documents. Museums are community treasures that ensure that the nation’s history and culture are not lost and continue to educate the younger generations.

There has been a transformational shift in our perspectives on our culture and heritage in the past few years. From being shadowed by the colonial past and mindset, India is now awakening to its own civilisational and cultural depth under the leadership of Prime Minister Narendra Modi. His speeches and addresses, along with the several initiatives taken by the Government, are reflective of the commitment that the Prime Minister made from the ramparts of the Red Fort in 2022 about ‘taking pride in our heritage’.

Till date, around 240 ancient artefacts have been found, artefacts, be it the idol of Maa Annapurna stolen from Banaras,
the idol of Mahishasura Mardini stolen from Gujarat, or the Nataraja idols made during the Chola empire, have been brought back to India. Along with preserving India’s heritage, the Government is also creating new cultural infrastructure during the ‘Amrit Mahotsav’, some of which include building 10 special museums to immortalise the contributions of our tribal community in the freedom movement; Biplobi Bharat Gallery at Victoria Memorial Hall, Kolkata that displays the contribution of the revolutionaries in the freedom struggle and their armed resistance to British colonial rule (an aspect often left out of the mainstream narrative of the freedom movement); Dandi’s National Salt Satyagraha Memorial; National War Memorial, built to honour and remember soldiers of the Indian Armed Forces who fought in armed conflicts of independent India; the Pradhanmantri Sangrahalya dedicated to all the former Prime Ministers of the country; the National Museum of Indian cinema, showcasing Indian cinema’s journey from silent films with special effects; 75 Science museums in different aspirational districts of the country; and the upcoming Yuge Yugeen Bharat National Museum that will trace the continuous journey of Indian civilisation.

Over a hundred museums have been commissioned and opened during the last nine years under the leadership of the Prime Minister. The Government’s commitment is also reflected in the renewed mandate for modernisation and upgradation of existing museums across the country with the help of new-age technologies such as 3D projection, augmented/virtual reality, and artificial intelligence. Technology interfaces, innovative curatorial skills, and imaginative storytelling are helping convert India’s traditional museums from mere display spaces of past glory to becoming more interactive and experiential. The Ministry of Culture organised a first-of-its-kind global summit on ‘Reimagining Museums in India’ recently, and the learnings from the summit are being incorporated to devise a blueprint for the development of new museums, nurture a renewal framework, and reinvigorate existing museums.

Other initiatives, such as conducting the International Museum Expo, building a national digital repository of museums that provide access to theme-based collections and artefacts, irrespective of the physical and geographical locations of museums, making entry to museums free-of-cost on the occasion of International Museums Day, the Mu(See)um hackathon with museum-centric problem statements, and the launch of the Museums of India mobile app are making museums in India much more accessible and a medium of cultural exchange.

The existing museum heritage of India is a doorway to remotely experience the various episodes and periods of history and imbibe our centuries-old ideas of democracy, bravery, patriotism, and non-violence, enabling a visitor to expand his or her horizons. India’s evolution as a democratic nation, its diversity, and its growth can rarely be experienced in their full fervour, except in places where one can witness all of them together. Indeed, museums are institutions of the present, built upon the foundation of past events and holding a torch to the future.
Inaugurated by the Prime Minister, a three-day International Museum Expo (IME) was held in New Delhi from May 18–20, 2023. Organised as part of ‘Azadi ka Amrit Mahotsav’ by the Ministry of Culture to celebrate the 47th International Museum Day, the expo showcased the diverse cultural heritage of India through a variety of exhibits, workshops, masterclasses, discussions, and cultural performances. The theme of the year was Museums, Sustainability and Well Being.

The IME exhibited 75 curated objects from over 25 museums and institutions across India. Apart from this, the expo had an in-situ Techno Mela, for showcasing technologies being used in museums in India, an in-situ Conservation Lab, an exhibition of 500 book covers on books related to museums and museology, Chhatrapati Shivaji Maharaj Vaastu Sangrahalaya’s Museum on Wheels, and a curated gastronomical experience based on the principles of Ayurveda.

**IME MASCOT:** A contemporporised version of the Dancing Girl made of wood in the Chennapatnam art style.

**A DAY AT THE MUSEUM:** The graphic book portrays a group of children visiting the National Museum and helps the young readers understand the importance of preserving our country’s rich heritage and different career opportunities that are available at the museum.

