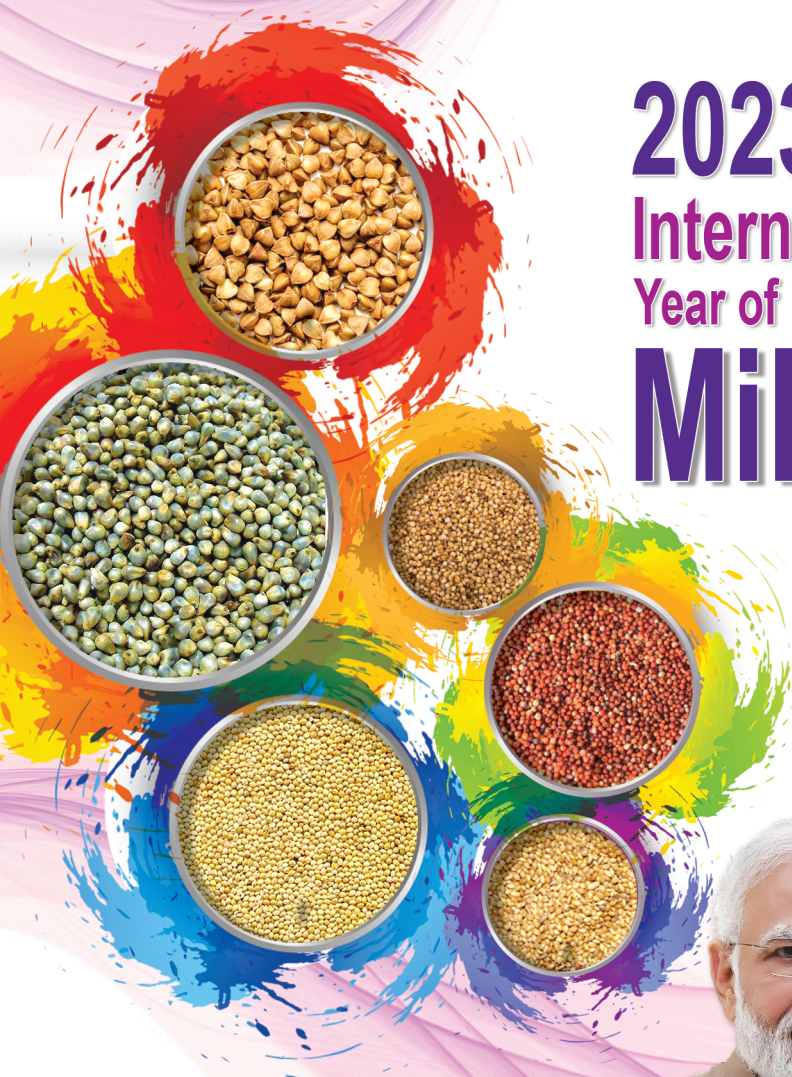


AUGUST 2022



2023 International Year of Millets



MANN KI BAAT

Prime Minister Narendra Modi's Address to the Nation



CONTENTS

01 Prime Minister's Address 1

02 Special Mentions by Prime Minister 15

2.1 Amrit Sarovar 16 Conserving Water Heritage

2.1.1 Mission Amrit Sarovar is for our Present and Future 24 -Interview with Padma Awardees

2.2 POSHAN for Holistic Nutrition 26 Janbhagidari Making India Malnutrition-free

2.2.1 Balanced Diet and Nutrition 31 -Interview with Geeta Phogat

2.3 Millets: India's Humble Superfood 34 Maintaining Country's Healthy Eating Habits

2.3.1 Millet Bhakri a Day, Keeps Dullness Away 40 -Article by Rujuta Diwekar

2.3.2 Millets: Good for Environment and Health 42 -Interview with Jaiveer Rao

2.4 A New Era of India's Digital Revolution 44

2.4.1 Impact of Digital India on Indian Industry 54 -Article by Chandrajit Banerjee

2.4.2 Digital Revolution Making India Self-Reliant 56 -Interview with Deep Kalra

2.4.3 Digital India is Empowering the Hinterland 58 -Article by Nivruti Rai

2.5 Swaraj 60 Bharat ke Swatantrata Sangram ki Samagra Gatha

2.5.1 'Swaraj' Will Prove To Be An Inspiration For Youth 62 -Article by Shekhar Kapoor

2.5.2 Proud to be Associated with 'Swaraj' 64 -Interview with Hrishitaa Bhatt

03 Media Scan 67

Prime Minister's Address



My dear countrymen, Namaskar!

In this month of August, all your letters, messages and cards have soaked my office in the hues of the tricolor. I have hardly come across any letter which does not carry the tricolor, or does not talk about the tricolor and Freedom. Children and young friends have sent beautiful pictures and artwork on the Amrit Mahotsav. **In this month of independence, in our entire country, in every city, every village, the nectar of Amrit Mahotsav is flowing. On this special occasion of Amrit Mahotsav and Independence Day, we have seen the collective might of the country. There has been a sense of realisation. Such a big country, so many diversities, but when it came to hoisting the tricolor, everyone seemed to flow in the same spirit. People themselves came forward, becoming the vanguard of the pride of the tricolor. We had**

also seen the spirit of the country in the cleanliness campaign and the vaccination campaign. We are getting to witness the same spirit of patriotism again in the Amrit Mahotsav. Our soldiers hoisted the tricolor on the peaks of high mountains, on the borders of the country, and in the middle of the sea. People also came up with different innovative ideas for the tricolor campaign, such as young friend, Krishnil Anil ji. Anil ji is a puzzle artist and has created beautiful tricolor mosaic art in record time. In Kolar, Karnataka, people presented a unique sight by holding the tricolor that was 630 feet long and 205 feet wide.

In Assam, Government employees created a 20 feet tricolor with their own hands to hoist at the Dighalipukhuri War Memorial. Similarly, people in Indore made the map of India through a human chain. In





Chandigarh, the youth made a giant human tricolor. Both these efforts have also been recorded in the Guinness book of word Records. In the midst of all this, a great inspirational example was also seen at the Gangot Panchayat of Himachal Pradesh. Here, the children of migrant laborers were included as chief guests in the Independence Day Programme of the Panchayat.

Friends, these colors of the Amrit Mahotsav were seen not only in India, but also in other countries of the world. Local

singers living in Botswana sang 75 patriotic songs to celebrate 75 years of India's independence. What is more special in this is that these 75 songs were sung in languages like Hindi, Punjabi, Gujarati, Bangla, Assamese, Tamil, Telugu, Kannada and Sanskrit. Similarly, in Namibia, a special stamp has been released on the Indo-Namibian cultural-traditional relations.

Friends, I want to share with you another thing of joy. Just a few days ago, I got an opportunity to attend a program of Ministry of



Information and Broadcasting, Government of India. There, they had organised the screening of 'Swaraj', the Doordarshan serial. I got an opportunity to attend its premiere. This is a great initiative to acquaint the younger generation of the country with the efforts of unsung heroes and heroines who took part in the freedom movement. It is telecast every Sunday at 9 pm on Doordarshan. And I was told this is going to continue for 75 weeks. **I urge you to take time out to watch it yourself and do show it to the children of the house. And people from schools and colleges can also record it and compose a special program when the schools and college open on Monday, so that a new awakening will arise in our country about these great heroes of the birth of freedom.** Azadi Ka Amrit Mahotsav will continue till next year i.e. August, 2023. For the

country, for the freedom fighters, the writings and events that we have been organising, we have to carry them forward.

My dear countrymen, the knowledge of our forefathers, the farsightedness of our ancestors and the Ek-Atma-Chintan integral self realisation is so significant even today; when we go deep into it, we are filled with wonder. Our thousands of years old Rigveda! In Rigveda it is said:-

ओमान-मापो मानुषीः अमृक्तम् धात्
तोकाय तनयाय शं योः।
यूयं हिष्ठा भिषजो मातृत्मा विश्वस्य
स्थातुः जगतो जनित्रीः॥

Meaning – O water, you are the best friend of humanity. You are the giver of life, food is produced from you, and from you is the well-being of our children. You are the protector of us and keep us away from all evils. You are the best medicine, and you are the sustainer of this universe.



Think about it...the importance of water and water conservation has been explained in our culture thousands of years ago. When we see this knowledge in today's context, we are thrilled, but when the nation accepts this knowledge as its strength, then their power increases manifold. You will remember, in 'Mann ki Baat', I had talked about Amrit Sarovar four months ago. After that, the local administration got active in different districts, voluntary organizations came together and local people connected... and lo and behold, the construction of Amrit Sarovars has become a mass movement. When there is a deep feeling to do something for the country, realize one's duties, concern for the coming generations, then the capabilities also get added up, and the resolve becomes noble.

I have come to know of a brilliant effort from Warangal in Telangana. A new Gram Panchayat has been formed here, named 'Mangtya-Valya Thanda'. This village is close

to the forest area. There was a place near the village where water would accumulate during the monsoon. On the initiative of the villagers, this place is now being developed under the Amrit Sarovar campaign. This time, due to the rains during the monsoon, this lake has been filled to the brim with water.

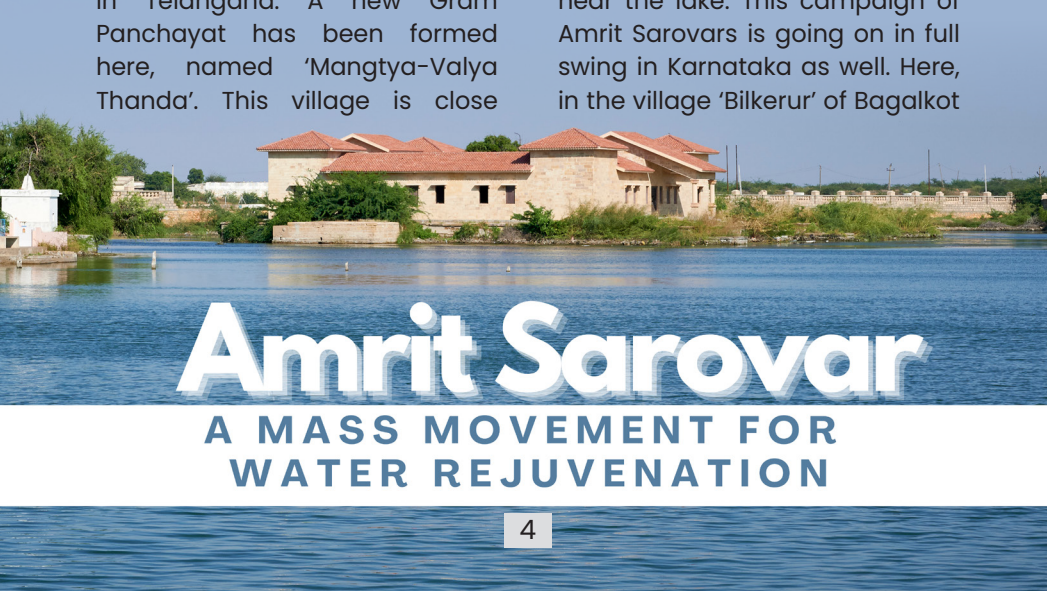
I also want to tell you about the Amrit Sarovar built in Mocha Gram Panchayat in Mandla, Madhya Pradesh. This Amrit Sarovar is built near the Kanha National Park and has further enhanced the beauty of this area. The newly constructed Shaheed Bhagat Singh Amrit Sarovar in Lalitpur, Uttar Pradesh is also drawing a lot of people. This lake, built in the Niwari Gram Panchayat, is spread over 4 acres. The tree plantation on the shoreline of the lake is enhancing its beauty. People are also coming from far and wide to see the 35-feet high tricolor near the lake. This campaign of Amrit Sarovars is going on in full swing in Karnataka as well. Here, in the village 'Bilkerur' of Bagalkot

district, people have built a very beautiful Amrit Sarovar. In fact, in this area, people had a lot of problems because of the water flowing down from the mountain; farmers and their crops also suffered losses. To make the Amrit Sarovar, the people of the village channelized all the water and brought it aside. This also solved the problem of floods in the area. The Amrit Sarovar Abhiyan not only solves many of our problems today; it is equally necessary for our coming generations. Under this campaign, at many places, old water bodies are also being rejuvenated. Amrit Sarovars are being used for quenching the thirst of animals as well as for farming. Due to these ponds, the ground water table of the surrounding areas has risen. At the same time, greenery is also increasing around them. Not only this, people at many places are also engaged in

preparations for fish farming in Amrit Sarovars. **I urge all of you, especially my young friends, to actively participate in the Amrit Sarovar campaign and lend full strength to these efforts of water conservation and water storage and take them forward.**

My dear countrymen, an interesting project is being run in Bongai village of Assam – Project Sampoorana. The purpose of this project is to fight against malnutrition and the method too is very unique. Under this, the mother of a healthy child from an Anganwadi center meets the mother of a malnourished child every week and discusses all the nutrition related information. That is, one mother becomes a friend of another mother, helps her, and teaches her. With the help of this project, in this region, in one year, malnutrition has been eradicated in more than 90 per cent children.

Can you imagine, whether



Amrit Sarovar

A MASS MOVEMENT FOR WATER REJUVENATION





song and music and bhajans can also be used to remove malnutrition? It was successfully used in “Mera Bachha Campaign”; or “Mera Bachha Abhiyan” in Datia district of Madhya Pradesh. Under this, bhajan-kirtans were organized in the district, in which teachers as nutrition ‘gurus’ were called. A Matka program was also held, in which women bring a handful of grains to the Anganwadi center and with this grain, a ‘Balbhoj’ is organized on Saturdays. Besides this increase

in the attendance of children in Anganwadi centers, malnutrition has also shown a dip. A unique campaign is also going on in Jharkhand to increase awareness about malnutrition. A snake-ladder game has been prepared in Giridih, Jharkhand. Through play, children learn about good and bad habits.

