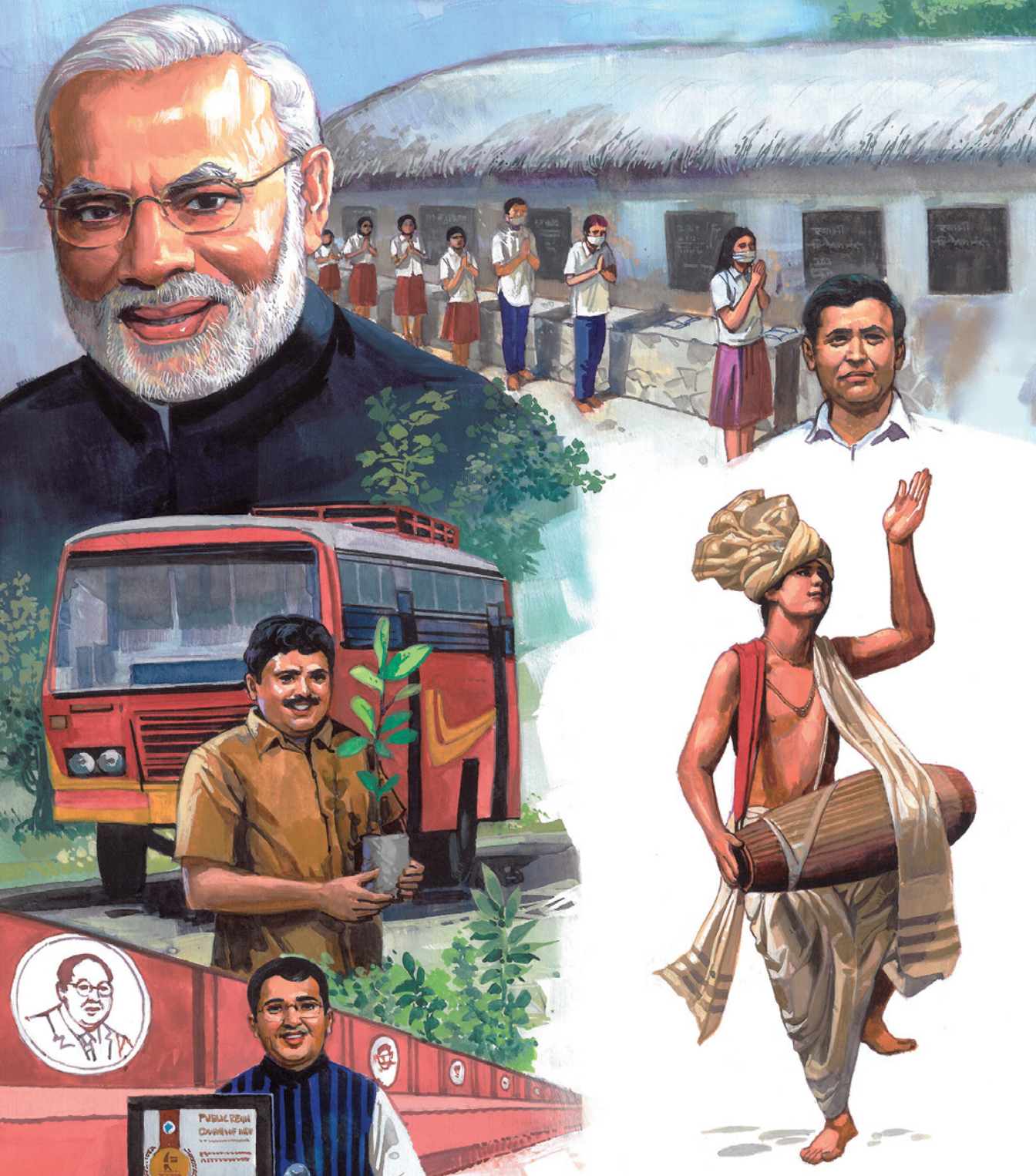




MANN KI BAAT

VOL.12



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Dear children,

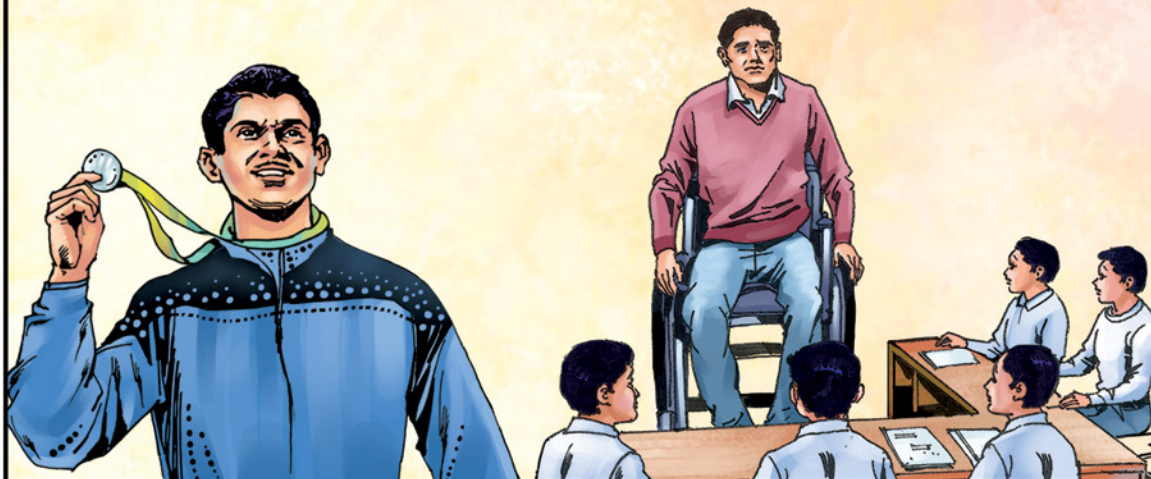
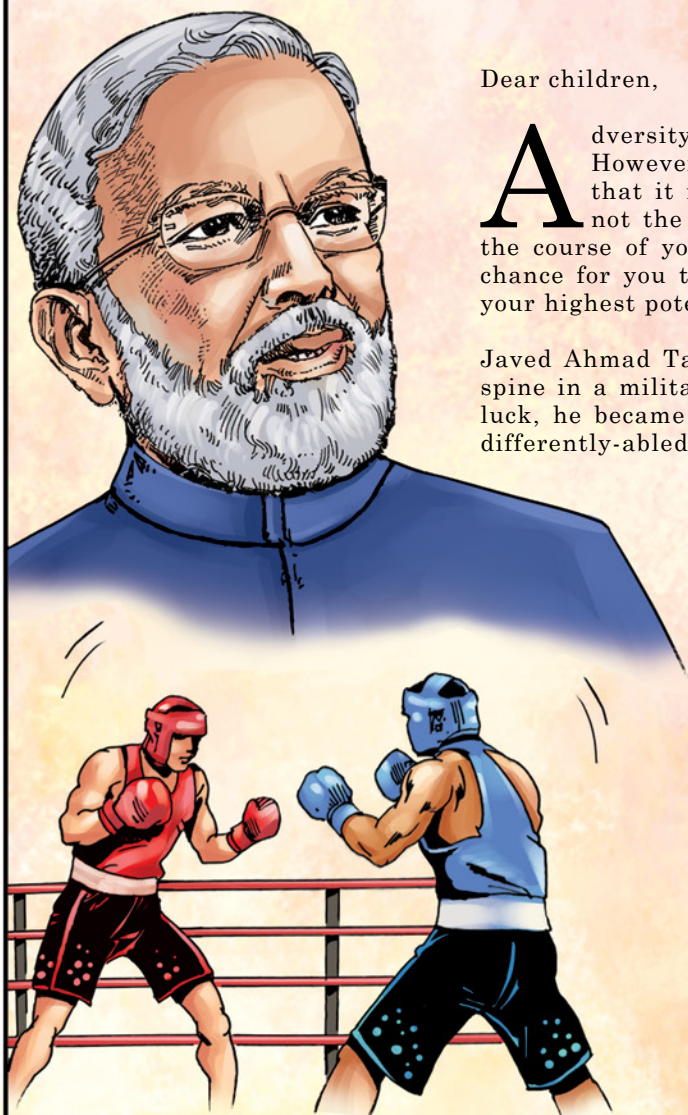
Advcrsity, is an inevitable part of life. However, it is important to remember that it is your reaction to adversity and not the adversity itself, that determines the course of your life. A difficult situation is a chance for you to overcome your fears and reach your highest potential.

Javed Ahmad Tak from Kashmir was shot in the spine in a militant attack. Rather than curse his luck, he became a champion for the education of differently-abled children.

A long jump athlete, Murali Sreeshankar, battled illness to emerge victorious.

A can-do attitude is perhaps the greatest strength one can have in the face of an obstacle. Take the case of Akash Gorkha, the son of a security guard from a humble family, who is on his way to becoming a world-renowned boxer.

I hope these stories reinforce your belief in the human spirit and teach you that sometimes the difference between challenge and opportunity, is simply perspective.



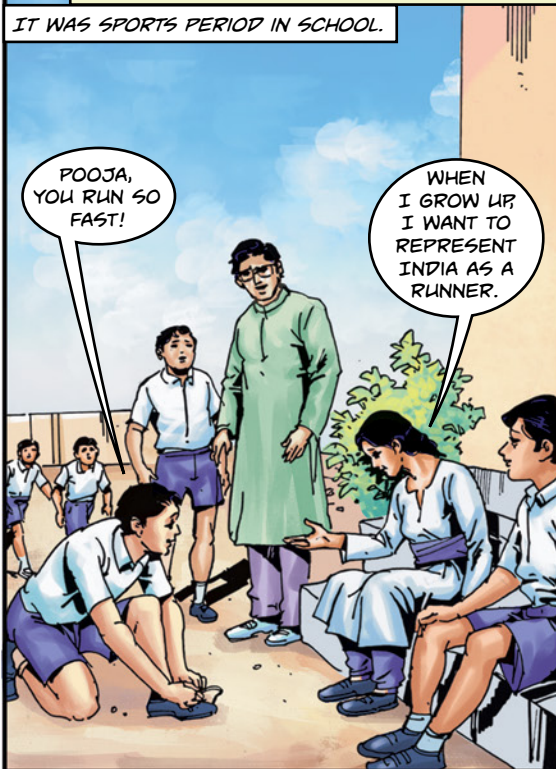


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AKASH RAMESH GORKHA

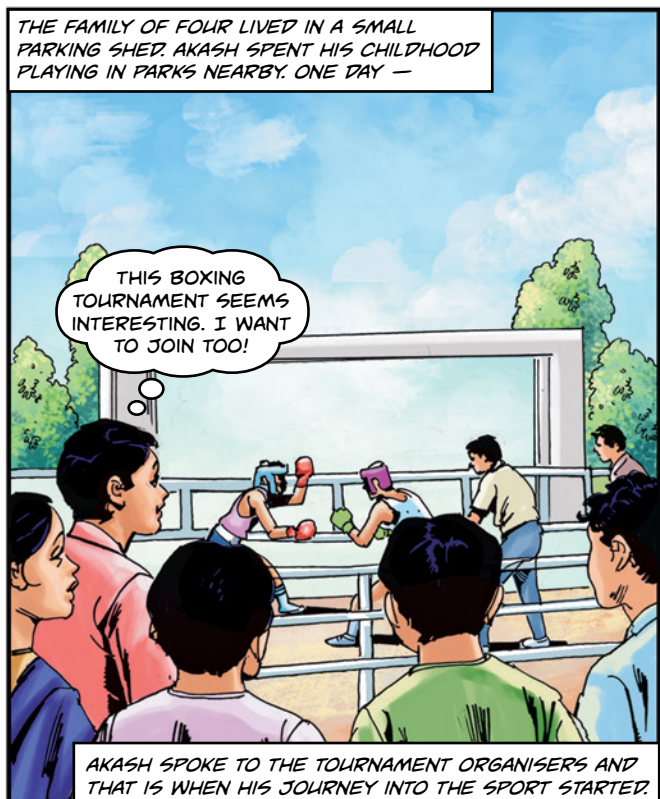
IT WAS SPORTS PERIOD IN SCHOOL.



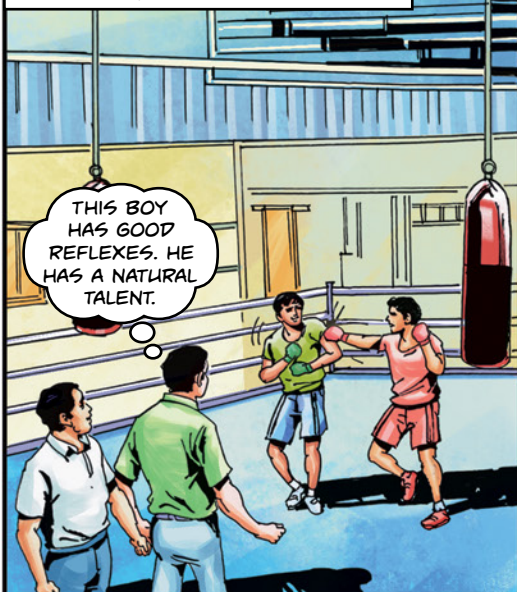
AKASH'S FATHER, RAMESH GORKHA, WORKED AS A SECURITY GUARD IN PUNE. HE HAD MOVED TO INDIA FROM NEPAL 21 YEARS AGO AND WAS FINDING IT HARD TO MAKE ENDS MEET.