**DIRECTORY OF INDIAN MUSEUMS:** A comprehensive list of 1,000 Indian museums.

**POCKET MAP OF THE KARTAVYA PATH:** Highlights the various cultural spaces and institutions. Also traces the history of the iconic pathways.

**MUSEUMS CARDS:** A set of 75 cards with illustrated facades of iconic museums across the country with brief information.
CAPTURING INDIA’S UNIQUE STORIES

MUSEO CAMERA, GURUGRAM
What started as a personal collection of photographer and archivist Aditya Arya is today a museum of photographic equipment bringing alive the milestones in photography spanning over 200 years. The museum has on display more than 2,500 antique cameras from over 100 countries, including the tiniest camera on earth, the oldest (dating back to the 1870s), the earliest flash equipment, photographic films, lenses, enlargers, and light meters. Several vintage advertisements from the world of photography and other curiosities related to photography are also on display. The Photo Archive at the museum includes photographs of historical and social interest.

MUSEUM OF POSSIBILITIES, CHENNAI
This museum is a space designed to showcase universal accessibility standards in built space. It has been envisioned to demonstrate and strengthen Assistive Technology across life domains for divyangjan. The entire space is designed to be an interactive experiential space, where visitors can try out the accessible solutions, and decide what best suits their needs. They can also share problem statements with the museum which are then forwarded to the researchers and innovators so that a range of products continues to be developed. The museum also offers a space for vendors and manufacturers to identify prospective products for large scale manufacturing.

CHHATRAPATI SHIVAJI MAHARAJ VASTU SANGRAHALAYA, MUMBAI
One of the premier art and history museums in India, CSMVS has a collection of 70,000 historic and artistic works of various materials and techniques. These objects reflect the history of the human race from the stone age to contemporary times. The museum has plenty of galleries, ranging from Indian Sculptures, paintings, Metal & Decorative Art, Jewellery, textiles & costumes, currency, natural history, and a separate Children’s Museum. CSMVS has rendered a larger contribution by creating exemplars in the field of preservation of heritage. In 2018, the Museum was declared a UNESCO World Heritage site.

INDIAN MEMORY PROJECT
A kind of online museum, the project is a visual and narrative-based online archive that traces the histories and identities of the Indian Subcontinent, via photographs (and sometimes letters) found in personal archives. Contextualised with narratives, the photographs are contributed to the archive from all over the world. With personal images serving as evidence, each post on the archive reveals valuable information about the Subcontinent’s people, visitors, families & ancestors, cultures, lifestyles, traditions, choices, circumstances and thereby consequences. An attempt has also been made to bring to the fore the memories related to the horrors of Partition.

The Prime Minister, in ‘Mann ki Baat’, mentioned some unique museums in India, which while educating us about the past, also help us understand the present and make us future-ready. Let’s have a look.
“Museo Camera tells the history of photography by displaying thousands of cameras from 1860 to present. This was a 30-40 year old hobby of mine. I was a photographer and also a history student. So, I had a lot of interest in the history of photography as well. Gradually, this collection came to be. Each one of the cameras in here is a rarity—like the K-20 you will see, that took the photo of the mushroom cloud of the atom bomb, or a portrait camera from 1900.

I believe that if all of these cameras could talk and start narrating their stories, you will find that these cameras have seen a lot. They have seen history. History has been caught through them. Many people from India and abroad come to Museo Camera. On Sundays, this number increases to 300-500. Thousands of children come here from schools far and wide. Also, we are always trying something new. Like, right now, we are trying to make a projection on the floor inside the atrium. It is a matter of pride that the Hon'ble Prime Minister in his 101st ‘Mann ki Baat’ mentioned the iconic Museo Camera built in collaboration with the Municipal Corporation of Gurugram.”

