## CONTENTS

### 01 Prime Minister’s Address

1

### 02 Featured Stories

2.1 G20 New Delhi Leaders’ Declaration: A Pinnacle of Global Cooperation

14

2.2 Swachhata Hi Seva: From Pledge to Implementation

46

### 03 In Brief

3.1 UNESCO World Heritage Sites: Recognising India’s Cultural Marvels

28

3.2 Music Beyond Borders: Cassandra Mae’s Indian Connect

38

3.3 Education For All: Youth-Driven Unique Initiatives

40

3.4 Community Involvement in Wildlife Conservation

42

3.5 India’s Kartavya Kaal: A Call of Duty and a Promise of Development

44

### 04 Articles and Interviews

4.1 The India-Middle East-Europe Economic Corridor: New Opportunities for Trade: Sunjay Sudhir

26

4.2 India’s Two New Inscriptions on the World Heritage List: Vishal Sharma

32

4.3 Gurudev’s Vision and Contribution Respected at Global Stage: Bidyut Chakrabarty

34

4.4 Hoysala Temples: Rich Heritage of Architecture: Prof N S Rangaraju

36

### 05 Media Scan

53
In yet another episode of ‘Mann ki Baat’, I have got the opportunity to share with you all, the success of the country, the success of the countrymen; their inspiring life journey. These days, most of the letters and messages I have received are largely on two subjects. The first is the successful landing of Chandrayaan-3 and the second topic is the successful hosting of G20 in Delhi. I have received countless letters from every part of the country, across every section of the society, and people of all ages. When the lander of Chandrayaan-3 was about to land on the Moon, crores of people were simultaneously witnessing each and every moment of this event through different mediums. More than 80 lakh people watched this incident on ISRO’s YouTube Live Channel, which is a record in itself. This conveys how deep the attachment of crores of Indians is to Chandrayaan-3. On this success of Chandrayaan, a wonderful quiz competition is going on in the country these days... and it has been named – ‘Chandrayaan-3 Mahaquiz’. So far, more than 15 lakh people have participated in
medium of business and trade. Now in modern times, India has suggested another Economic Corridor in G20. This is the India-Middle East-Europe Economic Corridor. This corridor is going to become the basis of world trade for hundreds of years to come, and history will always remember that this corridor was initiated on Indian soil.

Friends, today a special mention is required on the way India’s youth power associated itself with this event during the G20. Throughout the year, programmes related to G20 were held in many universities of the country. In this series now, another exciting programme is going to happen in Delhi – the ‘G20 University Connect Programme’. Through this programme, lakhs of university students across the country will connect with each other. Many prestigious institutions like IITs, IIMs, NITs, and Medical Colleges will also participate in it. I wish that if you are a college student, you must watch this programme to be held on 26th September and join it. In this, many interesting exchanges are going to take place on the future of India and on the future of the youth. I myself shall participate in this programme. I am also waiting to communicate with our college students.

This competition being held on MyGov portal. This is the largest participation in any quiz after the launch of MyGov. I would also suggest that if you have not yet participated in it, do not delay, there are still six days left. Do take part in this quiz.

My family members, after the success of Chandrayaan-3, the grand hosting of G20 doubled the joy of every Indian. The Bharat Mandapam has turned out to be a celebrity in itself. People are taking selfies with it and also posting them with pride. In this summit, India has proved the mettle of its leadership by making African Union a full member of G20. You must be aware that during the time when India was very prosperous, the Silk Route was a major medium of business and trade. Now in modern times, India has suggested another Economic Corridor in G20. This is the India-Middle East-Europe Economic Corridor. This corridor is going to become the basis of world trade for hundreds of years to come, and history will always remember that this corridor was initiated on Indian soil.

Friends, today a special mention is required on the way India’s youth power associated itself with this event during the G20. Throughout the year, programmes related to G20 were held in many universities of the country. In this series now, another exciting programme is going to happen in Delhi – the ‘G20 University Connect Programme’. Through this programme, lakhs of university students across the country will connect with each other. Many prestigious institutions like IITs, IIMs, NITs, and Medical Colleges will also participate in it. I wish that if you are a college student, you must watch this programme to be held on 26th September and join it. In this, many interesting exchanges are going to take place on the future of India and on the future of the youth. I myself shall participate in this programme. I am also waiting to communicate with our college students.

My family members, after the success of Chandrayaan-3, the grand hosting of G20 doubled the joy of every Indian. The Bharat Mandapam has turned out to be a celebrity in itself. People are taking selfies with it and also posting them with pride. In this summit, India has proved the mettle of its leadership by making African Union a full member of G20. You must be aware that during the time when India was very prosperous, the Silk Route was a major medium of business and trade. Now in modern times, India has suggested another Economic Corridor in G20. This is the India-Middle East-Europe Economic Corridor. This corridor is going to become the basis of world trade for hundreds of years to come, and history will always remember that this corridor was initiated on Indian soil.

Friends, today a special mention is required on the way India’s youth power associated itself with this event during the G20. Throughout the year, programmes related to G20 were held in many universities of the country. In this series now, another exciting programme is going to happen in Delhi – the ‘G20 University Connect Programme’. Through this programme, lakhs of university students across the country will connect with each other. Many prestigious institutions like IITs, IIMs, NITs, and Medical Colleges will also participate in it. I wish that if you are a college student, you must watch this programme to be held on 26th September and join it. In this, many interesting exchanges are going to take place on the future of India and on the future of the youth. I myself shall participate in this programme. I am also waiting to communicate with our college students.

My family members, after the success of Chandrayaan-3, the grand hosting of G20 doubled the joy of every Indian. The Bharat Mandapam has turned out to be a celebrity in itself. People are taking selfies with it and also posting them with pride. In this summit, India has proved the mettle of its leadership by making African Union a full member of G20. You must be aware that during the time when India was very prosperous, the Silk Route was a major medium of business and trade. Now in modern times, India has suggested another Economic Corridor in G20. This is the India-Middle East-Europe Economic Corridor. This corridor is going to become the basis of world trade for hundreds of years to come, and history will always remember that this corridor was initiated on Indian soil.

Friends, today a special mention is required on the way India’s youth power associated itself with this event during the G20. Throughout the year, programmes related to G20 were held in many universities of the country. In this series now, another exciting programme is going to happen in Delhi – the ‘G20 University Connect Programme’. Through this programme, lakhs of university students across the country will connect with each other. Many prestigious institutions like IITs, IIMs, NITs, and Medical Colleges will also participate in it. I wish that if you are a college student, you must watch this programme to be held on 26th September and join it. In this, many interesting exchanges are going to take place on the future of India and on the future of the youth. I myself shall participate in this programme. I am also waiting to communicate with our college students.

My family members, after the success of Chandrayaan-3, the grand hosting of G20 doubled the joy of every Indian. The Bharat Mandapam has turned out to be a celebrity in itself. People are taking selfies with it and also posting them with pride. In this summit, India has proved the mettle of its leadership by making African Union a full member of G20. You must be aware that during the time when India was very prosperous, the Silk Route was a major medium of business and trade. Now in modern times, India has suggested another Economic Corridor in G20. This is the India-Middle East-Europe Economic Corridor. This corridor is going to become the basis of world trade for hundreds of years to come, and history will always remember that this corridor was initiated on Indian soil.

Friends, today a special mention is required on the way India’s youth power associated itself with this event during the G20. Throughout the year, programmes related to G20 were held in many universities of the country. In this series now, another exciting programme is going to happen in Delhi – the ‘G20 University Connect Programme’. Through this programme, lakhs of university students across the country will connect with each other. Many prestigious institutions like IITs, IIMs, NITs, and Medical Colleges will also participate in it. I wish that if you are a college student, you must watch this programme to be held on 26th September and join it. In this, many interesting exchanges are going to take place on the future of India and on the future of the youth. I myself shall participate in this programme. I am also waiting to communicate with our college students.
of you ... whenever you plan to travel somewhere, try to observe the diversity of India. Understand the culture of different states. Visit Heritage Sites. With this, not only will you become familiar with the glorious history of our country; you will also become an important medium to increase the income of the local people.

