

Startup India: A Decade of Entrepreneurial Excellence

2,00,000+

400+

PMEGP
Prime Minister's
Employment Generation
Programme

SEED FUND SCHEME
Startup India Seed Fund
Scheme

sidbi
FUNDED OF FUNDS

**Fund of Funds for Startups
Scheme**

AID
Atal Innovation
Mission

**Credit Guarantee Scheme
for Startups**

**MeitY Startup
Hub**

Prime Minister Narendra Modi's
Address to the Nation



Prime Minister's Address



CONTENTS

FEATURED STORIES



20

**From 2016 to 2026 : Ten Years of
Startup India**



32

**From Tamsa to Anantapur : Reviving
the Life of Our Ecosystem**



36

**Bhajan Clubbing : Shades of Prayer in
New India**



44

**The Great Indian Family : A Tradition
of Unity and Global Inspiration**



48

**Indian Community Strengthening its
Roots Across Borders**



52

**Jan Bhagidari for Swachhata : From
Arunachal's Mountains to Chennai's
Coasts**

IN BRIEF



40

From 'Mann ki Baat' to Republic Day Celebrations : Honouring India's inspiring citizens



64

Shree Anna : From forgotten grains to a People's Movement



58

Earth's Sentinels : Celebrating India's Green Guardians

ARTICLES



24

From Vision to Reality : A Decade of India's Startup Revolution - Pawan Kumar Chandana



28

Zero Defect, Zero Effect : Elevating the 'Made in India' Brand - Jaxay Shah



60

Shree Anna : The Winter Superfood for a Fit India - Dr. Devesh Chaturvedi

67

MEDIA SCAN

My dear Countrymen Namaskar

This is the first 'Mann ki Baat' of the year 2026. Tomorrow, on the 26th of January, we shall all celebrate our Republic Day. Our Constitution came into effect on this very day. This day; the 26th of January, gives us an opportunity to pay homage to the founding fathers of our Constitution. Today, the 25th of January, is also a very significant day. Today is National Voter's Day...

Matadata Diwas. A voter is the soul of democracy.

Friends, Usually, when someone turns 18, becomes a voter, it is considered a normal milestone in life. However, this occasion is actually a major milestone in any Indian's life. Therefore, it is very important that we celebrate becoming a voter in our country. Just as we wish and celebrate





birthdays... similarly, whenever a young person becomes a voter for the first time, the entire neighbourhood, village, or city should come together to congratulate them and distribute sweets. **That would raise awareness about voting and strengthen the feeling of how important it is to be a voter.**

Friends, I would like to express my deep appreciation to all those people in the country who are involved in the electoral process and work at the grassroots level to keep our democracy vibrant. Today, on 'Voter's Day', I would once again urge my young friends to

register themselves as voters upon turning 18. This will fulfil the sense of duty that the Constitution expects of every citizen and will also strengthen India's democracy.

My dear countrymen, These days I am seeing an interesting trend on social media. People are reliving their memories of the year 2016. In the same spirit, today I too would like to share one of my memories with you. **Ten years ago, in January 2016, we embarked upon an ambitious journey.** We had realised then, that even if it were a small one, it was very important for the future of the country for

the young generation. At that time, some people could not understand what it was all about, after all! **Friends, the journey I am referring to is the journey of Start-up India.** The heroes of this amazing journey are our young friends. The innovations they came up with by stepping out of their comfort zones are being recorded in history.

Friends, **Today India has turned into the third largest Start-ups ecosystem in the world. These Start-ups are out of the box; they are working in sectors that were unimaginable even 10 years ago.**

AI, Space, Nuclear Energy, Semiconductors, Mobility, Green Hydrogen, Biotechnology... you name it and you'll find one Indian Start-up or the other working in

that sector. **I salute all my young friends who are associated with one Start-up or the other or want to start one of their own.**

Friends, Today through 'Mann ki Baat', I want to urge my countrymen; especially the youth associated with industry and Start-ups. India's economy is progressing rapidly. The world is watching India. At such a juncture, we all shoulder a huge responsibility. That responsibility is to emphasize on quality. The era of 'it just happens... it works... it will go through somehow' is over. Come, let us prioritize quality with all our might this year. **Let our only mantra be quality, quality and only quality. Better quality today than what it was yesterday. Let us resolve to improve the quality of whatever we manufacture.**





Be it our textiles, technology or electronics... even packaging; the connotation of an Indian product should become – ‘top quality’. Come, let us make excellence our benchmark. Let us resolve that there will be no laxity on quality, nor will there be any compromise on quality. **And I had expressed from Red Fort – ‘Zero Defect Zero Effect’. Only by doing this shall we be able to accelerate the journey towards a ‘Viksit Bharat’.**

My dear countrymen, The people of our country are very innovative. Seeking solutions to problems is part of our countrymen’s nature. Some do this through start-ups; while others try to find a solution through the collective strength of society. One such effort has emerged in Azamgarh, Uttar Pradesh. The People there have lent life anew to the Tamsa River that flows through this place. The

Tamsa is not just a river; it’s a Live continuum of our cultural and spiritual heritage. This river, which crosses Ayodhya and merges with the Ganga, was once the axis of life for the people of this region. However, on account of pollution, its uninterrupted flow was obstructed. Silt, garbage and filth had blocked the flow of this river. After that, the people here started a campaign to give it a new lease of life. The river was cleaned, and shady, fruit-bearing trees were planted along its banks. Local people engaged themselves at the task with a sense of duty... and through everyone’s efforts, the river was revived.

Friends, A similar endeavour of public participation has also been witnessed in Ananthapur, Andhra Pradesh. This is a region that has been grappling with a severe drought. The soil here is red and sandy, which is why

people face water shortages. Many areas here do not receive rain over long periods. People sometimes even compare Anantapur to a desert drought.

Friends, To address this problem, locals resolved to clean the reservoirs. After that, with the support of the administration, the ‘Ananta Neeru Sanrakshanam Project’ was launched. Under this effort, more than 10 reservoirs have been revived. These reservoirs are filling with water now. Simultaneously, more than 7,000 trees have been planted. This means that along with water conservation, the green cover in Anantapur has also increased. Children now, can also enjoy swimming here. In a way, the entire ecosystem here has been revitalised.

Friends, Whether it’s

Azamgarh, Ananthapur, or anywhere else in the country, it’s heartening to see people uniting and fulfilling big resolves with a sense of duty. This spirit of public participation and collectivity is our country’s greatest strength.

My dear countrymen, In our country, bhajans and kirtans have been the soul of our culture for centuries. We have listened to bhajans in temples, during kathas and every era has embodied Bhakti according to respective times. Today’s generation is also achieving something spectacular. **Today’s youth have incorporated the spirit of devotion into their experiences and lifestyles. This thinking has given rise to a new cultural trend.** You must have seen such videos on social media.





Large number of the youth are gathering in different cities across the country. The stage is decorated... there is lighting, music... there is all the pomp and show, and the atmosphere is no less than a concert. It feels like a huge concert, but what is being sung there is the resonance of bhajans sung with complete concentration, dedication, and rhythm. **This trend is being called 'bhajan clubbing' today, and it's becoming increasingly popular, especially among Gen Z.**

It is heartening to see that the dignity and purity of bhajans are maintained at these events. Devotion is not taken lightly; neither the decorum of words, nor the emotion is compromised. The stage may be modern, the musical presentation may be different, but the core spirit remains the same; a constant

flow of spirituality is felt there.

My dear countrymen, Today our culture and festivals are making their mark across the world. Indian festivals are celebrated with great enthusiasm and joy in every corner of the world. **Our Bharatvanshis, brothers & sisters of Indian origin, play a vital role in maintaining cultural vibrancy of all kinds. Wherever they are, they are preserving and promoting the essence of their culture. Our Indian community in Malaysia is also doing commendable work in this regard.**

You will be pleasantly surprised to know that there are more than 500 Tamil schools in Malaysia. In addition to teaching the Tamil language, other subjects are also taught in Tamil. Furthermore, along with Telugu

and Punjabi there's also a lot of focus on other Indian languages.

Friends, One society plays a major role in strengthening the historical and cultural ties between India and Malaysia. Its name is 'Malaysia India Heritage Society'. In addition to various programs, this organization also organizes a heritage walk. This program covers the cultural sites that connect the two countries. Last month, the "Lal Paad Saree" iconic walk was organised in Malaysia. This saree has had a special connection to our culture of Bengal. This event set a record for the largest number of people wearing this saree, which was recorded in the Malaysian Book of Records. On this occasion, Odissi dance and Baul music won the hearts of the people. I can say:

Saya Berbanga /Dengan Diaspora India /The Malaysia //

Mereka Mambawa /India dan Malaysia /Semakin Rapa //

"I am proud of the Indian diaspora in Malaysia; they are bringing India and Malaysia even close."

My best wishes to our Indian diaspora in Malaysia.

My dear countrymen, Wherever we go in India, we are bound to witness something extraordinary and unprecedented. Often, these events are obscured by the media's glare. But they reveal the true strength of our society. They also provide a glimpse into our value systems, wherein the spirit of solidarity is paramount. The tradition of Chandanki village in Beharaji, Gujarat is unique. You would be surprised if I told you



that the people here especially the elderly, do not cook in their homes. The reason for this is the village's magnificent community kitchen. Food for the entire village is cooked in this community kitchen, and people sit together to eat. This tradition has been continuing for the past 15 years. Not just that, if someone is ill, a tiffin service is available, meaning - home delivery is also fully arranged for. These community meals fill people with joy. This initiative not only connects people; it also fosters a sense of family. **Friends, India's family system is an integral part of our tradition. It is viewed with great curiosity in many countries around the world.** In many countries, such family systems are highly respected. Just a few days

ago, my brother, His Highness Sheikh Mohammed bin Zayed Al Nahyan, President of the UAE, visited India. He conveyed to me that the UAE is celebrating 2026 as the Year of the Family. The aim is to strengthen harmony and community spirit among its people - indeed, it's a truly commendable initiative.

Friends, When the strength of family and society combines, we can overcome even the most insurmountable challenges. I've learned about Sheikhgund village in Anantnag. The challenges related to drugs, tobacco, cigarettes and alcohol had increased significantly there. Seeing all this, Mir Jafar Ji, who hails from there, became so distressed that he resolved to address this problem. He united everyone in the village, from the



youth to the elders. The impact of his initiative was such that shops there stopped selling tobacco products. This effort also increased public awareness about the dangers of drugs.

Friends, There are many organizations in our country that have been selflessly engaged in social service for years. For example, there is an organization in Faridpur, East Medinipur, West Bengal. Its name is 'Vivekananda Lok Shiksha Niketan'. This organization has been engaged in the care of children and the elderly over the last four decades. Along with providing education through the Gurukul system and training teachers, this organization is engaged in many noble endeavours for social welfare. I wish that this spirit of selfless service continues to gain strength among the countrymen.

My dear countrymen, In 'Mann ki Baat', we have

consistently raised the issue of cleanliness. I am proud to see that our youth are very conscious about the cleanliness around them. I have learnt about one such unique effort in Arunachal Pradesh.

Arunachal is the land where the Sun's rays reach first in the country. Here, people greet each other with "Jai Hind." In Itanagar, a group of young people came together to clean areas that needed more attention. These young people made it their mission to clean public spaces in various cities. Subsequently, this campaign was also launched in Itanagar, Naharlagun, Doimukh, Seppa, Palin, and Pasighat. These young people have so far cleaned over 11 lakh kilograms of garbage. Imagine, friends, young people together removed 11 lakh kilograms of garbage.