Friends, I am telling you about so many innovative experiments related to malnutrition, because all of us also have to join this campaign in the coming month. The month of September is dedicated to festivals as well as a big campaign related to nutrition. We celebrate the Poshan Maah every year from the 1st to the 30th of September. Many creative and diverse efforts are being made all over the country against malnutrition. Better use of technology and also public



participation has become an important part of the Nutrition campaign. By providing mobile devices to millions of Anganwadi workers in the country, a Poshan Tracker has also been launched to monitor the accessibility of Anganwadi services. In all the Aspirational Districts and the states of the North East, 14 to 18 year-old daughters have also been brought under the purview of the POSHAN Abhiyaan. **The solution to the malady of malnutrition is not limited just to these steps – in this fight, many other initiatives also play an important role. For example, take the Jal Jeevan Mission...this mission is also going to have a huge impact in making India malnutrition free. Efforts for social awareness play an important role in tackling the challenges of malnutrition. I would urge all of you in the coming nutrition month, to take part in the efforts to eradicate malnutrition.**

My dear countrymen, Sridevi Varadarajan ji from Chennai has sent me a reminder. She has written something like this on MyGov – There are less than 5 months left for the New Year to come, and we all know that the ensuing New Year will be celebrated as the International Year of Millets. She has also sent me a millet map of the country. She's also asked if you could

Mighty Millets

POWERHOUSE OF NUTRIENTS



discuss this in the upcoming episode of ‘Mann ki Baat’. It gives me immense happiness to see this kind of spirit in my countrymen. You will remember that the United Nations has passed a resolution declaring the year 2023 as the International Year of Millets. You will also be very happy to know that this proposal of India had been accepted by more than 70 countries.

Today, around the world, craze for these very coarse grains, millets, is rising. Friends, when I talk about coarse grains, I want to share one of my efforts with you today. For the last some time, when any foreign guests come to India, when Head of States come to India, it is my endeavor to get dishes made from the millets of India, that is, our coarse grains in the banquets. And the experience has been that these dignitaries have very much relished them

and they also try to collect a lot of information about our coarse grains, about millets. Millets, coarse grains, have been a part of our agriculture, culture and civilization since ancient times. Millets are mentioned in our Vedas, and similarly, they are also mentioned in Purananuru and Tolkappiyam. If you go to any part of the country, you will definitely find different types of millets in the food of the people there. In millets too, just like our culture, a lot of diversity is found. Jowar, Bajra, Ragi, Sawan, Kangni, Cheena, Kodo, Kutki, Kuttu, all these are just millets. **India is the largest producer of millets in the world; hence the responsibility of making this initiative a success also rests on the shoulders of us Indians. Together, we all have to make it a mass movement, and also increase the awareness of millets among the people of the country. And friends, you know very well, millets are**

also beneficial for the farmers, especially the small farmers. In fact, the crop gets ready in a very short time, and does not require much water either.

Farmers, especially the small farmers. Millet hay is also considered the best fodder. Nowadays, the young generation is much focused on healthy living and eating. Even if you look at it this way, millets contain plenty of protein, fiber, and minerals. Many people even call it a Superfood. Millets have many benefits, not just one. Along with reducing obesity, they also reduce the risk of diabetes, hypertension and heart related diseases. Along with that, they are also helpful in preventing stomach and liver ailments. We referred to malnutrition, just a while ago. Millets are also very beneficial in fighting malnutrition, since they are packed with energy as well as protein. Today, a lot is being done to promote millets in the country. Along with focusing



on research and innovation related to this, FPOs are being encouraged, so that, production can be increased. It is my request to my farmer brothers and sisters to adopt millets, that is, coarse grains, more and more and benefit from them. It feels good to see that many such start-ups are emerging today, which are working on millets. Some of these are making millet cookies, while some are also making millet pancakes and dosa. There are some who are making millet energy bars, and Millet breakfasts. **I wish all the very best to all the people working in this field. In this festive season, we also use millets in most of the dishes. You must share the pictures of such delicacies made in your homes on social media, so that it helps**

in increasing awareness among people about millets.

My dear countrymen, just a few days ago, I saw news from Jorsing village in Siang district of Arunachal Pradesh. This news was about a change that the people of this village had been waiting for, for many years. In fact, in Jorsing village this month, 4G internet services have started from Independence Day. Like, earlier people used to be happy when electricity reached the village; now, in new India, the same happiness is felt when 4G reaches there. There has been a new sunrise in the form of 4G in the remote areas of Arunachal and North East; internet connectivity has brought a new dawn. Facilities which were once available only in big cities, have



been brought to every village through Digital India. For this reason, new digital entrepreneurs are rising in the country. Setha Singh Rawat ji of Ajmer district of Rajasthan runs 'Darji Online', an 'E-store'. You will wonder what is 'Darji online'! Actually, Setha Singh Rawat used to do tailoring work before Covid. When Covid came, Rawat ji did not take this challenge as a difficulty; rather as an opportunity. He joined the 'common service centre' i.e. CSC E-Store, and started working online. He saw that customers were placing orders for masks in large numbers. He hired some women and started getting masks made. After this, he started his online store named 'Darji Online' in which he started selling stitched clothes of many other kinds. Today, with the power

of Digital India, the work of Setha Singh ji has increased so much, that now he gets orders from all over the country. He has given employment to hundreds of women here. Digital India has also turned Om Prakash Singh ji of Unnao, UP into a digital entrepreneur. He has established more than one thousand broadband connections in his village. Om Prakash ji has also built a free wifi zone around his common service centre, which is helping the needy people a lot. Om Prakash ji's work has increased so much that he has hired more than 20 people. These people are providing broadband connection to the schools, hospitals, tehsil offices and Anganwadi centers of the villages and are also getting employment from it. Like the common service center, there are many such success stories which are being seen on the Government E-market place i.e. GEM portal.

Friends, I get many such messages from villages, which share with me the changes brought about by the internet. The internet has changed the way our young friends study and learn. For example, when Gudiya Singh of UP came to her in-



laws' house in Amoiya village of Unnao, she was worried about her studies. But, BharatNet resolved her concern. Gudiya carried on with her studies through the internet, and also completed her graduation. **How many such lives in villages are getting new strength from the Digital India campaign. Do write to me as much as you can about the Digital Entrepreneurs of the villages, and also share their success stories on social media.**

My dear countrymen, sometime back, I received a letter from Ramesh ji, a listener of 'Mann

ki Baat' from Himachal Pradesh. Ramesh ji has enumerated many specialities of the hills in his letter. He wrote that the settlements on the mountains might be far apart, but the hearts of the people are very close to each other. Indeed, we can learn a lot from the lives of the people living in the hills. The first lesson we get from the lifestyle and culture of the hills is that if we do not come under the pressure of circumstances, we can easily overcome them, and secondly, how we can become self-sufficient with local resources. The first lesson that I mentioned, a beautiful picture of it is being seen in the Spiti region these days. Spiti

is a tribal area. Here, these days, pea plucking goes on. This is a laborious and difficult task on hill farms. But here, the women of the village gather, and together, pluck peas from each other's fields. Along with this task, women also sing the local song 'Chhapra Majhi Chhapra'. That is, mutual cooperation here is also a part of folk tradition. The best example of utilization of local resources is also found in Spiti. Farmers who rear cows in Spiti, dry up the dung and fill it in sacks. When winter comes, these sacks are laid out in the

sheds where the cows live, which is called 'khud' here. During snowfall, these sacks give protection to the cows from the cold. After winters, this cow dung is used as manure in the fields. That is, the animals' protection using animal waste, and also manure for the fields. The cost of cultivation is also low, and the yield in the fields is high. That is why this area, these days, is also becoming an inspiration for natural farming.

Friends, many such commendable efforts are also being seen in our other hill state, Uttarakhand. Many types of medicines and plants are found in Uttarakhand, which are very beneficial for our health. One of them is the fruit – Bedu. It is also known as Himalayan Fig. In this fruit, minerals and vitamins are found in abundance. People consume it not only in the form of fruit, but it is also used in the treatment of many diseases. In view of these qualities of this fruit, now the juice of Bedu, jams, chutneys, pickles

and dry fruits prepared by drying them have been launched in the market. With the initiative of the Pithoragarh administration and the cooperation of the local people, it has been successful in bringing Bedu to the market in different forms. Bedu has also been launched in the online market by branding it as Pahari Fig. Due to this, farmers have not only found a new source of income, but the benefits of the medicinal properties of Bedu have started reaching far and wide as well.

My dear countrymen, in the beginning of 'Mann ki Baat', today, we referred to the Azadi Ka Amrit Mahotsav. Along with the great festival of Independence Day, many more festivals are lined up in the coming days. Just a few days from now, is the festival of Ganesh Chaturthi, the festival of worship of Lord Ganesha. Ganesh Chaturthi, the festival of blessings of Ganpati Bappa. The festival of Onam is also commencing before Ganesh



Chaturthi. Onam, especially in Kerala, will be celebrated with a sense of peace and prosperity. Hartalika Teej too is on the 30th of August. The festival of Nuakhai will also be celebrated in Odisha on the 1st of September. Nuakhai simply means new food, that is, this too, like many other festivals, is a festival associated with our agricultural traditions. Meanwhile, there will also be the Samvatsari festival of the Jain community. **All these festivals of ours are synonymous with our cultural prosperity and vitality. I wish you all the best for these festivals and special occasions. Along with**

these festivals, tomorrow on the 29th of August, National Sports Day will also be celebrated on the birth anniversary of Major Dhyani Chand ji. May our young sportspersons continue to raise the glory of our tricolor on global forums, this will be our tribute to Dhyani Chand ji. Let us all keep working together for the country like this; keep raising the honor of the country...With this wish I conclude my point. Next month, we will have 'Mann ki Baat' once again.

Thank you very much!

HILLY LIFESTYLE

PINNACLE OF SELF SUSTAINABILITY



MANN KI BAAT

Special Mentions by Prime Minister



Amrit Sarovar

Conserving Water Heritage

“The importance of water and water conservation has been explained in our culture thousands of years ago. When we see this knowledge in today's context, we get thrilled, but when the nation accepts this knowledge as its strength, then their power increases manifold.”

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

ओमान-मापो मानुषीः अमृक्त्वम् धात्
तोकाय तनयाय शं योः।

यूयं हिंसा भिषजो मातृत्वा विश्वस्य

स्थातुः जगतो जनित्रीः॥

(ऋग्वेद)

O water, you are the best friend of humanity. You are the giver of life, food is produced from you, and from you is the well-being of our children. You are the protector of us and keep us away from all evils. You are the best medicine, and you are the sustainer of this universe.

Water has always held a special significance in Indian culture and society. In our ancient scriptures, water is seen as a primordial spiritual symbol. The *Chandogya Upanishad* describes water as 'nectar' and the *Atharva Veda* talks about water as a substance that guarantees our welfare, cures all our diseases, and increases our happiness. Water is also one of the five constituent elements of *Panchmahabhuta* – the basis of all cosmic creations.

Our ancestors were well aware about the importance of water and water conservation for a sustainable future. Ancient architectural marvels like the Great Bath from Harappan Civilization, Rani ki Vav in Gujarat, Kallanai Dam in Tamil Nadu, and the various

stepwells and lakes that dot the country are an evidence of their fore-sightedness. However, as the world rapidly moves towards advancement, water crisis has become a lamentable reality. With climate change leading to delayed monsoons along with the ever-increasing population, wastage of water, contamination of water resources, and lack of awareness about water conservation, the groundwater table has depleted to alarming levels.

India is not untouched by this, and hence, water scarcity remains a matter of concern for the country. The Government, in an effort to avert the water crisis in the country and to ensure water availability and conservation, has taken various initiatives, such as 'Har Ghar Nal se Jal', 'Jal Shakti Abhiyan' and 'Catch the Rain'. As the country moves towards 'Amrit Kaal', one of the goals set by the Government is to make India a water abundant country by reviving the old treasures that our

"We are thankful to Hon'ble Prime Minister Narendra Modi for mentioning our Amrit Sarovar. This appreciation will, eventually, result in rise of tourism in the region and the villagers will get new modes of earning in the coming times."

–Abdul Jameel Khan,
Resident, Mocha,
Mandla District, MP

ancestors have left for us in the form of lakes and ponds. On the occasion of National Panchayati Raj Day (April 24, 2022), the Prime Minister launched 'Mission Amrit Sarovar'. The vision is to identify and rejuvenate 75 water bodies in each district of the country as a part of celebration of 'Azadi Ka Amrit Mahotsav'. Each of these Amrit Sarovars is to have an approximate area of one acre with a water holding capacity of 10,000 cubic metres.



"The Hon'ble Prime Minister has launched various schemes and programs during his tenure till now and the impact of these initiatives can be seen at grassroot level. Mission Amrit Sarovar will nourish the otherwise dry land of the village and the earth will again start flourishing. Amrit Sarovar will make villages Atmanirbhar and it will help the nation in becoming Atmanirbhar."

–Padam Shri Shyam Sundar Paliwal
Rajsmad, Rajasthan

AMRIT SAROVAR

CONSERVING WATER FOR FUTURE

- 88,636 sites identified across the nation
- Work commenced on 49,562 sites out of total Identified Sites
- Work completed on 21,912 sites.



With the active participation of six Ministries/Departments namely, Department of Rural Development, Department of Land Resources, Department of Drinking Water and Sanitation, Department of Water Resources, Ministry of Panchayati Raj, and Ministry of Environment, Forest and Climate Change, the Amrit Sarovar mission has been launched with a whole-of-Government approach across the nation. The aim to develop 75 Amrit Sarovars in each district is being achieved through States and districts by refocusing of various schemes like MGNREGS, XV Finance Commission Grants,

PMKSY sub-schemes such as Watershed Development Component, Har Khet ko Pani, along with States' own schemes.