My family members, Indian culture and music have now become global. The fascination of people all over the world towards them is increasing day by day. I am playing you a short audio of a presentation made by a lovely daughter...

(Scan and listen)

You were also surprised to listen to this, weren’t you? What a sweet voice... and through the emotions reflected in every word, we can feel her love for God. If I disclose that this melodious voice belongs to a daughter from Germany, perhaps you will be even more surprised! The name of this daughter is – CassMae. 21 year-old CassMae is quite popular on Instagram these days. CassMae, a resident of Germany, has never been to India, but she is a fan of Indian music, who has never even seen India. Her interest in Indian music is very inspiring. CassMae has been blind since birth, but this difficult challenge did not stop her from extraordinary achievements. Her passion for music and creativity was such that she started singing right from her childhood. She started African Drumming at the age of just 3. She was introduced to Indian music just 5–6 years ago. The music of India fascinated her so much that she got completely engrossed in it. She has also learned to play the tabla. The most inspiring thing is that she has mastered singing in many Indian languages. Sanskrit, Hindi, Malayalam, Tamil, Kannada or Assamese, Bengali, Marathi, Urdu, she has mastered her notes in all of them. You can imagine how difficult it is if someone has to speak two-three lines of another unknown language, but for CassMae it is like child’s play. For all of you, I am sharing here one of her songs sung in Kannada.

(Scan and listen)

I wholeheartedly appreciate Germany’s CassMae’s passion for Indian culture and music. Her efforts are going to overwhelm every Indian.

My dear family members, in our country, education is always seen as a service. I have come to know about some youth of Uttarakhand, who are working for the education of children with the same spirit. Some youth in Nainital district have started unique ‘Ghoda Library’ for children. The biggest feature of this library is that books are reaching children even in the most remote areas and not only this, the service is absolutely free. Till now, 12 villages of Nainital have been covered through this. Local people are also coming forward to help in this noble cause related to children’s education. Through this Ghoda Library, an effort is being made that the children living in remote villages get full opportunity to read ‘poems’, ‘stories’, and ‘moral education’ books apart from school books. This unique library is also much liked by the children.

Friends, I have come to know
Akarshana is doing a great job in shaping the future of children, is inspiring everyone. 

Friends, it is true that today’s era is of Digital Technology and E-Books, but still, books always play the role of a good friend in our lives. Hence, we should motivate children to read books.

My family members, it has been said in our scriptures – ‘जीियेषु करुणा चावि, मैत्री तेषु विधीयताम्।’

That is, have compassion on living beings and make them your friends. Most of our deities’ carriers are animals and birds. Many people visit temples to have darshan of God, but they do not pay much attention to the animals that carry them. These creatures should not only remain at the centre of our faith, we should also protect them in every possible way. During the last few years, in the country, a commendable rise has been observed in the numbers of lions, tigers, leopards, and elephants. Many other efforts are also going on continuously to save other animals living on this earth. A similar unique effort is also being undertaken in Pushkar, Rajasthan. Here, Sukhdev Bhatt ji and his team are working together to save wild animals, and do you know what the name of their team is? His team’s name is – Cobra. This dangerous name is because his team also works to rescue deadly snakes in this area. A large number of people are involved in this team, who reach the spot on just a call and get involved in their mission. Sukhdev ji has till now saved the lives of more than 30 thousand venomous snakes. Through this effort, whereas this has reduced the danger to the people; nature is also being conserved. This team is also involved in the service of ailing animals.

Friends, auto driver M. Rajendra Prasad ji is also doing a unique work in Chennai, Tamil Nadu. He has been engaged in the service of pigeons for the last 25-30 years. He himself has more than 200 pigeons in his house. There itself, he takes full care of every need of the birds like food, water, health, etc. He spends quite a lot of money on this, but he is steadfast in his work. Friends, seeing people doing such work with good intentions really gives a lot of satisfaction and a lot of joy. If you also get information about some such unique efforts, do share it.

My dear family members, this Azadi Ka Amrit Kaal is also the period of duty for every citizen of the country. Only by performing our duties we can achieve our goals and reach our destination. The sense of duty binds us all together. In Sambhal U.P., the country has seen such an example of...
sense of duty, which I want to share with you too. Just imagine...more than 70 villages, population of thousands and all the people coming together and uniting to achieve one goal...this rarely happens, but the people of Sambhal have done it. Together, these people have set a wonderful example of public participation and collective effort. Actually, decades ago, there used to be a river named 'Sot' in this area. Originating from Amroha and flowing through Sambhal to Badaun, this river was once known as the life giver in this region. Water used to flow continuously in this river, which was the main basis of farming for the farmers here. With time the flow of the river reduced, the paths through which the river flowed were encroached upon and this river became extinct. In our country, which considers the river as a Mother, the people of Sambhal have also resolved to bring Sot river back to life. In December last year, more than 70 Gram Panchayats together started the work of rejuvenation of the Sot river. The people of Gram Panchayats also took government departments along with them. You will be happy to know that in just the first six months of the year itself, these people had restored more than a 100 kilometres of the river. When the rainy season started, the hard work of the people here bore fruit and the Sot river was filled to the brim with water. This has come as a huge occasion of happiness for the farmers here. People have also planted more than 10^th thousand bamboo saplings on the banks of the river, so that her banks remain completely safe. More than thirty thousand Gambusia fish have also been released in the river water so that mosquitoes do not breed. Friends, the example of the Sot river tells us that if we are determined, we can overcome the biggest challenges and bring about a big change. By walking on the path of duty, you too can become the medium of many such changes around you.

My family members, when intentions are firm and there is a passion to learn something, no work remains difficult.

Smt. Shakuntala Sardar of West Bengal has proved this to be absolutely correct. Today, she has become an inspiration for many other women. Shakuntala ji is a resident of Shatanala village of Jangal Mahal. For a long time, her family used to earn their livelihood by working as labourers every day. Sheer survival was difficult for her family. Then she decided to tread upon a new path and surprised everyone by achieving success. You would definitely like to know how she achieved this feat! The answer is – a sewing machine. Using a sewing machine, she started making beautiful designs on 'Sal' leaves. This skill of hers transformed the life of the entire family. The demand for this amazing craft made by her is ever rising. This skill of Shakuntala ji has changed not only her life but also the lives of many people who collect 'Sal' leaves. Now, she is also working...
My family members, who can forget that sight during the G20 Summit in Delhi, when many world leaders reached Rajghat together to pay homage to Bapu. This is a big evidence of how relevant Bapu’s thoughts are even today across the world. I am also happy that many programmes related to cleanliness have been planned across the country on the occasion of Gandhi Jayanti. The ‘Swachhata Hi Seva Abhiyaan’ is going on with great enthusiasm in all the offices of the Central Government. Significant participation is also being seen in the Indian Swachhata League. Today I also want to urge all the countrymen through ‘Mann ki Baat’ – a big event on cleanliness is going to be organised on the 1st of October i.e. Sunday at 10 a.m. You too should take out time and help in this campaign related to cleanliness. You can also join this cleanliness campaign in your street, or neighbourhood...or at a park, river, lake or any other public place and cleanliness must be undertaken wherever an Amrit Sarovar has been built. This Karyanjali of cleanliness itself will be the true tribute to Gandhiji. I would like to remind you again that on this occasion of Gandhi Jayanti, make it a point to buy some Khadi product.

My family members, the festive season has also commenced in our country. All of you might also be planning to buy something new in the household. One would be waiting to start an auspicious work or two during Navratri. In this atmosphere of fervour and enthusiasm, you must also remember the mantra of ‘Vocal for Local’. As far as possible, you should buy goods made in India, use Indian products and gift only Made in India goods. Your little joy will become the cause of immense happiness for someone else’s family. Whatever Indian goods you buy, our labourers, workers, craftpersons and other Vishwakarma brothers and sisters will directly benefit from it. Nowadays, many startups are also promoting local products. If you buy local articles, these youth with their startups will also benefit.