Friends, Another example is from Assam. In Nagaon, Assam, people are emotionally attached

to the old streets there. Here, some people resolved to clean their streets together. Gradually, more people joined them. Thus, a team was formed that removed a lot of garbage from the streets. Friends, a similar effort is underway in Bengaluru. Sofa waste has become a major problem in Bengaluru, hence some professionals have come together to solve that issue in their own way.

Friends, Today, many cities have teams dedicated to recycling landfill waste. One such team in Chennai has done excellent work. Such examples demonstrate the importance of every effort related to cleanliness. We must increase our efforts for cleanliness, either individually or as a team... only then will our cities become better.



My dear countrymen, When we talk about environmental protection, we often think of grand plans, grand campaigns, and large organizations. But many a time, change begins in a very simple way. From one person, one area, one step, and even small, sustained efforts can bring about significant change. The effort of Benoy Das, a resident of Cooch Behar, West Bengal, is an example of this. For the past several years, he has single-handedly worked to make his district green. Benoy Das ji has planted thousands of trees. He has often borne the entire cost of purchasing, planting, and caring for the saplings. Where necessary, he has collaborated with local people, students, and municipal bodies. Through his efforts the



greenery along the roadsides has further improved.

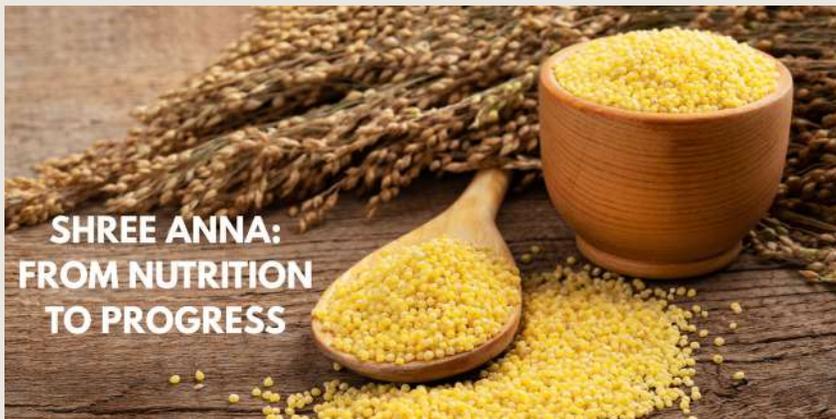
Friends, The endeavour of Jagdish Prasad Ahirwar ji, from Panna district in Madhya Pradesh is also highly commendable. He serves as a beat-guard in the forest. Once, during a patrol, he realised that information about many medicinal plants in the forest was not systematically recorded anywhere. Jagdish ji wanted to pass this knowledge on to the next generation. That's why, he began identifying and recording medicinal plants. He identified over one hundred and twenty five medicinal plants. He collected photograph and information about name, usage and location of each plant.

The Forest Department compiled the information and published it as a book.

The information contained in this book is now very useful to researchers, students and forest officials.

Friends, This same spirit of environment protection is being seen on a larger scale today. With that thought in mind, the 'Ek Ped Maa Ke Naam' campaign is being run across the country. Today, crores of people have joined this campaign. More than 200 crore trees have been planted in the country so far. This shows that people are now more aware of environment protection and want to contribute in some way or the other.

My dear countrymen, I would like to express my deep appreciation to all of you for one more thing. The reason is millets, i.e. Shree Anna. I am happy to notice that the people



of the country are continuously growing in love with Shree Anna. **Although we had declared 2023 as the Millet Year; even today; three years later, the passion and commitment towards it in the country and the world is very encouraging.**

Friends, A group of women farmers in Kalla-Kurichi district of Tamil Nadu has become a source of inspiration. Around 800 women farmers are associated with the Periyapalayam Millet FPC here. Seeing the rising popularity of millets, these women established a Millet Processing Unit. Now they are directly supplying the products made from millets to the market.

Friends, Farmers in Ramsar, Rajasthan, are also innovating

with Shree Anna. More than 900 farmers are associated with the Ramsar Organic Farmer Producer Company. These farmers primarily cultivate pearl millet. Pearl Millet is processed here to prepare ready-to-eat laddus. These are in great demand in the market. Furthermore, friends, I am delighted to know that many temples nowadays use only millets in their prasad. I heartily congratulate all the administrators of these temples for this initiative.

Friends, Millet Shree Anna not only raises the income of farmers, but is also guaranteeing improvement in people's health. Millets are rich in nutrition and are a superfood. In our country, the winter season is considered very good for dietary consumption.

Therefore, we should definitely consume Shree Anna during these times.

My dear countrymen, In 'Mann ki Baat', we once again had the opportunity to touch upon myriad topics. This programme gives all of us an opportunity to realise and celebrate our country's achievements. Another such occasion is on its way in February. The India AI Impact Summit is going to be held next month. Experts from across the world, especially those from the field of technology, will come to India for this summit. This summit will also highlight India's

progress and achievements in the world of AI.

I heartily congratulate everyone who is participating in it. We will definitely talk about the India AI Impact Summit in 'Mann ki Baat' next month. We will also discuss some other achievements of the countrymen. Till then, I take leave of you in this episode of 'Mann ki Baat'. Once again, my best wishes to all of you for Republic Day tomorrow.

Thank you.

Scan the QR code to listen to 'Mann ki Baat'.



MANNNKI BAAAT

Special Mentions by Prime Minister



From 2016 to 2026

Ten Years of Startup India



The decade between 2016 and 2026 marks a transformative era in India's economic history, defined by the rise of the "Startup India" initiative. Launched on January 16, 2016, by the Department for Promotion of Industry and Internal Trade (DPIIT), the decade-long trajectory of Startup India is rooted in Prime Minister Narendra Modi's foundational vision to pivot the nation from a 'job-seeking' to a 'job-creating' economy. This ambition, first articulated during his Independence Day speech in 2015, sought to democratize innovation so that no district or block in India is left untouched by the entrepreneurial spirit.

By prioritizing sectors that were previously 'unimaginable'—from Space and AI to Green Hydrogen and Semiconductors—the vision has not only built a resilient domestic ecosystem, but has also positioned India as a global solutions provider, serving as a critical pillar for the long-term realization of Viksit Bharat@2047. Over these ten years, the initiative has evolved from a vision of nurturing a few hundred entrepreneurs into a nationwide movement that has established India as one of the world's leading startup ecosystems.

The Genesis and Scale of Growth

The journey began with the Startup India Action Plan, which outlined 19 key action points across three core pillars: simplification and handholding, funding support and incentives, and industry-academia partnerships. In its inaugural year, the initiative recognised 502 startups. But by the end of the decade in 2026, this number has surged to over 2,00,000 DPIIT-recognised startups, reflecting

the immense scale and maturity of the ecosystem. This growth is not confined to metropolitan hubs; nearly 52 per cent of these startups now emerge from Tier II and Tier III cities, signaling a decentralised and inclusive entrepreneurial revolution.

Unicorns and Economic Impact

While the report highlights the massive volume of startups, the growth of high-value entities, or 'unicorns,' serves as a testament to the quality





of innovation. The initiative's focus on providing a conducive environment – through tax exemptions, such as the three-year income tax holiday under Section 80-IAC, and the removal of the 'Angel Tax'—has allowed startups to scale rapidly. These ventures have collectively generated over 12.42 lakh direct jobs as of late 2024, with a significant contribution from women-led startups, which now account for 48 per cent of all recognised entities.

Incubation Hubs and Infrastructure

A critical component of this decade-long success has been the development of physical and digital infrastructure. The government prioritised the creation of incubation centers linked to R&D laboratories and tinkering labs in schools to foster innovation from a young age. By the 5th edition of the States' Startup Ranking, thousands of startups had received direct incubation support. For instance, states like Tamil Nadu and Gujarat have trained over 200 and 300 state-sponsored incubators respectively

to enhance the quality of mentorship and operational efficiency. Furthermore, private infrastructure has expanded alongside public efforts; Maharashtra alone reported over 1,700 private incubators active during the assessment period.

Funding and Financial Mechanisms

To address the critical 'funding gap,' the government operationalised the Fund of Funds for Startups (FFS) and the Startup India Seed Fund Scheme. These initiatives were designed to provide capital at various stages of development, from ideation to late-stage scaling. The 5th edition of the ranking report indicates that over 870 startups have been connected with investors through various state-led programs. Additionally, states have introduced dedicated funds—including seed, venture, and state-level Fund of Funds—to ensure that capital is accessible beyond the major financial centers.

The Road Ahead: Viksit Bharat @2047

As the first decade of Startup India concludes, the focus is



shifting towards sustainability and global competitiveness. The ecosystem is now prioritizing 'frontier' sectors such as deep-tech, renewable energy, and climate change, with over 1,320 startups currently supported in sustainability-focused domains. The initiative has fostered a culture of 'cooperative and competitive federalism' through the States' Startup Ranking, encouraging all 34 participating States and Union Territories to refine their policies and improve the ease of doing business.

In conclusion, the period from 2016 to 2026 has seen Startup India grow from a nascent policy into a robust engine of national growth. By successfully integrating funding, infrastructure, and inclusive policy reforms, the initiative has not only built a vibrant startup ecosystem, but has also laid a solid foundation for the vision of Viksit Bharat @2047, ensuring India remains a global hub for innovation and entrepreneurship.

DID YOU KNOW?

1. Starting with only 502 recognised startups in 2016, the number has grown to over 2,07,137 DPIIT-recognised startups by 2025—a 394X increase in less than a decade.
2. The ecosystem is no longer restricted to major cities; 95% of India's districts now have at least one recognised startup.
3. Over 13,000 startups are now operating in advanced domains, including AI, IoT, robotics, and nanotechnology.
4. There are more than 1,320 startups currently supported in renewable energy, climate change, and sustainability. States like Punjab and Telangana have each supported over 80 startups specifically in these green domains.



Pawan Kumar Chandana

CEO and Co-founder
Skyroot Aerospace

FROM VISION TO REALITY

A Decade of India's Startup Revolution

The year was 2012. I was at IIT Kharagpur, in the last year of my Mechanical Engineering degree. Typically, the preferred option among my peers was to go abroad or land a high-paying job in a multinational corporation, even in a non-core field. But my dream was to build rockets and spaceships from India, and that made me join ISRO as a scientist.

It was the turning point of my life. The trajectory that began there took me to the heart of India's rocket program, in the midst of the development of India's largest rocket. Inspired by the Startup India program, that path later evolved into me becoming an entrepreneur and starting a private rocket company alongside my ISRO colleague Bharath in 2018 — when there was no space policy in place —and developing and launching a private rocket to space in 2022, building India's largest private rocket factory, and soon leaping to orbit with India's first private satellite launch vehicle.

I recall this journey to highlight the multiplier effect of opportunities presented by the Startup India movement, and the progressive policies enabled by the Government of India to support and encourage entrepreneurship in the space-tech sector.

This is proof that when visionary policies enable entrepreneurial zeal, even the sky is not the limit.

For a nation such as India, with 65 per cent of its population under 35 years, and the fastest-growing GDP among the major economies, opportunities can be as high as our imagination. And that's just what India achieved in the last ten years since the Hon'ble PM Shri Narendra Modi unveiled the Startup India initiative.

Today, India has over 400 space-tech startups. Some like ours are building

rockets. Some others are building satellites. Some are developing solutions to space debris. And some are developing re-entry vehicles.