THE FAMILY OF FOUR LIVED IN A SMALL PARKING SHED AKASH SPENT HIS CHILDHOOD PLAYING IN PARKS NEARBY. ONE DAY —



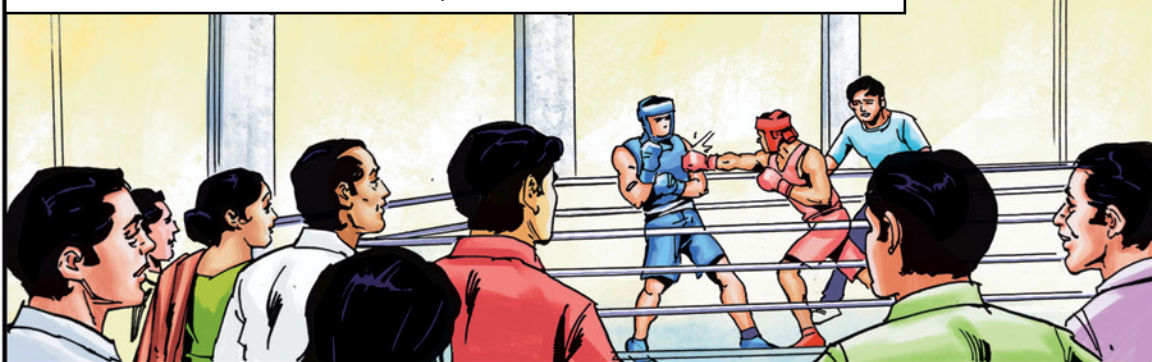
AROUND THAT TIME, A BOXING COACH, LIMESH JAGDALE, OBSERVED AKASH PRACTISING WITH HIS FRIENDS.



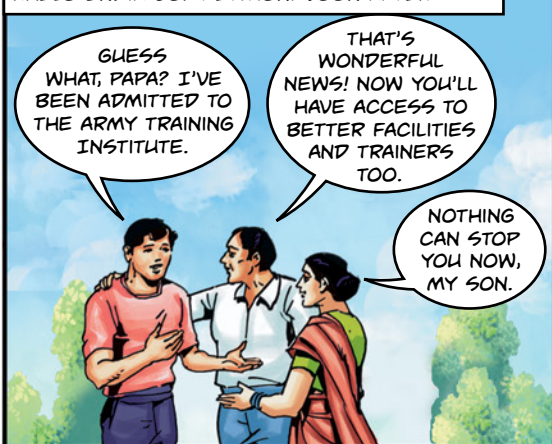
THE COACH SPOKE TO AKASH'S PARENTS, WHO WERE VERY SUPPORTIVE. HE STARTED TRAINING AKASH AT THE MAHARASHTRA INSTITUTE OF GAMES AND SPORTS, IN 2010.



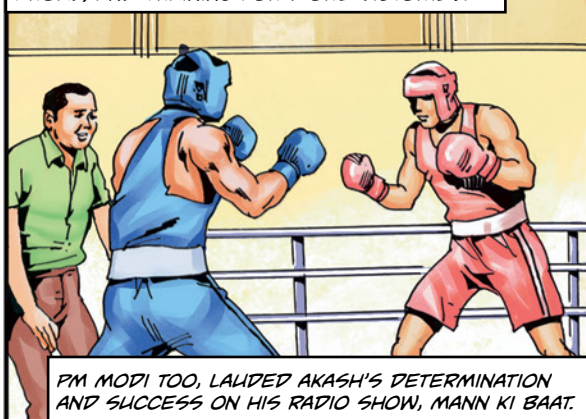
UNDER HIS COACH'S GUIDANCE AND WITH HIS PARENTS' SUPPORT, AKASH WORKED HARD TO LET HIS TALENT BLOSSOM. SOON, HE STARTED COMPETING PROFESSIONALLY.



HE WON A SILVER MEDAL IN THE 2017 JUNIOR NATIONALS AND A BRONZE MEDAL IN THE 2018 KHELO INDIA COMPETITION. SOON AFTER —

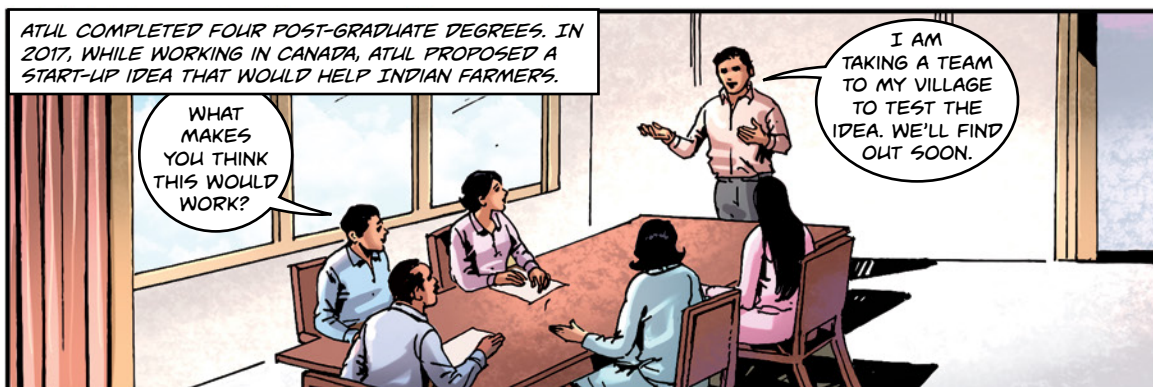
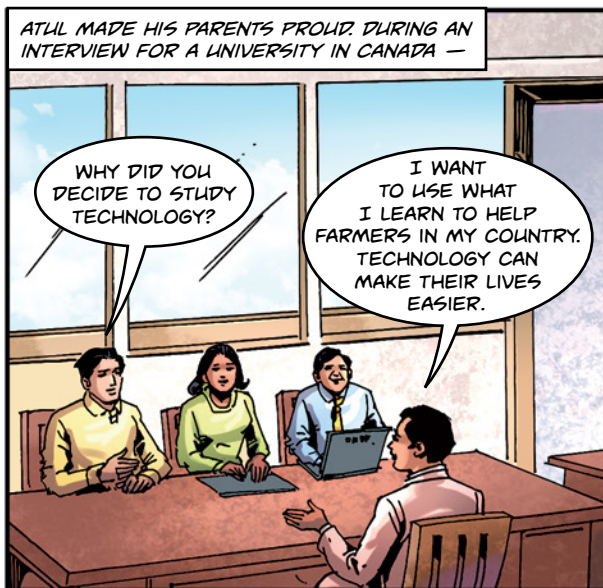
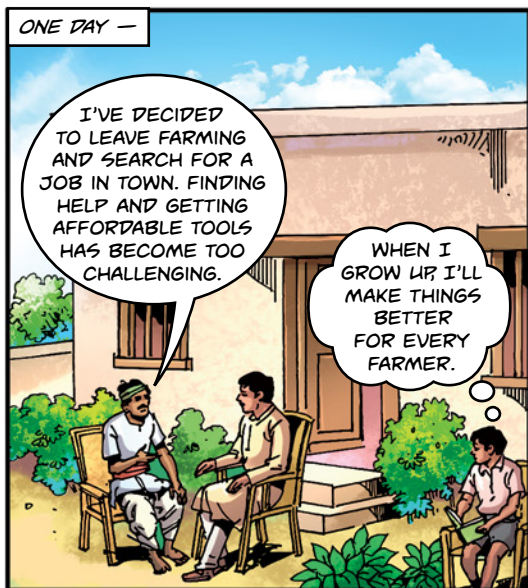
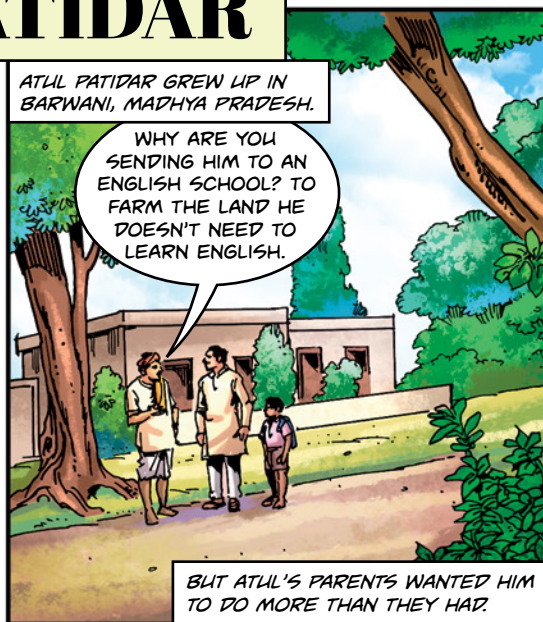
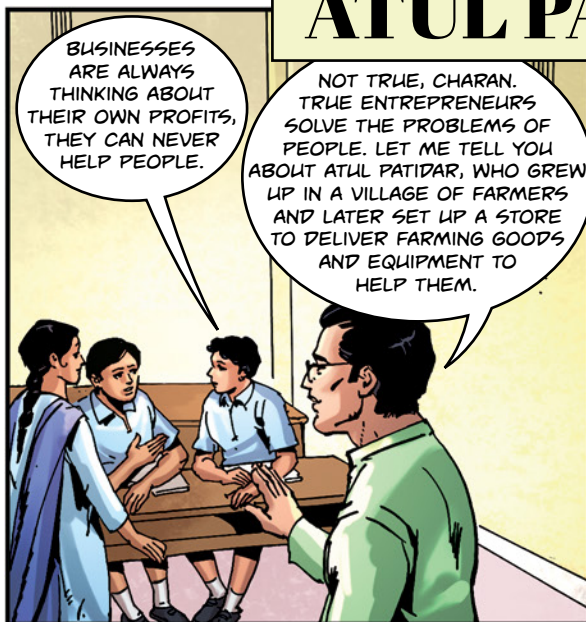


SINCE THEN, AKASH HAS WON MANY ACCOLADES IN BOTH NATIONAL AND INTERNATIONAL COMPETITIONS, MAKING INDIA PROUD, AND TRAINING FOR MORE VICTORIES.

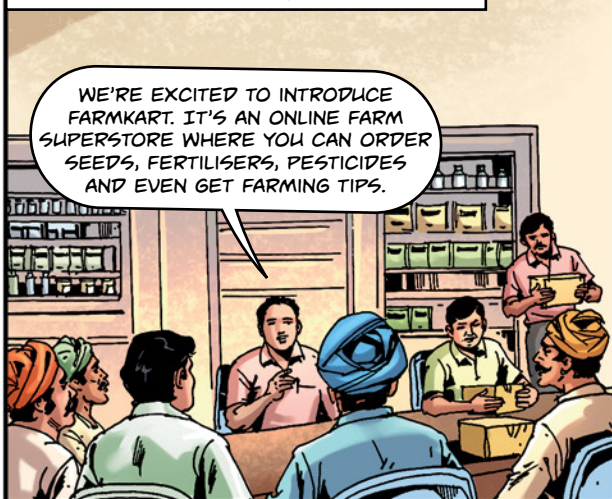


PM MODI TOO, LAIDED AKASH'S DETERMINATION AND SUCCESS ON HIS RADIO SHOW, MANN KI BAAT.

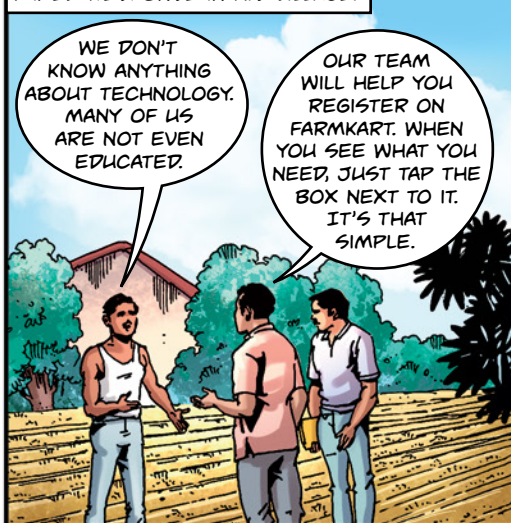
ATUL PATIDAR



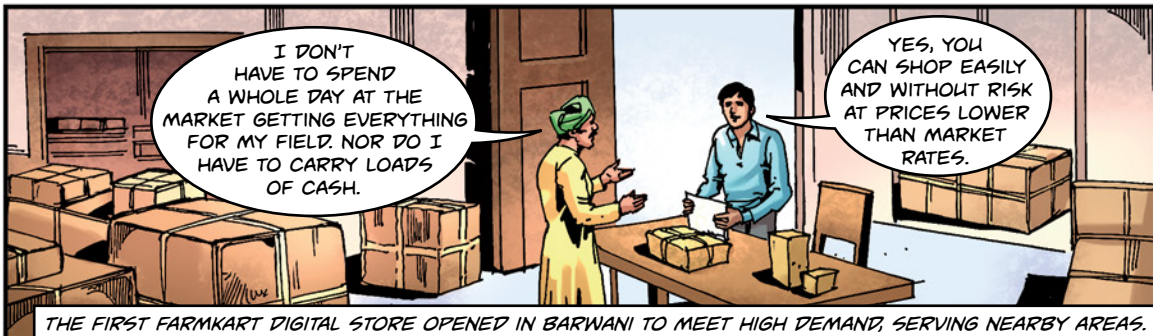
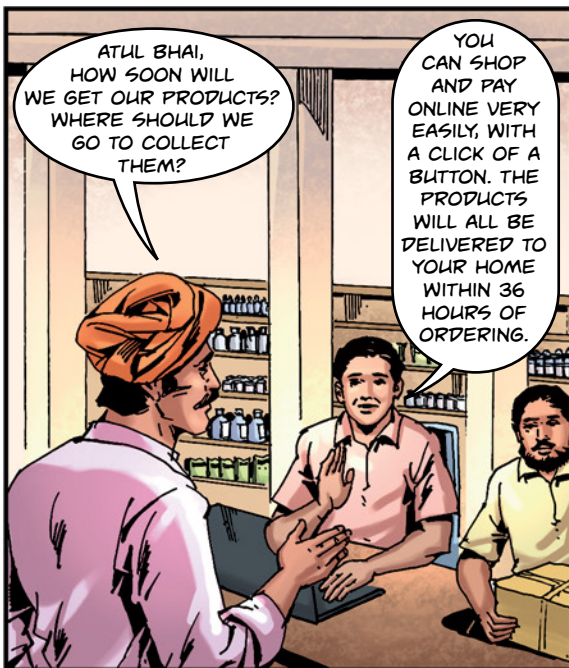
ATUL AND HIS TEAM SPENT TIME WITH 6,000 FARMERS IN BARWANI TO UNDERSTAND THEIR CHALLENGES. FOLLOWING THIS —



ATUL'S ANNOUNCEMENT HAD A MIXED RESPONSE IN HIS VILLAGE.