My dear family members,
That’s all for today in ‘Mann ki Baat’. Next time, when I will meet you in ‘Mann ki Baat’, Navratri and Dussehra would have been over. In this festive season, may you also celebrate every festival with full enthusiasm... may there be happiness in your family – this is my wish. A lot of best wishes to you on these festivals. I shall meet you again, with newer themes, with new success stories of the countrymen. Keep sending me your messages; do not forget to share your experiences. I shall wait.

Thank you very much.
Namaskar
MANN KI BAAT
Special Mentions by Prime Minister
G20 New Delhi Leaders’ Declaration

A Pinnacle of Global Cooperation

Marking a pivotal juncture in the G20’s history, the Leaders’ Summit held on September 9, 2023 witnessed the unanimous adoption of the ‘G20 New Delhi Leaders’ Declaration’, centred around the guiding principle of ‘One Earth, One Family, One Future’. Prime Minister Narendra Modi’s visionary leadership and the inclusive approach united the G20 nations at the Leaders’ Summit to agree on a human-centric vision of progress, beyond the GDP-centric approach.

A major and historic takeaway of India’s G20 Presidency has been the inclusion of the African Union as a permanent member of the bloc, adding momentum to India’s agenda of inclusivity and its drive to amplify the voice of the Global South. The move, in the direction of a more equitable and representative international order, has solidified India’s stature as a key player in global governance. India, along with the leaders of Singapore, Bangladesh, Italy, the USA, Brazil, Argentina, Mauritius and the UAE, also announced the launch of the ‘Global Biofuel Alliance’ that will serve as a catalytic platform, fostering global collaboration for the advancement and widespread adoption of biofuels.

Against the backdrop of a global pandemic, economic disparities, and climate change, the G20 New Delhi Leaders’ Declaration emerged as a beacon of hope and global unity and underscored the commitment of the world’s leading nations to address pressing global issues. An important thing to note is that all the 83 paras of the Declaration were passed unanimously with a 100 per cent consensus, with the Declaration having no footnote or Chair’s Summary. Being the most ambitious G20 Presidency to date, the Leaders’ Declaration contained 112 outcomes and annexed documents which is more than triple of the substantive work from previous presidencies.

Furthermore, India has left a distinctive mark on the G20 Outcomes by naming them after iconic landmarks and locales of the country, such as the ‘Deccan High-Level Principles on Food Security and Nutrition’, the ‘Chennai High-Level Principles for Blue and Ocean Economy’, the ‘Goa Roadmap for Tourism’, the ‘Gandhinagar Implementation Roadmap for Land Restoration’, ‘Kashi Culture Pathway’ and the ‘Jaipur Call for Action aimed at Enhancing MSMEs’ Access to Information’.

The G20 New Delhi Leaders’ Declaration is a powerful call

“The India-Middle East-Europe Economic Corridor is a part of Prime Minister Narendra Modi’s vision. This major project is one of the most important and concrete outcomes of the G20 summit.”

–Sunjay Sudhir
India’s Ambassador to the UAE
for ‘Planet, People, Peace, and Prosperity’ in today’s world. The very first chapter talks about ‘strong, sustainable, balanced, and inclusive growth’ in the context of the global economic situation, with focus on advancing financial inclusion and combating corruption.

A crucial part of achieving this is accelerating progress on Sustainable Development Goals (SDGs). The Declaration has canvassed a roadmap for collective action to bring about effective and timely implementation of the ‘G20 2023 Action Plan’. The document also recognises culture as a transformative driver of SDGs. Delivering quality education, eradicating hunger and malnutrition along with strengthening global health and implementing One Health approach are also the focus areas. A key aspect highlighted is the necessity to establish dependable, varied, responsible, and sustainable supply chains for crucial minerals, semiconductors, and associated technologies.

The G20 Declaration has articulated a forward-looking vision underpinned by technological advancements, responsible utilisation of artificial intelligence, and the development of Digital Public Infrastructure (DPI) that prioritises accountability and inclusivity. The G20 countries have welcomed India’s plan to build and maintain a Global Digital Public Infrastructure Repository (GDPIR), a virtual repository of DPI, voluntarily shared by G20 members and beyond.

A globally fair, sustainable and modern international tax system appropriate to the needs of the 21st Century, gender equality along with bridging the digital gender divide, women-led development, and a strong condemnation of terrorism with the statement ‘Today’s era must not be of war’, the G20 Declaration displays the bloc’s determination to steer the world out of its current challenges and build a safer, stronger, more resilient, inclusive and healthier future for our people and the planet.

The G20 New Delhi Leaders’ Declaration is not just a document but a vision of a more inclusive, sustainable, and equitable world. It represents the collective will of nations to work together and stands as a testament to the power of international cooperation and dialogue. In the years to come, the legacy of India’s G20 Presidency would live on, not only in the Summit Declaration outcomes but also in the collective effort to build a world where prosperity, equality, and harmony prevailed.
Bharat Mandapam draws its inspiration from Lord Basaveshwara’s concept of ‘Anubhav Mantapa’, which served as a platform for public ceremonies. Embracing this legacy, the Bharat Mandapam offers comprehensive facilities and extensive amenities for the public, aligning with India’s aspiration to become a contemporary and developed society.

It boasts of:

- State-of-the-art exhibition halls
- A sprawling amphitheatre, with a seating capacity of 3k people
- A world-class convention centre
- A versatile multi-purpose hall & a plenary hall, with a combined capacity of 7k people

The IMC has been developed in the proximity of Bharat Mandapam with a capacity to host over 2,000 media delegates. Facilities such as workstations with high-speed internet connectivity and printers, an internal Broadcasting Centre, special publications, media briefing/interview rooms, broadcast booth, live stand-up positions for reporting, media lounges, help desk, medical room, catering, etc., were made available to facilitate the media personnel.

The walls and facades of the Mandapam depict several elements of India’s traditions:

- ‘Surya Shakti’ highlights India’s efforts in harnessing solar energy
- ‘Pancha Mahabhuta’ signifies the building blocks of universal foundation
- ‘Zero to ISRO’, celebrates India’s achievements in space
- Paintings and tribal art forms from different regions of the country

Bharat Mandapam, was the official venue for the G20 Leaders’ Summit. Covering an expansive area of 123 acres, it has been developed as India’s largest MICE (Meetings, Incentives, Conferences, and Exhibitions) destination.

Bharat Mandapam’s architectural design pays homage to India’s rich traditions. The building’s graceful contours evoke the elegant form of the Shankha, or conch shell. Its elliptical shape, free of sharp edges, gracefully reflects the meandering flow of the Yamuna River through the city. A 27-feet-tall Ashtadhatu statue of Nataraja, sculpted in the traditional ‘lost-wax’ casting method followed by the Cholas, adorns the entrance of the Mandapam.

INTERNATIONAL MEDIA CENTRE

The IMC has been developed in the proximity of Bharat Mandapam with a capacity to host over 2,000 media delegates. Facilities such as workstations with high-speed internet connectivity and printers, an internal Broadcasting Centre, special publications, media briefing/interview rooms, broadcast booth, live stand-up positions for reporting, media lounges, help desk, medical room, catering, etc., were made available to facilitate the media personnel.
SHOWCASING CULTURE AND INNOVATION

Beyond its central role as the G20 Summit venue, the Bharat Mandapam became a vibrant stage for showcasing the culture of India and the innovation that is happening in the country. Various exhibitions and experience zones were set up during the G20 Leaders’ Summit at the Mandapam.

CULTURE CORRIDOR - G20 DIGITAL MUSEUM

Envisioned as a G20 Legacy Project, the Culture Corridor was a first-of-its-kind collaborative project that had iconic and notable cultural objects showcasing the tangible, intangible, and natural heritage of the G20 members and 9 invitee countries, creating a ‘Museum in the Making’. The exhibition also presented the objects related to democratic practices from time immemorial.