“Founded in 2010, Indian Memory Project is the world’s first visual and narrative based online archive. The cross-referenced archive traces a personal history of the Indian Subcontinent via family photographs and fascinating personal narratives contributed from all over the world, by people who share a deep connection with the subcontinent through their own, or their ancestors’ lives – By pioneering an alternate manner to document as well as share personal and collective histories, Indian Memory Project has created a ground-breaking discourse within the international syllabi, and by example inspired several countries to form similar archives. Indian Memory Project is deeply thankful to the Government of India who have acknowledged and appreciated its efforts and impact on the country, continent and the world. The project is also grateful to the thousands of people, who have cheered it on for 13 years, as an honoured custodian of the subcontinent’s beautiful and complex story. It is a collective legacy of the people.”
A TRIBUTE TO THE Builders of Modern India

Prime Minister, in ‘Mann ki Baat’, talked about new types of museums and memorials coming up in India that showcase the contribution of our freedom fighters, leaders, and soldiers in India’s development story. Let’s take a look.

TRIBAL FREEDOM FIGHTERS’ MUSEUMS
Ministry of Tribal Affairs is developing 10 such museums across the country, dedicated to the contributions of the tribals in India to the freedom struggle. These museums will demonstrate the way tribal struggles for protecting their custodial concerns for the biological and cultural diversity of the country, have helped in nation building.

PRADHANMANTRI SANGRAHALAYA
The Pradhanmantri Sangrahalya in New Delhi is a tribute to every Prime Minister of India since independence, and a narrative record of how each one has contributed to the development of our nation, over the last 75 years. It is a history of collective effort, and powerful evidence of the creative success of India’s democracy.

BIPLOBI BHARAT GALLERY
Situated in Kolkata’s Victoria Memorial Hall, the gallery displays the contribution of the Revolutionaries in India’s freedom movement and their armed resistance to British colonial rule. It was inaugurated by the Prime Minister on the occasion of Shaheed Diwas on March 23, 2022. The gallery also showcases formation of Indian National Army and contribution of Naval Mutiny.

STATUE OF UNITY MUSEUM
The museum located at the Statue of Unity in Kevadia, Gujarat, is a tribute to the life and work of the Iron Man of India, Sardar Vallabhbhai Patel, with an impressive narrative presented with awe-inspiring, larger-than-life murals and engaging digital interactions. The museum also tells the story of the making of the Statue of Unity.

NATIONAL SALT SATYAGRAHA MEMORIAL
The memorial, situated in Dandi, Gujarat, is conceived as an experiential journey, recreating the spirit and the energy of the 1930 Dandi March, led by Mahatma Gandhi. Visitors are guided step-by-step through the monument to help them envision and comprehend the history of the famous March and the Satyagraha approach.

NATIONAL WAR MEMORIAL
This memorial in the India Gate complex has been built to honour and remember the soldiers of the Indian Armed Forces who laid down their lives defending the nation, post-independence. The National War Memorial also commemorates the soldiers who participated and made the supreme sacrifice in Peacekeeping Missions, and Counter Insurgency Operations.

NATIONAL POLICE MEMORIAL
National Police Memorial honours the police personnel of all CPDOS/CAPFs/ State Police who sacrificed their lives in the line of duty for national security be it fighting against terrorism, militancy and crime while maintaining law & order, protecting national assets, combating disasters and other emergencies. The museum, in New Delhi, also highlights history and evolution of policing in India besides focusing on the multifarious roles performed by the police.

JALLIANWALA BAGH MEMORIAL
The memorial is a tribute to those who lost their lives in the Jallianwala Bagh Massacre of 1919. The renovation of the memorial saw the creation of four museum galleries (created through adaptive reuse of redundant and underutilised buildings), with the fusion of AV technology, projection mapping and 3D representation, as well as art and sculptural installations. A sound & light show has also been set up to display the events that happened on April 13, 1919.
A Centre of Heritage and Education

National Museum

India in recent years has witnessed a rise of museum culture which is a welcome initiative in understanding and enjoying the rich cultural heritage of our country. Previously, museums were largely seen as places for scholars and researchers to enrich the academic knowledge by study involved in documenting, interpreting and publishing the classified works on display. However, under the leadership of Prime Minister Narendra Modi, there has been a growing interest in museums among the general public and students which is a positive consequence of the increasing awareness of India’s rich history, culture and art, the growing importance of tourism and the Government’s efforts to promote museums as educational and cultural institutions.