Following the Prime Minister's mantra of *janbhagidari se janaandolan*, the Amrit Sarovar mission encourages mobilisation of citizens and non-government resources to achieve the set targets. In the past, the country has seen many exemplars of the strength of people's participation, be it the Swachha Bharat Mission or the COVID vaccination drive. And thus, active participation of common citizens in the revival and conservation of old water bodies is one of the focal points of the Amrit Sarovar mission as well. Today, only four months since the launch, the mission has transformed into a mass movement. Local freedom fighters and their families, martyrs' family members, Padma Awardees, and the citizens are being engaged at all the stages of the construction of these new Amrit Sarovars. People from various parts of the country are channelizing themselves to contribute in making Amrit

"The way Prime Minister Narendra Modi highlighted Niwari in front of the whole nation, it has brought a wave of happiness and pride among the people who have worked on the development of Shaheed Bhagat Singh Amrit Sarovar."

—Hardas Charhar, Resident, Niwari, Lalitpur District, UP



Sarovars in their locales.

These Amrit Sarovars, developed by administration with the help of communities, will not only conserve water for household use and farming, but will also play an important role in quenching the thirst of animals. The development of such sarovars will eventually lead to rise in the groundwater table and an improved and healthy vegetation in the surrounding areas. Some of these newly-developed Amrit Sarovars are also being used as fishing grounds by the local population.

The Amrit Sarovar mission is an effort to secure our future in a world reeling under the effects of climate change and depleting natural resources. These rejuvenated water bodies, under the mission, hold the promise of resolution of the biggest

challenges related to the water crisis. With the strength and zeal involved in this mission at ground-level, the day is not far when every village, every district will be a proud custodian of beautiful Amrit Sarovars.

Scan the QR code to watch a special report on Mission Amrit Sarovar.



PM's clarion call

"I urge all of you, especially my young friends, to actively participate in the Amrit Sarovar campaign and lend full strength to these efforts of water conservation and water storage and take them forward."

Mangtya-Valya Thanda's Amrit Sarovar : An exemplar of Janandolan

When Prime Minister Shri Narendra Modi first mentioned Mission Amrit Sarovar in April 2022, it motivated the villagers of Gram Panchayat Mangtya-Valya Thanda of Parvathagiri Mandal, Warangal, Telangana. The village, that is close to the forest, had a place nearby where the monsoon water used to accumulate. They decided to bring this up to the Gram Sabha and suggested the development of an Amrit Sarovar at the site. Taking the Prime Minister's vision and the idea of the villagers forward, the Mandal Parishad released around 9 lakhs 98 thousand Rupees for the project under MGNREGA.

The team of Doordarshan talked to **Shri Santosh Kumar**, the Mandal Parishad Development

Officer of Parvathagiri about the impact of the newly developed Amrit Sarovar.

"Ever since the Amrit Sarovar has been made, the water-level in the borewells has increased. The water of Amrit Sarovar is not being used just for irrigation, but it is also quenching the thirst of cattle and wild animals of the forest nearby," he said. Talking about the future plans for the project, he added, "The future plan is to develop this Amrit Sarovar as a site of fish farming."

Today, the beautiful Amrit Sarovar is exemplar of how people can make a difference by coming together with a common goal of changing the landscape of their region.



Image for representational purpose only

Karnataka's Bilkerur Lake : Bringing Prosperity to the Village

Inspired by the vision of Hon'ble Prime Minister Narendra Modi to revive and conserve the lakes under the banner of Mission Amrit Sarovar, the Bilkerur Gram Panchayat has developed Bilkerur Lake. The residents of the village, the gram panchayat president and development officer came together to revive Bilkerur lake with a cost of Rs 28 lakhs.

The President of Bilkerur Gram Panchayat talked to our Doordarshan team about the lake.

Shri Kamlesh Gowda said, "The revival and development of Bilkerur lake is a result of the hard work by people of the village. The

funds from Central schemes were utilized for the project. After successfully reviving the Bilkerur lake, we hope that it will result in development and prosperity of our village."

Shri Basvraj Patil, a resident of the Bilkerur Gram Panchayat, while highlighting the impact of the Bilkerur lake, said, "The revived lake is providing water to the livestock and helping farmers in irrigating their fields."

After the mention by the Prime Minister in his 'Mann ki Baat', the Bilkerur lake has become a centre of attraction, not just for the State but the country too.



Shaheed Bhagat Singh Amrit Sarovar: Source of Employment & Pride for the Locals

To preserve and renovate ancient water resources, Mission Amrit Sarovar has been launched as part of 'Azadi ka Amrit Mahotsav'. In this sequence, the Shaheed Bhagat Singh Amrit Sarovar has been developed in the Niwari village of Lalitpur District, Uttar Pradesh. This Amrit Sarovar is spread over four acres of land. The tree plantation on the lakeside increases the beauty of the site and today, people from far off places are coming here to see the 35-feet high tricolor near the Amrit Sarovar.

Our Doordarshan team talked to the stakeholders of the Niwari village.

Shri Rameshwar Purohit, who is a resident of Niwari village and a MGNREGA worker, said, "The Shaheed Bhagat Singh Amrit Sarovar has benefited as a lot as we earned money without migrating to the city. In the coming times when the

beautification work will start, we will again be employed in our own village and we will be able to use the money for our kids." A member of Self-Help Group, **Smt. Prabha Charhar**, mentioned that many women got a chance to contribute to the construction of the Amrit Sarovar and generate livelihoods for their families.

Shri Rajeev Bajpai, the Gram Pradhan of Niwari said, "The construction of Amrit Sarovar in the village is a step that nobody had ever thought could be taken. The project has generated employment for many people in the region." He added that all the workers who worked to make this Amrit Sarovar and the villagers were invited to the event in which they unfurled the 35-feet high National Flag. The wave of pride and happiness among the people was worth witnessing. Talking about the future plans for the Amrit Sarovar, Shri Bajpai

said, "The upcoming beautification work on the Sarovar will provide water to farmers for irrigation activities and the time is not far when Shaheed Bhagat Singh Amrit Sarovar will become a tourist attraction for people around."



Mocha's Amrit Sarovar : Enhancing the Area's Natural Beauty

Mocha Gram Panchayat, situated near Kanha National Park, has built a magnificent lake giving a unique example of water conservation. The newly constructed Amrit Sarovar is enhancing the natural beauty of Mandla district which is already very beautiful and green.

Built near the Khatia gate of Kanha National Park, the construction of Amrit Sarovar cost around Rupees 24 lakh 95 thousand. The work on this project started in April with people's participation and MGNREGA. Today, the Amrit Sarovar is not just quenching the thirst of wild animals living in the national park, but also addressing the problem of water crisis in the region.

Our Doordarshan team got in touch with the residents of the district.

Shri Than Singh, a resident of Mandla district, mentioned that this Amrit Sarovar has

brought happiness for the people of the areas surrounding Kanha National Park. Today, due to this newly-built lake, the farmers have easy accessibility to water to irrigate their farms. **Abdul Jameel Khan**, a tourism professional and a resident of the district said, "We are thankful to Hon'ble Prime Minister Shri Narendra Modi for mentioning our Amrit Sarovar. This appreciation will, eventually, result in rise of tourism in the region and the villagers will get new modes of earning in the coming times."



Mission Amrit Sarovar is for our Present and Future

Interview of Padma Shri awardees by Doordarshan on this unique initiative of water conservation



"As the country has completed 75 years of Independence, the Government of India under the leadership of our visionary Prime Minister Narendra Modi has launched a wonderful initiative like Amrit Sarovar. If we want to address global warming, we need to ensure that India has abundant water. Sufficient water in every district and village will guarantee solutions to all environment related problems. Today, as we

celebrate Amrit Mahotsav, all Indians should come together and make Mission Amrit Sarovar a success."

-Padma Shri Mahesh Sharma, Jhabua, Madhya Pradesh

"Hon'ble Prime Minister Narendra Modi has launched various schemes and programmes during his tenure till now and the impact of these initiatives can be seen at grassroot level. Many of his schemes are focused on villages and have positively impacted employment in the rural areas. In this sequence of unique initiatives, the Prime Minister has also launched Mission Amrit Sarovar. Water is considered as nectar in our culture. If the ponds



and lakes are rejuvenated, the water will accumulate in one place. This will nourish the otherwise dry land of the village and the earth will again start flourishing. There can't be any better deed than this. With the water abundance, the villages will also see a rise in new businesses and people will get employment. Migration to bigger cities for earning livelihood will reduce and this will also help in controlling the population of bigger cities. Amrit Sarovar will make villages Atmanirbhar and it will help the nation in becoming Atmanirbhar."

-Padma Shri Shyam Sundar Paliwal, Rajsmand, Rajasthan



"In April 2022, Prime Minister Narendra Modi launched Mission Amrit Sarovar to celebrate 'Azadi Ka Amrit Mahotsav'. Since then, great efforts have been taken by central and State Governments, Panchayats, Self-Help Groups and citizens.

During his recent 'Mann ki Baat' episode, the Prime Minister mentioned the success stories of the Mission Amrit Sarovar from various villages. Due to water

conservation happening in the newly-built Amrit Sarovars, the water level is increasing. This will eventually increase the productivity and income of farmers. Today, as the country celebrates 75 years of Independence, the citizens should focus on conserving water and ensure that every drop of water reaches the land. Amrit Sarovar is a great way to do this. With an initiative like Amrit Sarovar and participation of people at grassroot level, every drought-ridden village can flourish in the coming times. We can see examples of this in the villages that have already developed Amrit Sarovars. Mission Amrit Sarovar is an initiative not just for today, but for the future also."

-Padma Shri Pawar Popatrao Bhaguji, Ahmednagar, Maharashtra

POSHAN for Holistic Nutrition

Janbhagidari Making India Malnutrition-free

“The month of September is dedicated to festivals as well as a big campaign related to nutrition. We celebrate the Poshan Maah every year from the 1st to the 30th of September. Many creative and diverse efforts are being made all over the country against malnutrition. Better use of technology and also public participation has become an important part of the Nutrition campaign.”

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

“First of all, I want to thank the Prime Minister for mentioning such a huge campaign on ‘Mann ki Baat’. Only by talking about malnutrition, making people aware of it and explaining the problems of malnutrition to children and parents, can we overcome this issue and make India malnutrition free in the coming times.”

–Geeta Phogat
Wrestler, Commonwealth
Gold Medalist

India has one of the youngest populations globally and with nearly 20 per cent of the world’s ‘under 4’ population, the country is home to the largest number of children globally. As these young citizens enter the workforce, India will reap this demographic dividend to catapult the country’s economic growth. It is paramount that they are healthy, and full of ideas to successfully drive the vision of New India.

“Yatha Annam Tatha Mannam”

Mental and intellectual development is directly related to the quality of our food intake. Nutrition and proper nourishment play a big role in helping children attain their optimum potential and show their mettle. The health of a nation depends on the health and well-being of its infants, children, adolescent girls, pregnant and lactating mothers. Thus, ensuring an adequate and nutritious diet for them helps in developing a nation of healthy, productive adults contributing towards transformational economic and social changes.

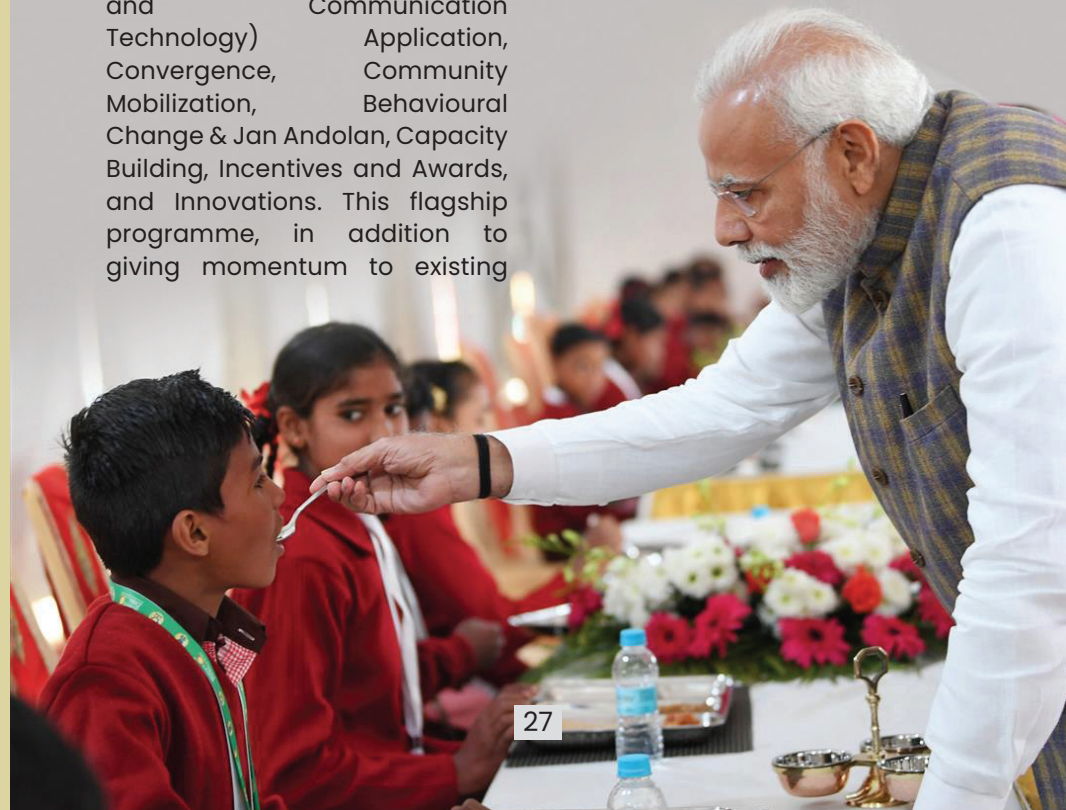
To ensure the wholesome

development of women and children and to create a ‘Kuposhan Mukh Bharat’, Prime Minister’s Overarching Scheme for Holistic Nutrition (POSHAN) Abhiyaan was thus launched in March 2018. The aim was to achieve improvement in nutritional status of Children under 6 years, Adolescent Girls, Pregnant Women and Lactating Mothers (PW&LM) in a time bound and phased manner by adopting a synergised and result-oriented approach.