DURING THE REGISTRATION —



THE FIRST FARMKART DIGITAL STORE OPENED IN BARWANI TO MEET HIGH DEMAND, SERVING NEARBY AREAS.

FARMKART ALSO INTRODUCED A DELIVERY MODEL THAT HELPED SAVE TRANSPORT COSTS AND CREATE LOCAL JOBS.

IS IT TRUE THAT ANYONE FROM THE COMMUNITY CAN DELIVER FARMKART PRODUCTS?

YES, JUST REGISTER ON FARMKART AND SHOW YOUR ID TO COLLECT AND DELIVER.

FARMKART ALSO OFFERED A CONSULTANCY SERVICE, AGRI-NIDAN, TO HELP FARMERS IMPROVE CROP QUALITY AND INCREASE PROFITS.

THOUSANDS OF FARMERS STARTED BENEFITING FROM THEIR SERVICES, AND FARMKART WAS CHOSEN AS ONE OF THE TOP 50 GLOBAL INNOVATIVE STARTUPS IN 2018.

FARMKART COMBINES SHOPPING, DELIVERY, AND CONSULTING ALL IN ONE! WE ENCOURAGE FARMERS TO USE THE INTERNET AND THINK LIKE BUSINESS OWNERS.

TOP 50 GLOBAL INNOVATIVE STARTUPS IN 2018

DURING COVID-19, 1,000 PRODUCTS WERE ALREADY LISTED ON THE FARMKART SHOPPING PLATFORM. DURING THE LOCKDOWN —

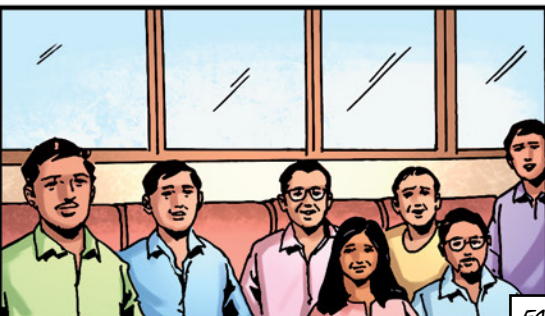
WE MUST EXPAND OUR SERVICES TO REACH FARMERS EVEN IN REMOTE AREAS. LOCKDOWNS SHOULDN'T DISRUPT THEIR FARMING.

IN OCTOBER 2020, THIS EARNED PRAISE FROM PM MODI ON HIS RADIO SHOW, MANN KI BAAT.

IN 2021 —

BHAIYA, THANKS TO FARMKART, WE ARE GETTING OUR PRODUCTS ON TIME BUT IT'S TOUGH TO GET FARMING EQUIPMENT. IT'S REALLY EXPENSIVE, AND WE CAN'T AFFORD IT.

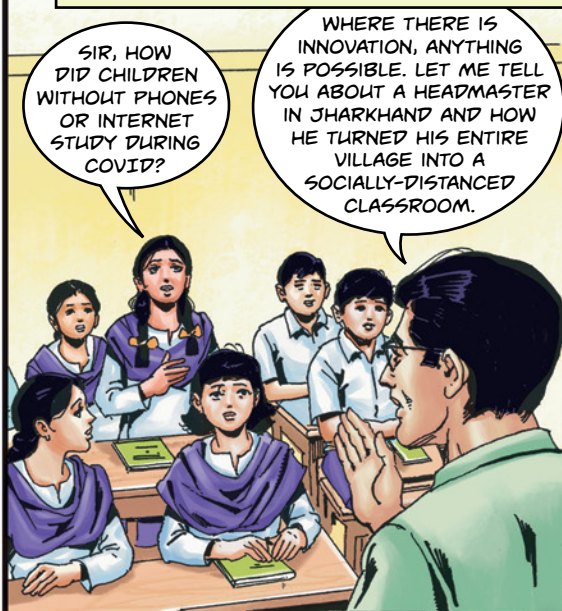
WHY NOT TRY OUR RENT4FARM SERVICES? YOU CAN RENT FARMING EQUIPMENT. AND THOSE WITH SPARE EQUIPMENT CAN EARN BY LISTING IT ON OUR PLATFORM.



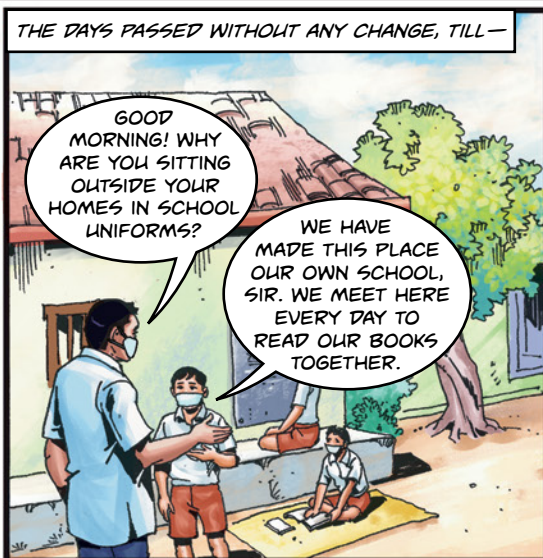
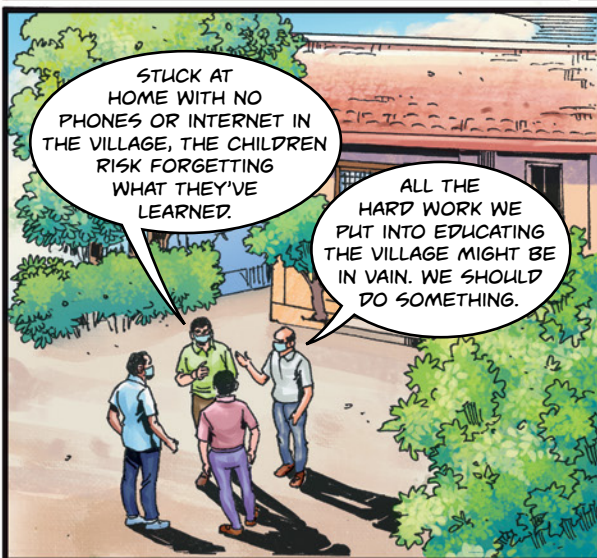
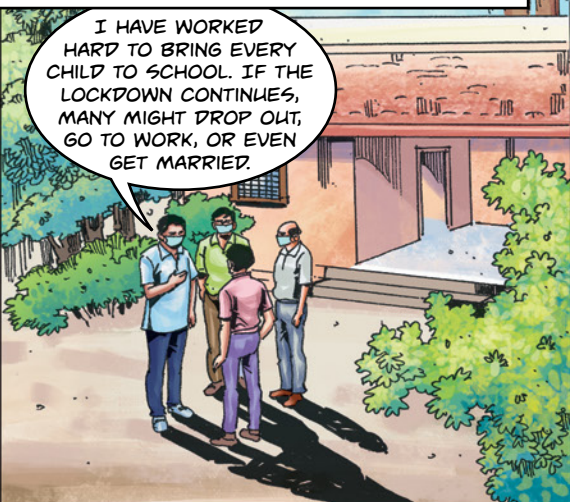
FARMKART HAS A TEAM OF 102 PEOPLE. WE ARE COMMITTED TO HELPING THE FARMERS OF INDIA GROW CONTINUOUSLY.

FARMKART HAS AROUND 2,000 LOCATIONS ACROSS MADHYA PRADESH AND CATERS TO MORE THAN 1,00,000 FARMERS.

DR SAPAN KUMAR PATRALEKH

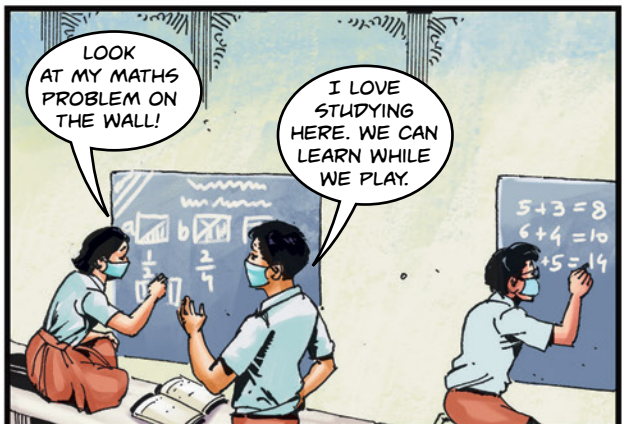
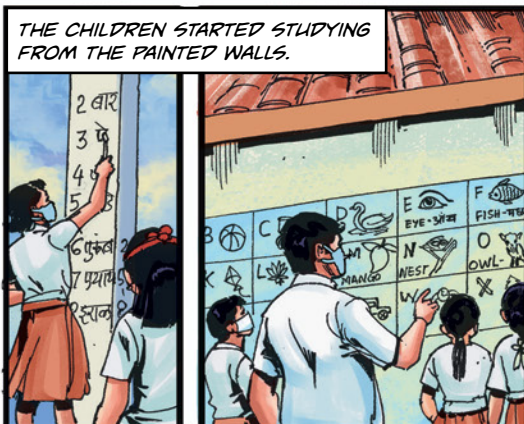
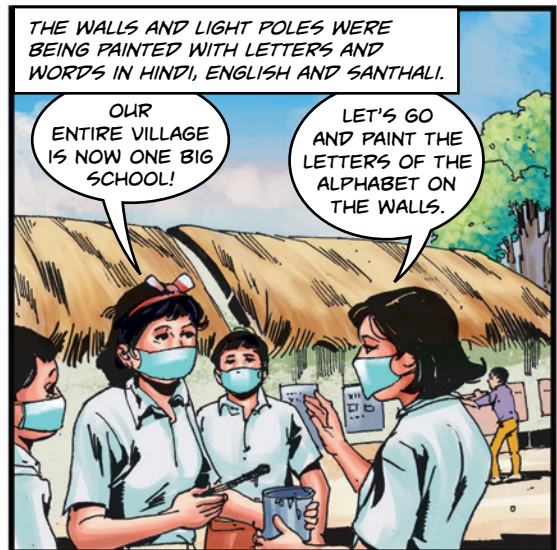
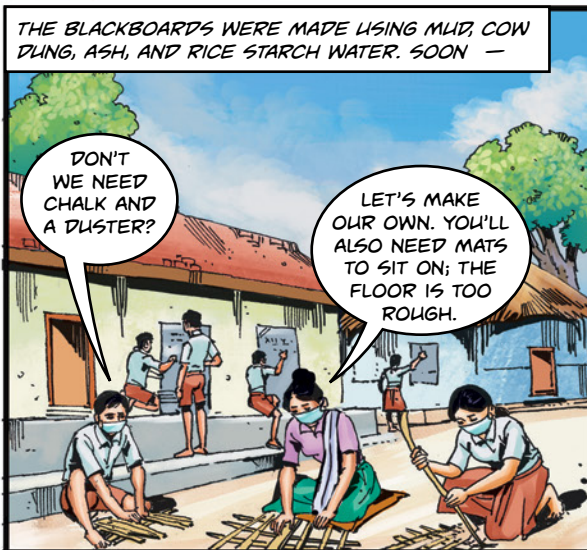
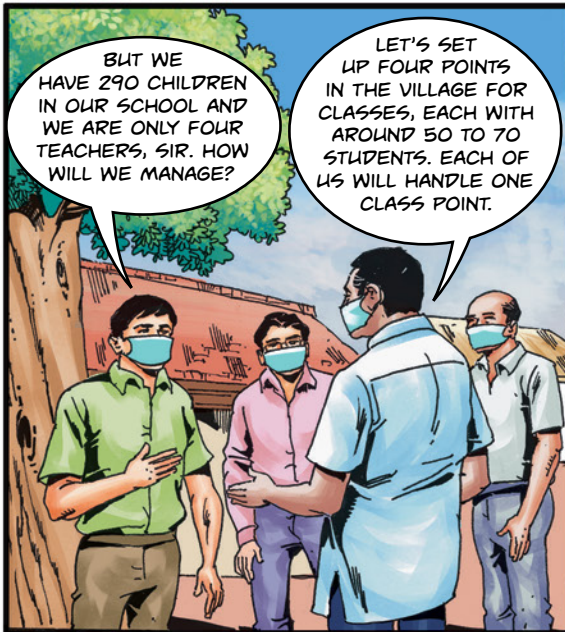