DIGITAL INDIA EXPERIENCE ZONE

To offer the G20 delegates an experience of the power of technology implemented by India first-hand, this zone provided key insights into the crucial initiatives of Digital India. Initiatives such as Aadhaar, DigiLocker, UPI, eSanjeevani, DIKSHA, Bhavishy, ONDC, MyGov, CoWIN, UMANG, Jan Dhan, eNAM, GSTN, FastTag, and Ask Gita, were showcased.

BHARAT : THE MOTHER OF DEMOCRACY

This curated experience showcased the democratic traditions of our country. The history of democracy in India could be revisited through the 26 interactive panels on one side of the pathways where visitors could read content and listen to audio in 16 different languages.

CRAFTS BAZAAR

A Crafts Bazaar was set up showcasing handicraft products from different parts of India with a special focus on One District One Product and GI-tagged items. Special live demonstrations by master craftsmen were also presented.

RBI’S INNOVATION PAVILION

The Reserve Bank of India displayed cutting-edge and revolutionary financial technologies, which included products such as Central Bank Digital Currency; a Public Tech Platform for Frictionless Credit using technology to provide loans in digitised paperless manner; and UPI One World, Rupay on the GO, and Cross Border bill payment through Bharat Bill Payments.
INCLUSION OF AFRICAN UNION IN G20
A HISTORIC MILESTONE

In keeping with the sentiment of ‘One Family’, India, in a historic move, facilitated the inclusion of the African Union (AU) in the G20 as a permanent member. Along with being an achievement of its Presidency, the move reflects India’s commitment to the developmental agenda of the Global South, by maximising the latter’s representation in the world order.

The decision was unanimously accepted by all parties at the New Delhi Leaders’ Summit and has been welcomed world over for giving the continent an important voice on key global issues. Previously an “invited international organisation”, AU now has the same status as the European Union, which sits alongside 19 countries in the G20. Prior to the AU joining the bloc, South Africa was the only African country to have a seat at the table.

ABOUT AU
Officially launched in 2002 as a successor to the Organisation of African Unity

Comprises 55 African nations, uniting the continent

Headquartered in Addis Ababa, Ethiopia

Represents the world’s largest free trade area

INDIA-MIDDLE EAST-EUROPE ECONOMIC CORRIDOR

On September 9, 2023, Prime Minister Narendra Modi announced the launch of the India-Middle East-Europe Economic Corridor (IMEC) on the sidelines of the G20 Leaders’ Summit in New Delhi. The IMEC is a network of transnational rail, shipping, and road transport routes spread across two continents that will facilitate trade and economic activities. The IMEC comprises an Eastern Corridor connecting India to the Gulf region and a Northern Corridor connecting the Gulf region to Europe.

The IMEC aims to enhance economic development through improved connectivity and economic integration across continents, fostering sustainable and inclusive growth. It also seeks to link continents through commercial hubs, expand access to clean energy, establish undersea cables, connect energy grids, and improve telecommunications infrastructure.

The corridor’s goals include boosting existing trade, strengthening supply chains, and enhancing food security.

The IMEC project includes India, the UAE, Saudi Arabia, the European Union, France, Italy, Germany and the US. The corridor is part of the Partnership for Global Infrastructure Investment—a collaborative effort by G7 nations to fund infrastructure projects in developing nations.
A Beacon of Cooperation, Innovation & Shared Progress

Currently, all trade between India and Europe happens via the sea route that passes through the Suez Canal. Ushering a new chapter in global connectivity and sustainable development, the IMEC shall complement the existing trade routes facilitating global trade and economy. The Corridor will also offer India a crucial role in global commerce, digital communication, and energy networks.

The IMEC will connect India, the Middle East, and Europe with state-of-the-art transportation and communication infrastructure. Integration of railway lines and port connections from India to Europe, across the UAE, Saudi Arabia, Jordan and Israel, will lead to smoother and faster transit of goods, the planned undersea cables will strengthen telecommunication and data transfers, and an energy infrastructure shall be developed to enable production and transportation of green hydrogen to all the partners.

The IMEC has been envisioned to be a multi-modal transportation network, linking the regions across two continents through sea, and land routes, facilitating trade and economic activities. This transformative integration across regions has the potential to have a long-term impact to unlock tremendous commercial opportunities and reshape global trading routes.

As remarked by Prime Minister Narendra Modi, the Corridor is going to become the basis of world trade for hundreds of years to come as a beacon of cooperation, innovation, and shared progress.

**KEY BENEFITS OF IMEC**

- Will enhance logistical efficiencies, lower business costs, promote economic unity, & reduce greenhouse gas emissions
- Will establish dependable and cost-effective ship-to-rail transit for cross-border goods & services
- Rail link will speed up India–Europe trade by 40%
- Will strengthen economic ties, improving access to goods, energy, and data for citizens and businesses
- Will drive existing trade and manufacturing, strengthen food security, & bolster supply chains
- Will unlock new investments from partners, including the private sector
- Will spur job creation
The India-Middle East-Europe Economic Corridor: New Opportunities for Trade

The India-Middle East-Europe Economic Corridor is a part of Prime Minister Narendra Modi’s vision. This major project is one of the most important and concrete outcomes of the G20 summit. Today’s world is all about connectivity and this project takes connectivity across continents to a very different level altogether.

The benefits of IMEC go well beyond trade and this connectivity project actually goes beyond logistics. It is talking not only about logistical connectivity in terms of the traditional sense of the word of carrying containers from one country to another, but is also about digital connectivity in the form of optical fiber cables and energy connectivity in the form of green hydrogen. This is connectivity in a very broad sense and I think perhaps for the first time countries and continents would be having this kind of connectivity between them.

The India-Middle East-Europe Economic Corridor will be beneficial across sectors. For India, UAE is a major trading partner and so is the Gulf Cooperation Council (GCC) and Europe. So, all these areas will benefit, not only because of the kind of economic architecture which is evolving in terms of Comprehensive Economic Partnership Agreement (CEPA) with the UAE and with the GCC, but a Financial Transparency System (FTS) with the European countries like the UK and with the EU are also in the pipeline. When these new architecture get concrete shape, newer avenues will be opened for trade, and existing trade commodities and avenues will expand further. And IMEC will prove to be an ideal means to achieve this.

The corridor will have a hybrid kind of connectivity model because it starts with sea connectivity between India and the Gulf and then it moves to rail and roadways through the GCC and then again from Haifa to Europe by sea. Eventually, the corridor runs as roadways and railways across the European countries. The corridor takes best advantage of the most efficient means of transportation across this whole geographical distance.

The UAE has been a strategic partner of India for a very long time. It was in 2017, during the visit of HH Mohamed bin Zayed Al Nahyan to India when he was the chief guest at the Republic Day celebrations, that we signed the CEPA. The role of the UAE is, thus, very important because when the portion of the IMEC will start from the GCC part, it actually starts with the UAE. And if you look at the infrastructure that has already been developed, most of the work has already been done in Phase 1 and 2 of the Etihad Rail Project. The UAE’s role is also important because of the role it can play with other GCC countries in completing the rest of the infrastructure, wherever it is required.
UNESCO World Heritage Sites

Recognising India's Cultural Marvels

Just a few days ago, Santiniketan and the holy Hoysala temples of Karnataka were declared World Heritage Sites. It is India's endeavor to ensure as many of our historical and cultural places as possible get recognised as World Heritage Sites.

Prime Minister Narendra Modi (in 105th 'Mann ki Baat')

One of the oldest civilisations in the world, India is a mosaic of cultural and geographical diversity with multicultural experiences. With a myriad of landscapes and attractions, India's immense wealth of heritage sites have been recognised internationally.