Spearheaded by the Ministry of Women and Child Development, POSHAN Abhiyaan addresses malnutrition issues across the nation through components like ICT (Information and Communication Technology) Application, Convergence, Community Mobilization, Behavioural Change & Jan Andolan, Capacity Building, Incentives and Awards, and Innovations. This flagship programme, in addition to giving momentum to existing

programmes, has reoriented policy choices and ensured convergence through close coordination between various Ministries and Departments towards the common goal of eradicating malnutrition from the country. By integrating programmes such as Swachh Bharat Abhiyaan, Pradhan Mantri Matru Vandana Yojana, Beti Bechao Beti Padhao, Mission Indradhanush, Jal Jeevan Mission, POSHAN facilitates the coverage of all essential nutrition actions.

Implementation of POSHAN has been anchored through the Integrated Child Development





Scheme (ICDS), channeling most of the work through the coordinated efforts of Anganwadi Centres (AWCs), ASHA workers and Auxiliary Nurse Midwives (ANMs) from across the country. With the help of this powerful triad, multiple programmes are effectively reaching the mother-child duo within the first 1,000 days of a child's birth, including ante and postnatal care and checkups, immunization, group counseling on health, nutrition and sanitation, diseases, and family planning measures. Services like 'Take Home Ration' and 'Hot Cooked Meal' have directly reached 42 lakh and 1.17 crore beneficiaries, respectively.

Not only that, AWCs have been empowered digitally with smart phones and growth monitoring devices to provide real-time data of stunting, wasting and under-weight prevalence in children through POSHAN Tracker app. Through this app, over 2.8 crore Pregnant Women and Lactating Mothers have been enrolled under the scheme. Further, software technologies like the ICDS-CAS (Common Application Software)

and e-ILA (Incremental Learning Approach) are being utilised for monitoring, prompt preventive action, effective service delivery and dynamic policy planning.

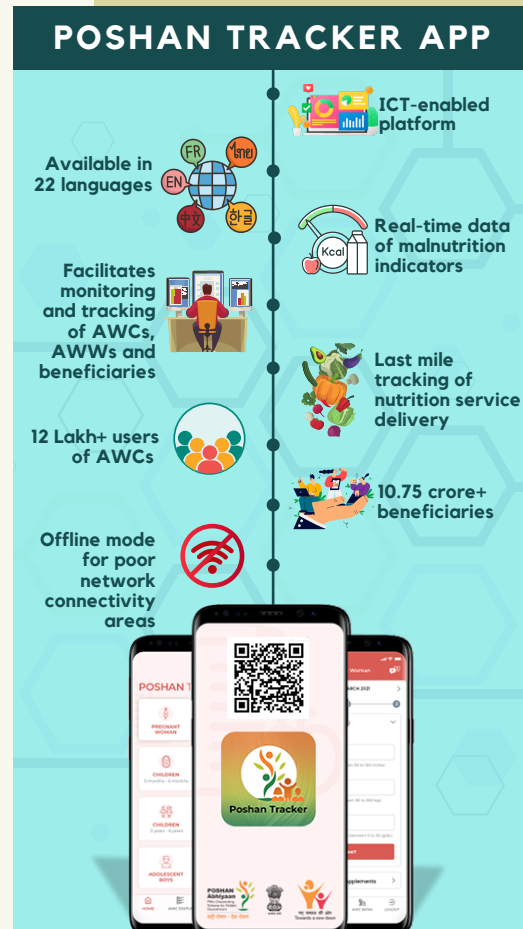
By creating an environment for exchange of ideas and exploring avenues of cooperation and partnerships, a momentum is being created for effective behavioural change towards nutrition through Jan Bhagidari. 'Poshan Pakhwadas' and 'Poshan Maahs' serve as significant strategies in changing nutrition practices by mobilizing the masses. The Prime Minister, in the 92nd edition of 'Mann ki Baat', highlighted the innovative and

"Hon'ble Prime Minister included the 'Mera Bachha' campaign of our Datia district in the 'Mann ki Baat' address, which is a big honour for all of us. We never thought that the work we are doing at the grassroot level will reach the Prime Minister. We give assurance to our Prime Minister that we will continue doing it with the same spirit."

-Pratibha Pathak
Anganwadi Worker, Datia

interesting ways in which people are tackling the battle against malnutrition in the country - from weekly meeting of mothers in the AWCs, an informative nutrition snake and ladder game, to bhajan-kirtan programs with nutrition gurus.

Local initiatives like Chhattisgarh's celebration of cultural festivals like Raksha Bandhan, Kamar Chhath, and Pola Utsav as festivals of POSHAN, Assam's 'Natun Dora Koina Adoranin' wherein newly married couples are given consulting sessions on maternal and pre-pregnancy period, Uttar Pradesh's 'Suposhan Swasthya' Melas and other activities like Saas Bahu Sammelan, Annpraashan Sanskar, God Bharai, discussion in schools on nutrition, plantation of nutritious vegetables, healthy baby show have been undertaken at State, district, block and village level to effectively communicate the messages of good nutrition. Concurrently, the strategic launch of 'Anemia Mukta Bharat' and 'Home Based Care for Young Child' provided a boost to the ongoing conversation in the country, on good nutrition behaviours.



Such collective efforts intend to achieve the holistic goals of POSHAN Abhiyaan with swiftness in a harmonized manner by bringing everyone on board to make India a malnutrition-free country.

Scan the QR code to watch a special report on Poshan Maah.



POSHAN ke SUTRA



FIRST GOLDEN 1,000 DAYS

The child's physical and mental development is rapid during the first 1,000 days. Mother and child require adequate nutrition, care and support during this period.



ANEMIA PREVENTION

Screening and testing of anemia is important in all age groups. Women, adolescent girls, and children should consume iron-rich foods.



DIARRHOEA MANAGEMENT

Mothers should exclusively breastfeed children up to six months to avoid diarrhoea. ORS and Zinc should be given to children suffering from diarrhoea.



HYGIENE AND SANITATION

Consumption of clean water, always using a toilet, and practicing good hygiene such as handwashing with soap are essential.



NUTRIENT-RICH FOODS

All age groups, including children from 6 months of age, need to consume a variety of nutritious food in adequate quantities.



GEETA PHOGAT

Wrestler, Commonwealth Gold Medalist

Geeta Phogat in conversation with Doordarshan about the importance of a balanced diet and proper nutrition.

"First of all, I want to thank the Prime Minister for mentioning such a huge campaign on 'Mann ki Baat'. Only by talking about malnutrition, making people aware of it and by explaining the problems of malnutrition to children and parents, can we overcome this issue and make India malnutrition free in the coming times.

A balanced diet is not only for the people suffering from malnutrition but for every person. It matters to everyone, especially children. I have a son and people ask me about what should they feed their children. I want to say this to all the parents that we should inculcate certain habits in

our children as well as in ourselves, like eating more home-cooked food and less outside food. Give milk, curd, ghee, salad, vegetable to the children—a full meal. The child should be breastfed till one year and then gradually fed home-cooked food grains. The Prime Minister has launched a campaign against malnutrition and all of us should work together to get rid of malnutrition from our country.

I am an athlete and my approach to fight malnutrition would be to play more. I think the more we play sports, the more we sweat, the more we will feel hungry and then we will need the same diet. And if the diet is balanced, then this problem called malnutrition will go away on its own."

Scan the QR code to know Geeta Phogat's views on nutrition



Bongaigaon Fights Malnutrition with 'Project Sampoorna'

A special initiative launched by the District Administration of Bongaigaon, Assam has drawn the attention of many. Launched in September 2020, 'Project Sampoorna' aims to combat malnutrition. Under this project, 2,416 children have been identified and after being given the right support, more than 90% of these children showed signs of improved health in just one year. The project adopted a unique way to engage a 'Buddy Mother' (the mother of a healthy child) to give advice to the mother of a child suffering from malnutrition. The 'Buddy Mother' visits the other mother once a week to discuss the growth of the child, healthy food habits, and other ways to take care of the child. Anganwadi workers are also engaged to give advice to the mothers.

Our Doordarshan team talked to the stakeholders of this project to know more.

Deepika Ray, mother of the child suffering from malnutrition, said, "I got immense support through 'Project Sampoorna'. Anganwadi worker and the 'Buddy Mother' used to visit me and my son every week and measured the weight and height

of my kid. The 'Buddy Mother' gave me advice on taking care of the child. This helped to improve my child's health."

Sujala Sarkar, an Anganwadi Worker, informed, "For three months, we Anganwadi Workers, and the buddy mothers used to measure the height and weight of selected children. Nutritious food, including milk and eggs, was provided to them every

week by the district administration and the social welfare department. We also suggested the mothers to eat nutritious foods which are easily available and not very costly. This process showed results and the health of the kids started

improving."

Suniti Das Singha, a 'Buddy Mother', also shared her experience, "I am a 'Buddy Mother' of 2020 of the Sampoorna scheme. The Anganwadi worker informed us that Deepika's child was not very healthy, unlike my child. So as assigned, I used to tell Deepika how to take care of the child's health in addition to the support provided by the district administration and social welfare department, which helped a lot and her child became healthy very soon."



A Unique Poshan campaign is nurturing Datia's children

In the Anganwadi Centres of Datia district of Madhya Pradesh, various major programmes like 'Mera Bachha' and 'Poshan Matka' are being organized to make India malnutrition-free. Datia has also received Excellence Award in POSHAN Abhiyaan and this campaign is being run with Jan Bhagidari along with other schemes of the Government.

Our Doordarshan team spoke to Datia district officer and Anganwadi workers.

Arvind Upadhyay, Women and Child Development Officer, said, "We encourage every woman through public participation under the 'Poshan Matka' campaign to bring a handful of grains so that they can feel like a part of the Anganwadi Centre. Anganwadi workers prepare different recipes from these grains and organize

'Bal Bhoj' on Saturdays at each Anganwadi Centre to provide nutritious food to the children. We would like to thank the Prime Minister and request that his blessings be with us like this so that we keep making such efforts and our Datia's name remains bright like this."

Datia Anganwadi workers are eliminating malnutrition through 'Mera Bachha' campaign and working for women and child development with the help of nutrition gurus using Bhajan-Kirtan. **Pratibha Pathak**, an Anganwadi worker from Datia district, says, "For 'Mera Bachha' campaign all of us have worked hard and diligently to combat malnutrition. We give assurance to our Prime Minister that we will continue doing it with the same spirit."

Anganwadi worker **Preeti Namdev** says that, "Mera Bachha' campaign was started from September 2019, and since then we made all the efforts to make our India malnutrition free." Another Anganwadi worker **Vimala Yogi** added, "I want to express my gratitude to the Prime Minister that he took the name of Datia with such pride. We Datia residents, all the workers and our Women and Child Development team work with great joy, excitement and heart and we will continue to do so.



Millets: India's Humble Superfood

Maintaining Country's Healthy Eating Habits

“Nowadays, the young generation is much focused on healthy living and eating. Millets contain plenty of protein, fiber, and minerals. Many people even call it a superfood. It feels good to see that many such start-ups are emerging today, which are working on millets. I wish all the very best to all the people working in this field.”

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

Kautilya's *Arthashastra*, *Yajurveda*, *Vishnu Purana*, *Tolkāppiyam*, Sangam Literature, and the 15th century Kannada poem *Ragi Thandeera* – do you know what is common between these diverse Indian compositions from distinct eras? Millets! All these texts have the mention of these grains in some form or the other. And these are not the only evidence of the presence of millets in the Indian subcontinent. In the excavations of Oriyo Timbo in the Bhavnager district of Gujarat, dating to 2000–1500 BC, 77% of seeds were found to be of millets.

These centuries-old grains lost their prominence when the Green Revolution introduced high-yielding varieties of paddy and wheat which entered the Public Distribution System (PDS) and became more accessible. As a result, millets were no longer perceived as a staple food grain in India. However, the tide is turning in the favour of millets. Considered the “poor man's food” for long, millets are now finding their way to the supermarket shelves and kitchens across the world.

With changing lifestyles



and people looking for healthier food options, there has been a renewed interest in millets. More importantly, the Government of India has recognised the increasing stress on the water, land, and as a result, on food security and farmers' livelihood. To boost production of the nutrient-rich millets and boost the agriculture industry involved in it, 2018 was observed as the National Year of Millets in the country. After an India-sponsored resolution saw support from over 70 countries in the United Nations General Assembly, the year 2023 has been declared as the International Year of Millets.

But what makes a group of 'coarse' grains the protagonist for the consumers, the farmers, as well as the planet? Millets are a group of small-grained food crops that are highly nutritious and can be cultivated on lands with marginal or low fertility without much use of fertilizers

and pesticides. Owing to their higher levels of protein with more balanced amino acid profile, crude fiber and minerals such as iron, zinc, calcium, and phosphorus, millets are nutritionally superior to wheat and rice.