This transformation is a direct result of the forward-looking policies the Government of India established to jumpstart one of the fastest growing space-tech ecosystems in the world. Following the Startup India initiative, India opened up the Space sector to the private sector in 2020, established a Space Policy in 2024, put in place a dedicated regulatory and promotion body for space companies in the form of the Indian National Space Promotion and Authorization Center (IN-SPACe), and established a Rs 1,000 crore Venture Capital (VC) Fund for supporting India's Space sector.

Confidence as Foundation

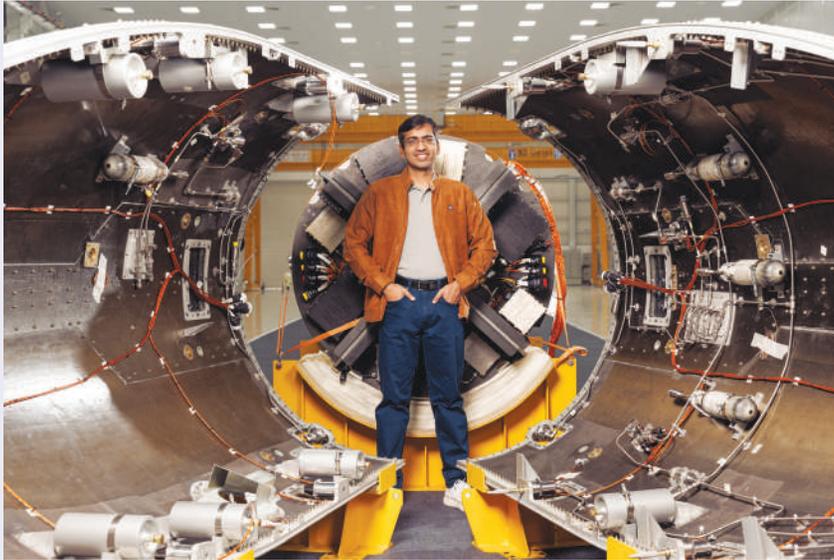
These changes signaled more than just permissions and finances. It was a vote of confidence in India's



entrepreneurs and engineers. It was a signal to the world that the Government of India means business, and is actively enabling India's space-tech startups to grow.

In high-risk sectors like launch vehicles, where development cycles span seven to ten years, this confidence matters enormously. It converts skepticism into belief.





While space startups elsewhere accounted for 'regulatory risk,' in India, regulations became the wind in the sails.

The willingness to grant licenses, provide testing



facilities, and engage in dialogue before a startup had established commercial strength demonstrated trust that went beyond policy documents. That trust becomes self-fulfilling.

At Skyroot, this ecosystem made tangible differences. We could attract aerospace engineers who saw private space as a credible career path. We found investors willing to back deep-tech ventures with long horizons. We accessed ISRO's testing facilities that would have taken decades and billions to build independently. Perhaps most crucially, we received regulatory clarity at each stage.

When we engage with international satellite operators or global investors, we see this confidence India has placed in its startups translate directly into confidence global companies have in Indian startups.

This shift matters because space is inherently global. Satellites operate across borders, launch vehicles serve international customers, and breakthrough innovation requires partnerships across continents. When India is recognised as an innovation hub, these partnerships become natural rather than exceptional.

The Higher Orbit

The confidence that Startup India created didn't just change how the world sees us. It changed how we see ourselves.

The impact of these changes is felt in the corridors of India's colleges and universities too. Engineering graduates treat entrepreneurship as a genuine option. They're developing rocket engines and satellite systems because India has committed — through policy, capital, and institutional support to back their ambitions. They are boldly building for tomorrow knowing today's India sees them as the future.

This is the foundation that will be built on in Startup India's next decade. Whether launching 50 rockets a year or developing cutting-edge semiconductors, deep-tech sectors operate on different timelines than software — development cycles span years, and capital needs are measured differently.

The ecosystem has already begun adapting to this reality. Patient capital is finding its way



to longer-horizon ventures. The Government of India continues to help the market mature: the recent order for a consortium of satellite startups to develop an indigenously built earth observation constellation is an example.

Such market-making efforts should be continued.

NASA's commercial cargo and crew programs transformed American space startups from aspirational ventures to viable businesses — SpaceX and others didn't just receive funding; they received assured customers and credibility. The European Space Agency has also taken a leaf out of this model by supporting launch service providers through anchor tenancy programs.

A similar model can be the foundation for India's space startups to scale globally.

As Startup India enters its second decade, the story shifts from validation to scale. The first decade answered whether private space entrepreneurship could work in India. The next decade will determine how dominant Indian deep-tech can become globally.

It's no longer about going from zero to one. It's about going from one to infinity—from domestic success to global leadership.



Jaxay Shah

Chairperson
Quality Council of India

ZERO DEFECT, ZERO EFFECT

Elevating the 'Made in India' Brand

When the Hon'ble Prime Minister addressed the nation in the 130th episode of 'Mann ki Baat' this January, his words resonated with a powerful truth that every Indian needs to embrace today. **The era of 'chalta hai'... 'it just works'... 'it will go through somehow' is over," he said.** What the world increasingly expects from India is not just scale, but excellence.

These words are not merely an exhortation, rather they represent a fundamental shift in India's industrial consciousness. As our nation stands at the threshold of becoming Viksit Bharat by 2047, the question before us is clear: **Will Indian products be known for their volume, or for their value? For their price, or for their promise? For meeting requirements, or for exceeding expectations?** The answer lies in embracing what the Prime Minister has championed since 2014 : the philosophy of Zero Defect, Zero Effect.

The Hon'ble Prime Minister was emphatic in his message : Quality cannot be the responsibility of the Government alone. It is a shared mission that demands collective action from every stakeholder in our economic ecosystem : government, industry, MSMEs, startups, academia, and support institutions.

To translate this philosophy into measurable action, the Ministry of MSME, along with the Quality Council of India (QCI) has institutionalised the MSME Sustainable (ZED) Certification Scheme. The scheme provides MSMEs with a structured pathway to assess their current performance, identify improvement opportunities, adopt best practices and earn certification across three progressive tiers, Bronze, Silver and Gold, each representing higher levels of maturity in quality, safety, resource efficiency, and environmental responsibility.

The impact has been transformative. Till

date, over 5 lakh MSMEs have registered under the scheme, a testament to the widespread embrace of quality consciousness across India's industrial landscape. A recent evaluation conducted across 1,917 certified MSMEs reveals remarkable outcomes:

For Gold and Silver-certified enterprises:

- 92% (Silver) and 85% (Gold) reported improvements in workplace hygiene and 5S practices
- 83% achieved better delivery reliability
- 77% recorded measurable energy savings
- 55% experienced fewer defects and reduced rework
- 72% gained access to new markets and better financing terms
- 43% saw improvement in gross profit margins

Even Bronze - certified enterprises that just begin their quality journey, showed early wins:

- 68% enhanced safety



measures

- 64% improved cleanliness and hygiene
- 60% strengthened standard operating procedures
- 52% reduced workplace accidents
- 46% improved order delivery timelines
- 34% increased gross profit margins

These metrics represent real businesses becoming more competitive, real workers experiencing safer workplaces, real entrepreneurs gaining confidence to compete in larger markets, and real families enjoying better livelihoods:

- **Naresh Rubber Udyog**, a Gold-certified medium enterprise from Faridabad, Haryana reported tangible gains including reduction in internal rejections, fewer customer complaints,

Department / Section:	Theme: Workplace Safety	Process:	Date:
Shop Floor Area			26.05.2025
Before Improvement (Photo)		After Improvement (Photo)	
<p>Before :- Workers were not using PPE and many followed unsafe, ergonomically incorrect work positions, increasing risk of injury and inefficiency. 2 accidents reported; lack of ergonomics awareness.</p>		<p>After :- After awareness and training sessions, workers are now regularly using PPE and following correct posture and positions at work. Result : Training has reduced unsafe acts and improved workplace safety and ergonomics, leading to fewer minor incidents.</p>	

decreased rubber scrap and paper waste, and lower power consumption, all contributing directly to profitability and sustainability.

- **AGX Steel**, a Silver-certified Micro Enterprise from Delhi leveraged the certification to access collateral-free OD/CC limits of up to ₹1 crore and received financial reimbursements for exhibition stalls, proving the initiative's value in providing critical fiscal support and market exposure.

These success stories are multiplying across India, from West Bengal to Maharashtra, from Assam to UP, as MSMEs discover that investing in quality is not a cost burden, but a competitive advantage.

India's startup ecosystem represents India's innovation engine. Over the past decade,

India has emerged as one of the world's largest startup ecosystems, with over 2 lakh Government recognised startups creating millions of jobs and disrupting traditional industries with breakthrough solutions. As startups are rapidly transitioning from idea-driven innovation to scalable production, 'quality' becomes the difference between sustainable growth and premature failure.

This is where embedding the ZED principle of 'quality-by-design' at inception, standardizing processes early, building documentation systems, establishing traceability mechanisms, and creating a culture where defects are prevented, significantly reduces future risks associated with scale-up failures, regulatory non-compliance, and customer distrust.

The Hon'ble Prime Minister's vision is clear: Indian products should not merely compete; they should command global

Department / Section:	Theme:	Process:	Date:
Shop Floor Area	Daily Works Management	QCD Monitoring	26.05.2025
Before Improvement (Photo)		After improvement (Photo)	
			
<p>Before :- Display boards were available on the shop floor but there were no monitoring is in placed for QCD (Quality, Cost, Delivery) trends and updates.</p>		<p>After :- QCD display boards are now installed on the shop floor showing daily/weekly trends and KPIs for team awareness and tracking Result: There has been a noticeable reduction in rework rate, Cost of Poor Quality (COPQ), and improvements in overall delivery performance. Reduced by 7%</p>	

Department / Section:	Theme:	Process:
Quality Inspection	Quality	QI
Before Improvement (Photo)		After Improvement (Photo)
		
<p>Before: Quality issues were patched temporarily. Repeated defects were blamed on workers or machines without investigation. Corrective actions were reactive, and the same problems kept resurfacing. There was no structured method to identify root causes.</p>		<p>After: Root cause analysis is now part of the daily review. Teams use simple tools like 5 Whys or Fishbone diagrams to trace issues. Corrective actions are documented and tracked. Problems are solved at the source, and recurrence has dropped significantly Rework% reduced by 6% from Apr to Aug 2025 Saving through Quality enhancement is approximately – 35600/-</p>

trust and as we reflect on his powerful words from 'Mann ki Baat', each of us must ask: **What is my contribution to India's quality transformation? The era of "chalta hai" is indeed over. The era of "best hai" has begun.** The journey from compromise to excellence, from acceptable to exceptional, starts now, starts with each of us, and starts with an uncompromising commitment to quality.

- **For young entrepreneurs and startups:** Embed quality-by-design from day one. Seek ZED certification not as a compliance requirement, but as a competitive advantage.
- **For MSMEs :** Embrace continuous improvement. Invest in process upgrades, skill development, and sustainability practices.
- **For large enterprises:** Mentor your supplier ecosystem. Share best practices. Make quality excellence a core procurement criterion.
- **For institutions and**

policymakers : Strengthen quality infrastructure, certification systems, testing facilities, and capacity-building platforms. Make quality accessible, affordable, and aspirational for enterprises of all sizes.

- **And for every citizen of India :** Demand quality in everything you consume, appreciate quality in everything you use, and deliver quality in everything you do.

Let us make 2026 the year when quality truly becomes India's defining characteristic. Let us make 'Zero Defect Zero Effect' not a distant ideal, but a daily practice. Let us make the Hon'ble Prime Minister's vision of a trusted, respected, globally admired 'Made in India' brand a reality that every Indian can celebrate. Because when quality becomes our collective mantra, Viksit Bharat becomes not just a dream, but an inevitable destination.