The World Heritage Sites are places of exceptional cultural or natural significance recognised by UNESCO for their outstanding universal value. These sites can be cultural, natural, mixed (cultural and natural), and movable heritage. These heritage sites are important because they provide a unique insight into the history and culture of a country or region.

Mission of UNESCO's World Heritage

- Encourage countries to ensure the protection of their natural and cultural heritage
- Provide technical assistance and professional training to safeguard the sites
- Provide emergency assistance for World Heritage Sites in immediate danger
- Support public awareness-building activities for conservation
- Encourage local participation in the preservation of heritage sites
- Encourage international cooperation for the conservation of World Heritage Sites

How is a World Heritage Site chosen?

- Preparation of Tentative List of sites by the country
- Filing Nomination with World Heritage Centre for review
- Evaluation of Nomination by two Advisory Bodies
- Final decision by the World Heritage Committee

With the addition of the historic town of Santiniketan and the Sacred Ensembles of the Hoysalas, India is now home to 42 designated UNESCO World Heritage Sites.

With a growing economic stature, unique geographical diversity and rich cultural heritage, India is attracting more and more tourists from across the world. The Indian tourism sector ranks among the fastest-growing economic sectors in the country. To preserve and promote India's culture and heritage, the Government has started several initiatives including 'Dekho Apna Desh', 'Adopt a Heritage', and 'Swadesh Darshan'.

Indian heritage tourism not only protects cultural and historic resources but also stimulates local economies by creating job opportunities, generating new businesses, and contributing revenue to the Government.

Note: To be included on the World Heritage List, sites must meet at least one out of ten selection criteria, which are explained in the Operational Guidelines for the Implementation of the World Heritage Convention.
SANTINIKETAN
A CULTURAL LANDMARK

On September 17, UNESCO announced Santiniketan as the 41st World Heritage Site in India. The recognition by UNESCO acknowledges Santiniketan’s role in shaping modern India’s cultural and educational landscape.

Santiniketan was an experimental settlement in education and communal life in a rural setting founded in 1901 by the renowned poet, philosopher and Nobel Laureate Rabindranath Tagore. Located in West Bengal’s Birbhum district, Santiniketan stands as a unique blend of educational institution, artistic hub, and natural haven.

At the heart of this historic town is the serene campus of Visva Bharati University, the brainchild of Tagore to unite humanity by transcending religious and cultural boundaries. The architecture of Santiniketan demonstrates cultural interchange, as well as experimentation in construction techniques, material and design. At a time when Indian architecture under British rule was in the grip of European revivalist styles, Santiniketan was a bold attempt to revive indigenous construction techniques. Its planning demonstrates the revival of ancient traditions of the gurukul with open air classrooms arranged under the canopies of trees.

Santiniketan was an international cultural melting pot echoing Tagore’s idea ‘where the world finds a nest’. And it represents the distillation of Rabindranath Tagore’s greatest works through his lifetime.

THE SACRED ENSEMBLES OF HOYSALA
A TALE APART

The magnificent Sacred Ensembles of the Hoysalas have been inscribed on the UNESCO World Heritage List as the 42nd site in India. Situated in Karnataka, the Channakeshava temple in Belur, the Hoysaleswara temple in Halebidu, and the Keshava temple in Somnathapura, are the three most representative examples of Hoysala-style temple complexes dating from the 12th to 13th centuries that were built during the medieval Hoysala kingdom in southern India. The timeless beauty and intricate details of these Hoysala temples are a testament to India’s rich cultural heritage and the exceptional craftsmanship of our ancestors.

The Hoysala style was created through careful selection of contemporary temple features and those from the past to create a different identity from neighbouring kingdoms. The shrines are characterized by hyper-real sculptures and stone carvings that cover the entire architectural surface. The excellence of the sculptural art underpins the artistic achievement of these temple complexes and stand testimony to the rich historical and cultural heritage of our country.

The Hoysala temples have a basic Dravidian morphology but show strong influences of the Bhumija model widely used in Central India, the Nagara traditions of northern and western India, and the Karnataka Dravida models favoured by the Kalyani Chalukyas.
India’s Two New Inscriptions on the World Heritage List

At the extended 45th session of the World Heritage Committee, held in Riyadh, Kingdom of Saudi Arabia from 8th to 25th September 2023, India succeeded in getting two nominations inscribed for the 2022 and 2023 cycle on the prestigious World Heritage List. These were Santiniketan—located in West Bengal and the Sacred Ensembles of the Hoysalas located in Karnataka.

Santiniketan, situated in rural Bengal, is associated with the work and philosophies of Gurudev Rabindranath Tagore, a world-famous poet, artist, musician, philosopher, and recipient of the Nobel Prize in Literature (1913). Established initially as an ashram in 1863 by his father, Rabindranath Tagore began, in 1901 its transformation into a residential school, and a centre for art, based on the ancient Indian teaching system of Gurukul. His vision was oriented on the unity of humanity, or ‘Visva Bharati’. Santiniketan embraced a unique brand of internationalism, that drew upon ancient, medieval and folk traditions of India as well as Japanese, Chinese, Persian, Balinese, Burmese, and Art Deco forms. Many of these themes are seen in ‘Gitanjali’, his collection of poems, which he wrote while living in Santiniketan. The motto of Santiniketan, taken from an ancient Sanskrit verse, ‘यत्र विशिष्ये भितरयेक नीडम्’, means- the world is a nest. Everyone is invited to visit this nest and explore the universalism of Santiniketan. It was the tireless efforts of the Ministry of Culture, Govt. of India and the Archaeological Survey of India (ASI) that got the Outstanding Universal Value of Santiniketan recognised and inscribed on the prestigious World Heritage list on 17th September 2023 under agenda item 45 COM 8B.10, a serendipitous occurrence on the birthday of the Prime Minister of India Narendra Modi, who is also the Chancellor of Santiniketan.

India’s second nomination the Sacred Ensembles of the Hoysalas was also recognised for its Outstanding Universal Value and inscribed on 18th September 2023 onto the list under agenda item 45 COM 8B.29. If ever poetry was carved in stone, it is in these monuments of India. It was the Prime Minister of India’s push to promote Indian cultural sites globally that saw this inscription from Karnataka state reach the global arena. Its inscription on the World Heritage List is a great gift to the people of India on the eve of Ganesh Chaturthi. The Ministry of External Affairs, Ministry of Culture, Govt. of India, the Archaeological Survey of India (ASI) and the state’s Archaeology Dept. must be commended for their efforts and cooperation.

The Hoysala era is one that contributed enormously to the development of several creative fields as well as spiritual and humanistic thought. These 12th-century monuments are a serial nomination of three monuments from the Hoysala period located at Belur, Halebidu and Somnathapura. ‘Channa Keshava’ in the Kannada language means- Good or Benevolent Krishna. These monuments are extraordinary expressions of spiritual purpose and vehicles of spiritual practice and attainment. Set in the foothills of the hilly and forested terrain of the Western Ghats on sites of enduring sanctity. The stone sculptures and carvings are full of cultural iconography and depictions of the stories from the ancient scriptures of India like the Ramayana, Mahabharata and Srimad Bhagavatam.

With these inscriptions, India’s tally has reached 42 sites.
Gurudev’s Vision and Contribution
Respected at Global Stage

First of all, I want to pay homage to Gurudev Rabindranath Tagore whose journey (Santiniketan, Visva Bharati), started in 1921, has attained a spectacular dimension today in 2023. Further, I want to pay my sincere thanks to our honourable Acharya and Prime Minister Shri Modi ji whose valuable guidance has enabled us to achieve this big feat. The dream, which couldn’t be realised in 2011 due to a lack of proper support and assistance, has finally come true thanks to the necessary gravity and priority given by Prime Minister Modi ji. Visva Bharati is now a World Heritage Site. I salute respected Acharya ji for guiding us on time. We always turned to the Prime Minister for solutions whenever any obstacle came our way. Today Gurudev’s vision and contributions have been recognised at the global stage and every person associated with Visva Bharati has also got recognition in the world.