Millet Production in India



"It delights me that the United Nations has declared 2023 as the International Year of Millets and that more than 70 countries have supported our Hon'ble Prime Minister's endeavour. Since our country is the largest millet producer in the world, it is our responsibility to put in our efforts to make our millets a global product."

–Jaiveer Rao
CEO, The Pickle Story

Instrumental in providing nutritional security, millets have come under PDS, and have been introduced by the Government in POSHAN Abhiyaan and are now part of mid-day meals. Millets can be a gamechanger in combating malnutrition among children, as they act as a shield against nutritional deficiency. Millets also help tackle health challenges such as obesity, diabetes, and lifestyle problems as they are gluten-free, have a low glycemic index, and are high in dietary fiber and antioxidants.

In addition to being beneficial for the consumers, millets are quite farmer-friendly. They are climate resilient, photo-insensitive, have low carbon and water footprint, and can grow in poor soil conditions with little or no external inputs. Due to their short growing season, millets can develop from seeds to ready-to-harvest crops in just about 65 days. They are also the best crops for inter and integrated cropping

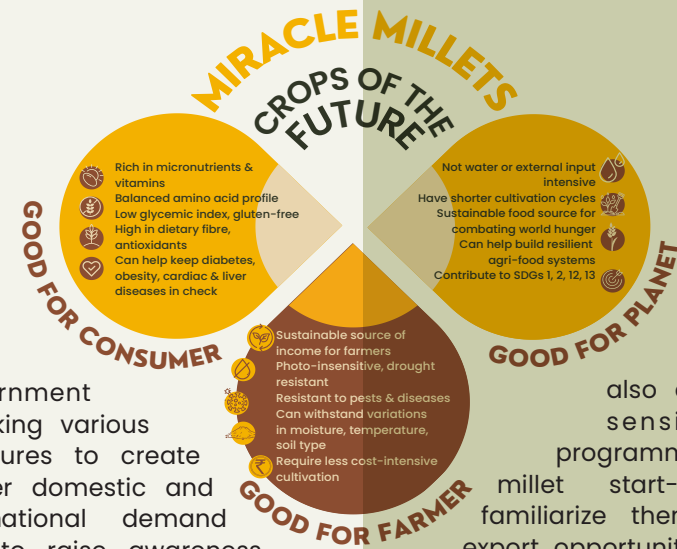
systems for sustainable farming. With increasing threats of climate change, cultivating these crops is a good risk management strategy for resource-poor small and marginal farmers.

India is a world leader in production of millets, with several varieties being cultivated in the country — bajra (pearl millet), ragi (finger millet), ramdana (amaranth), kuttu (buckwheat millet), sanwa (barnyard millet), kangni (foxtail millet), kodon (kodo millet), jowar (sorghum), and barri (proso millet). The Government's intervention of notifying millets as 'nutri-cereals' as against 'coarse grains' has also helped reposition these less expensive but nutrient-rich grains in the food market. These millets and products made by processing them are becoming increasingly popular among the youth as they look for healthier alternatives.

Recognizing the immense potential of this crop, the



Dr. Mahalingam Govindaraj has won the Norman E. Borlaug Award for Field Research and Application, announced by World Food Prize Foundation, for developing the world's first biofortified bajra (pearl millet) variety called 'Dhanashakti', which has higher nutrition value than regular pearl millet.



Government is taking various measures to create further domestic and international demand and to raise awareness of the nutritional value of this superfood to the public. In a major boost to production and exports of millets, Finance Minister Smt. Nirmala Sitharaman, in her Budget speech in February 2022, announced assistance for post-harvest value addition and branding of millet products in the domestic as well as global markets. In order to promote millets, they have been brought under the National Food Security Mission (NFSM) and their prescribed purchases in MSP are being done.

To give impetus to the export of potential products as well as to remove the bottlenecks in the supply chain of nutri-cereals, the Agricultural and Processed Food Products Export Development Authority (APEDA) has created the Nutri Cereals Export Promotion Forum, which also included millets' exports. It

also organizes sensitization programmes for millet start-ups to familiarize them about export opportunities. Over 500 start-ups are working in the millet value chain while the Indian Institute on Millets Research (IIMR) has incubated 250 startups under RKVY-RAFTAAR. The Finance Minister recently announced a 'Millet Challenge' for startups, with a seed grant of Rs 1 crore to the winners, to encourage design and development of innovative solutions for and across the millets' value chain.

A leading exporter of millets globally, India is also taking steps to promote the knowledge associated with millets and its benefits. These include the establishment of the Centre for Excellence, integration of nutri-cereals in the National Food Security Act, and the establishment of Millet Missions in multiple States. Further, efforts are being made for identification of millet clusters, creation of a

platform to consolidate farmers, Food Production Organisations (FPOs), exporters, associations, other stakeholders, research and innovation, and identification of new potential international markets for promotion of Indian millets.

The Prime Minister himself is making efforts to promote millets and spread holistic wellness to the world. In his recent 'Mann ki Baat' address, he shared that he makes it a point that dishes made of millets are served to the foreign dignitaries visiting India. "And the experience has been that these dignitaries have very much relished them and they also try to collect a lot of information about our millets," he said.

In the run up to the International Year of Millets, the Government has evolved the 'Seven Sutras' – enhancement of production/productivity, nutrition & health benefits, value addition, processing and recipe development, entrepreneurship/startup/collective development, awareness creation including

branding, labelling and promotion, international outreach, and policy interventions for mainstreaming. Bringing back the glory of millets will make the country Atmanirbhar in three areas – food, nutrition, and economy. These miracle grains are capable of orchestrating a food revolution, which will be a win-win for both the producers and the consumers.

PM's clarion call

"India is the largest producer of millets in the world; hence the responsibility of making this initiative a success also rests on the shoulders of us Indians. Together, we all have to make it a mass movement, and also increase the awareness of millets among the people of the country.

In this festive season, we also use millets in most of the dishes. You must share the pictures of such delicacies made in your homes on social media, so that it helps in increasing awareness among people about millets."



SHGs, FPOs – The Key Players in India's Millet Revolution

In 2021, as part of 'Aatmanirbhar Narishakti Se Samvad', the Prime Minister had interacted with the women members of Rudrapur-based Shakti Sahayata Samooch. A Self-Help Group (SHG), Shakti Sahayata Samooch runs a bakery that prepares millet biscuits, resulting in each member of the group earning Rs. 7,500 per month.



As the demand for millets is growing in the market, the SHGs in the country are rising to the opportunity. Ragi cookies, bajra biscuits, jowar puffs, and traditional delicacies like millet halwa, kheer, upma, and dosa are quite popular among consumers these days. And several SHGs are involved in preparation and marketing of these products.

Some State initiatives are also helping the women associated with SHGs to get involved in the entire millet value chain. Under the Odisha Millets Mission, women are being tasked to take on roles in processing, value addition, and marketing, while also maintaining their traditional role of post-harvest operations and seed management.

The Food Producing Organisations (FPOs) are also playing an important role in ushering in the Millet Revolution in the country. Halchalit Mahila Kisan Women Farmers Producer Company Ltd. is a women-centric

FPO. Apart from selling value added products like, millet atta, sev, cakes, the organisation also organizes skill-oriented training programmes for women farmers to improve millet productivity and provide access to market-related input and services. Another such organisation, Karnataka-based Koppal Millets is also selling popular millet products like millet papad, idli rava, noodles, and cookies.

FPOs are also connecting to millets start-ups, State agricultural universities and its KVKs for technical support. To transform the farmers and their organizations into a business entity, Indian Institute of Millets Research (IIMR) is training FPOs to undertake processing and value addition of millets and connecting to markets to sell their raw as well as value added products. Efforts are also being made by IIMR to connect FPOs to e-marketing channels.

Millet Bhakri a Day, Keeps Dullness Away



Rujuta Diwekar

Nutrition & Exercise
Science Expert

Just use your millets and convert them into a bhakri/rotla. Eat them with a sabzi, dal, or chutney.

I know that it is tough to make the rotlas and that they break. But I am going to share a kitchen secret on how to roll them without breaking. Add warm water while kneading the atta and then hand press them before you put them on your iron tava. It must be noted that millets are not a replacement for rice and wheat roti, which one should continue having.

Why you should have millets?

Apart from being inexpensive and easier to grow, they are a rich source of many vitamins, minerals and fibre. Some of these are:

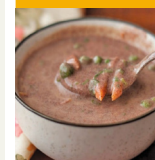
- Niacin, a type of Vit B found in millets, is useful in energy production, nerve health, and keeps the digestive tract healthy. If you have food intolerances, this is very helpful.
- The magnesium, zinc and fibre found in millets make it an excellent food for blood sugar regulation, especially for Polycystic Ovarian Disease (PCOD) and diabetes.

While we all know the importance of millets and that they are rich in fibre, amino acids, vitamin B, minerals, etc., most of us do not know how to actually include them in our daily meals. As a result, we resort to eating nachni chips or multi grain breads, or something like that, invariably packaged and processed. Is there a way for us to eat millets where we can access all of their nutrients and create no ecological waste? Yes, there is. And it is a well-known one.

MILLETS ON INDIAN PLATE

Zan

Staple food of the Monpa tribe of Arunachal Pradesh, Zan is a kind of finger millet, or Ragi porridge. Ragi is an excellent source of Vitamin B and potassium, and is anti-diabetic and good for the heart.



Jowar Dosa

With a better nutritional profile than rice, Sorghum or Jowar Dosa is a healthy and nutrient-dense alternative to the regular rice dosa. Jowar is rich in protein, fibre, folic acid, calcium, iron, zinc and sodium. It helps control cardiac problems, obesity, and arthritis.



Bajra Khichdi

This nutritious dish, popular in Gujarat and Rajasthan, is prepared from pearl millet, or Bajra and lentils. Bajra reduces the risk of obesity and diabetes. It is also a good source of many nutrients that contribute to healthy hair, skin, and nails.



Jhangora Kheer

A sweet dish prepared with milk, sugar, and local barnyard millet, or Jhangora, this is a favourite dessert in Uttarakhand. Also known as Sanwa, it is a good source of highly digestible protein, iron, dietary fibre, and exceptionally low in calories.



Kangni Murukku

Usually made with rice flour, this popular and traditional South Indian savoury snack, can alternatively be prepared using foxtail millet, or Kangni. Foxtail millet has double the protein content compared to rice. It controls blood sugar, cholesterol, and increases immunity.



- Folic acid helps with iron assimilation and improves skin, health, and fertility.

For best results :

- One should not mix millets randomly (like multigrain breads), and have them one at a time.
- The meal may be finished with jaggery and ghee.
- Chutney can be added to the meal.

A quick seasonal guide for millets:

1. Bajra and Makai are for

the winters - eat them with jaggery and ghee.

2. Jowar is better for summers - eat it with a chutney.
3. Ragi is year around and can even be turned into a dosa, laddoo, etc. In fact, even bajra makes for an excellent laddoo to prevent hair loss.

Moving away from traditional foods reduces their farming, which in turn has an adverse effect on soil health and ecology, putting not just our health but our entire future at risk. Bring back the millets in your plate!

Millets: Good for Environment and Health



Jaiveer Rao

CEO, The Pickle Story

Sh. Jaiveer Rao's interview with Doordarshan on the benefits of millets.

India is the largest producer of the millets. These crops have been there in our culture since ages. They have been mentioned in our Puranas and Vedas. It delights me that the United Nations has declared 2023 as the International Year of Millets and that more than 70 countries have supported our Hon'ble Prime Minister's endeavour.

As far as benefits are concerned, millets have both environmental as well as health benefits. When you grow millets, you require less amount of water, and you get a greater number of crops in a year. They are also

easy to grow as compared to paddy and can be grown on any kind of soil.

Millets require less water to grow, which also means usage of less electricity and resources, which make these crops highly profitable for the farmers.

Even the waste, or the husk that is obtained after extracting the millets is used as cattle fodder, which is highly fibrous and have high amounts of minerals. There is also a possibility of producing 2G (lignocellulosic) ethanol from the biomass of millet straw.

Healthwise, millets help in fighting diabetes, controlling

hypertension, and are beneficial for several ailments of liver and heart, as they have high fibre and mineral content.

Since our country is the largest millet producer in the world, it is our responsibility to put in our efforts to make our millets a global product. The Pickle Story has now joined the bandwagon and is making efforts to promote millets. We usually make pickles and powders, most of which are recipes handed down from generations. Two years ago, we thought we should also introduce millets in our products and introduce some ancestral recipes which are prepared using millets.

Millets are grown in abundance in Telangana. So, we thought why not make The

Pickle Story's story more powerful by introducing healthy snacks using millets. Sky is the limit for millet-based products. We are currently making spice mixes and murukkus from several kinds of millets grown in the State. We also plan to bring other millet-based products which can become a regular part of our consumers' breakfast, lunch and dinner.

The awareness about millets is gradually setting in among the consumers. When we give free samples of our products, as a way to promote millets, people come back to us saying that they want to buy these products. Millets are also gaining popularity as street food. Considering all the health benefits of consuming millets, I would say 'Live Healthy, Live Happy'.



A New Era of India's Digital Revolution

“There has been a new sunrise in the form of 4G in the remote areas of Arunachal and North East; internet connectivity has brought a new dawn. Facilities that were once available only in big cities have been brought to every village through Digital India.”

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

On 1st July 2015, Prime Minister Narendra Modi officially launched Digital India with a vision to transform India into a digitally empowered society and knowledge economy. Ever since then it has changed the face of the country's digital transformation. Started as an ambitious initiative by the Government of India with only 19% of the population connected to the internet, and a mere 15% with access to mobiles, Digital India today with its successful trajectory has turned a billion dreams into reality.