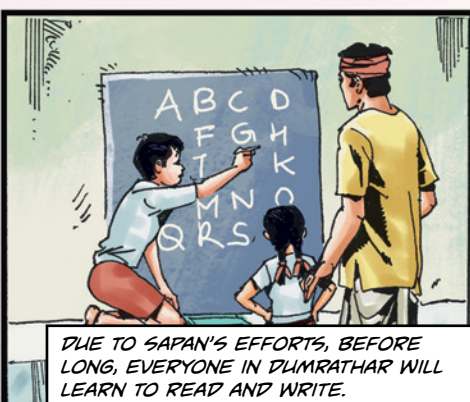
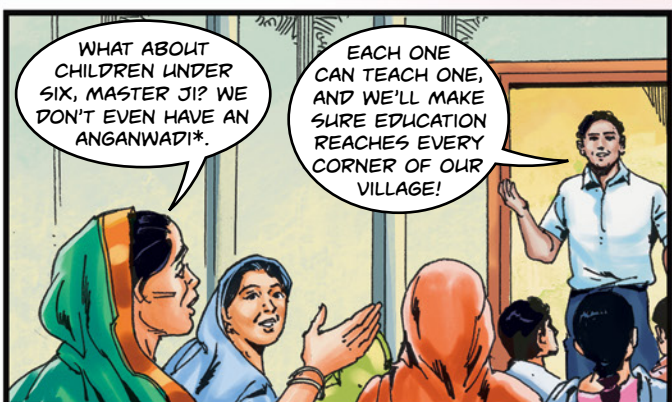
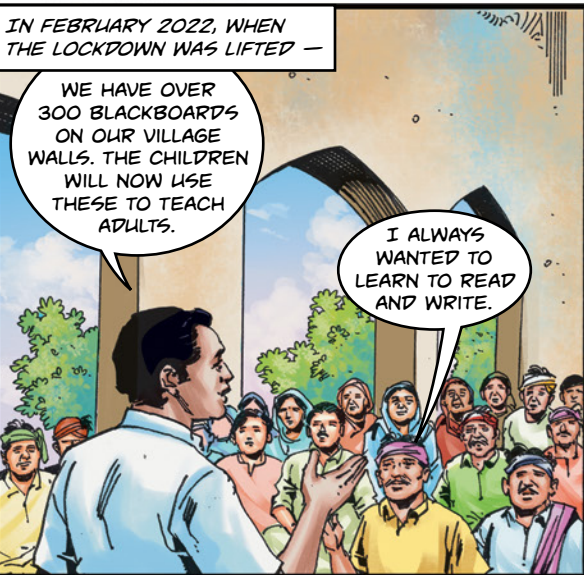
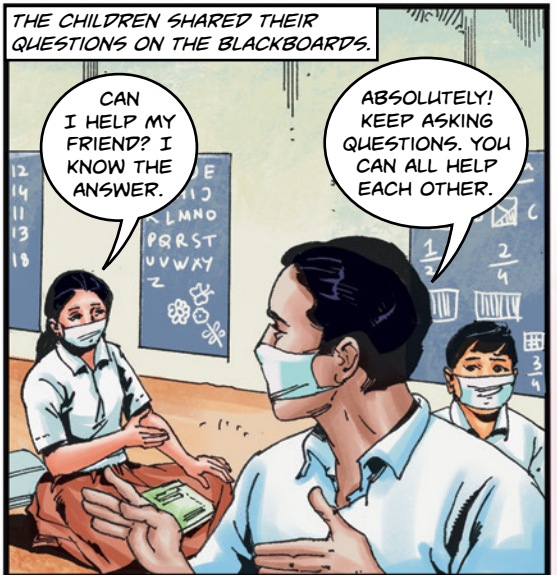
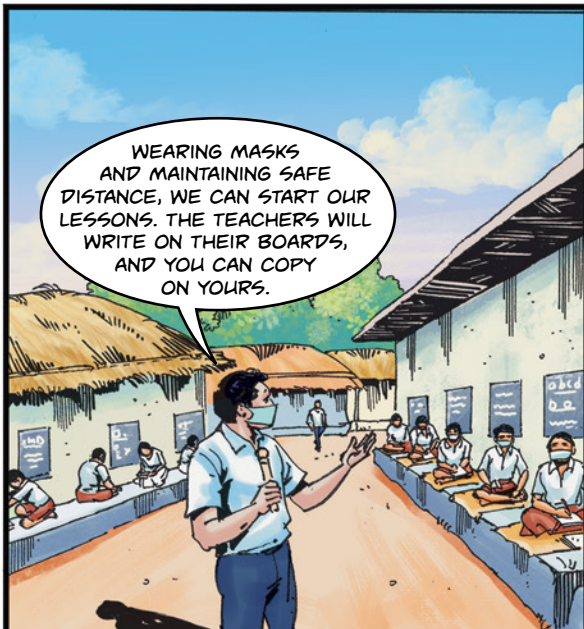
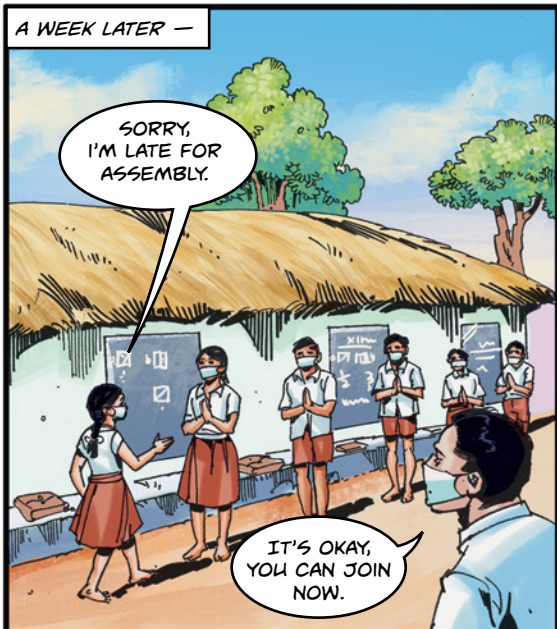
IN THE REMOTE TRIBAL VILLAGE OF DUMARTHAR, JHARKHAND, DURING THE COVID-19 LOCKDOWN IN 2020, SCHOOL HEADMASTER DR SAPAN KUMAR PATRALEKH WAS WORRIED.



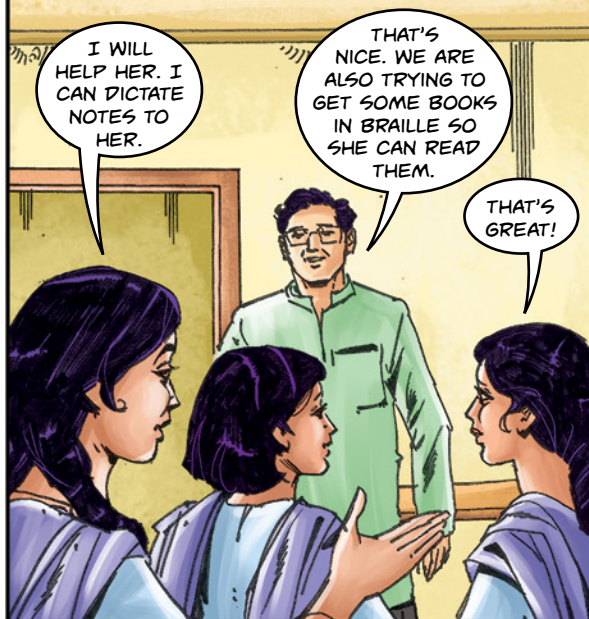
SAPAN REALISED HE COULD DO THE SAME. SHORTLY AFTER —







JAVED AHMAD TAK

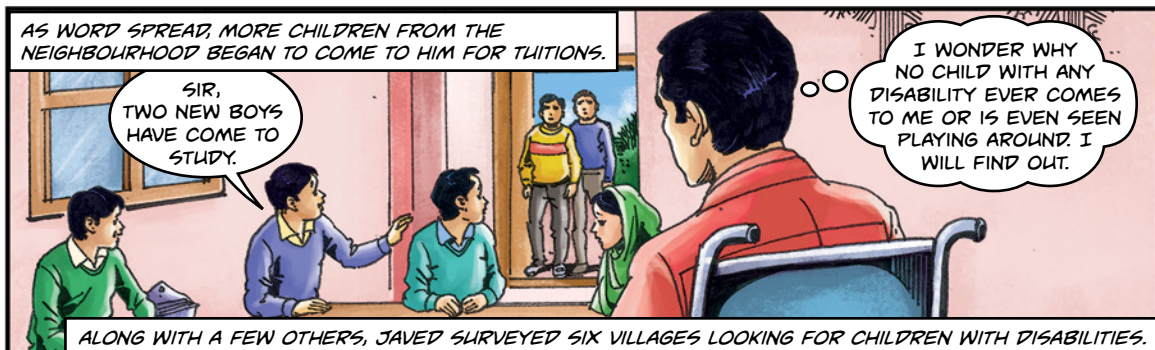
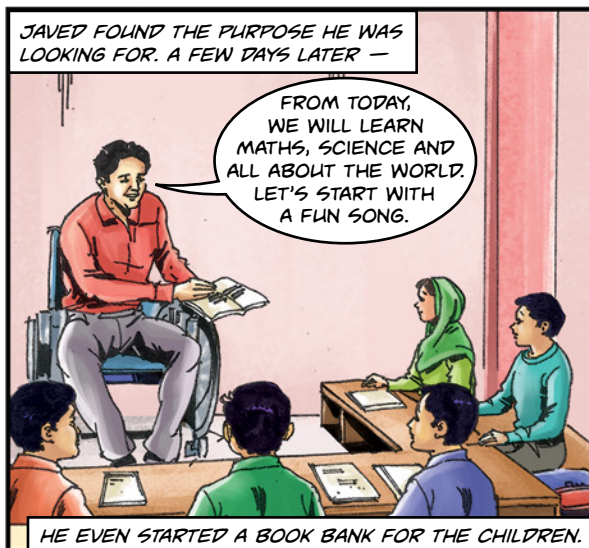
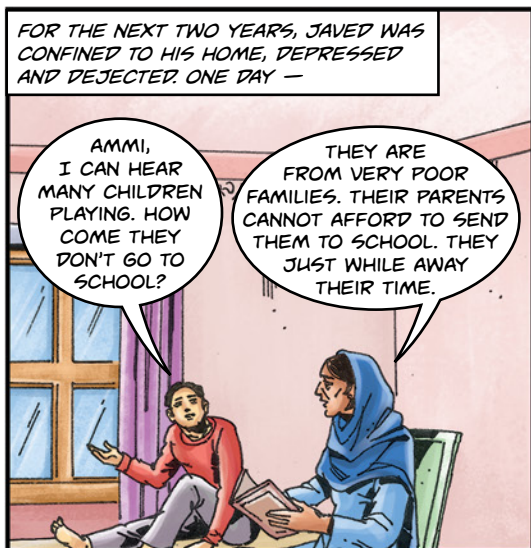
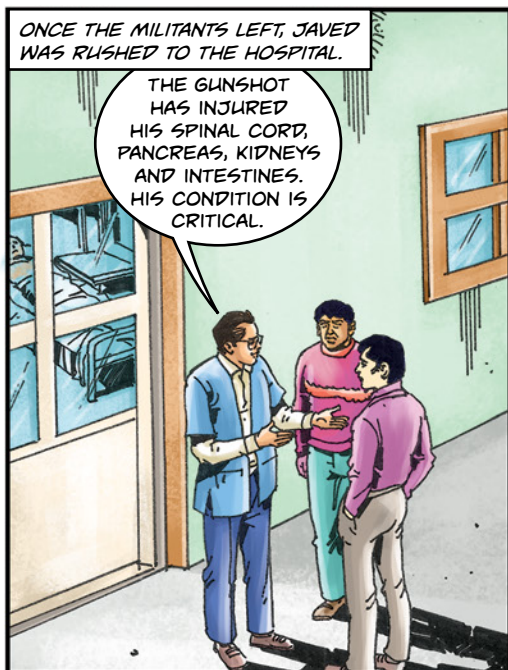


JAVED AHMAD WAS IN HIS FINAL YEAR OF BSC* WHEN HE DECIDED TO STAY WITH HIS UNCLE AND COUSINS IN ANANTNAG*. AROUND MIDNIGHT ON 21 MARCH, 1997 —



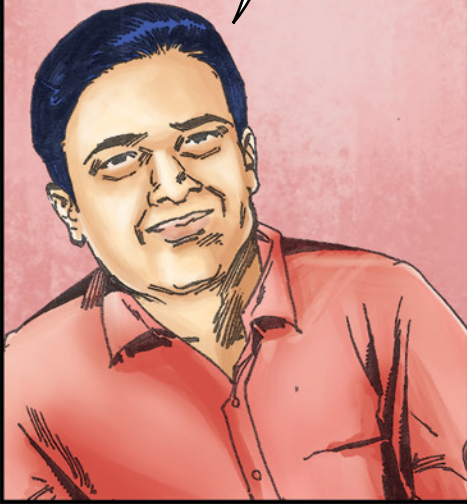
THE MILITANT ATTACK WAS AIMED AT JAVED'S COUSIN, WHO SERVED AS THE BLOCK PRESIDENT OF THE NATIONAL CONFERENCE PARTY.





HE REALISED THAT CHILDREN WITH DISABILITIES WERE EITHER ISOLATED OR COMPLETELY NEGLECTED.

FROM TODAY,
I WILL FOCUS
ALL MY ATTENTION
TOWARDS THESE
CHILDREN.



OVER THE NEXT FEW MONTHS, HE CONVINCED MANY PARENTS OF CHILDREN WITH DISABILITIES AND BEGAN TO TEACH THEM.

JUST EDUCATION
IS NOT ENOUGH. SO MANY
CHILDREN DO NOT HAVE THE
NECESSARY DEVICES LIKE
HEARING AIDS OR WHEELCHAIRS
TO LIVE NORMAL LIVES. WE
HAVE TO DO MORE FOR
THEM AND MAKE THEM
AWARE OF THEIR
RIGHTS.



TO ADDRESS THE PROBLEMS OF THE DIFFERENTLY-ABLED, JAVED STARTED AN NGO* CALLED THE HUMANITY WELFARE ORGANISATION HELPLINE IN 2003.