The Culture Department and the Education Department have played a major role in nominating Visva Bharati and Santiniketan as World Heritage Sites. The guidance, which we received from the Education Minister, Shri Dharmendra Pradhan and the Culture Minister, Shri G Kishan Reddy, proved very helpful. Also, the Archaeological Survey of India (ASI) was instrumental in completing the renovation and making UNESCO approval possible.

Since Santiniketan has now received the tag of UNESCO World Heritage Site, it’s very important to protect this prestige. Under the able leadership of the Prime Minister, Visva Bharati is getting adequate support from all quarters. As the Prime Minister correctly said in ‘Mann ki Baat’ that this World Heritage Site tag is for everyone, we all have to come together to preserve it and save the historical culture of India. No work is difficult if we work collectively.
Hoysala Temples: Rich Heritage of Architecture

Hoysalas were the strongest rulers of Southern Karnataka. Earlier, they were the subordinates to Kalyani Chalukyas, after which they became independent kings. In 1117 AD, they defeated the Cholas at Talakadu (in present day Karnataka) and constructed five Narayana temples in the part of this old Mysore state. One of them is Kirti Narayana in Talakadu, another one is Cheluvanarayana Temple which is in Melkote, Veeranarayana Temple at Gadag, Nambi Narayana in Tonnr, and Vijayanarayana at Belur. So far, we have identified more than 1,500 Hoysala inscriptions in this part of Karnataka.

It is a moment of pride that three Hoysala Temples have been recognised by UNESCO. Hoysalas have built more than 1,000 temples. The earliest temples were very simple with only one garbhagriha and navranga. The second stage of Hoysala temples have got the influence of Cholas as well as of Kalyani Chalukyas. Later temples were constructed in classical Hoysala style and the best examples are in Belur and Somanathapura. Somanathapura has the last temples of the classical style. It was constructed in 1268 AD and these Hoysala temples range from single garbhagriha (ekkota), two garbhagriha (duikota), three (trikota), four (chatuskota) and five (panchkota).

The trikota is very important, balanced with three garbhagrihas, opened to three sukanāsis and then to common navranga. All Hoysala temples of this kind have been constructed on raised platforms called jagati, from where one can look at the whole temple architectural style. Another importance given by the Hoysalas is that the sculptures’ names have been signed at the bottom or the pedestal of the sculptures. Many names have been identified like Dasoja and Mallithamma.

These temples are also important because of the stone that is used, which is called Chlorite Schist stone, commonly known as soap stone. The soap stone has a special nature of its own because it has got no pores in it. The molecules of the stone are compactly arranged, which is good for minute carving. The Hoysalas utilised this property of the stone for constructing these temples. The symmetry, the height — everything is geometrically designed.

We are proud that Karnataka has got four UNESCO recognised sites — three cultural ones and another one is the natural heritage that is Western Ghats. The recent recognition is definitely a boost to tourism. We had recommended that these temples be declared UNESCO World Heritage in 2016. Thanks to the Archaeological Survey of India as well as the State Archaeology Department as they discussed, inspected and presented the proposal properly to bring them in the UNESCO list. Entering the list is not easy as the rules are quite strict.
MUSIC BEYOND BORDERS

CASSANDRA MAE’S INDIAN CONNECT

“CassMae, a resident of Germany, has never been to India, but she is a fan of Indian music, who has never even seen India. Her interest in Indian music is very inspiring.”

In the 105th episode of ‘Mann ki Baat’, Prime Minister Narendra Modi applauded the 21-year-old Cassandra from Germany, who, despite never having visited India, is a huge fan of Indian music.

Being visually-challenged since birth, CassMae never let this stop her from extraordinary achievements. Her passion for music and creativity was such that she started singing right from her childhood. She started playing the African drum at the age of three and recently, five or six years ago, she was introduced to Indian music.

Indian music fascinated her so much that she got completely engrossed in it. In 2018, 16-year-old Cassandra started learning to play the tabla and experimenting with new Indian sounds and languages. She mastered singing in many Indian languages including Sanskrit, Hindi, Malayalam, Tamil, Kannada, Assamese, Bengali, Marathi, and Urdu.

She has showcased her talent and performed Indian music in many concerts, yoga retreats, and is also a part of the Tabla Ensemble of the Anubhav Academy in Cologne, Germany.

I have been singing since my childhood. I used to imagine jumping and singing on the stage whenever there was some event happening. I also like to write my own lyrics. When I was six, I wrote my first song. It was in German and I also sang the song. Professionally, I started singing at the age of 11 or 12. I started taking English classes and then sang in English, German, French, Spanish, and many other languages. I enjoyed trying them all and in 2017 at Berklee College of Music, I discovered Indian songs and music and after a few months, I dared to start singing in Indian languages. I started with Hindi and then attempted singing in other languages too. I sing in at least nine or ten Indian languages but when it comes to speaking I have conversations only in Hindi.

On the morning of 24th September, I woke up with multiple text messages and voice messages on Instagram. I received so many messages from people in India and it was a pleasant surprise and also totally unexpected. It was so unreal for me and they kept cheering for me in their stories. They sent me sweet voice messages on Instagram. I would love to come to India, meet friends, and do concerts there.
In India, education has been upheld as a fundamental and human right. It is a basic right which every child should have access to and to preserve this right the government as well as the citizens have taken various initiatives so that quality education can be delivered even to the remotest areas of the country. Among these commendable efforts are the initiatives led by the youth of Uttarakhand and Andhra Pradesh, which were appreciated by the Prime Minister in the latest episode of ‘Mann ki Baat’.

Nainital: The Ghoda Library Initiative

Amidst monsoon challenges in Uttarakhand, the Ghoda Library stands as a beacon of hope. This mobile library, with horses carrying books between villages, ensures access to reading materials. Locals are also supporting by offering their horses, which adds to the initiative’s inspiration.

“We were immensely proud when PM Narendra Modi mentioned our Ghoda Library initiative in ‘Mann ki Baat.’ Our goal is to ensure every child has access to books. With the Prime Minister’s guidance, we’re confident we can expedite our progress toward this objective.” — Shubham Badhani, Founder, Ghoda Library

Akarshana Satish, a 7th-grade student from Hyderabad, has received praise from the Prime Minister for her remarkable efforts in promoting a reading culture among children. At just the age of 11, she has successfully set up seven libraries with 6,000 books in Andhra Pradesh and Tamil Nadu, with contributions from friends, neighbours, and relatives.

“Starting my journey at MNJ Cancer Hospital, I was able to establish my first library with 2,036 books, supported by the MNJ Director. Encouraged by the positive response, I set up a second library at Satnath Nagar Police Station with 800 books. Then, I set up a third library at the Juvenile & Observation Home for Girls in Hyderabad with 600 books. My efforts continued with donations of 200 books to the Gayatri Nagar Association in Borabanda, another 200 books to the Coimbatore City Police Street libraries, and 1,200 books to the Chennai Boys Club in the Nolambur Police Station. My most recent initiative was creating a library at the Government High School in Sanath Nagar with over 600 books. I aim to establish three more libraries by year-end.”

— Akarshana Satish

“The Ghoda Library visits our village every week. I borrowed a book about an owl. I enjoyed the story. I plan to get another one when the library returns next week.” — Krishna Joshi, Student
India, with its profound cultural legacy, holds wildlife in high regard. Sacred rituals, festivals, and traditions have elevated animals to symbols of wisdom and spirituality. In modern times, wildlife conservation is a top national priority, a joint effort of the Government and its citizens. Stringent laws combat threats to wildlife, and national parks, sanctuaries, and conservation movements protect these precious species. Local communities and organisations actively restore habitats and raise public awareness. It is a collective responsibility to preserve India’s rich natural heritage.

The Prime Minister, in ‘Mann ki Baat’, talked about two such initiatives.