National Museum, New Delhi is one such leading institution of the country which is world-renowned for its over 2,10,000 objects of art and archaeology representing cultural heritage of each and every part of the country and also from some of the countries abroad. The Indian objects tell the story of 8,000 years of Indian art and craftsmanship through its collection of sculptures, archaeological objects, bronze, terracotta and wood, a large collection of miniature paintings and manuscripts, coins, inscriptions, arms and armour, jewellery, textiles, costumes and anthropological objects. Antiquities from Central Asia and pre-Columbian artefacts are two non-Indian collections in the museum. The objects form Sindhù–Sarasvati Civilization including those excavated by the Archaeological Survey of India at Harappa and Mohenjo-Daro are prestigious collection which besides others attract large number of visitors from India and abroad.

The museum continuously evolves its galleries and presents new collection to visitors. However, some of the key galleries and their collection are always on display. In order to have a healthy competition among the curators and also to show new material to the visitors, it was decided in 2017 to initiate a series of in-house exhibitions titled ‘From Our Reserve...’ in which a small number of significant objects which generally lie unnoticed in the reserve collection of the museum are being displayed for about a month or so which gives opportunity to regular visitors of the museum to find something new every time when they visit.

It is a matter of great pride that during last few years due to the sincere and constant efforts made by Prime Minister Modi hundreds of our artefacts including a large number of sculptures which were illegally smuggled out of the country have been retrieved and some of them have been displayed in the National Museum also.

National Museum, a subordinate office of the Ministry of Culture, Government of India, allows Indian visitors to feel a sense of pride in their ancient culture and identity and enables foreign visitors to appreciate India’s culture and its values. It also organizes special exhibitions from Indian and foreign institutions and works as the nodal agency for sending exhibitions abroad. The museum is in the process of digitization of its objects, marking objects for RFID tags, making full efforts to function the tactile experience for differently abled persons, opening of art gateways at metro stations in Delhi, lecture series on important subjects by eminent scholars, conferences and symposiums, various educational programmes for school going children of various age groups and specially for those from weaker sections of society, annual ‘Playtime at National Museum’, internship to Indian and foreign students during summer and winter vacations, in-service training programmes of professionals from other museums, volunteer guide programme for visitors (free guided tour of 90 minutes), conservation of art objects and similar related activities. The museum has introduced digital walls giving details of the significant objects and on the occasion of 200 years of discovery of Ajanta caves, a Virtual Experiential Museum (gallery) of Ajanta (VEMA) was created in 2018 for immersive experience of the visitors.

The new innovative ideas at par with the technological developments and implemented in the museums are definitely going to create more interest of the visitors, particularly, the younger generation to get closer to the heritage and will also increase the foot-fall of the visitors. The youth may also get attracted to find ways for employment. The museums also provide a valuable educational resource for children and adults alike and thus the transformational shift in our perspectives of our heritage is well reflected in our approach to preserve and promote it.
Water Conservation
India’s Youth Leading the Solution

“Without water, everything is a void. Without water, life is always in crisis. Without water, the development of an individual as well as the nation comes to a standstill. Looking at this future challenge, the youth of this nation are engaged in the mission of making the society aware about water conservation.”

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

Water scarcity poses a significant challenge globally, and India is no exception. As the population burgeons, industries expand, and climate change takes its toll, the demand for water is surging exponentially. However, amidst this scenario, the youth of India has risen as a powerful force, leading the charge in preserving this precious resource for a sustainable future.

The youth of India have embraced their role in water conservation with unwavering enthusiasm and determination. They understand the significance of every drop and actively generate awareness within their communities. Through their active involvement, they educate and inspire others to adopt water-saving practices and understand the importance of preserving this precious resource.

Recognising water as a scarce and valuable resource, communities from across the nation have also joined hands in water conservation initiatives. They have realised the need to act collectively and have taken proactive steps towards sustainable water management. Over the past nine years, the Government has played a crucial role in organising various awareness campaigns, clean-up drives, educational programs, and workshops. These initiatives aim to promote water-saving practices and instill a sense of responsibility towards water conservation in every stratum of society.

The impact of these efforts is evident as citizens, particularly the youth, have responded wholeheartedly. They have come forward with innovative start-ups, organisations, and community-led projects focused on water management and rainwater harvesting. These collective endeavours reflect the determination and commitment of the youth and communities in safeguarding water resources for present and future generations.