OUR ORGANISATION WILL PROVIDE FINANCIAL, EDUCATIONAL AND MEDICAL HELP TO THE DIFFERENTLY-ABLED AND HELP THEM WITH SUPPORTIVE DEVICES. WE WILL FIGHT FOR THEIR RIGHTS AND CONDUCT PROGRAMMES TO MAKE PEOPLE MORE AWARE.



THROUGH THEIR EFFORTS, THE ORGANISATION HAS SUCCEEDED IN GETTING RAMPS INSTALLED IN KASHMIR UNIVERSITY AND MAKING THE RAJ BHAVAN IN SRINAGAR DISABILITY-FRIENDLY.

THE ORGANISATION ALSO SET UP A SCHOOL CALLED THE ZAIBA AAPA INSTITUTE OF INCLUSIVE EDUCATION IN 2008. OVER A DECADE LATER, MORE THAN 100 CHILDREN WITH DIFFERENT DISABILITIES STUDY THERE.



JAVED'S WORK HAS RECEIVED PRAISE AND RECOGNITION FROM ALL AROUND THE WORLD. IN 2020, HE WAS AWARDED THE PRESTIGIOUS PADMA SHRI FOR HIS CONTRIBUTION TO SOCIETY.

*NON-GOVERNMENTAL ORGANISATION

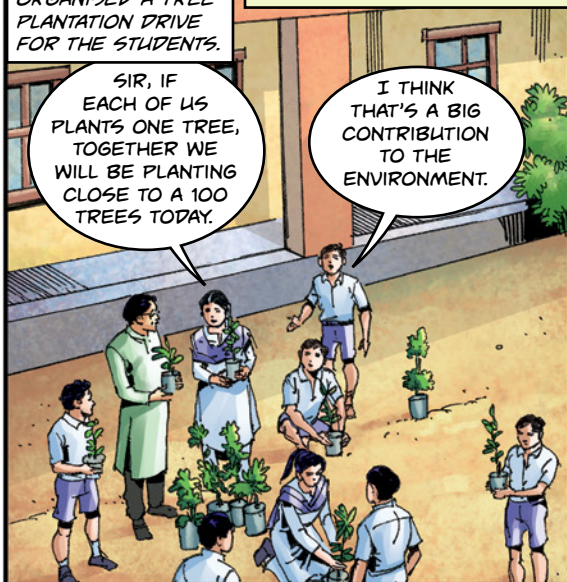


M. YOGANATHAN

NAIR SIR HAD ORGANISED A TREE PLANTATION DRIVE FOR THE STUDENTS.

SIR, IF EACH OF US PLANTS ONE TREE, TOGETHER WE WILL BE PLANTING CLOSE TO A 100 TREES TODAY.

I THINK THAT'S A BIG CONTRIBUTION TO THE ENVIRONMENT.



I DON'T THINK SO. EACH OF US SHOULD PLANT 100 TREES TO MAKE A DIFFERENCE TO THE ENVIRONMENT.

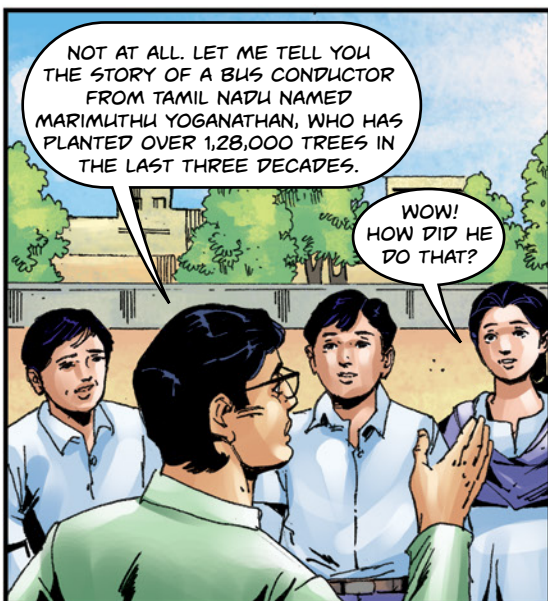
OR EVEN MORE?

THAT WILL BE IMPOSSIBLE, SIR.



NOT AT ALL. LET ME TELL YOU THE STORY OF A BUS CONDUCTOR FROM TAMIL NADU NAMED MARIMUTHU YOGANATHAN, WHO HAS PLANTED OVER 1,28,000 TREES IN THE LAST THREE DECADES.

WOW! HOW DID HE DO THAT?



MARIMUTHU WAS A YOUNG BOY WHO LIVED IN THE NILGIRIS* WITH HIS MOTHER. ONE DAY —

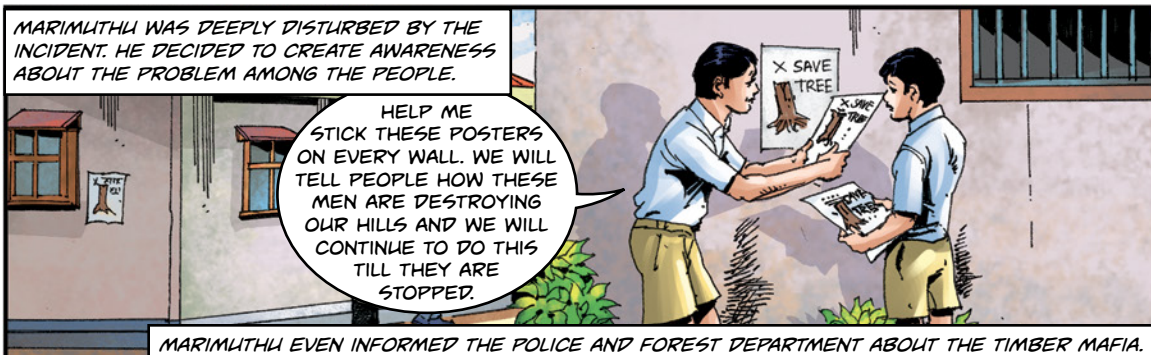
HEY, STOP! DON'T CUT THE TREES.

RUN OFF LITTLE BOY, BEFORE WE HURT YOU TOO.



MARIMUTHU WAS DEEPLY DISTURBED BY THE INCIDENT. HE DECIDED TO CREATE AWARENESS ABOUT THE PROBLEM AMONG THE PEOPLE.

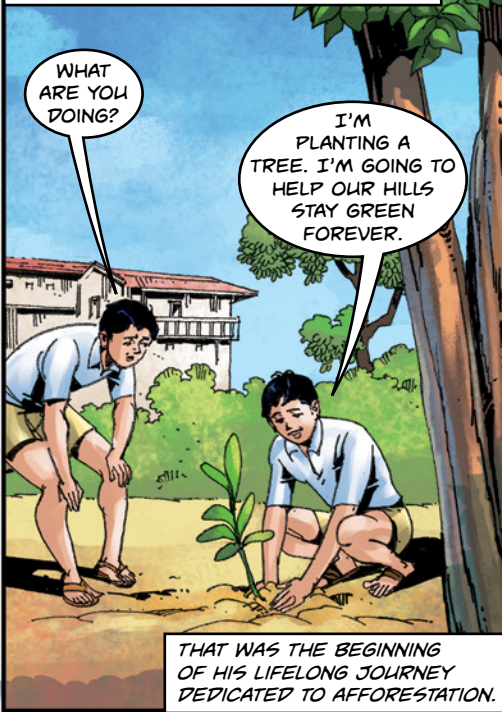
HELP ME STICK THESE POSTERS ON EVERY WALL. WE WILL TELL PEOPLE HOW THESE MEN ARE DESTROYING OUR HILLS AND WE WILL CONTINUE TO DO THIS TILL THEY ARE STOPPED.



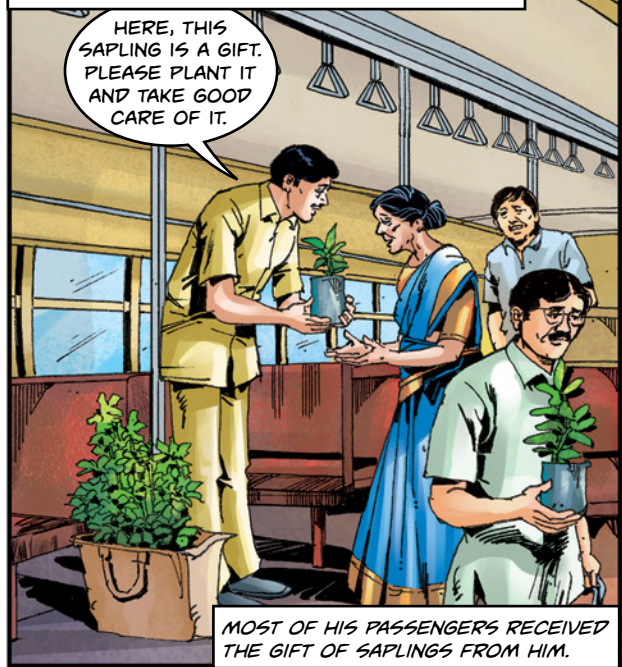
MARIMUTHU EVEN INFORMED THE POLICE AND FOREST DEPARTMENT ABOUT THE TIMBER MAFIA.

*DISTRICT IN TAMIL NADU LOCATED WITHIN THE NILGIRI MOUNTAINS RANGE

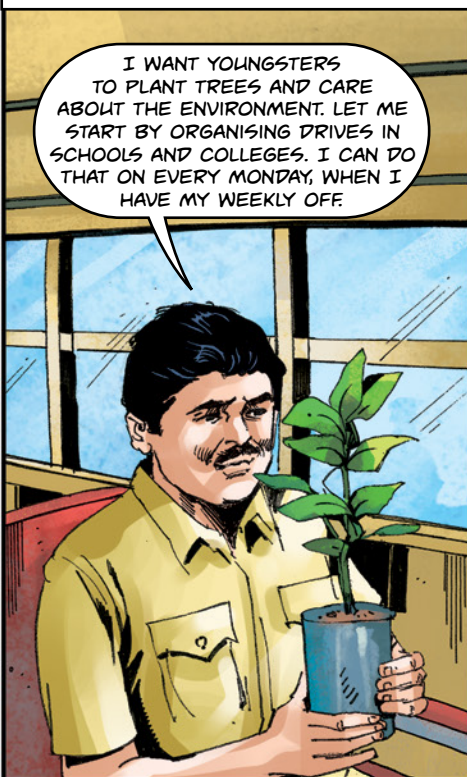
WHEN MARIMUTHU WAS 13 YEARS OLD —



MARIMUTHU GREW UP AND TOOK UP A JOB AS A BUS CONDUCTOR WITH THE TAMIL NADU STATE TRANSPORT CORPORATION IN COIMBATORE.



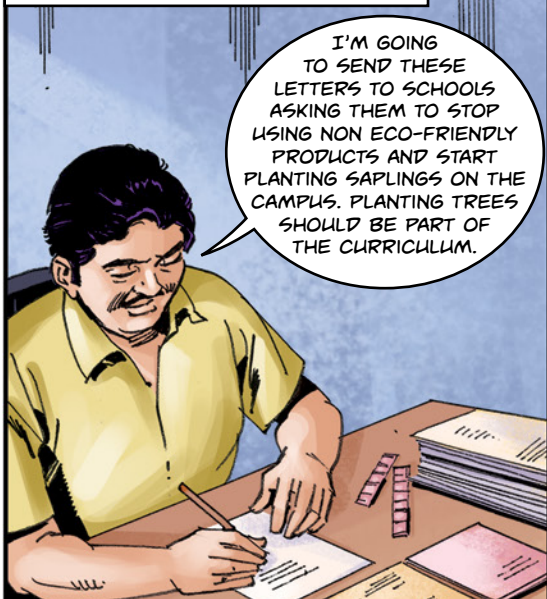
AS THE YEARS PASSED, MARIMUTHU BEGAN TO FEEL THAT DISTRIBUTING AND PLANTING SAPLINGS ALONE WAS NOT ENOUGH.



SOON —

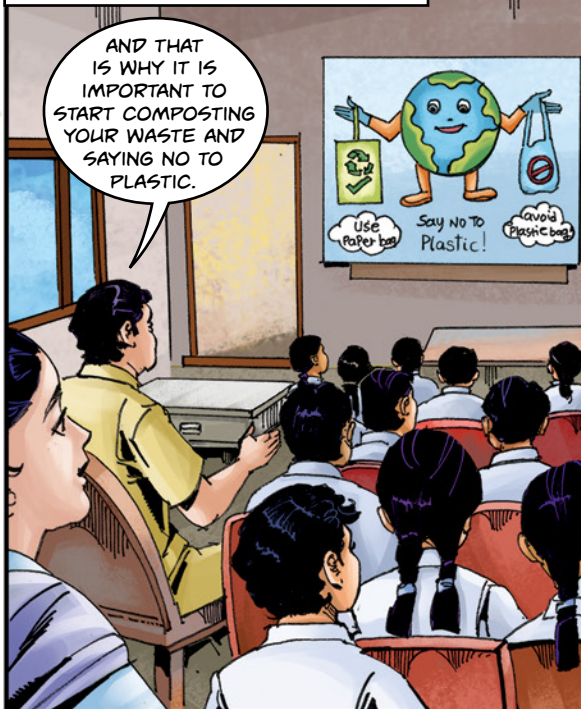


MARIMUTHU STARTED SPENDING CLOSE TO 40 PERCENT OF HIS INCOME ON SAPLINGS AND AWARENESS DRIVES.



THANKS TO HIS LETTERS, ABOUT 2,000 SCHOOLS HAVE PLANTED SAPLINGS AND IN 3,000 OTHERS, STUDENTS HAVE PROMISED TO REFRAIN FROM USING NON ECO-FRIENDLY PRODUCTS.