Let compassion guide our actions, for most of our deities’ carriers are animals and birds. We must protect them as they are the heart of our faith. In recent years, we’ve seen a commendable rise in the number of lions, tigers, leopards, and elephants, a testament to our commitment to nature’s preservation.

Prime Minister Narendra Modi
(In 105th ‘Mann ki Baat’)

Sukhdev Bhatt: Fearless Champion of Wildlife Protection

Sukhdev Bhatt is a dedicated wildlife conservationist in Pushkar, Rajasthan, who, with his team ‘Cobra’, is fearlessly rescuing the deadly snakes in this area. Their unwavering commitment goes beyond saving venomous snakes, as they swiftly respond to the needs of humans and wildlife alike. Their efforts extend to aiding all living beings, exemplifying their commitment to all living beings.

“I’m known as a journalist and snake rescuer, having saved over 500 poisonous snakes. Our team, named ‘Cobra Team Rajasthan’, has rescued 50,000 snakes and conserved 500 species in Nag Pahad. We strictly adhere to Forest Department guidelines and are committed to our work.”

The Unique Connection Between an Auto Driver and his Feathered Friends

Rajendra Prasad, an auto driver based in Chennai, Tamil Nadu, has selflessly dedicated the past 25–30 years to service of pigeons. He currently cares for over 200 pigeons in his own house. With an unwavering commitment, he attends to all the birds’ needs.

“Despite facing opposition and health concerns, my unwavering love for breeding pigeons has never dimmed. During the pandemic, I found solace with my pigeons. Their nests are my sanctuary, and I live without desires for money, greed, or fame. I’m working hard in both pigeon breeding and as an auto-rickshaw driver, supporting my daughters’ education without taking loans.”
INDIA’S KARTAVYA KAAL
A CALL OF DUTY AND A PROMISE OF DEVELOPMENT

The Prime Minister has termed the next 25 years, post Azadi ka Amrit Mahotsav, as India’s Amrit Kaal. Central to this momentous period is the concept of duty — the shared responsibility that unites every citizen of the nation. The ‘Kartavya Kaal’ is a time when through the power of Atmanirbharta and jan bhagidari, we propel ourselves towards our collective aspirations for a brighter tomorrow.

REVIVING THE SOT RIVER
A Remarkable Tale of Janbhagidari

In Sambhal, a remarkable example of collective effort and public participation was seen as more than 70 Gram Panchayats came together to restore the once-dying Sot river. Their determination and hard work rejuvenated the river, benefiting local farmers and the ecosystem.

“The Sot River, once significant in Sambhal district, had vanished over time. Under the MGNREGA scheme, we initiated the Sot River Rejuvenation Project in Sambhal, starting in November 2022 and successfully completed it by June–July 2023. The river today passes through 71 gram panchayats in five development blocks. We began by reclaiming encroached land and then started the revival of the river with the help of SDMs, Tehsildars, and a dedicated MGNREGA team under the Village Development Officer. Timely rains played a crucial role in this revival, bringing happiness to farmers. The river will serve as an irrigation source and help improve water levels. Our future plans include restoring other rivers in the area, highlighting the positive impact of community and Government efforts in revitalising natural resources.”

—Manish Bansal, DM, Sambhal (Uttar Pradesh)

SHAKUNTALA SARDAR
Atmanirbharta through Sal Leaf Craft

Shakuntala Sardar from West Bengal transformed her family’s life by using a sewing machine to create beautiful designs from Sal leaves, inspiring others and even investing in life insurance for her children’s brighter future.

“I stitch Sal leaves at home, earning 150–200 rupees daily, achieving financial independence, and securing my children’s future with an insurance scheme. Earlier, we relied on daily wage labour due to limited farmland, struggling to make ends meet. However, discovering the abundance of Sal leaves in our village paved the way for self-reliance. My children have been involved with me in sewing Sal leaves for two years now. Initially, taking my kids to agricultural fields was challenging and affording a sewing machine seemed impossible. That’s when our Self-Help Group stepped in, providing assistance and enabling me to work from home. We decided to purchase Sal leaves from local women, ensuring fair compensation. We also created a new income stream by sewing these leaves into usable items, promoting fair pay for everyone involved.”

—Shakuntala Sardar, Satnala village, West Bengal
Swachhata Hi Seva
From Pledge to Implementation

“The ‘Swachhata Hi Seva Abhiyaan’ is going on with great enthusiasm in all the offices of the Central Government. This Karyanjali of cleanliness itself will be the true tribute to Gandhiji.”
- Prime Minister Narendra Modi (in ‘Mann Ki Baat’ address)

“Mahatma Gandhi dreamt of an India which was not only free but also clean and developed. A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150th birth anniversary in 2019.”
- PM Narendra Modi

With these words Prime Minister Narendra Modi launched the nationwide ‘Swachh Bharat Mission’ on October 2, 2014 aiming to accelerate the efforts to achieve universal sanitation coverage and put the focus on sanitation.

Nine years of the ‘Swachh Bharat Mission’ marks the significant milestone of over four lakh ODF Plus villages with subsequent decrease in cases of diarrhoea, malaria, stillbirths and low birth weight cases. Along with that 11,24,35,128 household toilets have been constructed.

The mission’s achievements represent a substantial stride towards a cleaner and healthier India. Under this mission, several programmes were launched including Swachh Bharat Mission Gramin and Urban – focused on rural and urban areas, Swachh Swasth Sarvatra, aimed to promote sanitation and hygiene, Swachh Iconic Places to improve the cleanliness and sanitation of iconic and heritage sites across India, Swachh Bharat – Swachh Vidyalaya to improve sanitation and hygiene facilities in schools, Swachh Bharat Kosh, a fund set up to attract corporate contributions and philanthropic donations, Open Defecation Free (ODF) Plus aimed to sustain ODF status in villages and towns and Swachh Survekshan, an annual cleanliness survey that ranks cities and towns.

More recently, the nation celebrated the fortnight festival of cleanliness with the launch of the ‘Swachhata Hi Seva (SHS) 2023’ campaign, themed ‘Garbage-Free India.’ Prime Minister Modi led the charge, wielding a broom, pitching to blend fitness and well-being with cleanliness. His call resonated with politicians, celebrities, students, and the general public, resulting in an inspiring “Jan Andolan” (people’s movement).

As part of the Prime Minister’s clarion call for ‘Ek Tareekh Ek Ghanta Ek Saath’ (One Date, One Hour, Together), the entire Government along with citizens, joined forces on October 1, 2023 at 10 a.m., to conduct cleanliness drives across various locations. Various ministries and departments contributed uniquely to the SHS campaign. The Ministry of Tourism initiated the Travel for LiFE for Cleanliness Campaign at 108 selected sites. The Ministry of Information & Broadcasting ensured the screening of the SHS video in cinemas nationwide. The Department of Telecommunications broadcasted the SHS ringtone across all mobile networks. The Department of Civil Aviation, Railway Board, and
Archaeological Survey of India endorsed the campaign at airports and railway areas, illuminating major monuments with the SHS branding. The Department of School Education & Literacy expanded sanitation activities in all schools, while the Department of Higher Education encouraged colleges and universities to promote cleanliness.

Another remarkable aspect of this campaign was the focus on the welfare of the sanitation heroes – the SafaiMitra through health check-up camps and yoga sessions. Various sections of society actively participated, including women’s self-help groups, youth in schools and colleges, and senior citizens at beaches, parks, and public spaces. In a tribute to the spirit of ‘Team India,’ collective efforts such as Swachhata Pledge, Swachhata runs, Human Chains along with cleanliness drives at offices, railway tracks, airports, tourist sites, pilgrimage destinations, educational institutions, highways, zoos, sanctuaries, and parks, have rejuvenated the environment, creating a cleaner and healthier atmosphere.