To harness the collective power of India’s citizens, the Government has started various initiatives. Jal Shakti Abhiyan (JSA) promotes a comprehensive approach to water conservation and management with active community participation. Through the ‘Catch the Rain’ campaign, under JSA, rainwater harvesting has gained momentum across States. Under the ‘Mission Amrit Sarovar’, the goal of revitalising 50,000 water bodies by August 15, 2023, has already been surpassed, thanks to the active involvement of citizens, particularly the youth, who played a crucial role in achieving this milestone ahead of schedule. Furthermore, the Government is also driving grassroots changes through programmes promoting behavioural change and citizen empowerment. Initiatives like ‘Per Drop More Crop’ enhance water efficiency in agriculture, while Atal Bhujal Yojana fosters community-led groundwater...
management in water-stressed areas. The Swachh Bharat Mission tackles water pollution with improved sanitation facilities and wastewater management. These targeted initiatives actively involve citizens, aiming to achieve sustainable water management.

In addition to above, the Government introduced the National Water Awards in 2018 to appreciate and motivate remarkable contributions in water resource management. These prestigious awards honour States, individuals, and organisations for their outstanding achievements and serve as a platform for start-ups and established entities to actively engage in water conservation and bring grassroots-level change.

The Government’s initiatives have paved the way for youth engagement in water conservation. Youth-led start-ups, organisations, and NGOs are empowering communities through technology, workshops, awareness campaigns, and practical solutions. Their impact spans both urban and rural areas, as seen in the construction of the first Amrit Sarovar in Patwai Village, Uttar Pradesh, where school children played a crucial role.

The Prime Minister, himself, has always used his voice to appreciate various efforts being done by the citizens, especially the youth, to take India ahead. Recently, during his ‘Mann ki Baat’ address, he highlighted the commendable work being done by various youth-led start-ups. FluxGen, a start-up that provide water management option through Internet of Things to help people identify their pattern of water usage to ensure effective use of water; LivNSense, an Artificial Intelligence and Machine Learning based platform that helps in effective distribution of water; and Kumbhi Kagaz, a start-up working on making paper from water hyacinth are some such inspirational stories shared by the Prime Minister. Moreover, the Prime Minister also highlighted the efforts being taken by the youth in the States of Chhattisgarh and Jharkhand to generate awareness around water conservation and build check dams to preserve water that can be used for irrigation purposes.

Today, as India is guiding the whole world about Lifestyle for Environment through Mission LiFE, the nation is set to become a climate leader. India is sure to become a water-sufficient, or, even a water-surplus nation due to the collective efforts of the Government and the citizens of the nation, especially the youth. Together, we are creating a water-secure and prosperous future India, where every drop is valued and conserved for generations to come.
Prime Minister Modi’s Vision: India’s Dedication to Nature and Environment Conservation

Nature is the greatest truth in the world, and life thrives on the resources it provides. India has a special place on the globe because its culture has always been dedicated to protecting the environment and the natural world. Prime Minister Modi’s understanding of this has given the country a new direction in terms of dedication to the protection of nature and the environment. The seriousness with which leadership addresses elements connected to nature’s resources is the biggest indicator that, while the country has excelled economically, it also shows sensitivity towards the environment. Programmes such as Swachh Bharat (Clean India), Jal Pradhan (Water First), and Mitti Swasthya (Soil Health) signify Prime Minister Modi’s commitment to nature and his effective approach. If everyone were to utilise nature’s resources, it would be crucial to gather collective participation, which is possible through such movements.

In the past nine years, the Government’s commitment to nature has been evident in its initiatives. Right from the beginning, the slogan ‘Swachh Bharat’ (Clean India) was a step related to the nation’s pride. Plans such as ‘Jal Sanrakshan’ (Water Conservation) and projects like ‘Amrit Sarovar’ and ‘Catch the Rain’ are directly connected with households and villages. Today, all of these have taken the form of movements. Where it ensured the revival of mountain streams, it also brought new life to small rain-fed rivers. The important thing is that such efforts eventually become a part of the Government’s agenda on their own. The success of the nation’s environmental programmes can be attributed to the Prime Minister’s exceptional ability to comprehend how nature behaves. For example, where the country used to conserve only 10 to 15 per cent of rainwater naturally, today, with the initiative of rainwater conservation, this percentage has doubled. We do not have any indicator of the rate of environmental degradation alongside our economic growth; otherwise, along with our GDP, the GPI (Genuine Progress Indicator) would also have shown significant progress. It would have demonstrated that the country has strengthened not only in economic terms but also in terms of air, water, soil, and forests, the four pillars of the environment. The enthusiasm for such a new initiative in the world is attributed to the Prime Minister’s leadership.