From Tamsa to Anantapur

Reviving the Life of Our Ecosystem



We've been hearing this for ages: "Water is life." But when rivers dry up and ponds turn barren, not only does water wither, but hope also begins to fade. But in two different parts of India, Azamgarh in Uttar Pradesh and Anantapur in Andhra Pradesh, people have proved that with strong resolve, even drying rivers and ponds can be revived. This story is about the spirit of 'public participation' that has made the seemingly impossible possible.

Azamgarh: When the River Became a 'Mother'

The Tamsa River, flowing through Azamgarh, Uttar Pradesh, was once fighting for its very existence. Filth, encroachment, and public indifference had nearly turned it into a drain. But then, the aware and engaged citizens of the city decided that enough was enough.

Azamgarh-based Educationist and Social Worker Dr. Pawan Kumar explains that this change began not with a government order, but with a realization. He says: "The ascetics of Tamsa presented the Tamsa not just as a water stream, but as Mother Tamsa, highlighting

its historical, cultural, and spiritual significance. Public dialogues, workshops, and discussions fostered the belief that river conservation is self-conservation."

This campaign gradually became a mass movement. The biggest challenge was to change people's mindsets and coordinate with the administration. Dr. Pawan, describing the challenges, says:

"The biggest challenge in removing pollution and waste from the river is administrative-community coordination... and the initial public apathy... [But] with shared resolve and participation, difficulties can be turned into opportunities."

Everyone, from children to the elderly, contributed to this campaign. The youth volunteered, while the elderly shared their experiences. Dr. Pawan considers this change a 'people's revolution':

"The participation of local people from different age groups and professions transformed the revival of the Tamsa River from a campaign into a mass movement... A water revolution will only come from a people's revolution... The most significant change has been that the Tamsa is once again becoming a center of community unity and cultural connection."



The district administration also played a crucial role in making this mass movement effective. The administration not only raised awareness, but also brought them together on a common platform. Azamgarh District Magistrate Ravindra Kumar explains how the administration gave a systematic form to this emotional connection:

"This river (Tamsa) flows 89 kilometers in Azamgarh district and passes through 111 gram panchayats. The district administration drew the attention of the common people to the fact that when your life is so intertwined with water, why are you allowing it to become polluted?"

He further explains how he involved those responsible:

"With this in mind, we conducted a workshop with the village heads, secretaries and



other staff from 111 villages along the river. People were urged to understand that clean water not only looks good, but is also essential for their health. As a result of this initiative, the river is now clean."

Life Flourishes in Anantapur

Anantapur district in Andhra Pradesh has the second lowest rainfall after Jaisalmer. Water scarcity was so severe that people were forced to abandon their homes. Rather than leaving matters to fate, the youth decided to act and picked up the spade themselves.

Anantapur resident Bisathi Bharat explains how the 'Ananta Neeru Sanrakshan' project has changed the landscape. He says:

"Water is the biggest problem... recurring droughts, uncertain livelihoods... So, just a few years before, the people

of Anantapur had taken a pledge and led a Jan Bagidari movement... Under this project, the people, not expecting anything from anyone... have started building and reviving the old tradition reservoirs."

The people here, including farmers and laborers, cleaned the ponds themselves, built check dams, and planted over 7,000 trees. As a result, nature is now smiling on the once desolate area. Bharat happily explains:



"Today, we can see a wonderful ecosystem where nature meets the people... native animals, wildlife animals, which had disappeared earlier are now coming to the districts... Due to the increase in the groundwater level by this project, today the high yield is happening for the farmers."

This project was not just about saving water, but it was a fight for people's rights and self-respect. As Bharat says:

"This is not a top-down project, it is a people's movement project. It is a grassroots community-led project. So, here, the people became the protectors of the reservoir, ambassadors for the water conservation."

Whether it's the Tamsa in Azamgarh or the reservoir in Anantapur, both have one thing

in common: willpower. When society awakens, even drying rivers begin to flow again. This message from Dr. Pawan Kumar is a lesson for all of India:

"My message to communities across India is that river rejuvenation begins with passion before planning. When a river is seen not just as a source of water, but as a symbol of our culture, faith, and future, public participation is automatically awakened... When society, citizens, and administration work together toward a common goal, every river can be revived."

This journey from Tamsa to Anantapur tells us that if we take it upon ourselves to protect our heritage and environment, we can give future generations a greener and happier tomorrow.



BHAJAN CLUBBING

Shades of Prayer in New India



“Bhajan & Kirtan have been the soul of our culture since centuries together.” These words from the Hon’ble Prime Minister Narendra Modi in 'Mann ki Baat' programme point towards a big cultural transformation taking place in India. On one hand, the world is racing towards modernization at a tremendous pace, whereas here in India, our Generation-Z is searching new and unique ways to reconnect with their roots. One such trend is 'Bhajan Clubbing'.

At these events ,you witness an out of this world scenario. Bright flash lights, tastefully decorated & glamorous stage , with a band of modern musical instruments in attendance to create a feeling of a rock concert being organised but couplets of Kabir and bhajans of Mira echoing in the air. This presents a unique combo of 'melody' and

'devotion'.

Modern stage, Sanatan Heritage

The Prime Minister insisted that this 'Bhajan Clubbing' is not just a means of entertainment. The spirit of such bhajans is maintained wonderfully well. This is such a form of Bhakti where melody and tune may sound new, and musical instruments may be modern ,yet the spirit & the soul of the words and their meanings flow in a soothing manner .Videos of these Bhajan

Clubbings going viral on social media are a testimony to the fact that our Generation Z is getting deeply engrossed in spiritualism that flows unabated at these events. Raghav and Prachi of 'Backstage Siblings' are amongst those young souls who are taking this mission to newer heights with a strong zeal. They have become a bridge to connect Generation-Z with cultural heritage of our nation.

People often talk that our Generation-Z is drifting away



from our cultural roots but data emanating on the basis of 'Bhajan Clubbing' narrate a different story altogether. Raghav of 'Backstage Siblings' tells :

"Eighty-five per cent of the audience at our concerts is between the age group of 18 to 28 years. Generation-Z is liking these events very much. Our country's art & culture have been extremely rich all through. We are disseminating this message to the masses through 'Bhajan Clubbings' and the

people are realizing as to how deep our roots are and what solace & peace we feel through these bhajans and, above all, how much we get to learn this way."

This transformation clearly indicates that the search for peace of soul is no more limited or reserved only for the elderly generation. Generation-Z is according top priority to visiting such places where they can sit and interact with their inner self, i.e. soul.



Bridging the Generation gap through Music

The best thing about 'Bhajan Clubbing' is their INCLUSIVENESS. Many generations get a chance to come together under one roof of these Bhajan Sandhyas as these are family events. Here ,a grandmother enjoys singing and dancing freely with her grandson to melodious tunes.

Prime Minister has correctly said that Bhakti cannot be taken lightly. Stage setting has transformed but the core spirit

remains the same. 'Bhajan Clubbings' is not just another trend, rather it is a Spiritual Renaissance. Irrespective of how advanced and modern our youth may become, their roots will remain firmly anchored in the cultural heritage to which they truly belong. When thousands of youngsters sing in unison with a feeling of complete devotion and dedication, it would no longer remain a singing concert, but rather represents the voice of a new, confident, and resilient India.

From 'Mann ki Baat' to Republic Day Celebrations Honouring India's inspiring citizens

When the Hon'ble Prime Minister mentions a citizen in 'Mann ki Baat', it becomes a moment of national recognition. For several grassroots changemakers featured in different episodes, that acknowledgement extended beyond the broadcast as they were invited as special guests to the Republic Day celebrations. Their interaction with Shri Ashwini Vaishnaw, Union Minister for Information & Broadcasting, Railways, and Electronics & Information Technology, and Dr. L. Murugan, Minister of State for Information & Broadcasting and Parliamentary Affairs, reflected the spirit of inclusive governance where those working silently at the grassroots are brought to the forefront of national celebration.



"It's been a wonderful experience. The Ministers are down to earth. We actually need this kind of inclusion. Modi ji's Government has done that. I am so happy because in the last 33 years of my sports career, I have contributed 32 world medals so far, but this time only I got good appreciation from the Government of India. I express my sincere gratitude to the Ministry, Vaishnaw Ji, Doordarshan & Akashvani."



- Joby Mathew, Kerala

(Mentioned in 120th episode of 'Mann ki Baat')



"This time I saw the Republic Day parade. It was my big dream to see the parade. People from almost ground zero are not given the chance, but this government has made Padma Shri the People's Padma. Modi ji has given us a chance to be a part of



the national festival. The message is clear that once the people from grassroots level come to these national festivals and other high profile programmes, it means people are being heard, people are being cared for and people are being considered. I also met two Union Ministers of the Ministry of Information & Broadcasting, Shri Ashwini Vaishnaw ji and Dr L Murgan Sir. They were very close to us, and gave a warm welcome to us, heard us, and had a good conversation with us. We shared everything with them as if we were not talking to Ministers, but the people who're caring for us."



- Javed Ahmed Tak, Jammu & Kashmir
(Mentioned in 14th episode of 'Mann ki Baat')



"I learnt the art of weaving Paithani saree and gave training to 300 ladies. I helped them get benefits from government schemes that were not known to them. Because of this contribution, my name was mentioned in 'Mann ki Baat' about which I felt very good. I did this work so that weavers can get what they deserve. But I never realised



that with such small work, I would get such a big acknowledgement from Modi ji. It felt so good to learn that Modi ji equally acknowledges small weavers and artisans also."

-Kavita Dhawle, Maharashtra

(Mentioned in 124th episode of 'Mann ki Baat')



"We do Zero Waste Management. After Banana Harvesting, we use the banana stem to make fiber, and handicraft from that fiber; and from edible parts we make papad, pickle etc. Having been mentioned in 'Mann ki Baat' was a great experience. But I was shocked to know that



Modi Sir has taken my name in his episode. It was a great moment for me. After meeting the Union Ministers, I felt really happy. Such events create awareness, because when I started, people didn't know anything about my work, but now the people recognise me wherever I go."



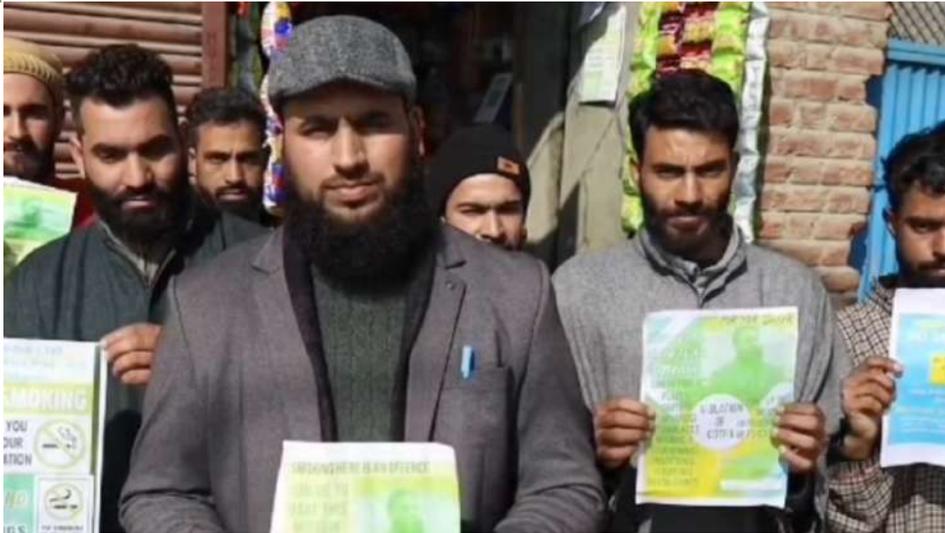
-Varsha, Karnataka

(Mentioned in 107th episode of 'Mann ki Baat')

These inspiring citizens represent the spirit of a nation that listens, recognises, and celebrates its people. Their journey from 'Mann ki Baat' to the Republic Day parade underscores a simple yet profound idea: Every sincere effort matters, and every grassroots story deserves the national stage.