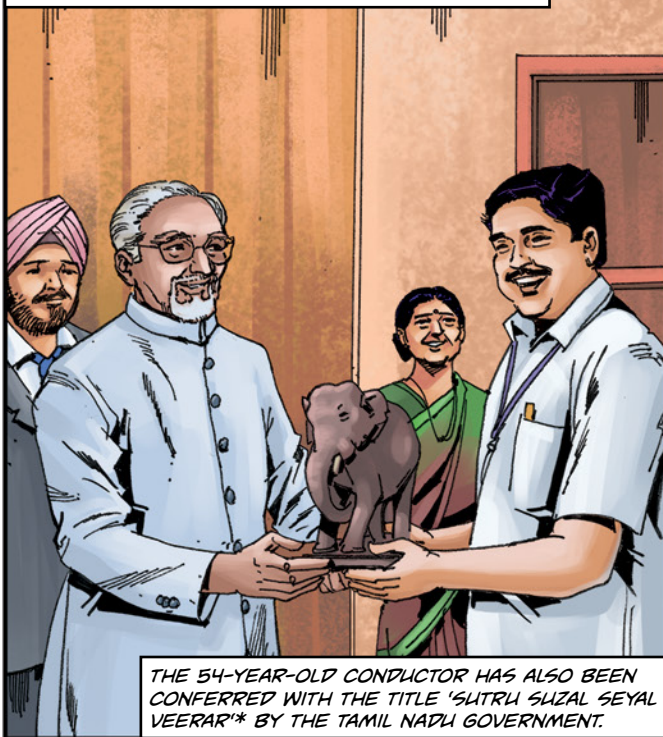
MARIMUTHU ALSO BOUGHT AN LCD PROJECTOR TO CONDUCT AWARENESS DRIVES IN SCHOOLS AND COLLEGES.



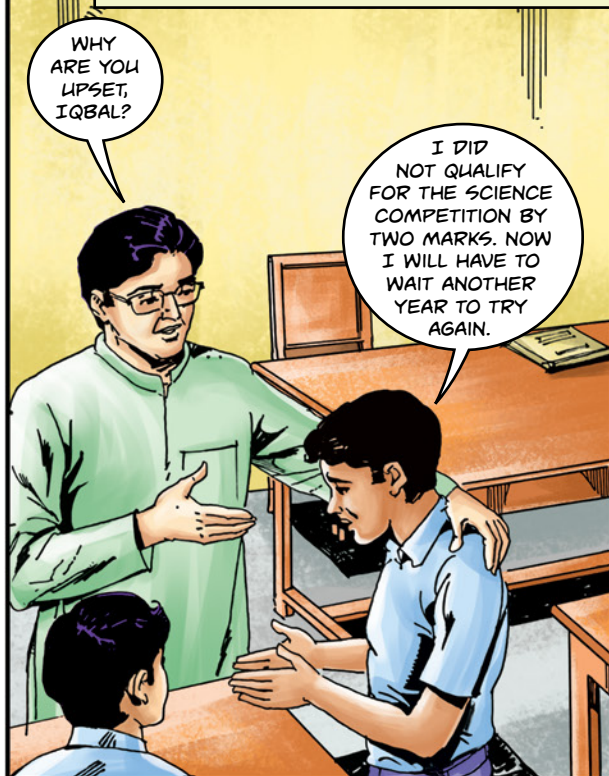
MARIMUTHU HAS SO FAR PLANTED OVER THREE LAKH SAPLINGS AND HAS VISITED OVER 3,000 SCHOOLS AND COLLEGES THROUGHOUT TAMIL NADU TO CREATE ENVIRONMENTAL AWARENESS.

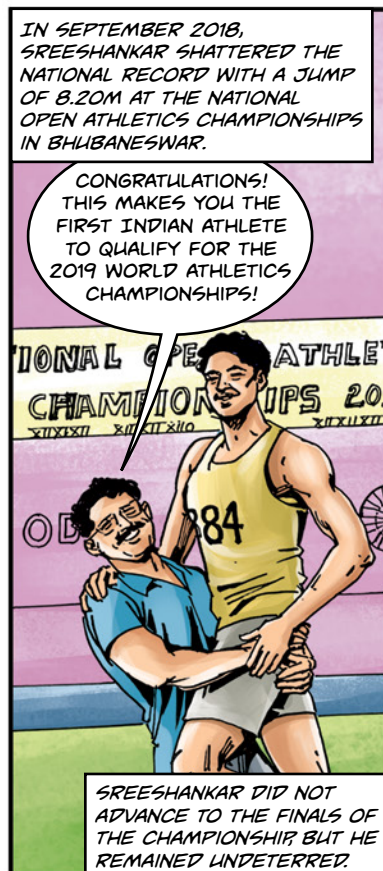
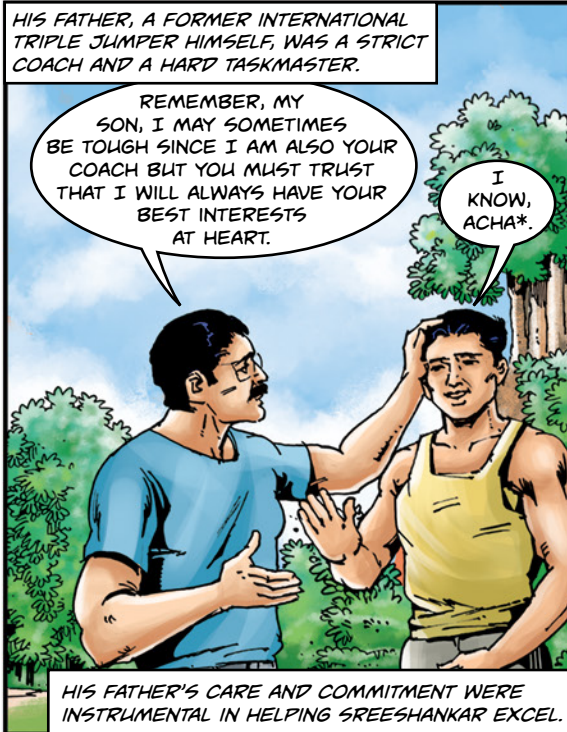
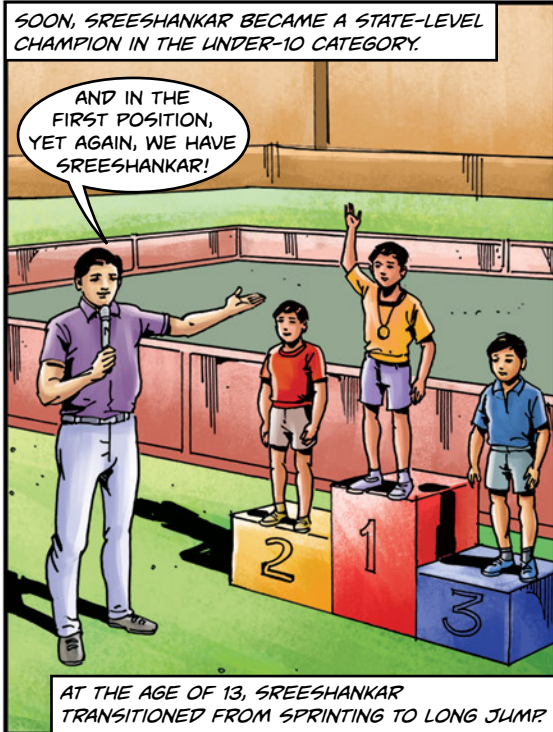


IN RECOGNITION OF HIS COMMITMENT TO THE ENVIRONMENT, THE INDIAN GOVERNMENT GAVE HIM THE PRESTIGIOUS ECO WARRIOR AWARD IN 2008.



MURALI SREESHANKAR





IN MARCH 2021, SREESHANKAR BROKE HIS OWN RECORD AT THE FEDERATION CUP IN PATIALA WITH A JUMP OF 8.26 METRES...



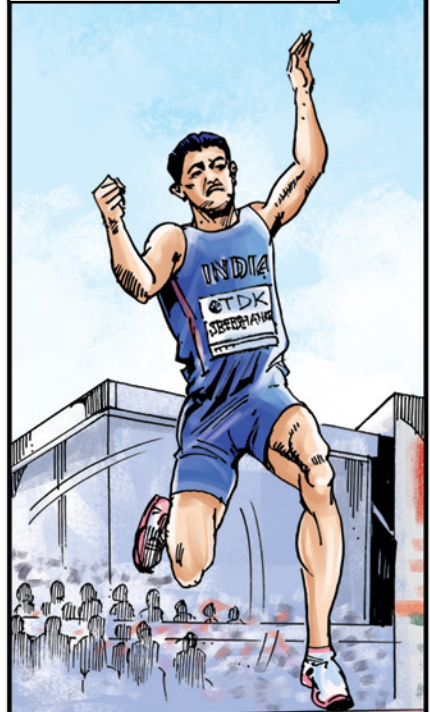
...AND QUALIFIED FOR THE TOKYO SUMMER OLYMPICS!

DURING THE EVENT, HE BUCKLED UNDER PRESSURE AND FAILED TO MAKE IT TO THE FINAL ROUND.



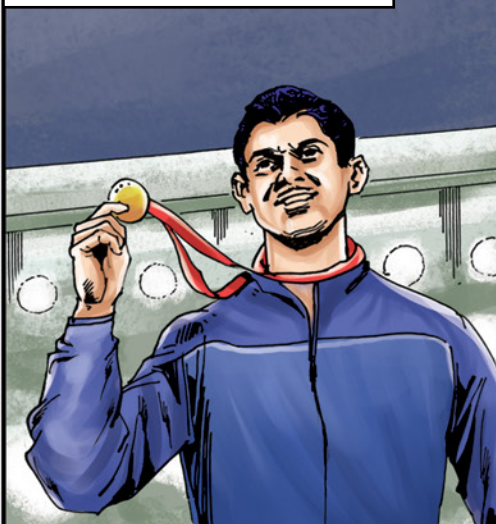
HOWEVER, NO SETBACK COULD PULL HIM DOWN. WITH HIS FAMILY'S SUPPORT AND HIS OWN DETERMINATION, SREESHANKAR MOVED TOWARDS HIS NEXT GOAL.

AT THE WORLD ATHLETICS CHAMPIONSHIPS IN 2022, HE REACHED THE FINAL ROUND...



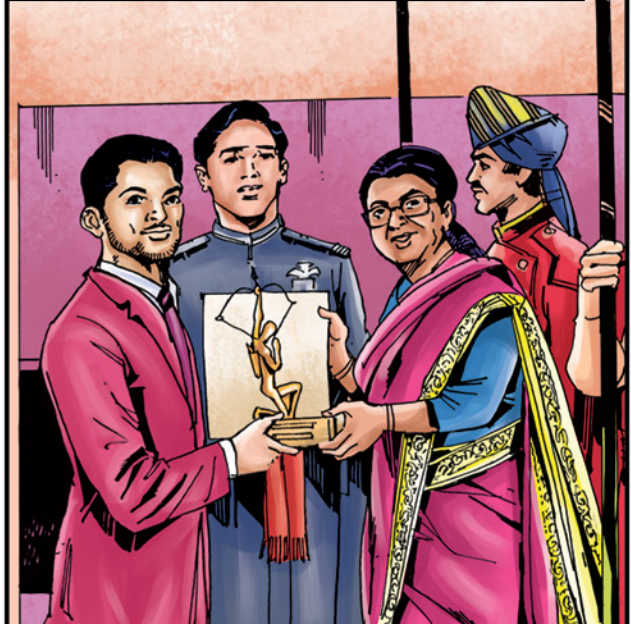
...AND FINISHED SEVENTH WITH A JUMP OF 7.96 METRES.

THE SAME YEAR, SREESHANKAR BECAME INDIA'S FIRST MALE LONG JUMPER TO WIN A SILVER MEDAL AT THE 22ND COMMONWEALTH GAMES.



HE WAS ONE OF THE THREE INDIAN ATHLETES EVER TO REACH THE TOP THREE RANKS IN THE ZURICH DIAMOND LEAGUE* MEET.

REGARDLESS OF SICKNESS OR DEFEAT, SREESHANKAR HAS KEPT ADDING FEATHERS TO HIS CAR, THE MOST RECENT ONE BEING THE ARJUNA AWARD.



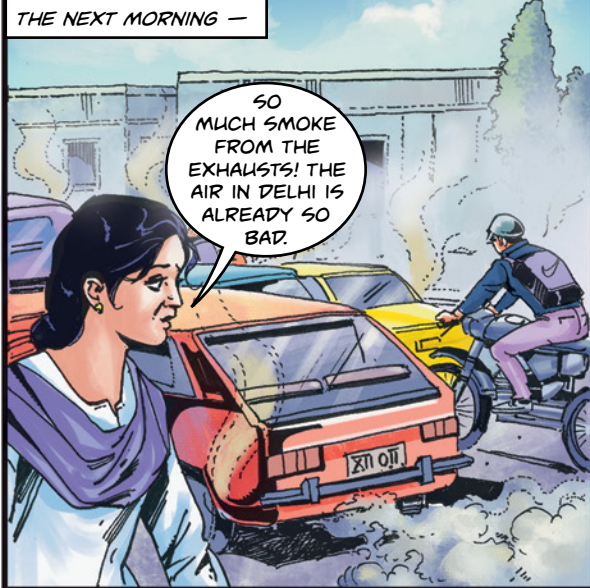
*AN ANNUAL EVENT THAT CONSISTS OF FIFTEEN TOP PREMIER INVITATIONAL TRACK AND FIELD ATHLETICS COMPETITIONS

PUNYAM POONKAVANAM

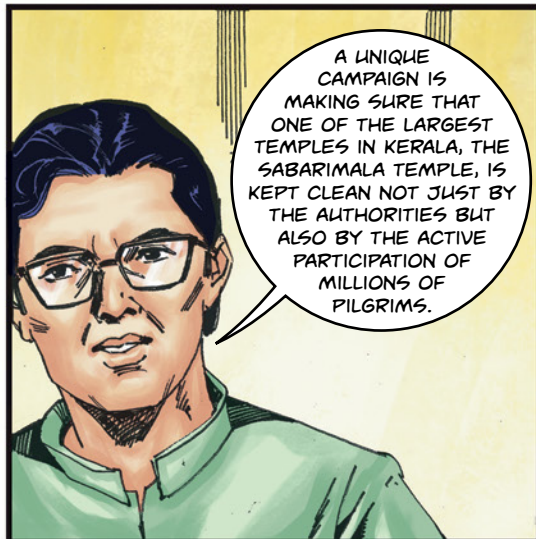
IT WAS WEDDING SEASON IN DELHI.