The Prime Minister’s various initiatives towards environmental conservation have created a stronghold from the national level to the international level. Everybody is directly impacted by such initiatives, whether they are focused on leading a simple life, recognising that we are all members of one Earth and one family, or making the Sun the world’s primary source of energy in the future. For this reason, women across the nation, alongside men and especially young people, are currently actively participating in these initiatives in a variety of ways. Today, the water conservation efforts across the country are perhaps the results of this very movement. On the other hand, to improve the deteriorating health caused by contaminated soil, efforts have been made to make it organic. In this series, other initiatives that directly affect the environment are now being implemented. The youth of the country have embraced these initiatives in various forms. Whether it is in South or North India, the participation of local people is evident today. Whether it is in the IT sector with start-ups or other activities related to land, the participation of every section of society is expected. The use of IT and IoT has been directly employed in youth-led water
management initiatives. The water conservation initiatives in Chhattisgarh, and the water connectivity campaign of the people of Khunti in Jharkhand, are examples of this. Today, we stand with determination for both artificial intelligence and natural intelligence. Whether it is a home, a village, or a state, the understanding of nature’s behaviour has begun. Similarly, the magic of "Local for Vocal" has worked well, creating employment and recognition based on local resources.

Today, we must also accept and acknowledge the need to maintain a balance between economics and the environment so that they complement each other rather than being at odds. A glimpse of this balance can be seen in the various initiatives undertaken by the Prime Minister at the national and international levels. Today, our country is experiencing the positive results of these efforts, which will become even more effective in the coming decades. I firmly believe that platforms, like the Prime Minister’s ‘Mann ki Baat’, through mediums like radio serve not only as a means of communication but also as a platform for the voices and thoughts of the people of the country and the world. This style of Governance by the Prime Minister not only connects him with the people but also makes him an effective leader with a significant impact.

INSPIRING TALES OF WATER CONSERVATION

Grassroots Movements Transforming Communities

During his recent ‘Mann ki Baat’ episode, the Prime Minister highlighted the commendable work being done by the civil society in the field of water conservation. In Balod district of Chhattisgarh, a group has started a campaign to save water. They go from door-to-door to make people aware of the importance of water and its conservation. Whereas in Khunti District of Jharkhand, the villagers have come together to build check dams to conserve water and solve the problem of water scarcity in the region.

The Doordarshan team talked to the residents of these two regions to know about their initiatives:

"Water is a very important resource. Imagine if you have everything, except for water, would you be able to survive? Therefore, to save our future, we need to save every drop of water. We need to take steps in this direction by keeping our ponds, rivers and other water bodies clean and ensure that the water is not contaminated by any type of harmful chemicals. I want to thank Hon'ble Prime Minister Narendra Modi for appreciating our work and motivating us to work with more zeal in this direction. Our team is ready to work more dedicatedly to educate people to save each and every drop of this priceless resource."

Virendra Singh, Balod District, Chhattisgarh

"God Birsa Munda gave the slogan of 'Water, forest, land' (Jai, Jangai, Zameen). In this slogan, the first word is water. Khunti district is a water scarce region. We have seen people not bathing for months to save water. We have seen women walking kilometres to get one pot of water. Witnessing all this, the villagers here decided to build a check dam. The district administration supported us in our initiative, and that’s how we built the first check dam. Till now, we have created a lot of check dams in our village and surrounding areas. These check dams have turned out pivotal in mitigating the problem of water scarcity. When the Prime Minister talked about Khunti, praising the residents and their efforts in building check dams, the happiness and enthusiasm among us was unimaginable. Now that the Prime Minister has discussed our efforts in 'Mann ki Baat', people from other villages have also become aware and they will also work on building such check dams in their regions. We want to thank the Prime Minister for motivating not just us, but other villages too, who will take inspiration from our story and will implement it to solve the problem of water scarcity."