In the present times, much like *Roti, Kapda, and Makaan* (Food, Clothing, and Shelter), the internet has become an indispensable necessity and a source of expanding social and economic opportunities in the country. With over a billion phones, over 600 million smartphones, and the cheapest data rates in the world that has allowed people to use unlimited bandwidth on their devices, increasing digital literacy on subjects ranging from banking and education to farming and manufacturing was of utmost importance in India.

Realizing this need, India's road to digital transformation

has been paved by various Government initiatives that led to new digital platforms for the citizens and an increase in accessibility to such platforms.

Digital India, since its inception, was focused on three key vision areas: digital infrastructure as a core utility to every citizen, governance and services on demand, and digital empowerment of citizens. Burgeoning with time, Digital India in today's day and age is enabling various sectors to achieve massive scale and growth. Standing tall on Government schemes such as Make in India, Startup India, Standup India, and many more, and innovative initiatives like Digilockers, e-Hospitals,

e-Pathshala, and BHIM, Digital India is driving developments across the length and breath of the nation.

The advent of the internet and Digital India has ushered in waves of change across the hinterland, spreading its roots in the rural landscape at an exponential pace. This has led to significant digitization in rural areas, especially in the education, agriculture, financial and employment sectors. Through programs like BharatNet, the Government has taken a step forward to connect nearly 2.5 lakh Gram Panchayats for various e-Government services like telemedicine, tele-education, e-Health, and e-Entertainment, focused on creating local employment opportunities and driving socio-economic growth in the area. Further, to improve digital awareness, the



Bharat Net: Ghar Tak Fibre, Har Ghar Internet

To connect 2.5 Lakh Gram Panchayats by Optical Fibre Network



"Free internet in villages was indeed a dream which has turned into a reality today. And for this, I would like to thank our Prime Minister, for extending Digital India and bringing to life an initiative like BharatNet, which is truly the backbone of our Digital India."

–Om Prakash Singh
Digital Entrepreneur, UP

"Digital India has made everything very convenient for people. I can tell from my personal experience that nothing is impossible for us. I want to extend my gratitude to the Hon'ble PM for giving us this platform which has enabled thousands of families to earn their livelihoods."

- Setha Singh Rawat
Darji Online, Founder

Government launched 'Pradhan Mantri Gramin Digital Saksharta Abhiyan' intending to make six crore Indians residing in rural India digitally literate.

Unified Payments Interface (UPI) is a successful example of the growing acceptance of Digital India in rural areas. The year UPI was launched, i.e. 2016, under the Digital India initiative,

around 10 billion transactions were made. Digital penetration of UPI applications has seen a steep growth in rural India due to Government's push for pervasive connectivity and access to high-quality internet.

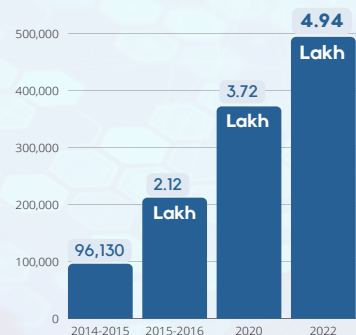
Another strategic cornerstone of digitization in rural India is the Common Service Centres (CSCs), aiming to provide high-quality and cost-effective video, voice, and data content and services, in the areas of e-governance, education, health, entertainment as well as other private services. A service delivery-oriented entrepreneurship model with a large bouquet of services made available for the citizens, CSCs are revolutionising e-governance in rural India.



Common Service Centres (CSCs)

Promoting Rural Entrepreneurship & Digital Inclusivity

Ensuring delivery of e-services & products to citizens at doorsteps, and creating digital infrastructure in villages



-Functional CSCs-

Transformative Impact :

- Creating digital entrepreneurs in small towns and villages
- Created 12 Lakh+ direct and indirect jobs
- Over 38,000+ Women Village Level Entrepreneurs (VLEs) are now working in CSCs
- Enabling a digital infrastructure, paving the path to converting villages into Digital Villages
- Promotes rural entrepreneurship
- More than 1.58 Lakh CSC Gramsean Stores are functional that are delivering essential commodities to people in rural areas



*As of Sept 2021

The Prime Minister in his recent 'Mann Ki Baat' address shared the success stories of many such Indians who are heralding a brand new era of Digital India and leveraging access to high-quality internet. Be it Setha Singh Rawat's

inspiring initiative of 'Darji Online', Gudiya Singh's digital education, Om Prakash Singh's journey of becoming a digital entrepreneur or the story of Jorsing village and their convergence with 4G connectivity, these all are testimonials of how Digital India followed by Digital Village has successfully bridged the gap between Bharat (rural) and India (urban), enabling the country to weave it into a dream for tomorrow where technology can be used and accessed by all.

Digitalization has thus been one of the most important trends in India over the past few years. This rapid growth helps propel India to the forefront of digital and technological innovation, particularly leveraging the energies of the country's youth and rural population.

India has reached this pinnacle of digital success because of the vision of Hon'ble Prime Minister Modi who once stated, "For me IT + IT = IT" or, as he elaborated, "Indian Talent + Information Technology = India Tomorrow."

PM's clarion call

"Many lives in villages are getting new strength from the Digital India campaign. Do write to me as much as you can about the Digital Entrepreneurs of the villages, and also share their success stories on social media."

NEW INDIA, DIGITAL INDIA

India has experienced large-scale **digital adoption** since 2013 till date.
A snapshot



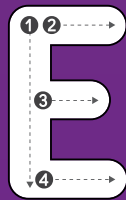
1.34 billion
Up from 510 million
People with unique biometric digital identities (Aadhaar) in August 2022

Source: Aadhaar Dashboard (uidai.gov.in)



1.2 billion
Up from 55.8 million
Aadhaar-linked bank accounts in 2021

Source: Aadhaar Dashboard (uidai.gov.in)



4,63,705
Up from 63,000
Functional Common Service Centres providing e-services (as of February 2022)

Source: MeitY



260 million
Up from 6.5 million
Daily e-government transactions (as of 2022)

Source: RBI

Over 700 million
Up from 238.7 million
Internet users in January 2022



Source: Internet & Mobile Association of India (IAMAI)

467.0 million
Up from 90 million
Social media users in January 2022



Source: EY FICCI Report, March 2022

1.14 billion
Up from 867.02 million
Mobile connections in 2022



Source: Telecom Regulatory Authority of India (TRAI)

74.22 billion
Up from 2.5 billion
Users of online transactions (digital wallets, net banking, credit or debit card) as of 2021



Source: MeitY

Om Prakash Singh's Journey Of Becoming A 'Digital Entrepreneur'

Our Doordarshan team talked to **Om Prakash Singh ji** in detail about his entrepreneurial journey

"I began my journey with 'Digital India' through a digital literacy campaign in the village (in Unnao, Uttar Pradesh), wherein we initiated computer training for about 1,000 students. It was around this time that an exceptional initiative 'Digital India' was launched by the Hon'ble

Prime Minister. We were invited to attend a seminar in Delhi where we learned about Bharat Net and how the internet can reach every household of every village through the optical fibers that are

installed but remain untapped across villages. We then, together with CSCs, joined hands for the utilization of BharatNet. We installed an ONT, and started with four broadband connections, taking the internet to significant spots in the village like schools, hospitals, tehsil offices, Anganwadi centres, and Gram Panchayat. Through this high-speed connectivity, the students were able to take their classes efficiently during the pandemic. As more

and more people got associated with this initiative, we were also able to generate revenue.

We have also created a free WiFi hotspot zone around our CSC for those who have financial constraints. Students often gather around the centre to finish their online assignments and avail e-services. Free internet in villages was indeed a dream which has turned into a reality today.

When we started, it was merely a team of two, including me and my wife, providing four connections, to begin with.

Today this large-scale digital adoption through the means of Digital India has resulted in over 1,200 connections in the village with over 20-30 people associated with us to utilize such high-speed internet that was only imagined in big cities. And for this, I would like to thank our Prime Minister, for extending Digital India and bringing to life an initiative like BharatNet, which is truly the backbone of our Digital India."



'Darji Online' : A True Testament of Digital India

Digital India is giving rise to new, budding digital entrepreneurs in the country. It is providing them with a platform to expand their business horizons and make the most of it. One such success story is of Setha Singh Rawat of Ajmer district, Rajasthan. A tailor by profession, Setha ji is today the proud owner of an e-store called Darji



Online. Post pandemic, Setha ji was willing to venture into the digital space. In order to do so, he joined hands with CSC Grameen e-store and hired a few women to meet the large demand for masks by the customers. Little did he know that this small start, with the power of Digital India, will turn into a successful business venture, selling varieties of stitched clothes online across the country, and giving employment to hundreds of women today.

*Our Doordarshan team got in touch with **Setha ji** to know more.*

"During COVID times, we started a website called 'Darji Online'. A team of 5 people then

collaborated with CSC Grameen e-store, which is an e-commerce platform by the government, to expand our base post-pandemic. Today through the means of the CSC e-store, we not only get orders from across the country but are employing over 100 people, aiming for 500 people in the next 3 years. Such is the power and magnitude of Digital India. We started Darji Online only for the production of masks and kits initially, but today we deal in t-shirts, laptop bags, and various other items from the garment industry.

Digital India has made everything very convenient for people. Today, anyone sitting in

any city or village in India can place their orders on CSC Grameen e-stores and as soon as the query reaches us we make sure to deliver their Darji Online products to their doorsteps. The distinctive quality of this CSC e-store is that it has been ruralized for the 'Grameen' customers, unlike any other e-commerce platform that only delivers to cities and select regions. Through our VLEs, small rural businesses associated with CSCs can reach every nook and corner of India today.

I appeal to the youth of India to join hands with CSCs. I can tell from my personal experience that nothing is impossible for us. I once used to work in a garment

factory earning 10-15k per month, today the annual turnover of my business is over 2Cr. We are extremely grateful that we took the right call & opportunity, and through the help of CSCs and the power of Digital India, are able to make a good living. I urge the youth to pursue their dreams as well and tread on the path of becoming digital entrepreneurs.

On behalf of the 5 lakh VLEs, I would like to thank the MD of our CSCs, Mr. Dinesh Tyagi, for turning our dreams into a reality. I would also extend my gratitude to the Hon'ble PM for giving us this platform which has enabled thousands of families to earn their livelihoods."



Setha Singh Rawat showcasing the products of 'Darji Online'

Arunachal Begins a New Chapter with 4G

The Government of India is dedicated to take the Digital India initiative to the hinterland and the rural areas of the country. And the North East is not untouched by this wave of development. 4G internet services have reached Jorsing village in Siang district of Arunachal Pradesh bringing with it a ray of hope and many opportunities. The facilities which were once available only in the big cities are now reaching every village through 'Digital India' initiative.

Atul Tayeng, Deputy Commissioner, Siang district shared his thoughts on this with our Doordarshan team.

"I am very happy to share that Jorsing village, which is a remote village in the district, has gotten access to 4G network connectivity on 15th August this year during 'Azadi Ka Amrit Mahotsav'. The

villagers are extremely happy as they now have access to high-speed internet. With the installation of the 4G network, a lot has been eased out. It has enabled us, the administration,

to take the social welfare schemes to the doorsteps of villagers through digital mode. Students can now access online classes, and most importantly, the villagers can access all kinds of information through the means of the internet. I, on behalf of the Jorsing village and

the people of the Siang district, extend my heartfelt thanks and gratitude to the Government of India and Arunachal Pradesh for providing such facilities, even in remote places of the State and making the lives of people easier."

Scan the QR code to watch the success story of Digital India in Arunachal Pradesh.



Gudiya Singh's Pursuit of Education Accomplished through Digital India



The impact of Digital India has been vast, cutting across sectors and regions. The advent of the internet in rural India has changed the lives of many, especially the young generations. From enabling easier access to online education and making knowledge about the various facets of the world just a click away, the internet has truly revolutionised the way people study, learn and lead their lives. One such inspiring story, mentioned by the PM in his 'Mann ki Baat' address, is of **Gudiya Singh**, from Uttar Pradesh. When Gudiya, after marriage, came to her in-law's house in Amoiya village of Unnao, she wanted to continue her feat with education but was worried. This is when BharatNet came to rescue. Through the usage of the internet using BharatNet, Gudiya

was not only able to pursue her studies, but even completed her graduation sitting in a small village in Unnao and making her family proud. This is the true strength of Digital India, which is motivating people to think big and achieve their dreams, digitally and with much greater ease.

Gudiya Singh, in an interview with our Doordarshan team, expressed her gratitude.

She said, "I extend my heartfelt gratitude and thanks to Hon'ble Prime Minister Narendra Modi for mentioning my story in his 'Mann ki Baat' address. It is a moment of pride for my entire village and my family to get recognized on such a huge platform. I have been receiving endless praise and motivation from people all across, all thanks to the Prime Minister."

Impact of Digital India on Indian Industry



Chandrajit Banerjee

Director General,
Confederation of Indian Industry

The Digital India mission launched by Hon'ble Prime Minister has had transformational impact on the country's growth, modernisation and socio-economic progress. Through this mission, the Government has revamped the delivery of public goods to needy citizens and also created multiple opportunities for Indian businesses. The partnership with the private sector in implementing and rolling out Digital India is an exemplary model of collaboration and successful outcomes.

The digital transformation of the country is not only leading to increased economic activity

but also boosting its productivity. Remote corners of the country are now digitally connected, leading to benefits such as transfer of knowledge and skills apart from widening the market for commercial transactions. Millions of jobs have been created directly for persons involved in the digital sector, and also indirectly by expanding the market for all products and services that can now be digitally delivered.

It is expected that Digital India will boost the Gross Domestic Product of the economy upto \$1 trillion by 2025 by majorly contributing to macroeconomic indicators including national income, employment, economic growth rate, industrial production, international trade etc.