THE NEXT MORNING —



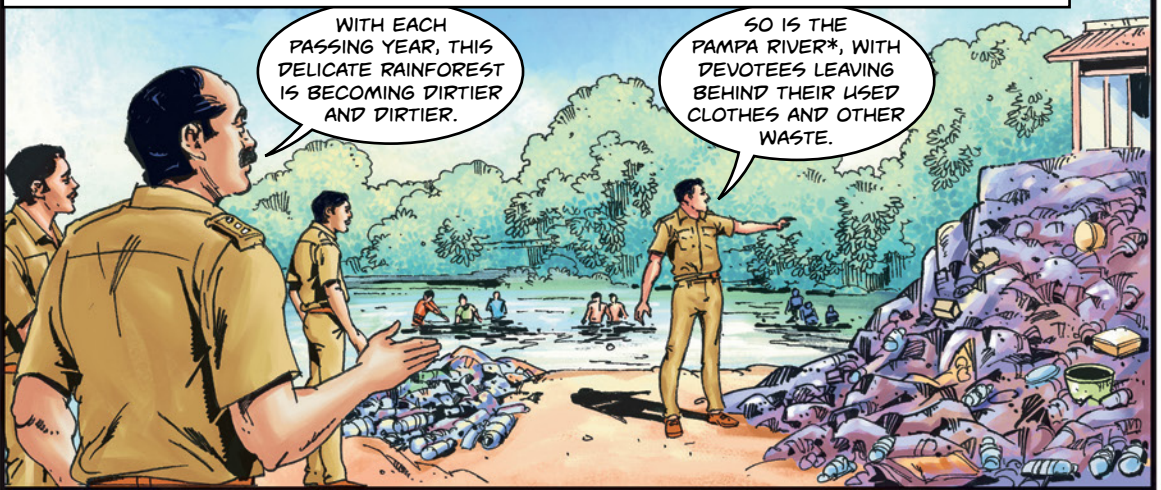
AT SCHOOL —



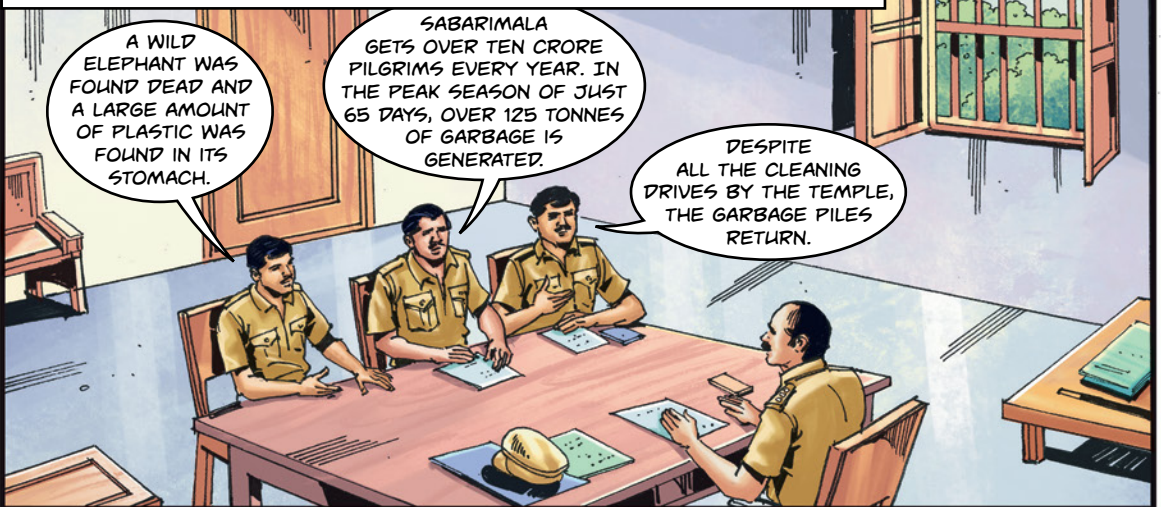
IN 2003, IPS* OFFICER, P. VIJAYAN, WAS POSTED AS SPECIAL OFFICER AT SABARIMALA.



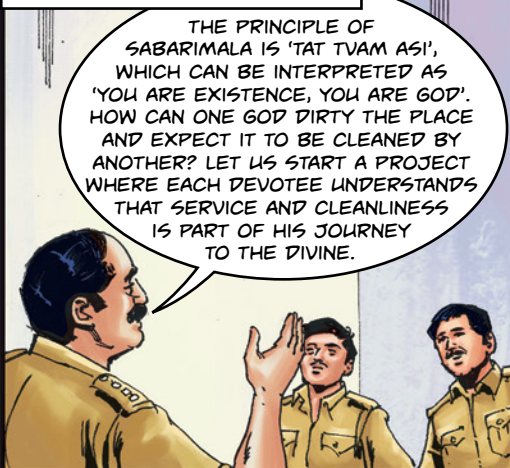
HOWEVER, OVER THE NEXT FEW YEARS, VIJAYAN NOTICED A HUGE PROBLEM AT THE PILGRIMAGE SITE.



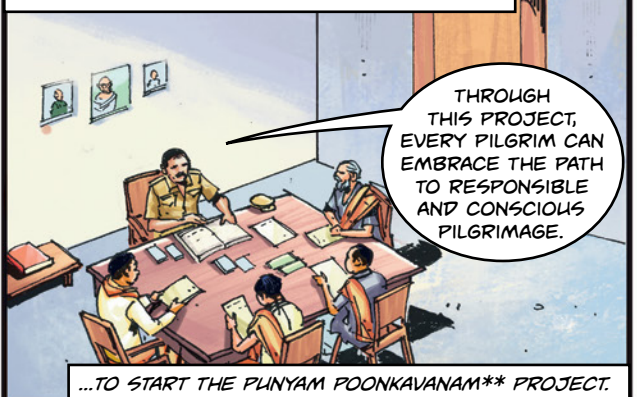
THE POLICE OFFICERS REALISED THAT EVEN THE WILDLIFE AT THE PILGRIMAGE SITE, WHICH WAS LOCATED IN THE PERIYAR TIGER RESERVE, WAS GETTING AFFECTED.



VIJAYAN THOUGHT DEEPLY ABOUT THE PROBLEM. ONE DAY —



THE POLICE DEPARTMENT THEN COLLABORATED WITH THE TRAVANCORE DEVASWOM BOARD*, THE RAPID ACTION FORCE (RAF), HEALTH DEPARTMENTS, THE FIRE DEPARTMENT, AND VOLUNTARY ORGANISATIONS...



*SABARIMALA TEMPLE IS LOCATED ON THE BANKS OF RIVER PAMPA

*AN AUTONOMOUS BODY MANAGING AROUND 1,252 TEMPLES IN SOUTH INDIA

**THE DIVINE GROVE OF SABARIMALA LORD AYYAPPA

MANY DISCUSSIONS HAPPENED OVER THE NEXT FEW MONTHS AND THE PROJECT WAS LAUNCHED IN 2011 WITH SEVEN SACRED TENETS.

EVERY AYYAPPA* SHOULD ENSURE THAT HE BRINGS NO OBJECT, ESPECIALLY PLASTIC, THAT WILL HAVE AN ADVERSE IMPACT ON THE ENVIRONMENT.

DO NOT USE SOAP OR OIL WHILE BATHING IN PAMPA OR LEAVE OLD CLOTHES IN THE RIVER.

TAKE BACK ALL GARBAGE AND WASTE THAT IS GENERATED AT THE END OF THE PILGRIMAGE.

KEEP THE TOILETS CLEAN AND DO NOT RELIEVE YOURSELF IN THE OPEN.

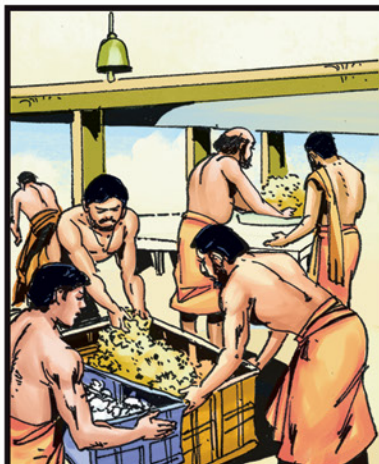
ALL AYYAPPAS VISITING SABARIMALA SHOULD ENGAGE IN AT LEAST ONE HOUR OF CLEANING DRIVE AT PAMPA OR SANNIDHANAM ON A VOLUNTARY BASIS.

EVERY AYYAPPA HAS EQUAL RIGHT TO REACH THE TEMPLE; KEEP ORDER WHILE QUEUING FOR DARSHAN.

LEAVE SEEDS OF VIRTUE AND NOT YOUR GARBAGE BEHIND ON COMPLETION OF THE PILGRIMAGE.



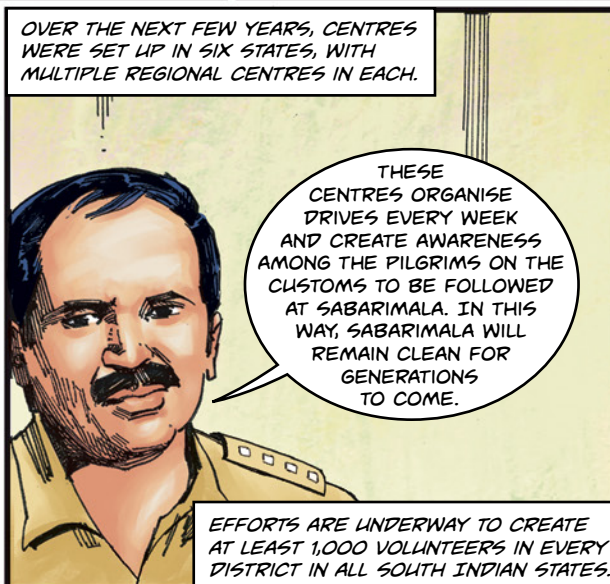
SINCE THEN, EVERY MORNING BETWEEN 9 A.M. AND 10 A.M., THE PRIEST BEGINS THE CLEANING OF THE TEMPLE...



... AND TEMPLE WORKERS, POLICE PERSONNEL AND HUNDREDS OF PILGRIMS JOIN HIM IN THE EFFORT.

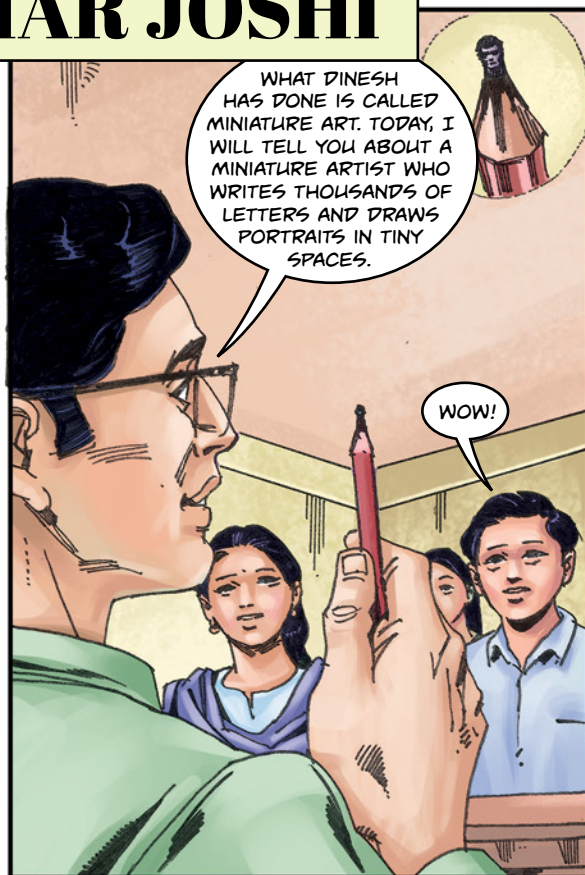
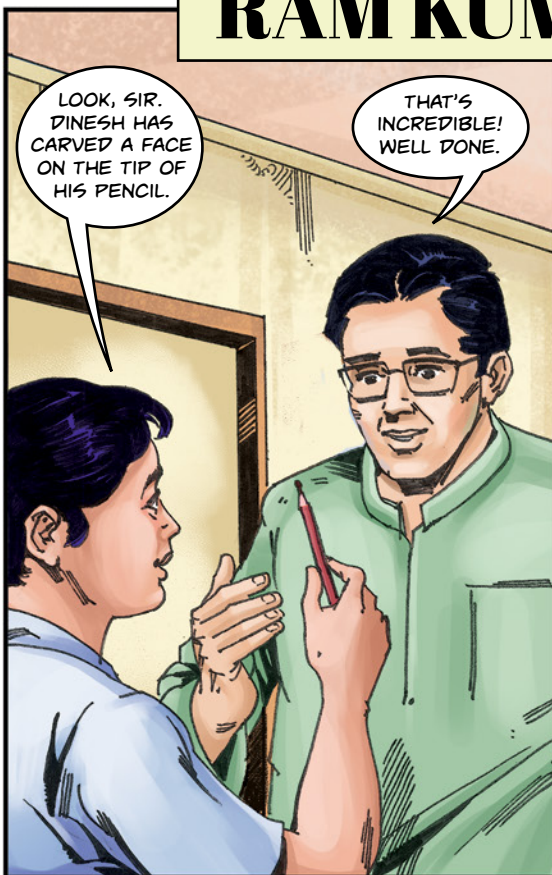
VIJAYAN, HOWEVER, FELT THAT THIS WAS NOT ENOUGH.