The Great Indian Family

A Tradition of Unity and Global Inspiration



India as a country is globally known and respected for its values of brotherhood and humanity. Our understanding of the whole world as Vasudhaiv Kutumbakam is well-evident by numerous instances recorded in the history of mankind. This very understanding comes from India's centuries-old rich culture and tradition of family values. These values suggest that a family is not just a group of few members who are biologically related and live under the same roof, but includes everyone around



beyond the four walls of the house. Live examples of this concept of 'family' come forth when in a village of Gujarat, all the villagers, no matter how big the number is, decide to cook, serve and eat together every single day, at one place, as one family; when a young man from Jammu & Kashmir takes pledge to make his entire village drug-free; when an organisation in West Bengal, dedicatedly takes responsibility for the care of children and elderly. These efforts have deeply been appreciated by the Hon'ble Prime Minister in the 'Mann ki Baat' address while discussing the incredible Indian family system.

The name of the village in Gujarat mentioned above is Chandanki where food has been being cooked for the whole village continually for the past 15 years. Sarpanch of the village, Shri Poonam Chunilal Patel informs that this idea of



community kitchen came into being when it was realised that a number of young people migrated from the village to cities in order to work, and elders who were left behind had to bother a lot for making arrangements of grocery, vegetables and other items to cook food for themselves. Even when the youth of the village come back on various occasions like Diwali, they don't cook in their houses. Rather, they take charge of the kitchen and cook for the whole village. "You will not find such an example anywhere in the world where the entire village eats together at one place for all 365 days of the year, no matter if the number is 500 or 600", he

says. The meal is cooked with proper hygiene, and the dishes are prepared keeping in mind the health-needs and choices of the elderly.

Another effort mentioned by the Hon'ble Prime Minister is



that of Shri Mir Jafar, a resident of Sheikhgund village of Anantnag district, Jammu and Kashmir who, when witnessed the youth of his village becoming addicted to the usage of tobacco, alcohol & drugs, considering all the villagers his own family, convinced them to stand by him in this cause of making the village a drug-free place. He says, "It is unfortunate that we blame the government for not banning alcohol. This does not matter. What matters is what we as citizens are doing? Police and Army are doing their job, but am I carrying out my responsibilities as a citizen? I believe if an individual changes his or her thoughts, the society itself changes." Sharing further he says that his father himself was a soldier who would have been so proud of his successful efforts being acknowledged by the Hon'ble Prime Minister of the country.

There's a popular Sanskrit phrase - 'Seva Permo Dharma', meaning 'Service is the



highest duty'. Inspired by the thoughts and ideals of Swami Vivekananda, Vivekananda Lokshiksha Niketan, an organisation based in Faridpur, Purba Medinipur district of West Bengal aptly proves the essence of this phrase. With support from various Ministries of the Government of India, it runs a Home for Mentally Challenged Boys, a Specialised Adoption Agency, and an Open Shelter for vulnerable and abandoned children under Mission Vatsalya. It also operates an old age home for elderly women, providing shelter, counselling, and dignified care; and manages Shakti Sadan for the rehabilitation and empowerment of women affected by violence and social distress. General Secretary of the organization, Shri Gautam Kumar Shasmal informs, "Through all these diverse activities, our future goal is to use human resources to remove all kinds of social inequality and gender discrimination, to stand beside people in need, to



support persons with disabilities, and to bring them into the social mainstream. Overall, our aim is that every child, woman, and person with disabilities can become a valued member of society through our organization. That is our mission."

In these inspiring stories - from a village that eats together as one family, to a young man who transforms his community, to an institution devoted to the care of children, women, and the elderly - we see the living spirit of India's timeless ideal of selfless-service to the society. The Indian family system is not confined to blood relation, it extends to society at large, nurturing responsibility, compassion, and collective progress. It is this enduring culture of unity and service that continues to make India not just a nation, but a 'family' and a source of inspiration for the world.



INDIAN COMMUNITY

Strengthening its Roots Across Borders



Just imagine that you are in some other country about thousands of miles away from India, but you get a feel of being in your own house simply because of the environment and cultural scenario there. The Indian community residing in Malaysia is actually creating this magic. Besides paving their way to progress, they are doing every bit to preserve their cultural heritage. 'Malaysia-India Heritage Society' has emerged as a strong pillar of support in this cause. Mr. Prabhakaran Nair is the Founder President of the society. Mr. Nair believes that preserving our heritage does not simply mean to relive the past but this, in fact, is effort to develop a deep intellectual connection between two countries.

Spiritual Heritage of Mankind

The Society was not set up merely with the objective of organising cultural programmes but there was a more serious thought behind this endeavour. According to Mr. Prabhakaran Nair, his initial aim was to get a new class created at UNESCO under the name 'Spiritual Heritage of Mankind'. Talking about his motivation, he tells:

"In the beginning, our main objective was to advocate for a new

category within UNESCO... We believed that, along with cultural and built heritage, the world should also recognise the tangible and intangible spiritual traditions that belong to all of humanity."

However, he diverted his energies towards 'cultural diplomacy' later on and set upon the task of documenting the shared history of Indi-Malaysia relations.

Language: A medium to connect hearts

Language is the identity of a culture. Indian Community in Malaysia is not only conserving its language alone but is preserving the country's language-based heritage that has been passed down for centuries. Mr. Nair's thinking is quite clear. He says,

"In our opinion, language must be developed as a medium of understanding rather than making it a cause for dispute. To achieve this good, our Society encourages widespread expression of language-based heritage without any polarisation."

With this in mind, the Society arranged a special event in 2025 in coordination with Nirmala Laxman of 'The Hindu Group' which actually was a celebration of the language-based heritage of the Tamil diaspora in Malaysia. Apart from this, they are also informing the people about the importance of Sanskrit and other Indian languages.

Art & Music: Where limits cease to exist

Art and cinema are two





searching for these impressions through Heritage Walk. Each item which connects India and Malaysia is being documented. Mr. Nair terms it as 'Live History'. His purpose is that any Indian tourist in Malaysia must feel at home and experience a glimpse of his ancestors.

This initiative of the India Community in Malaysia is not just keeping track of history, but it extends to providing a strong foundation for the coming generations. Initiatives like 'Malaysia-India Heritage Society' prove that with a strong determination, the scent of our culture can be spread in every part of the world. This form of 'Global Heritage' teaches us that in whichever part of the world we

magical mediums which touch the hearts without any barriers. Mr. Nair says that his Society tries to bring people together through the medium of Art. He makes a mention of events like screening of the classic film 'Singapore' of 1960 which bears a testimony to the close relation among the two countries. Sharing about his plans to promote music, Mr. Nair says;

"We are planning to hold a major 'musical meeting-point' concert. This initiative will highlight Indian songs along with Malay and Chinese editions and present a Harmonious Synthesis for the audience."

Heritage Walk

There are several impressions of Indian history on Malaysian land. Mr. Nair and his team are



may be, our roots keep us closely connected.

Shared Heritage

If we peep into history, we find that chords between India and Malaysia are very well-knit and are strongly connected too. It may be the joint struggle against the colonial rule, or the inclusion of Penang as a portion of Bengal Presidency or might be the vital role of Indian agents and soldiers

in Malaya - we see an unbroken and time-tested relationship. So much so that we can find India's impact on the legal system of Malaya and on the social reforms that took place there. This shared heritage is not limited to history alone. Traditional medicine systems, music and dance are still keeping the two nations bound with a strong cultured string.

Jan Bhagidari for Swachhata

From Arunachal's Mountains to Chennai's Coasts



Launched on October 2, 2014, the **Swachh Bharat Mission (SBM)** was envisioned by Prime Minister Narendra Modi not merely as a sanitation program, but as a *Jan Andolan* (People's Movement) to realize Mahatma Gandhi's dream of a clean India. Under the guiding mantra of "*Na gandagi karenge, na karne denge*" (I will not litter, nor let others litter), the mission has achieved on an unprecedented scale through **Jan Bhagidari**.

The Swachh Bharat Mission, launched with the vision of a clean India, has evolved from a government policy into a national movement. At its core lies the principle of Jan Bhagidari—people's participation. Across India's diverse landscape, from the high altitudes of Arunachal Pradesh to the coastal stretches of Chennai, common citizens and professionals are taking ownership of their environment, proving that collective action is the most powerful tool to bring about systemic change.

The Spirit of 'Jai Hind' in Arunachal Pradesh

In Arunachal Pradesh, the campaign for cleanliness is fueled by a unique cultural energy. Volunteers from the NGO **Youth Mission for Clean**

River (YMCR) have transformed the traditional greeting of 'Jai Hind' into a motivational tool for social service. What began as a local effort in Itanagar in 2016 has expanded into a multi-city mission covering regions like Naharlagun, Seppa, and Palin.

The challenges in this mountainous terrain are significant. Rivers in the ICR (Itanagar Capital Region) were heavily polluted with domestic, medical, and plastic waste. Volunteers often work in "mission mode," manually carrying heavy trash bags through difficult terrain to treatment plants. Despite logistical hurdles such as transporting waste 20 kilometers away to dump sites or the lack of government machinery—this youth-led initiative has successfully removed over 11 lakh kilograms of garbage. Their work emphasizes that keeping the "land of rivers and mountains"



clean is a constitutional as well as civic duty.

Community Ownership in Assam

A similar spirit of local pride is evident in Nagaon, Assam. Here, the initiative began at the grassroots level when a small group of residents decided to clean their neighbourhood, starting with a local temple. This effort quickly scaled as more people joined, leading to the formation of Team 18.

The project demonstrates how Jan Bhagidari fosters unity. Residents not only cleared garbage from alleys and streets, but also spruced them up with artwork and saplings. By collaborating with the municipal board and sanitation staff, Team 18 turned a private hobby into a town-wide mission. This emotional attachment to their "old streets" has created a sustainable model of cleanliness based on mutual cooperation and a shared sense



of responsibility.

Solving Urban Waste in Bengaluru

In Bengaluru, the approach to Swachhata has taken a more technical and methodical turn. Recognizing the "failure of the system" in handling bulky waste like discarded sofas and mattresses, professionals associated with *The Ugly Indian* decided to tackle the problem at a unit level.

Using an engineering mindset, they discovered that a sofa could be dismantled into its constituent parts—wood, fabric, and foam—in just 15 minutes. By breaking down these 'legacy' items, they created a recyclable stream that the existing municipal system could actually absorb. This model is not just about cleaning; it is about problem-solving. It suggests that by creating 'bulk breaker' jobs, cities can solve waste problems while simultaneously providing livelihoods, all with minimal



capital cost.

Technological Innovation in Chennai

The mission has reached its most on an industrial scale on the coasts of Chennai and other major cities through advanced Landfill Mining (Biomining). Organizations like Blue Planet are bridging the gap between zero waste and circularity by reclaiming land from massive legacy dump sites.