Ajay Sharma, Khunti District, Jharkhand

To know more about the efforts of the residents of Balod district in conserving water, scan the QR code.
INDIAN START-UPS
REVOLUTIONISING WATER CONSERVATION

Indian start-ups are playing a pivotal role in addressing the water scarcity challenge faced by the country. These innovative ventures are leveraging technology and creative solutions to promote efficient water usage, reduce wastage, and improve water quality. Recently, Prime Minister Narendra Modi, during his ‘Mann ki Baat’ address, highlighted the commendable work being done by some youth-led start-ups who are working in the direction of water conservation.

FluxGen Sustainable Technologies, is an AI and IoT-based company that provides end-to-end water management solutions to make industries water positive.

“I believe the way the Prime Minister has supported start-ups in India is a very visionary approach towards making the nation Atmanirbhar. It also tackles two problems, first, the upcoming start-ups are solving the problem of unemployment by creating new jobs for India’s people and second, is that they are contributing to India’s GDP growth too. In today’s India, there are immense opportunities to execute your creative ideas in the form of start-ups. I wish every person with a dream to take full advantage of the eco-system that the Prime Minister has created.

We are exalted by the fact that the Prime Minister of India, Shri Narendra Modi, actually mentioned our work in his ‘Mann ki Baat’ address. Ever since this mention, we have been getting a lot of calls from different corners of the country where people want to learn more about what we do and how we do. This has been a source of motivation for our employees too. This has also increased a sense of responsibility among all of us to serve our customers in a better way and contribute to make India a water positive country.”

LivNSense Technologies Pvt. Ltd. is a pioneering industrial Climate-tech venture that serves industries with the objective of driving the future of Safety and Sustainability.

“Water distribution and leakage is a global concern as Global Heads of States are constantly working on addressing various Climatic and Environmental challenges. To address this challenge of water leakage, LivNSense has come up with an innovative approach through its IOT & AI-Based Platform, GreenOps, for data driven real-time insights for potential water leakage. The real-time tracking of the water leakage is done by sensors and collecting the data from multiple edge devices with integrated 4G/5G network and getting it processed in the GreenOps platform to get real-time alerts and analytics, thereby enabling early detection and plugging the leakage in an effort to conserve each and every drop of this natural resource. We hope our contribution will go a long way in making India Self Reliant and help in achieving Sustainability goals. I want to thank the Prime Minister for mentioning our work and appreciating us.”

Water Hyacinth, known as ‘Bengal terror’ and ‘German weed,’ is a parasitic plant that disrupts wetland ecosystems and hinders the presence of Lotus flowers in water bodies. However, Kumbhi Kagaz, is tackling this issue by transforming water hyacinth into biodegradable paper.

“We were shortlisted for India Water Pitch-Pilot-Scale Start-up Challenge. The grant that we received from that challenge has helped us purchase the machines, through which we are making this unique and environment-friendly paper. We are aiming to upscale our production to all over India. Recently, the Prime Minister talked about our organisation ‘Kumbhi Kagaz’, which has boosted our morale. I want to thank the Prime Minister for appreciating our work.”

Rupankar Bhattacharjee
To know more about Kumbhi Kagaz, scan the QR code.
"Jai Jawan, Jai Kisan, Jai Vigyan, Jai Anusandhan"

The slogan "Jai Jawan, Jai Kisan, Jai Vigyan, and Jai Anusandhan" captures India's progress and development. It honours soldiers, farmers, and scientific advancements. "Jai Anusandhan" represents India's commitment to research and development, showcasing its prominence in diverse fields.

Shriman Shivaji Shamrao Dole belonged to a small village nestled within the Nashik district, Maharashtra. An ex-serviceman, he pursued a Diploma in Agriculture post his retirement.

With a team of twenty individuals, including fellow ex-servicemen they set up the Venkateshwara Co-Operative Power & Agro Processing Limited extending its influence across numerous districts in Maharashtra and Karnataka in no time.

Over 18,000 individuals work on more than 500 acres of fertile land in Malegaon, Nashik, nurturing it through agro farming and yielding abundant harvests.

They embraced organic farming, dairy production, and successfully exported their grapes to Europe, reflecting their outstanding qualities. By leveraging technology, they maximised operational efficiency and productivity and obtaining export certifications exemplified their unwavering pursuit of excellence.

During his latest 'Mann ki Baat' address, the Prime Minister highlighted the commendable work done by Shriman Shivaji Shamrao Dole as a reflection of all, 'Jai Jawan, Jai Kisan, Jai Vigyan and Jai Anusandhan'.