Over nearly a decade of the ‘Swachh Bharat Mission’, India has witnessed improved sanitary conditions, health benefits, and a significant shift in the behaviour of rural communities. The Open Defecation Free status has enhanced tourism and contributed to a positive international image for the country. The government’s vision of a ‘Sampoorn, Swachh, and Swasth Bharat’ by 2024-25 remains a priority. It is evident that the ‘Swachhata Hi Seva 2023’ campaign has reignited the spirit of volunteerism and community participation among the masses, demonstrating the remarkable achievements possible when individuals, communities, and government agencies unite with a shared vision and commitment to a mission.
CLEANATHON 2.0

For the 'Swachhata Hi Seva' campaign, celebrities, residents and students of Mumbai joined forces to undertake Cleanathon 2.0 at the renowned Juhu Beach.

"God resides where there is cleanliness. Be it our environment, our mind or our health, cleanliness is important everywhere. Everyone should take this initiative and take responsibility."
- Isha Koppikar, Actress

"If we want to give a beautiful, disease-free earth to our next generation; if we want tourism to boost our economy; if we want marine life, then cleanliness is important."
- Amruta Fadnavis, Singer & Social Activist

"I believe that this is a very important initiative and Gandhiji also believed a lot in cleanliness. So, it is important that we follow the steps shown by him."
- Rajkummar Rao, Actor

"You have to do this yourself because you are doing it for yourself and not for anyone else. If there is cleanliness, we will remain healthy."
- Jackky Bhagnani, Actor & Producer

“I am happy that so many people from the industry have come here to spread the message that we are the common people, so we should clean up and keep our city clean. Today, you can see a direct example of cleanliness and service that the common people are coming and cleaning the beach."
- Manushi Chhillar, Actress & Miss World 2017

“It is very important that we maintain cleanliness in the country so as to preserve the beauty of our natural surroundings. The ‘Swachhata Hi Seva' campaign initiated by the Government has made significant strides in enhancing the allure of Mumbai. This cleanliness drive has yielded positive ripple effects on tourism, industry, marine ecosystems, and the demographic landscape of the city. We urge people to replace plastic bags with eco-friendly alternatives like paper bags."
- Student, NL College, Malad

“The ‘Swachhata Hi Seva’ campaign started from 15th September and NSS is playing a big role in it. Different types of activities have been included, be it cleanup drives, planting trees or raising awareness on cleanliness and the main activity is Swachhata Pakhwada. Students collected a lot of garbage including discarded flowers, plastic which is very harmful to the sea and marine life. This is a chapter of service to our country and to inspire people to serve Mother Earth."
- Student, Pravin Gandhi College, Mumbai
MANN KI BAAT

Media Scan
54

55
PM calls for one-hr cleanliness drive on Oct 1

13:25 · 24 Sept 23 · 31.9K Views

Meenakashi Lekhi · Following

Tuned in to the inspiring words of Hon'ble PM Shri @narendramodi Ji’s #MannKiBaat at BK Dutt Colony with @BJP4India President @JPNadda Ji & the residents of my Lok Sabha constituency.

Today Prime Minister emphasised that 'Azadi Ka Amrit Kaal' is also 'Kartavya Kaal' for every citizen of the country, his encouraging words motivated us to work hard in the service of our nation.

Translate Tweet

Trade belt with Middle East, Europe to be commercial cornerstone: PM

11:23 · 24 Sept 23 · 29.5K Views

Jagat Prakash Nadda · Following

अर्थव्यवस्था के विकास के लिए में आयोजित व्यवस्था बनाने के लिए श्रेयस है।

त्रांसफर बल्ल से, भारत में होंगे विभिन्न व्यवस्था, जिनमें उनमें नहीं रहेगा दोहराव।

Trade belt with Middle East, Europe to be commercial cornerstone: PM

Prime Minister calls Chandrayaan-3 landing, G-20 Summit in Mann Ki Baat

13:25 · 24 Sept 23 · 31.9K Views

Meenakashi Lekhi · Following

Tuned in to the inspiring words of Hon'ble PM Shri @narendramodi Ji’s #MannKiBaat at BK Dutt Colony with @BJP4India President @JPNadda Ji & the residents of my Lok Sabha constituency.

Today Prime Minister emphasised that 'Azadi Ka Amrit Kaal' is also 'Kartavya Kaal' for every citizen of the country, his encouraging words motivated us to work hard in the service of our nation.

Translate Tweet

Prime Minister calls Chandrayaan-3 landing, G-20 Summit in Mann Ki Baat

13:25 · 24 Sept 23 · 31.9K Views

Meenakashi Lekhi · Following

Tuned in to the inspiring words of Hon'ble PM Shri @narendramodi Ji’s #MannKiBaat at BK Dutt Colony with @BJP4India President @JPNadda Ji & the residents of my Lok Sabha constituency.

Today Prime Minister emphasised that 'Azadi Ka Amrit Kaal' is also 'Kartavya Kaal' for every citizen of the country, his encouraging words motivated us to work hard in the service of our nation.

Translate Tweet

PM calls for one-hr cleanliness drive on Oct 1

13:25 · 24 Sept 23 · 31.9K Views

Meenakashi Lekhi · Following

Tuned in to the inspiring words of Hon'ble PM Shri @narendramodi Ji’s #MannKiBaat at BK Dutt Colony with @BJP4India President @JPNadda Ji & the residents of my Lok Sabha constituency.

Today Prime Minister emphasised that 'Azadi Ka Amrit Kaal' is also 'Kartavya Kaal' for every citizen of the country, his encouraging words motivated us to work hard in the service of our nation.

Translate Tweet

Trade belt with Middle East, Europe to be commercial cornerstone: PM

11:23 · 24 Sept 23 · 29.5K Views

Jagat Prakash Nadda · Following

अर्थव्यवस्था के विकास के लिए में आयोजित व्यवस्था बनाने के लिए श्रेयस है।

त्रांसफर बल्ल से, भारत में होंगे विभिन्न व्यवस्था, जिनमें उनमें नहीं रहेगा दोहराव।
मन की बात: पर्यटन का एक बहुत बड़ा
पहलु रोजगार से जुड़ा: पीएम मोदी

एक शीघ्रता एक घटा एक बढ़ा
1 अक्टूबर 2023 को सुहाना 10 वर्ष नए नामकरण के नेतृत्व में स्वदेश के लिए एक घटे के ब्रम्हंदन का आमनेआमन

पर्यटन बंगाल की शुरुआत
सबसे बड़ा भवन के लिए प्रेमणा
पीएम मोदी ने बंगाल के काल्पनिक, पुरातात्त्विक यातायात के लिए उपकरण का वित्तपत्र लगाया।

विश्व व्यापार का आधार
बनेगा आर्थिक गलियारा

भारत ने अंतरात्मक उद्योग का बना दिया आर्थिक गलियारा।

30 दिसंबर को चार्टर्ड उड़ीसा का बना दिया आर्थिक गलियारा।

चंड्रयान-3 से जुड़ी भारतीयों की भाषावात
जी-20 ने बना का तोहा मनाया: मोदी

भारतीय सर्वोत्तम लोकप्रियता जगमंडल बाहुः लालगी
THE TIMES OF INDIA
Crores watched historic Moon landing, shows deep attachment to Chandrayaan-3: PM Modi in Mann ki Baat; urges people to participate in MahaQuiz

The Indian EXPRESS
India-Middle East-Europe corridor to become basis of world trade for centuries: PM Modi on Mann Ki Baat

हिंदुस्तान
पीएम मोदी ने मन की बात में 'घोड़ा लाड़ेन' की तारीफ की, इसकी ख़ासियत कर देगी आपको होगा!

THE ECONOMIC TIMES
PM Modi invites university students, young professionals to G-20 University Connect Finale

दैनिक भास्कर
PM मोदी ने जीवनदायिनी 'सोत नदी' का किया जिंद्र: "मन की बात" में बोले- सभी ने दिखाई कल्याण भावना की मिसाल, बदामूं में लोगों में हर्ष

Hindustan Times
Mann Ki Baat: Why did PM Modi mention German singer Cassandra Mae Spittmann in 105th episode?