Since 2016, this initiative has processed over 1.7 crore tonnes of waste and reclaimed 2,000 acres of land. The process is highly sophisticated, using state-of-the-art technology to separate organic matter from recyclables. For example:

- **Soil and Stones** : Reclaimed inert materials are reused in road construction, avoiding the need for fresh mining.
- **RDF (Refuse Derived Fuel)**: Non-recyclable combustible waste is converted into fuel for cement

plants, replacing coal.

This coastal effort demonstrates that when governance, transparency, and technology meet, even the most daunting environmental challenges like Chennai's massive landfills can be resolved.

The journey from the rivers of Arunachal to the landfills of Chennai illustrates that Swachhata is no longer merely a governmental initiative; it has rather evolved into a shared national consciousness. Whether through the passionate 'Jai Hind' of a volunteer, the community paintbrushes of Nagaon, the analytical tools of a Bengaluru engineer, or the sophisticated biomining machines in Chennai, **Jan Bhagidari** is the engine driving India toward a cleaner future. As these diverse projects show, than every individual effort, when multiplied by millions, has the power to transform the nation.



"The thing is that the people here need to have a civic sense in their minds; a culture needs to be created where they don't make a mess. Volunteers come here and always clean up; keeping this place clean is also our responsibility"

~Adv. S D Loda, Chairman, Team YMCR

"Whenever the NGO has some work, when we do a Green Drive, the slogan of 'Jai Hind' gives us a kind of energy to do something for the country, when we shout 'Jai Hind', a kind of passion comes in us that we are working for the country"

~Keyom Doni, Vice-Chairman, Team YMCR



"...We took an initiative to do clean ups not only in water bodies, but also in schools and offices, roads, wherever we felt the need to do clean up. I would say that in those periods of time, so many volunteers started showing up to our consistent works."

~Dr. Mullu Dadda, Convenor, Creative Department, Team YMCR



"Our Prime Minister Modi ji had called for a clean India. Taking that as my inspiration, I thought, why not start something in my own neighbourhood? Later, the three of us got together and began our work at our Durga Temple."

~Subrata Dutta, Ward Commissioner, Ward no -18, Nagaon Municipality Board



"...today, we even have a team called Team 18. All the residents of the village are part of the team. When Modi ji spoke about our Team 18 or about our village, we felt very good. We got a boost of enthusiasm, and it inspires us to do even more work."

~Subhash Das, Businessman, Nagaon



"We've really spruced up this street—cleaned it, painted it, added artwork—and we have plans to keep going, like planting small saplings. We'll keep cleaning like this. All the people here work together, and we have very good relationships with one another."

~Mithu Debnath, Housewife, Nagaon, Assam

"I volunteered for an organisation called the Ugly Indian, which operates quietly, anonymously, and is very much

part of the Swachh Bharat Mission. In fact, there is a TED talk about the Ugly Indian that came out in 2014, which the Honourable Prime Minister tweeted about. So it's a very well-known organisation, which has one motto, 'Kaam chalu, muh band'. Just go out and do it. So I said, let me try and solve the problem of one sofa, starting from the road, pick up a sofa and see what I can do with it. And I went around and spoke to people in the garbage system."

~Arun Pai, Founder, BangaloreWALKS, Indiranagar, Bengaluru



"...Governance, transparency, technology, and testing is what we have brought into this so-called space of landfill mining. Now, what we do is when we start the process, we understand the whole environment of the place where we are doing. For example, we have done projects in Guwahati, we have done projects in Vadodara, we have done projects in Noida and now we are doing projects in Chennai. So, we have

covered almost everywhere, every place has a different topography, environment, and geography. So, the machines that we design are actually customised to handle this. "

~ Nagesh Prabhu Chinivartha, Cofounder and Director- Sales & Marketing, Zigma Global Environ Solutions Private Limited, Erode, Tamilnadu



EARTH'S SENTINELS

Celebrating India's Green Guardians

Environmental protection is often imagined as the work of large institutions and grand campaigns. Yet, as highlighted in 'Mann ki Baat', meaningful change frequently begins with one committed individual. The inspiring efforts of Benoy Das in the field of tree plantation beautifully reflect this spirit.



"I have been doing tree plantation since 2010. Then we formed an organisation in 2019. We have 140 members. We get involved in doing tree plantation daily. We have created 5 forests. Our aim is to set small forests in Cooch behar. We have planted around 14 thousand trees so far. We have introduced Bengal's first tree ambulance in 2024. We do tree plantation for 4 months and we take care of it another 8 months. It is a great achievement for us. We try to make people aware of tree plantation."



-Benoy Das, Cooch Behar, West Bengal

In the forests of Panna district of Madhya Pradesh, another silent yet significant effort has been unfolding. Forest Guard Jagdish Prasad Ahirwar has documented 129 medicinal plant species. His work has now been published in a book titled 'Medicinal Plants of South Panna', featuring plants such as Kalahari, Beejasar, Giloy, Adusa, Shatavari, and Nirgundi.



"I collected photographs and detailed information about each plant - its name, usage, and location. I had been noting such information in my diary during my service period, but over the past year, under the inspiration of our Divisional Forest Officer, Mr. Anupam Sharma, I worked on it systematically,"

-Jagdish Prasad Ahirwar, Forest Guard, Mohandra Forest Range, Panna, Madhya Pradesh



"Our forest guard Shri Jagdish Ahirwar ji has compiled information about important medicinal plants. We have one more forest guard, Shri Veerendra Patel ji who compiled information about birds. Such documentation of biodiversity, with photographs and practical uses, increases awareness. Greater awareness fosters sensitivity, and sensitivity helps in conserving biodiversity."

-Anupam Sharma, IFS, Divisional Forest Officer, South Forest Division, Panna, Madhya Pradesh

From nurturing saplings to preserving traditional medicinal knowledge, such citizens exemplify how individual resolve strengthens India's environmental movement.



58



प्रायोजक :
दक्षिण पन्ना वनमण्डल
मध्य प्रदेश वन विभाग

डिजाइन एवं संकलन :
श्री जगदीश प्रसाद अहिरवार 'वनरक्षक'
दक्षिण वनमण्डल पन्ना

59





Dr. Devesh Chaturvedi
Secretary
Department of Agriculture &
Farmers Welfare
Government of India

SHREE ANNA

**The Winter
Superfood for a
Fit India**

India's renewed relationship with millets, collectively recognised today as Shree Anna, is neither accidental nor episodic. It reflects a deeper civilisational instinct to return to food systems that nourish the body, sustain the land, and honour the farmer. The Hon'ble Prime Minister's reflections in the January 2026 'Mann ki Baat', noting that enthusiasm for millets has remained robust even years after the International Year of Millets (IYM) 2023, point to a quiet but consequential shift in public consciousness.

The Significance of the International Year of Millets

The declaration of 2023 as the International Year of Millets by the United Nations General Assembly (UNGA) stemmed from both urgency and opportunity. In the face of climate stress, shrinking water tables, and vulnerable farm incomes, millets offer a resilient answer: Built to thrive in high temperature and water scarcity, millets draw strength from their C4 photosynthetic pathway, enabling dependable production in rain-fed areas with minimal inputs. Significantly, millets are tremendously healthy foods, rich in fibre, protein, and essential micronutrients, making them vital to addressing nutritional deficiencies. India recognised this potential of millets well before the UN declaration, introducing a dedicated sub-mission on nutri-cereals under the National Food Security Mission (now National Food Security and Nutrition Mission) in 2018. IYM 2023, declared by the UNGA following India's proposal and the support of 72 countries, carried this long-standing national vision onto the global stage.

Under the Hon'ble Prime Minister's leadership, IYM evolved into a 'Jan Andolan', a people's movement. Central and State governments, farmers, scientists, chefs,

start-ups, and international institutions came together so that millets were not merely discussed in public policy rooms, but also celebrated in kitchens, markets, and public institutions. India hosted the first ever Global Millets (Shree Anna) Conference in New Delhi, attended by dignitaries from over 100 countries, wherein Hon'ble Prime Minister recognised ICAR-Indian Institute for Millets Research, Hyderabad, as the Global Centre of Excellence for Millets. India showcased millets at major global exhibitions and fairs, while the ASEAN-India Millet Festival in India and Jakarta strengthened global commitment towards the ancient grains. During India's G20 Presidency, millets were promoted across Agriculture Working Group Meetings, and the Millets and Other Ancient Grains International Research Initiative (MAHARISHI) was launched to foster cross-border research



collaboration.

Sustained enthusiasm, deeper meaning

What is striking is that public interest in millets has not waned since 2023; it has deepened. The inclusion of millets in institutional feeding programmes, innovative culinary applications, and the visible endorsement by public leaders have helped mainstream them across socio-economic groups. Consumers are increasingly making evidence-based dietary choices—traditional knowledge being validated by modern nutritional science—leading to a permanent place for millets in both urban and rural food baskets.

A winter superfood rooted in tradition

From a nutritional perspective, millets justify their reputation as a superfood. Rich in dietary fibre, protein, and essential micronutrients such as iron, calcium, and zinc,



and characterised by a low Glycaemic Index, they support digestion, metabolic health, and heart function, addressing both malnutrition and lifestyle diseases such as Type-2 diabetes and obesity. Being naturally gluten-free, they offer an essential alternative for those with celiac disease or gluten intolerance.

Traditional food wisdom has long understood the need for warming, energy sustaining foods during winter. Several millets, particularly pearl millet (bajra), are thermogenic, generating heat during digestion and supporting the body's natural metabolic adjustments in colder months. It is no coincidence, then, that bajra, jowar, ragi, and small millets have anchored winter kitchens across the country. 'Bajre ka raab' with ghee and jaggery, Ragi laddoos, or 'Bajra khichdi' enriched with

ghee are not mere comforts; they are protective shields against the season. Modern nutrition knowledge is now affirming what tradition always knew.

Linking farm, plate, and fitness

The millet movement is yielding tangible gains for farmers, markets, and nutrition systems. Crop diversification into millets reduces production risk in an era of climate uncertainty. Region specific improved varieties, scientific cultivation practices, and extension services have raised productivity without eroding indigenous knowledge. Stronger market linkages and value addition have improved price realisation at the farm gate. Because millets are drought tolerant and have a short growing cycle, they offer reliable harvests even with erratic monsoons. Requiring fewer expensive inputs

such as irrigation and pesticides, they help farmers maintain higher net margins while opening up value added and export opportunities as global demand for superfoods.

Policy can bridge the remaining gaps by moving from a production centric to a nutrition sensitive agricultural model. Integrating millets into school Mid-day Meals and the Public Distribution System (PDS) can directly influence dietary diversity among the young population. Support for bio-fortified varieties and incentives for nutrient-dense crops ensure that preventive healthcare begins on the farm, easing the long-term burden of lifestyle diseases.

In 2024-25, India produced around 185.92 lakh tonnes of millets, while productivity rose from 1322 kg/ha in 2020-21 to 1424 kg/ha in 2024-25, reflecting sustained investment in research, seed systems, and improved package of practices. A Sub-Mission on Nutri-Cereals under NFSNM, is being implemented in 28 States and 2 Union Territories to increase production and productivity of millets (Shree Anna) in the country. Research led by ICAR and State Agricultural Universities is delivering high yielding, pest tolerant, and bio-fortified varieties, supported by ICAR seed hubs. The ICAR-NARS system promotes Good Agricultural Practices (GAP), produces breeder seed, and

trains officials and farmer groups, strengthening the millet value chain—from production and processing to value addition, to start-up incubation, and support to Farmer Producer Organisations (FPOs).