Digitalisation has empowered the common man by utilising information technology as an enabler. The fundamental way of functioning of every sector has changed in an unprecedented manner and technology has been the key driver of this tectonic shift across critical sectors such as banking, health care, education, agriculture, manufacturing and retail, with an explosion of smart

and connected devices, robust applications and use cases. This has been made possible by ensuring rapid rollout of broadband infrastructure to all parts of the country through the Digital India mission.

Whether it is digital enablement facilitated by start-ups or futuristic digital payment infrastructure, India has seen astonishing progress. The advancement of a digital payments ecosystem is a critical component of Digital India which has resulted in increased efficiency, transparency, and quality in the financial sector and the economy as a whole. India has seen mammoth growth in digital payment transactions from 2,071 crore in FY 2017-18 to 8,840 crore in FY 2021-22 and is expected to double such transactions in value to \$10 trillion by 2026.

On the other hand, start-ups in digital infrastructure are empowering India to become a global digital knowledge hub. The startup aided innovations are contributing towards employment generation and,

critically, the digital transition of rural India.

The Digital India initiatives by the Government of India are further accelerating access to digital services and infrastructure to every citizen in the country. To drive this programme, the Government of India has rolled out several initiatives like BharatNet, Jan Dhan - Aadhaar - Mobile, Pradhan Mantri Gramin Digital Saksharta Abhiyan, etc. These initiatives are directed towards making the Indian citizens more digitally literate and are playing a key role in bridging the digital divide at speed.

India's digital journey has just begun. The Indian tech industry is expected to be a key player in emerging technologies such as artificial intelligence, machine learning, blockchain, data analytics etc. across various sectors such as agriculture, education, financial, retail, and healthcare, empowered by Digital India.

India enjoys the advantage of being one of the fastest growing economies in the world and under Digital India, it has the potential to become a global leader for the next phase of the evolving digital era.



Digital Revolution Making India Self-Reliant



Deep Kalra

Founder Chairman, Make My Trip

Sh. Deep Kalra's interview with Doordarshan on the impact of India's digital revolution on various sectors.

From the hinterland to the last man in the queue, PM's vision of digital India is changing the lives of millions of people. It is apt to say that India is currently experiencing a 'digital revolution' which is changing the face of India's digital landscape.

To fully understand the magnitude of this revolution, one must look back at India a decade ago, having a mere 130 million internet users in the country, majorly on PC. Today that number is almost touching a whopping 700 million, which is 5x the growth, making India the second largest internet economy in the world.

The second aspect to look at is the e-commerce buyers, which was only 10 million in the country a decade ago, and today that number has grown at a pace of 35x and is over 350 million. This growth has heralded India as the third-largest e-commerce economy in the world. This is indeed a revolution!

A notable aspect of this growth is that half of the 700 million internet users in India today are from the hinterland, from the rural parts of the country, majorly tier 3, tier 4, and tier 5 cities. This is because of the advent of 4G connectivity available everywhere in the country due to the diligent efforts of the Government. Digital India, thus, makes up for the founding stone which has led the digital revolution in India.

With the 3 core founding blocks in place, the Government, through the means of Digital India has given rise to an efficient public-private partnership. Firstly, Digital India has established 4G availability in virtually every corner of the country, and now with 5G in the offing, it will only explode further. Secondly, UPI has changed the game of payments in India, making online transactions easy and secure. Thirdly and most importantly, JAM trinity has allowed e-identification, curbing id thefts in India and leading the way for financial inclusion. These three core founding blocks have

digitally empowered the citizens, have made e-commerce feasible to every part of the country and in turn, enabled the private sector to harness this and offer their goods and services to this digitally equipped customer-base in an interesting and systematic way.

From flushing out corruption to providing employment, digital India has been a game-changer. It is to be observed that when the IT revolution happened in India, big giants were set up in the top 20-30 cities of India where employment was generated. But the digital revolution has spread its roots across the country, generating employment anywhere and everywhere. The government has also established CSCs as the local computerized service centres, set up by locals and employing locals. High-speed connectivity has reached everywhere and has paved the way for the youth to be employed in various sectors flourishing because of the digital revolution. A plethora of small businesses and digital entrepreneurs are mushrooming, all thanks to digitalization.

The impact of digital India can be felt across sectors. From education and entertainment to e-commerce and banking, every sector in India has been transformed due to the introduction of digital. Being an entrepreneur, in the tourism industry, of a business that was born online, there have been various ways in which MakeMyTrip has channelized the potential of Digital India.

During the COVID-19 pandemic, India saw the success of some iconic Digital initiatives

of the government. India's largest and most successful contact tracing app, Arogya Setu was a massive success and became the fastest app to reach 50 million downloads in the world. CO-Win was another such initiative built by the Government that changed the vaccination game in the country making everything accessible online.

The PM's mantra during COVID times, 'Aapda Mein Avsar', i.e Opportunity in Adversity was adopted across industries, sectors, and businesses; by the entire nation.

Additionally, with the incredible success of initiatives like GeM, the e-procurement portal by the Government, and the GST that is making the entire ecosystem purely online and trackable, India is on the right path to maximize the effect of the digital revolution.

The colossal growth of Digital India is not only impacting the economy but changing the perception of India even at the global level. From being viewed as an emerging economy waiting to take off, India has now secured a place as a leader when it comes to being an expansive internet market. With the advancement of technology and digitalization, India is the start-up capital of the world. With all the ingredients ready in terms of knowledge, creativity, and innovation, this digital platform will only give India a thrust to be the global leader in the game.

Scan the QR code to know more about Shri Deep Kalra's views on Digital India.



Digital India is Empowering the Hinterland



Nivruti Rai
Country Head, Intel India

million active internet users, over half of which are in rural areas. This has led to an explosion in innovative consumer services of multiple kinds (business-to-consumer, business-to-business, government-to-citizen) driving real impact for consumers and also enabling wireless data consumption growth, which is the highest in the world. The average Indian's internet data usage increased from 1.24 GB per month in 2018 to 17 GB in 2022, attributed to e-commerce, online entertainment, remote education, social media, etc.

We are generating and consuming data at volumes that are increasing daily at an exponential rate and all this data needs to be moved, stored and processed in order to deliver better user experiences and services as well as solutions that transform lives. This brings into focus the critical need for increased computing capacity, edge-to-cloud infrastructure, network connectivity, and data storage, which in turn provide an opportunity for indigenous innovations that can help in truly improving the quality of life for all.

Technology is a powerful tool
to transform lives and its impact

The purpose of technology is to improve the lives and livelihoods of people, and this is a critical need in a developing nation like India. In the 92nd episode of 'Mann ki Baat', the Hon'ble Prime Minister's address to the nation, while marking the completion of 75 years of India's Independence, he spoke about digitalization and how it is improving lives across India.

With rapid proliferation of smartphones and telecom connectivity, combined with one of the world's lowest data tariffs, India now has around 700

can be seen with the digitalization of key sectors such as healthcare, education, retail, etc. For example, when Intel deployed a pilot project for rural broadband connectivity using existing power lines, we saw the immediate benefits of digital inclusion and equitable access to online services. This solution called 'WoW' (Wireless-over-Wire) was piloted in the village of Muana in Haryana. Before the WoW solution, Pradeep Kumar, a healthcare worker in the local Primary Health Centre, used to travel 10 km to the nearby town of Safidon every day to upload patient health records. Now with a 100 Mbps WoW connectivity, patient health records are updated in real time enabling multiple vaccination drives and video consultations with specialists.

With the advent of telemedicine, digital health records and data analytics, the healthcare sector can see tremendous benefits such as earlier diagnoses, better patient outcomes and prediction of outbreaks, enabling community health interventions; all enabled by access, affordability and innovation.

Similarly, access to rural broadband connectivity can



unleash a transformation in every aspect of life – youth can leverage online vocational trainings to get upskilled and enhance their employability, farmers can benefit from technologies to enhance yields, and rural artisans and microentrepreneurs can tap into larger markets in India or overseas through e-commerce and financing.

India's rural economy is its foundation. According to a report by Bain & Co. and CII, it employs 68% of our workforce and makes up nearly half of our GDP. We have a massive opportunity to develop and deploy digital technologies for this ecosystem and deliver the true potential of

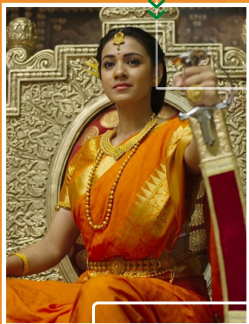
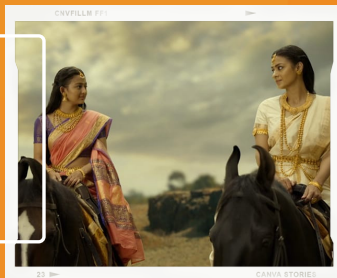
digitalization for growth. Our opportunity and challenge are to roll out digital infrastructure to reach each and every citizen, enabling them to use it effectively and then see how innovation will emerge from unimagined corners of this entrepreneurial society. While leapfrogging to the digital world, we should aim to avoid creating a digital divide. India's goal of doubling its GDP and having a trillion-dollar digital economy will enable everyone to grow as we embark on this ambitious digitalization journey.



Swaraj

Doordarshan launched a mega epic docu-drama 'Swaraj: Bharat Ke Swatantrata Sangram Ki Samagra Gatha', a glorious history of India's freedom struggle on 5th August, 2022. Under 'Azadi Ka Amrit Mahotsav', the onscreen narrative of the search and establishment of 'swaraj' in India will help the national and international audiences to understand the spirit of the country through a new, fresh perspective.

As India celebrates 75 years of its Independence, the 75-episode serial will be telecast over a period of 75 weeks.

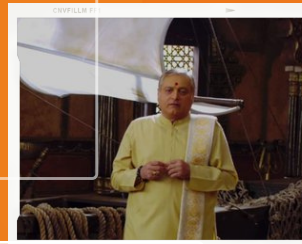


Swaraj brings forth tales of our unsung heroes of Independence, heroes who until now have only been known or celebrated in their local regions as icons.

The serial starts with Vasco-da-Gama's entry in India in 1498. It will tell stories and contributions of 550 freedom fighters including Rani Abbakka, Bakshi Jagabandhu, Tirot Sing, Sidhu and Kanhu Murmu, Shivappa Nayaka and more.

Swaraj aims to spread awareness about India's glorious past and inspire the public, especially the youth.

Intensified authentic research and genuine content has gone into the making of the serial, and information and documents have been collected from all corners of the country to bring these stories from our freedom struggle to life by the Swaraj Advisory Committee.



Swaraj is being broadcast since August 14, 2022 on DD National every Sunday from 9:00 PM-10:00 PM with a repeat telecast on Tuesday, Thursday and Saturday. The audio version is broadcasted on the All India Radio network from 11:00 AM on Saturdays.

For extensive reach to every corner of India, the serial is available in several regional languages. In addition to Hindi and English, it is being broadcast in Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Odia, Bangla, and Assamese on Doordarshan's regional channels from August 20 2022.

'Swaraj' Will Prove To Be An Inspiration For Youth



Shekhar Kapur

Filmmaker and President, FTII

As the people across the length and breadth of the country are uniting in remembering and celebrating the stories of sacrifice and bravery of our great freedom fighters as part of 'Azadi Ka Amrit Mahotsav', India's public service broadcaster Doordarshan has a unique offering to us all.

Doordarshan has launched a mega epic docu-drama series *Swaraj: Bharat Ke Swatantrata Sangram Ki Samagra Gatha*. The series honours the glorious history of India's freedom movement. As the nation celebrates 75 years of

its independence, this 75-episode serial is an attempt to bring to the fore the valourous stories of the unsung freedom fighters. With its first episode aired on August 14, 2022, *Swaraj* will be telecast over a period of 75 weeks and is being broadcast weekly in Hindi, English, and nine other regional languages.

This series is extremely special for it highlights the stories of those unsung heroes of the freedom struggle who until now have only been known or celebrated as icons in their local regions. With an intention to bring these stories in the national discourse, this noble effort has been started in the form of *Swaraj*. This serial will surely be an informative journey for the younger and future generations as they learn more and more about the history and stories of such courageous heroes with every episode.

Swaraj focuses on reproducing an audio-visual history of India's search for 'swaraj'. The series begins with the journey of Vasco-da-Gama's entry into India in 1498. As the series progresses, it will delineate the stories and contributions of 550 freedom fighters who fought valiantly for the country's



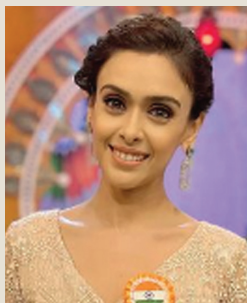
भारत के स्वतंत्रता संग्राम की समग्र गाथा

freedom. Some of these include Rani Abbakka, Bakshi Jagabandhu, Tirod Sing, Sidhu and Kanhu Murmu, Shivappa Nayaka, and Kanhoji Angre.

The repertoire of photographs, films, oral histories, personal memoirs, autobiographies, biographies, and multilingual regional literature remains mostly unexplored and largely absent from the public consciousness. An intensified authentic research and genuine content have gone into the making of the serial. The information and documents have been collected from all corners of the country to bring to life these stories by the *Swaraj* Advisory

Committee.

The Prime Minister in his recent 'Mann Ki Baat' address encouraged the youth to engage with this serial and learn about India's glorious history. It is indeed commendable for him to talk about this series in his monthly address. This iconic serial, I believe, will turn into a national movement, filling every Indian's heart with pride. Just like 'Mann ki Baat', the series will surely be a talking point among the people, especially the youth, and will inspire everyone to take part in building the country of our forefathers' dreams.