The team of Doordarshan, talked to Shriman Shivaji Shamrao Dole to learn more about his unique initiative in the field of agriculture.

"I am the Chairman of Shivaji Shamrao Dole Venkateshwara Cooperative Power and Agro Processing Society. This organisation is registered under the Ministry of Cooperation, Government of India. The society operates in two states, Maharashtra and Karnataka.

We are involved in farming and other agriculture-related businesses like goat farming, fish farming, dairy farming and pearl farming. Along with these, we are cultivating various fruits which are exported to other countries. Our goal is to enable young individuals to live a good life, by joining their business ventures with us. We are conducting our business with honesty and respect. Through this cooperative, we have started small-scale businesses within agriculture. This will allow individuals to have their own business, and gradually the number of unemployed individuals will decrease. Our Prime Minister's vision to make India self-reliant will be fulfilled only when the youth becomes self-reliant. Once that happens, this country will become a world leader."
Vinayak Damodar Savarkar: The 'Veer'

“Veer Savarkar's personality comprised firmness and magnanimity. Not only for the freedom movement but for whatever Veer Savarkar did for social equality and social justice is remembered even today.”

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

A freedom fighter, social reformer, writer, and political thinker, Veer Savarkar started one of India's most powerful social reform movements against untouchability.

Savarkar was the first to envision a casteless India. He built Patit Pavan Mandir in the Ratnagiri district to allow entry to all Hindus, including Dalits.

He played a significant role in the Indian independence movement and was associated with revolutionary organisations like Abhinav Bharat Society and the Free India Society.


Savarkar founded Hindu Mahasabha, in 1925.

Veer Savarkar's “Seven Swadeshi Fetters”

Savarkar condemned societal norms that were dividing society. He wanted unity in the nation and freedom from societal ills. He wanted inclusive development. He decried what he called the “seven swadeshi fetters”

1. Abolishment of the rigid caste system
2. Popularize Vedic literature to everyone irrespective of caste
3. Break away from caste-based vocational rigidity encouraging people to pursue their choice of vocation
4. Global mobility and the need for Indians to venture out into foreign lands
5. Break away from the taboo on inter-caste dining
6. Promotion of inter-caste marriage
7. Need to develop a scientific temper
MANN KI BAAT
Media Scan
101st Episode of 'Mann Ki Baat'

'Savarkar's sacrifice, courage inspire all even today'

Even as we celebrate the 101st Episode of 'Mann Ki Baat', let us remember the great martyr, Veer Savarkar. His sacrifice and courage inspire all of us even today.

In this week's 'Mann Ki Baat', PM Modi discussed various topics, including the efforts of the government towards the development of the country.

The Prime Minister highlighted the importance of education and said that it is the key to a better future. He also talked about the need for a clean and green environment.

The PM also mentioned the achievements of the government in the field of health and education, and how these have improved the lives of people across the country.

In his address, the Prime Minister also touched upon the issue of population control and the need for a sustainable future.

As we move forward, let us all strive to live up to the values that Veer Savarkar stood for – patriotism, sacrifice, and courage.
Savarkar’s courage, sacrifice continue to inspire us: PM

NEW DELHI: Prime Minister Narendra Modi on Sunday remembered Hindutva ideologue Vinayak Damodar Savarkar, mystic poet-saint Kabir and Telugu Desam Party’s founder NT Rama Rao in his 101st ‘Mann Ki Baat’ programme on Sunday. Paying homage to Savarkar on his birth anniversary, the PM said his “sacrifice, courage and determination continue to inspire us.” Remembering Kabir whose birth anniversary is on June 4, the PM said Kabir opposed every evil practice that divided the society and tried to awaken it. “Today, when the country is moving forward with a determination to develop, we should increase our efforts to empower the society, taking inspiration from Sant Kabir,” he said. “Today, is the 100th birth anniversary of NTR. He carved out his own identity in the cinema world as well as in politics. There too, he got lots of love… I offer my humble tribute to NT Rama Raoji, who ruled the hearts of millions of people.”

THE TIMES OF INDIA

Yuva Sangam great initiative to promote people-to-people connect: PM Modi

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PM Modi invokes Sant Kabir’s message in ‘Mann Ki Baat’
To read all the editions of
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