The increase in Minimum Support Price (MSP) in millets, averaging 29-48 per cent over the last six years from 2020-21 to 2025-26, also provides protection against price volatility and signal policy commitment to diversification. Through convergence with major agriculture schemes such as PM-KISAN, Pradhan Mantri Fasal Bima Yojana, Agriculture Infrastructure Funds, e-NAM, and the Soil Health Card programme, farmers now enjoy better financial security, inputs, and market linkages. Millets and millet products are recognised under 'One District One Product (ODOP)' in 21 districts across 10 States, emphasising local value chains and brand development. With several millet start-ups and FPOs, the alignment between what our farmers grow and what our citizens eat is steadily deepening.

The journey of millets in India is, ultimately, a story of confidence; in our farmers, our food traditions, and in our capacity to shape sustainable futures through policy and people's participation. Shree Anna represents an authentically Indian pathway to health, resilience, and shared prosperity.

SHREE ANNA

From forgotten grains to a People's Movement

In recent years, Shree Anna, our traditional millet, has transformed from a forgotten grain into a nationwide movement. Supported by government initiatives like the Pradhan Mantri Rashtriya Krishi Vikas Yojana (PM-RKVY) and the Production Linked Incentive Scheme for Millet-Based Products (PLISMBP) to encourage value-added processing, farmers are innovating, processing and marketing millet-based products with renewed confidence. As mentioned by the Hon'ble Prime Minister, Farmer Producer Organisations (FPOs) from Tamil Nadu and Rajasthan are the live examples of this movement.

“ Out of our 800 women farmers, 50% are from Kallakurichi district & other 50 per cent are from Salem district. During the off season, many of the farmers used to migrate from Kallakurichi hills to Mysore in nearby state for getting job. By setting up a company, we have somewhat reduced the migration from Tamil Nadu to Karnataka. We now have a Millet Processing Unit, and one outlet shop within our company itself. We are also a member of a district level consortium with our ties with 21 companies for marketing of our products with the name of Millet Asia. In future, we will increase our income by increasing our value-added products like Millet Laddus, Millet Cookies with a motto to give the dividend to our farmers. This project is very well helped by Centre SFAC (Small Farmers' Agri-Business Consortium), and Agriculture Department. We are very thankful to them, and also to our Hon'ble Prime Minister for motivating our farmers through 'Mann ki Baat'.”



-B. Sivarani, Managing Director, Periya Kalrayan Millet Women Farmer Producer Company Limited, Tamil Nadu



“ In our company, we make Millet Laddus as per the orders we get. We are registered on platforms like Amazon etc. We got the inspiration for making these Bajra Laddus from our elders who used to make nutritious laddus with desi ghee during winters. After Modi ji announced Millet as Shree Anna, we thought of developing a recipe to make laddus by using millet, cow ghee from the cows of our own fields, milk, dry fruits and jaggery. We first tasted it and found it very delicious and healthy. Local people and those from outside are also liking these laddus very much. They remain fresh till three months from the date of packaging. We grow millet organically as per the requirements without using any pesticides, and with the season's rain only.”



-Panna Ram, Director, Ramsar Organic Farmer Producer Company, Khadin, Barmer, Rajasthan



As millets find their rightful place in our kitchens and prasad, in ready-to-eat products and online marketplaces, they symbolise more than nutrition - they represent self-reliance, collective effort and a healthier India.



Media Scan

MAANN KI BAAAT

CALL FOR ACTION!

130th Edition

CE

Today, on 'Voter's Day', I would once again urge my young friends to register themselves as voters upon turning 18.

We must increase our efforts for cleanliness, either individually or as a team... only then will our cities become better.

Come, let us prioritize quality with all our might this year. ... Let us resolve that there will be no laxity on quality, nor will there be any compromise on quality.

Therefore, it is very important that we celebrate becoming a voter in our country. ... whenever a young person becomes a voter for the first time, the entire neighbourhood, village, or city should come together to congratulate them and distribute sweets.

In our country, the winter season is considered very good for dietary consumption. Therefore, we should definitely consume Shree Anna during these times.

”

Bhajanlal Sharma @BhajanlalBjp

Show translation

माननीय प्रधानमंत्री श्री @narendramodi जी ने वर्ष 2026 के द्वाारा #MannKiBaat कार्यक्रम में राबरखन के बाइरे बिचे के रामसर रिजर्व 'Ramsar Organic Farmer Producer Company' एवं हमारे परिक्रमी किसानों द्वारा श्रीअशु बाबू से निर्मित पौष्टिक तदुओं के अभिनव प्रयोग का गौरवपूर्ण उल्लेख कर प्रदेश को कृषि को नई ऊँचाइयों पर पहुंचाया है।

आदर्शवीर प्रधानमंत्री जी का यह ब्रह्मिहत प्रोत्साहन न केवल हमारे अन्नदाताओं में नवीन उत्साह और ऊर्जा का संचार करेगा, अपितु श्रीअशु को अंतरराष्ट्रीय स्तर पर सशक्त पहचान दिलाने की दिशा में मील का पत्थर भी सिद्ध होगा।

प्रधानमंत्री जी के इस प्रेरणादायी संबोधन हेतु कृतज्ञता के साथ उनका हार्दिक आभार।



NOT ONLY THIS, FRIENDS, IT MAKES ME ESPECIALLY HAPPY TO KNOW...

Jayanta Mallaharush @jayanta_malla

Listened to the 130th episode of "Mann Ki Baat" by Hon'ble PM Shri @narendramodi ji this morning, along with local residents and party karyakartas at Nagrijuhi, Tamulpur.

In his address on National Voters' Day and the eve of Republic Day, Hon'ble Prime Minister delivered a powerful message on our democratic responsibility. His call to the youth to register as voters and his insights into India's milestone of 10 years of Startup India further strengthened our collective resolve to build a Viksit Bharat.

I also extend my heartfelt thanks to Hon'ble Prime Minister for highlighting the commendable cleanliness initiative from Nagaon, Assam, which serves as an inspiration for us all.

Dilip Salkia @DilipSalkiaBjp

Hon'ble PM Shri @Narendramodi Ji heaps praise on the efforts of Assam and Arunachal Pradesh in ensuring cleanliness, recycling and "Waste to Wealth", in today's edition of "Mann Ki Baat".



ARUNACHAL IS THE LAND WHERE THE FIRST RAYS OF THE SUN TOUCH OUR COUNTRY.

Dr. S. Jaishankar @DrSJaishankar

In the first #MannKiBaat of 2026, PM @narendramodi highlighted:

- the vital role of Indian diaspora in preserving and advancing Indian culture and festivals across the world.
- the emphasis on Indian languages promotion in Malaysia, including the presence of 500+ Tamil schools, imparting regular education in Tamil.
- Malaysia India Heritage Society's recent 'Lal Paad Saati' iconic walk, showcasing Bengali culture, Odissi dance and Baul music.
- the curiosity and respect for India's family system globally, with the UAE celebrating 2026 as the Year of the Family to strengthen harmony and community spirit among its people.
- the upcoming AI Impact Summit in India, which will present India's achievements and progress in artificial intelligence to the global community.



Last month, the 'Lal Paad Saati' iconic walk was organized in Malaysia. This walk has had a special connection to our culture of Bengal.

This event set a record for the largest number of people wearing this sari, which was recorded in the Malaysian Book of Records.

Our Indian community in Malaysia is also doing commendable work in this regard.

There are more than 500 Tamil schools in Malaysia.

India's progress and achievements in the world of AI.

I heartily congratulate everyone who is participating in it.

Just a few days ago, my brother, His Highness Sheikh Mohammed bin Zayed Al Nahyan, President of the UAE, visited India.

Pema Khandu @PemaKhanduBIP

Hon PM Shri @narendramodi Ji, in the 130th episode of Mann Ki Baat, acknowledged the inspiring work of our Arunachali youths from Youth Mission for Clean River who are cleaning rivers and streets across towns in the state.

This national recognition is a huge boost to youth-led community service and environmental responsibility. Proud of our young volunteers for leading by example and serving society with such dedication.

Jai Hind!



...ABOUT THE CLEANLINESS AROUND THEM

Pabitra Margherita @PmargheritaBIP

Guwahati, Assam

Listened to Hon'ble PM Shri @narendramodi Ji's Mann Ki Baat live today from Booth No. 90, Barhanti Rangamati Rajapukhuri Gaon Panchayat, Rampur Mandal, Palashbari LAC.

The Prime Minister spoke about the "Zero Defect, Zero Effect", the remarkable journey of Startup India, and how Indian startups are driving excellence across diverse sectors including AI, semiconductors, mobility, green hydrogen, biotechnology, textiles and electronics, reaffirming that Made in India stands for quality and global competitiveness.

Grateful to Hon'ble PM Shri @narendramodi Ji for highlighting Assam and acknowledging the impactful, community-led cleanliness initiatives in Nagaon, reflecting the passion and commitment of our youth towards Swachh Bharat, recycling and the vision of Waste to Wealth.

Pradeep Bhandari (प्रदीप भंडारी) @pradiip183

"This trend is being called 'bhajan clubbing' today, and it's becoming increasingly popular":

PM @narendramodi ji praises Gen Z for redefining devotion ✨

During the 130th episode of Mann Ki Baat, Narendra Modi lauded India's youth for beautifully blending faith with modern expression.

PM Modi noted that bhajans and kirtans have been the soul of Indian culture for centuries, and today's Gen Z has embraced this timeless devotion in a fresh, vibrant way. Across cities, young people are gathering in large numbers—stages lit up, energy high, an atmosphere like a concert—yet the soul of the gathering is a bhajan.

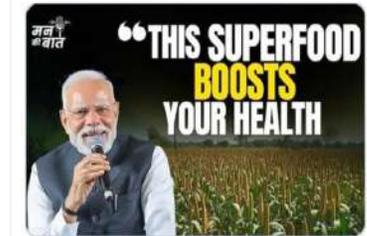


IT FEELS LIKE A GRAND CONCERT, BUT WHATEVER IS SUNG..

Vijay Baghel @VijayBaghelBjp

Mann Ki Baat: PM Modi ने बताए मिलेट्स खाने के फायदे, जानिए सेहत के लिए कैसे है अमृत के समान

NDTV JANUARY 26, 2026



THIS SUPERFOOD BOOSTS YOUR HEALTH

Suwendu Adhikari @SuwenduAVB

Tuned in to Hon'ble Prime Minister Shri @narendramodi Ji's Mann Ki Baat along with @BJP4Bengal Karyakartas & Supporters at Nandigram. Today, Hon'ble PM paid rich tributes to Netaji Subhas Chandra Bose. He linked Republic Day, the Constitution, and Elections, emphasizing the central role of every Voter in Indian Democracy on National Voters' Day. He reminded that the Constitution came into force on January 26, marked as Republic Day, providing an opportunity to honour the framers. PM Modi explained that voting is not just a right but a duty in a Democracy, and suggested that when young people vote for the first time, neighbors, villages, or city communities should meet, greet them, and share sweets to spread awareness and strengthen active voting habits. PM Modi Ji saluted young people associated with start-ups or aspiring to start one, and urged improving the quality of Indian products in sectors like textiles, technology, electronics.

Chandrakant Patil @ChDavidPatil

Show translation

2026 मधील #MannKiBaat या पहिले भाग राष्ट्रीय मतदार दिनानिमित्त घास पडला.