Hrishitaa Bhatt
Actress

Our Doordarshan team interviewed **Hrishitaa Bhatt** about her experience of being a part of the show *Swaraj*

“I am elated to be a part of *Swaraj*. This has been a very special experience for me. The theme of *Swaraj* is bringing to light the struggles of our forefathers who sacrificed their lives for the freedom of the nation, ever since the Portuguese invasion till 1947. It is a matter of great pride to be a part of this historic and patriotic event.

There have been several role models and idols who have carried forward the baton of women empowerment in the fight for freedom. One such visionary was Rani Laxmibai. Her ideals and values of courage and strength have transpired through generations. She was a distinct freedom fighter, one of her kind, who inspired so many, so much so that it is safe to say that her reflection can be seen in every brave and courageous girl today. And so, I decided to be a part of this docu-drama, so that today's youth can be introduced to the strong and capable women of that time through *Swaraj*.

Audio-visual media often have a long-lasting impact on us. Anytime we watch a historical drama like Ramayana or Mahabharata, we imagine and relate to the visuals even more. Therefore, as the Prime Minister appeals to the youth and school children to take avid interest in *Swaraj*, I also urge the younger generations to watch it and take inspiration from it, so that the history of our country is passed on to the generations to come.”

'Swaraj': A Unique Saga of Unsung Heroes of Freedom Movement

In his recent 'Mann ki Baat', the Prime Minister urged the listeners to watch the series Swaraj, which is being telecast on Doordarshan. Our Doordarshan team spoke to some viewers in this regard.

"With my whole family, I watch the program *Swaraj* which is aired on Doordarshan, which gives us information about the heroes of Indian Independence, especially the unsung heroes. This is a unique serial as it narrates so many stories that we weren't aware about, of heroes that we didn't know of."

Jitendra Kumar

"I heard PM Modi's appeal in his 'Mann ki Baat' program that we should watch *Swaraj* airing on Doordarshan. I started watching the serial with my family and I want to tell everyone to watch it with their families. In this, we will get information about our glorious history in which we fought so much for our freedom, sacrifices made by our ancestors. It gives important information that our future generations will feel proud to know."

Shilpa Rastogi

"*Swaraj* serial should be included in school syllabus as a lot of stories that we see in the serial were never heard of. It is necessary that we know about our history and unsung heroes also."

Purna Pal

"The new *Swaraj* serial being telecast on Doordarshan shows unsung revolutionaries and events involved in India's freedom struggle that were only limited to regional audiences earlier. Through this, people across the world will be able to know about them, especially youth who should know about the brave heroes."

Abhishek Kumar





MANN KI BAAT

Media Scan





Anurag Thakur
@anuragthakur

भारत की आज़ादी की 75 वीं वर्षगांठ के अवसर पर देशवासी #AzadiKaAmritMahotsav पूरे हर्षोल्लास के साथ मना रहे हैं।

#MannKiBaat में प्रधानमंत्री श्री @narendramodi जी द्वारा मेरे संसदीय क्षेत्र में कांगड़ा जिले की गंगोटी पंचायत के उल्लेख ने समूचे क्षेत्र को उत्साह से भर दिया है।

Translate Tweet

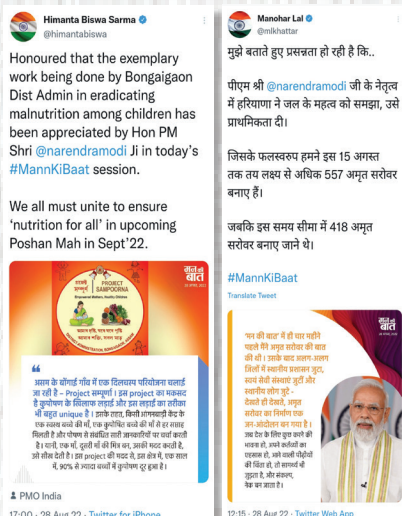
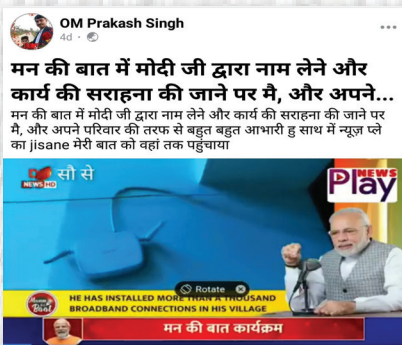


Smriti Z Irani
@smritiirani

सितंबर माह को हम "पोषण माह" के रूप में मनाते हैं, जहाँ कुपोषण की समस्या को दूर करने के लिए जागरूकता अभियान, जन-भागीदारी से विभिन्न कार्यक्रमों, आदि का संचालन किया जाता है।

#MannKiBaat में देशवासियों से पोषण माह में हिस्सा लेने हेतु आह्वान करने के लिए PM @narendramodi जी का आभार।

Translate Tweet



K Surendran
@surendranbjp

I thank Prime Minister Shri @narendramodi Ji for wishing a Happy Onam to all the Malayalees across the world in his monthly Mann Ki Baat program today. Onam symbolises peace and prosperity. We are glad to welcome Shri Modi ji to Kerala on September 2 during this festive season.



4:32 PM · Aug 28, 2022 · Twitter for iPhone

Narendra Singh Tomar
@nstonmar

United Nations ने एक प्रस्ताव पारित कर वर्ष 2023 को International Year of Millets घोषित किया है।

आपको ये जानकर भी बहुत खुशी होगी कि भारत के इस प्रस्ताव को 70 से ज्यादा देशों का समर्थन मिला था।

आज, दुनिया भर में, इसी मोटे अनाज का, Millets का, Craze बढ़ता जा रहा है।

#MannKiBaat
Translate Tweet



11:04 · 28 Aug 22 · Twitter for Android

Dr.L.Murugan
@Murugan_MoS

Listening to Hon'ble Prime Minister Shri. @narendramodi Ji's inspirational words in #MannKiBaat 92nd edition with PIB, DDK, AIR, and CBC officials in #Jammu.

#PMonAIR



PMO India and 8 others

11:35 AM · Aug 28, 2022 · Twitter for Android

Shivraj Singh Chouhan
@ChouhanShivraj

मा.प्रधानमंत्री श्री @narendramodi जी के प्रेरणादायी नेतृत्व का ही यह सफल है कि विदेशी धरती पर रहते हुए भी भारतावासी देश की सेवा व गौरव को अक्षुण्ण बनाये रखने के लिए सतत कर्मशील हैं। **#MannKiBaat**



1:45 PM · Aug 28, 2022 · Twitter Web App

Yogi Adityanath
@yogiadityanath

आदरणीय PM श्री @narendramodi जी ने आज @mannkiabaat में उ.प्र. के ललितपुर स्थित निवारी ग्राम पंचायत के लोगों द्वारा 04 एकड़ में निर्मित शहीद भगत सिंह अमृत सरोवर की सराहना की है।

जल संरक्षण हेतु पूरे प्रदेश में अभियान चलाकर सरोवरों का निर्माण हो रहा है।

आभार प्रधानमंत्री जी!
Translate Tweet

Arvind Dharmapuri
@Arvinddharmapuri · Aug 30

प्रधानमंत्री नरेंद्र मोदी जी 'अमृत सरोवर' कार्यक्रम में आगे बढ़ें।



4 34 168

Ritesh Tiwari
@iamRiteshTiwari

Today in his #MannKiBaat address, Hon'ble @PMOIndia Shri @narendramodi Ji, spoke about the collective might of the country.

He mentioned how construction of Amrit Sarovars has become a mass movement and also applauded the Digital India initiative.

Narendra Modi @narendramodi · Aug 28

Sharing this month's #MannKiBaat. Do tune in! twitter.com/i/broadcasts/1...

4:10 PM · Aug 28, 2022 · Twitter for iPhone

'मन की बात' में पीएम मोदी ने देशवासियों को किया संबोधित देश में बह रही अमृत महोत्सव की अमृत धारा

एजेंसी नई दिल्ली

पीएम नरेंद्र मोदी तबिकवर को अपने 'हैंड्स ऑन' कार्यक्रम 'मन की बात' के जरिए देशवासियों को संबोधित किया। यह 92वां एपिसोड था। पीएम मोदी ने कहा कि देश में अमृत महोत्सव की धारा बह रही है। देश की जनता ने तिरंगा बांधा जो भी सफल बनाया है। इस समय देश में अमृत महोत्सव की अमृत धारा बह रही है। देश देश पर आई हो खापी लोग एकजुट हो गए। पीएम मोदी ने आगामी राणा चतुर्थी, आनंद मेले त्योहारों की भी शुभकामनाएं दी।

यवओं ने पढ़ाई का तरीका बदला

हजारों युवा जवाबों ने पढ़ाई और रीतियों के तरीकों को ही बदल दिया है। आज मुझे मां की डिजिटल अप्रेंटिस के बारे में जवाब दे जाऊं तबिकवर मेजे और उनकी तबिकवर स्टोरी को तोषाव भीजिए पर भी जरूर खड़ा करें।

मोटे अनाज के प्रति जागरूकता बढ़ाएं

पीएम मोदी ने कहा कि अनाज के पोषण में विशेषकर पत्रिकाओं को बढ़ावा दे रहे हैं। इसका अर्थ प्रोत्साहन है। इस प्रकाश में अनाज के पोषण में 90 फीसदी से अधिक बढ़ो में कुपोषण नहीं

पीएम ने बेडू को स्वास्थ्य के लिए संजीवनी बताया

अमृत महोत्सव में देश में अमृत महोत्सव की धारा बह रही है। देश की जनता ने तिरंगा बांधा जो भी सफल बनाया है। इस समय देश में अमृत महोत्सव की अमृत धारा बह रही है। देश देश पर आई हो खापी लोग एकजुट हो गए। पीएम मोदी ने आगामी राणा चतुर्थी, आनंद मेले त्योहारों की भी शुभकामनाएं दी।

भावी पीढ़ी की चिंता हो तो सामर्थ्य भी आ जाता है : प्रधानमंत्री

अनाज की धारा बह रही है। देश में अमृत महोत्सव की धारा बह रही है। देश की जनता ने तिरंगा बांधा जो भी सफल बनाया है। इस समय देश में अमृत महोत्सव की अमृत धारा बह रही है। देश देश पर आई हो खापी लोग एकजुट हो गए। पीएम मोदी ने आगामी राणा चतुर्थी, आनंद मेले त्योहारों की भी शुभकामनाएं दी।

I-Day showed collective might of the nation: PM

New Delhi (UNI)

Prime Minister Narendra Modi on Sunday praised the countrymen for their participation in 'Har Ghar Tiranga' campaign, saying that the Independence Day this year showed the collective might of the nation.

During his monthly radio programme 'Mann Ki Baat', the Prime Minister appreciated the zeal and patriotic fervour witnessed during the campaign and said that colors of Amrit Mahotsav were witnesses in other countries as well.

"In our entire country, in every city, every village, the nectar of Amrit Mahotsav is flowing. On this special occasion of Amrit Mahotsav and Independence Day, we have seen the collective might of the country. There has been a sense of realisation. Such a big country, so many diversities, but when it came to hoisting the tricolor, everyone seemed to flow in the same spirit," he said.

We had also seen the spirit of the country in the cleanliness campaign and the vaccination campaign, we are getting to witness the same spirit of patriotism again in the Amrit Mahotsav, he added.

The Prime Minister said that our soldiers hoisted the tricolor on the peaks of high mountains, on the borders of the country and in the middle of the sea. People also came up with different innovative ideas for the tricolor campaign, he said.

Giving examples, the Prime Minister said that in Kolar of Karnataka, people presented a unique sight by holding the tricolor that was 630 feet long and 265 feet wide.

"In Assam, government employees created a 20-foot tricolor with their own hands to hoist at the Dighalpakhuri War memorial. Similarly, people in Indore made a map of India through a human chain. In Chandigarh, the youth made a giant human tricolor," he added.

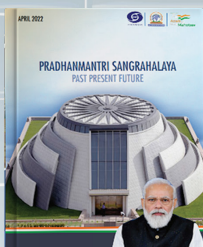
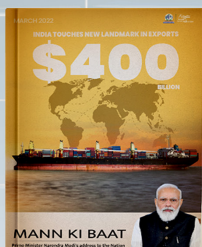
Modi said that the colors of the Amrit Mahotsav were seen not only in India, but also in other countries.

"Local singers living in Botswana sang 75 patriotic songs to celebrate 75 years of India's independence. What is more special is that these 75 songs were sung in languages like Hindi, Punjabi, Gujarati, Bangla, Assamese, Tamil, Telugu, Kannada and Sanskrit. Similarly, in Namibia, a special stamp has been released on the Indo-Namibian cultural-traditional relations," he added.

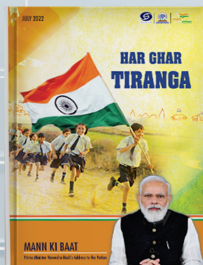
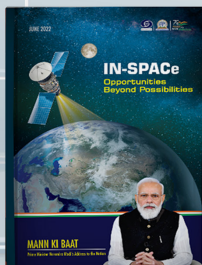
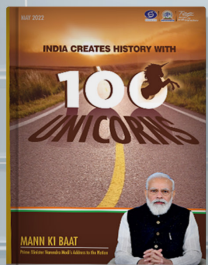
The Prime Minister also urged citizens to watch 'Swarn' send on Doordarshan.

"This is a great initiative to acquaint the younger generation of the country with the efforts of unsung heroes and heroines who took part in the freedom movement. It is telecast every Sunday at 9 pm on Doordarshan. And I was told that is going to continue for 75 weeks. I urge you to make sure that you watch it yourself and do show it to the children," he said.

He said that people from schools colleges can also record the telecast and compose a special program in schools and colleges, so that the new awakening will arise in our country about these great heroes of the birth of Freedom.



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