मादार होण्याचा क्षण हा उत्साहाचा असतो. कारण मादार असणे ही केवळ एक ऑलख नसून, ती एक मोठा सपना आणि जबाबदारी आहे. -मा पंचाधान नरेंद्र मोदी जी

#MannKiBaat

@BJP4India @narendramodi @NitinNabin @AmirShah @bisantshoh @CMOMaharashtra @Dev_Fadnis @mleknathshinde @AjitPawarSpeaks @BJP4Maharashtra



EVERY VOTE MATTERS

युवक हे 'स्टार्टअप इंडिया'चे नायक

पंतप्रधान मोदी यांचे प्रतिपादन; भजन वस्तुबिंबेची कोतुक



जेन जी में तेजी से लोकप्रिय हो रही है 'मजन वलबिंग': पीएम मोदी

राष्ट्रिय युवा दिवस के अवसर पर प्रधानमंत्री नरेंद्र मोदी ने 'मजन वलबिंग' (Mann Ki Baat) कार्यक्रम को 130वें एपिसोड में परिवर्तित करके युवाओं को संबोधित किया। उन्होंने कहा कि युवा ही देश का भविष्य हैं और उन्हें सशक्त बनाना ही सरकार का प्राथमिक उद्देश्य है।

मोदी ने युवाओं को प्रेरित करते हुए कहा कि वे अपने सपनेों के लिए लड़ें और देश के प्रति समर्पण रखें। उन्होंने 'मजन वलबिंग' को एक लोकप्रिय कार्यक्रम के रूप में वर्णित किया और कहा कि यह युवाओं के बीच गहरा प्रभाव डाल रहा है।

Mann Ki Baat

PM Modi highlights Republic Day, voter participation, India's start-up push

Prime Minister Narendra Modi on Sunday said the first Mann Ki Baat of 2020 comes on the eve of Republic Day, a day that marks the founding of the nation. He also noted that January 25 is another very important day for Indians as it marks the birth of democracy.

In his address, the PM said that strengthening the right to vote is an important moment for every citizen's life.

मन की बात: प्रधानमन्त्रीले भनेहू तमसा नदीको पुनरुद्धार सबैको प्रयासको परिणाम



प्रधानमन्त्री नरेन्द्र मोदीले शुक्रबारको कार्यक्रममा युवाहरूलाई प्रेरित गर्दै भनेका थिए। उनले युवाहरूलाई देशको भविष्य निर्माण गर्न सक्षम बनाउन आवश्यक छ भन्ने कुरा बताए।

मोदीले युवाहरूलाई प्रेरित गर्दै भनेका थिए कि युवाहरूले आफ्नो क्षमतालाई पूर्णतया प्रयोग गर्नुपर्छ र देशको विकासमा योगदान दिन। उनले युवाहरूलाई आफ्नो सपनाहरूको लागि लड्न र देशको प्रति समर्पण राख्न पनि आह्वान गरे।

130वाँ एपिसोडमा युवा दिवसको अवसरमा प्रधानमन्त्री नरेन्द्र मोदीले युवाहरूलाई संबोधित गर्दै भनेका थिए। उनले युवाहरूलाई देशको भविष्य निर्माण गर्न सक्षम बनाउन आवश्यक छ भन्ने कुरा बताए।

मोदीले युवाहरूलाई प्रेरित गर्दै भनेका थिए कि युवाहरूले आफ्नो क्षमतालाई पूर्णतया प्रयोग गर्नुपर्छ र देशको विकासमा योगदान दिन। उनले युवाहरूलाई आफ्नो सपनाहरूको लागि लड्न र देशको प्रति समर्पण राख्न पनि आह्वान गरे।

मन की बात कार्यक्रम में बोले प्रधानमंत्री 18 साल की उम्र होते ही सबसे पहले मतदाता सूची में अपना नाम जुड़ाव

प्रधानमंत्री नरेन्द्र मोदीले शुक्रबारको कार्यक्रममा युवाहरूलाई प्रेरित गर्दै भनेका थिए। उनले युवाहरूलाई देशको भविष्य निर्माण गर्न सक्षम बनाउन आवश्यक छ भन्ने कुरा बताए।

मोदीले युवाहरूलाई प्रेरित गर्दै भनेका थिए कि युवाहरूले आफ्नो क्षमतालाई पूर्णतया प्रयोग गर्नुपर्छ र देशको विकासमा योगदान दिन। उनले युवाहरूलाई आफ्नो सपनाहरूको लागि लड्न र देशको प्रति समर्पण राख्न पनि आह्वान गरे।

PM Modi praises Gen Z trend of 'bhajan clubbing', says it's heartening to see dignity, purity maintained

NEW DELHI: Prime Minister Narendra Modi on Sunday heaped praise on the 'bhajan clubbing' trend, started by the Gen Z, and said that it was "heartening" to see that the dignity and purity of the devotional songs are maintained at events like these.

He mentioned that even though the platform is government, a continuous sense of spirituality is experienced there.

In the 130th episode of his monthly radio programme, 'Mann Ki Baat', PM Modi said, "In our country, bhajans and kirtans have been the soul of our culture for centuries. We have listened to bhajans in temples, during kathas, and every era has embodied Bhakti according to respective times."

Today's generation is also achieving something spectacular," he said, adding, "Today's youth have incorporated the spirit of devotion into their experiences and lifestyles. This thinking has given rise to a new cultural trend and atmosphere in such videos on social media."

"Large numbers of the youth are gathering in different cities and areas. The stage is decorated... There is lighting, music... There is all the pomp and show, and the atmosphere is no less than a concert. It feels like a huge concert, but what is being sung there is the resonance of bhajans sung with complete concentration, dedication, and rhythm. Today, this trend is being called 'bhajan clubbing', and it's becoming increasingly popular, especially among Gen Z," the Prime Minister said.

He commended the younger generation for upholding the decorum of words and emotions, as well as the purity of the devotional songs during the 'bhajan clubbing' events.

"It is heartening to see that the dignity and purity of bhajans are maintained at these events. Devotion is not taken lightly; neither the decorum of words nor the emotion is compromised."



PM Modi said that the 'bhajan clubbing' trend is heartening because it shows that the youth are maintaining the dignity and purity of the devotional songs. He commended the younger generation for upholding the decorum of words and emotions, as well as the purity of the devotional songs during the 'bhajan clubbing' events.

देश-विदेश

'मन की बात' में कहा - मतदाता बनना अहम पड़ाव, इसका जमाना वोटर ही लोकतंत्र की आत्मा, असली भाग्य विधाता: मोदी



'मन की बात' में कहा - मतदाता बनना अहम पड़ाव, इसका जमाना वोटर ही लोकतंत्र की आत्मा, असली भाग्य विधाता: मोदी

प्रधानमंत्री नरेन्द्र मोदीले शुक्रबारको कार्यक्रममा युवाहरूलाई प्रेरित गर्दै भनेका थिए। उनले युवाहरूलाई देशको भविष्य निर्माण गर्न सक्षम बनाउन आवश्यक छ भन्ने कुरा बताए।

मोदीले युवाहरूलाई प्रेरित गर्दै भनेका थिए कि युवाहरूले आफ्नो क्षमतालाई पूर्णतया प्रयोग गर्नुपर्छ र देशको विकासमा योगदान दिन। उनले युवाहरूलाई आफ्नो सपनाहरूको लागि लड्न र देशको प्रति समर्पण राख्न पनि आह्वान गरे।

'Mann Ki Baat'

PM calls on youth to strengthen democracy

Urges them to register, vote

Addressing the 130th episode of his monthly radio programme, 'Mann Ki Baat', PM Modi said, "Tomorrow, on January 25, we will celebrate our Republic Day. On this day, our Constitution came into force.

Young voters can transform destiny of country, says PM

PM Modi said that the 'bhajan clubbing' trend is heartening because it shows that the youth are maintaining the dignity and purity of the devotional songs. He commended the younger generation for upholding the decorum of words and emotions, as well as the purity of the devotional songs during the 'bhajan clubbing' events.

He said that the youth have a great role to play in strengthening democracy and that they should register and vote to make their voices heard.

PM Modi said that the 'bhajan clubbing' trend is heartening because it shows that the youth are maintaining the dignity and purity of the devotional songs. He commended the younger generation for upholding the decorum of words and emotions, as well as the purity of the devotional songs during the 'bhajan clubbing' events.

मन की बात : पर्यावरण संरक्षण में आम नागरिकों के प्रयासों से आ रहा बदलाव



मन की बात : पर्यावरण संरक्षण में आम नागरिकों के प्रयासों से आ रहा बदलाव

प्रधानमंत्री नरेन्द्र मोदीले शुक्रबारको कार्यक्रममा युवाहरूलाई प्रेरित गर्दै भनेका थिए। उनले युवाहरूलाई देशको भविष्य निर्माण गर्न सक्षम बनाउन आवश्यक छ भन्ने कुरा बताए।

मोदीले युवाहरूलाई प्रेरित गर्दै भनेका थिए कि युवाहरूले आफ्नो क्षमतालाई पूर्णतया प्रयोग गर्नुपर्छ र देशको विकासमा योगदान दिन। उनले युवाहरूलाई आफ्नो सपनाहरूको लागि लड्न र देशको प्रति समर्पण राख्न पनि आह्वान गरे।

'Mann Ki Baat'

PM calls on youth to strengthen democracy

Urges them to register, vote

Addressing the 130th episode of his monthly radio programme, 'Mann Ki Baat', PM Modi said, "Tomorrow, on January 25, we will celebrate our Republic Day. On this day, our Constitution came into force.

Indian products should offer top quality: Modi

PM Modi said that the 'bhajan clubbing' trend is heartening because it shows that the youth are maintaining the dignity and purity of the devotional songs. He commended the younger generation for upholding the decorum of words and emotions, as well as the purity of the devotional songs during the 'bhajan clubbing' events.

He said that the youth have a great role to play in strengthening democracy and that they should register and vote to make their voices heard.

PM Modi said that the 'bhajan clubbing' trend is heartening because it shows that the youth are maintaining the dignity and purity of the devotional songs. He commended the younger generation for upholding the decorum of words and emotions, as well as the purity of the devotional songs during the 'bhajan clubbing' events.

नईदुनिया

'भारत बना दुनिया का तीसरा सबसे बड़ा स्टार्टअप इकोसिस्टम', मन की बात के 130वें एपिसोड में पीएम मोदी

NDTV

'भारत की असली ताकत जन-संकल्प', मन की बात कार्यक्रम में बोले पीएम मोदी



मन की बात : 130 वें एपिसोड में मोदी ने वोटर्स- डे की शुभकामनाएं दी, देश के स्टार्टअप इकोसिस्टम पर भी बोले PM

THE ECONOMIC TIMES

PM Modi praises UAE's 'Year of the Family' initiative; draws parallels to Indian culture in Mann ki Baat



PM lauds Anantapur's water revival efforts on Mann Ki Baat

ThePrint

Modi hails youth-led cleanliness initiative in Arunachal

The Tribune

ਦੇਸ਼ ਦਾ ਪਹਿਲਾ ਦैनिक ट्रिब्यून

PM hails youth for making village tobacco-free



To read all the editions of
Mann ki Baat

Scan the QR Code





Today India has turned into the third largest Startups ecosystem in the world. These Startups are out of the box; they are working in sectors that were unimaginable even 10 years ago. AI, Space, Nuclear Energy, Semiconductors, Mobility, Green Hydrogen, Biotechnology... you name it and you'll find one Indian Startup or the other working in that sector.

– Hon'ble Prime Minister Shri Narendra Modi



सत्यमेव जयते

Ministry of Information and Broadcasting
Government of India