OVER THE NEXT FEW YEARS, CENTRES WERE SET UP IN SIX STATES, WITH MULTIPLE REGIONAL CENTRES IN EACH.



*THE DEVOTEES ARE ALSO CALLED BY THE DEITY'S NAME.

RAM KUMAR JOSHI



RAM KUMAR JOSHI IS A JUNIOR TEACHER AT A GOVERNMENT SCHOOL IN JAKHERA VILLAGE IN UNA* DISTRICT.



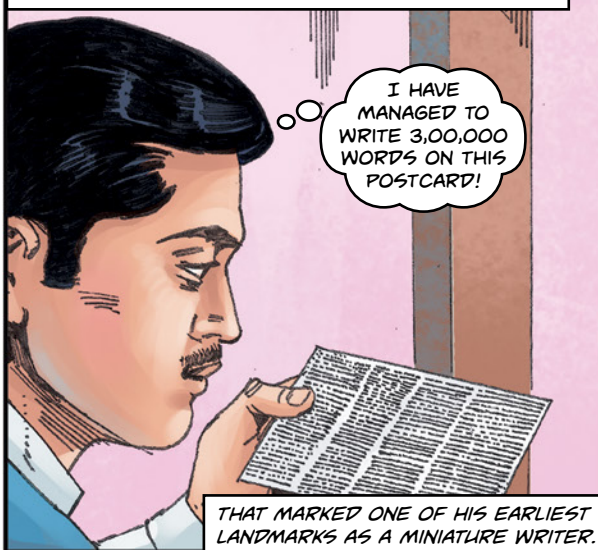
IN THE EARLY 1980S, WHEN EMAIL WAS UNHEARD OF, RAM HAD A PENCHANT FOR WRITING LETTERS.



IN 1984, RAM BEGAN DEVELOPING AN INTEREST IN MINIATURE WRITING ON POSTCARDS.



OVER TIME, HE EXPANDED HIS CAPACITY TO FIT MORE WORDS ON EACH POSTCARD, AND ONE DAY —



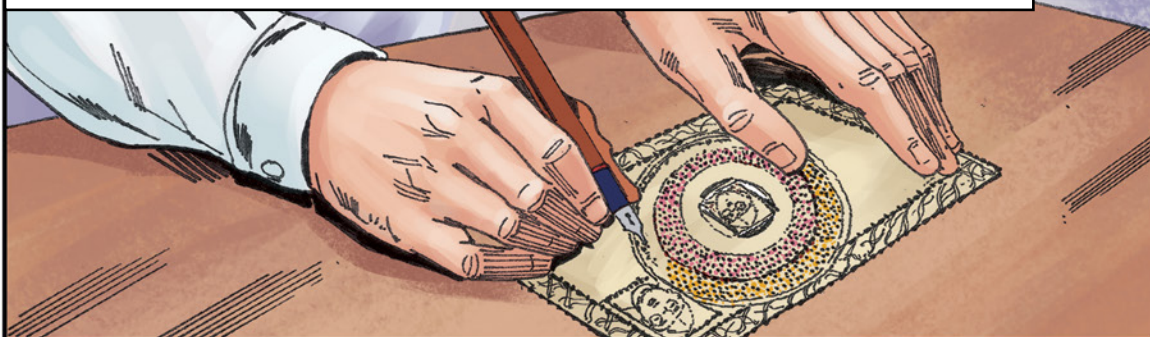
THE MOST COMMENDABLE FEATURE OF HIS WRITING WAS THAT HE DID IT WITH THE NAKED EYE, WITHOUT THE HELP OF A MAGNIFYING LENS OR ANY OTHER DEVICE...



ONE DAY, HE MADE MINIATURE SKETCHES OF NETAJI SUBHAS CHANDRA BOSE AND LAL BHADUR SHASTRI, ON POSTAL STAMPS.



HE ALSO MANAGED TO ACCOMMODATE BRIEF LIFE HISTORIES OF THE LEADERS ON THESE STAMPS.



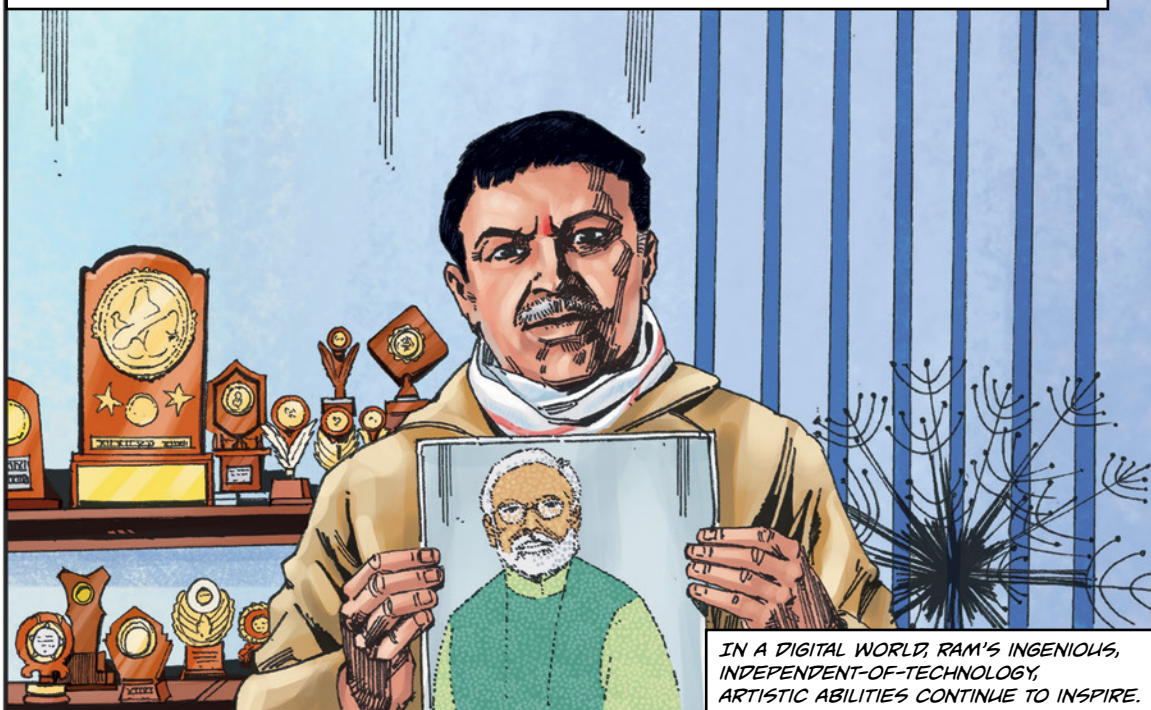
SINCE THEN, RAM HAS MADE MINIATURE SKETCHES OF MANY CELEBRITIES AND DEITIES.



HIS SKETCHES RANGE FROM BEING A FEW MILLIMETRES WIDE TO BEING ABOUT THREE FEET HIGH.

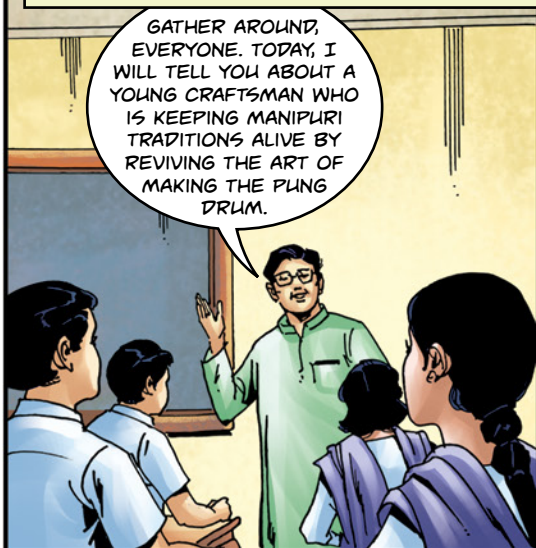


RAM HAS WON MANY AWARDS FOR HIS UNIQUE WORK, AND ALSO RECEIVED A MENTION ON MANN KI BAAT.



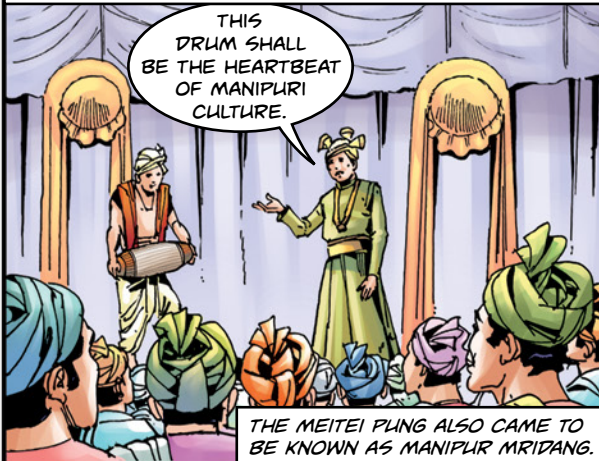
IN A DIGITAL WORLD, RAM'S INGENUOUS, INDEPENDENT-OF-TECHNOLOGY, ARTISTIC ABILITIES CONTINUE TO INSPIRE.

SAIKHOM SURCHANDRA SINGH



GATHER AROUND, EVERYONE. TODAY, I WILL TELL YOU ABOUT A YOUNG CRAFTSMAN WHO IS KEEPING MANIPURI TRADITIONS ALIVE BY REVIVING THE ART OF MAKING THE PUNG DRUM.

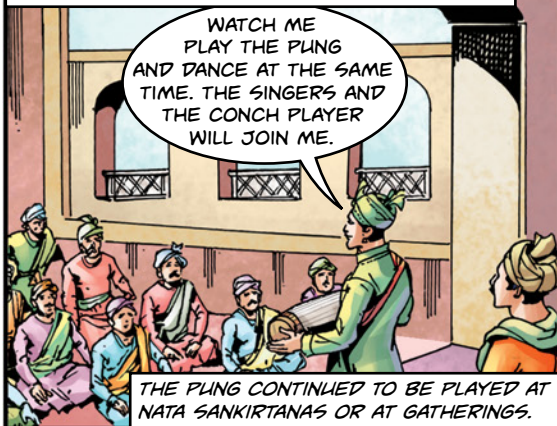
1,800 YEARS AGO, KHUYOI TOMPOK, THE MEITEI* RULER OF ANCIENT MANIPUR, INTRODUCED A TWO FACED HAND-BEATEN DRUM AND CALLED IT THE MEITEI 'PUNG'.



THIS DRUM SHALL BE THE HEARTBEAT OF MANIPURI CULTURE.

THE MEITEI PUNG ALSO CAME TO BE KNOWN AS MANIPUR MRIDANG.

HUNDREDS OF YEARS LATER, DURING RAJARSHI BHAGYACHANDRA'S RULE, A BEAUTIFUL SINGING TRADITION CALLED NATA SANKIRTANA STARTED, AND THE PUNG BECAME THE MAIN INSTRUMENT.



WATCH ME PLAY THE PUNG AND DANCE AT THE SAME TIME. THE SINGERS AND THE CONCH PLAYER WILL JOIN ME.

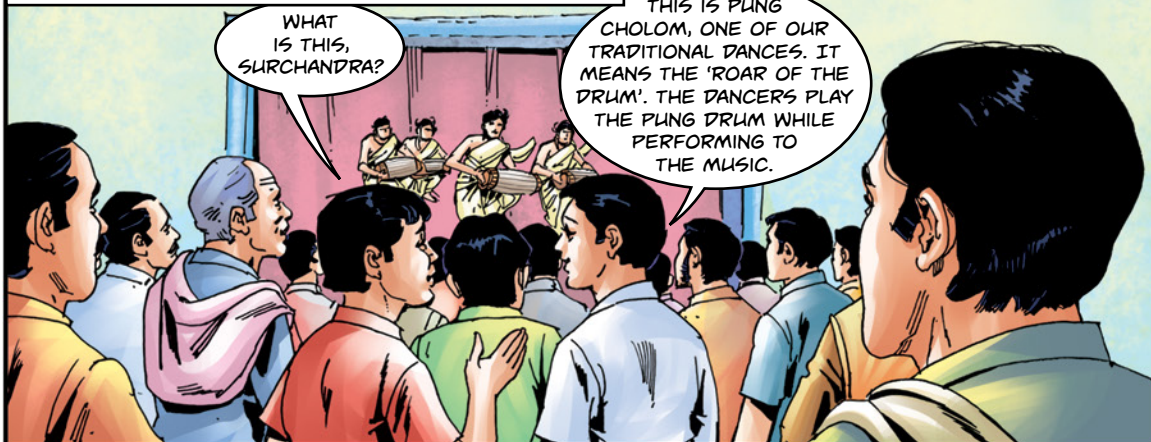
THE PUNG CONTINUED TO BE PLAYED AT NATA SANKIRTANAS OR AT GATHERINGS.

THE PUNG HAS REMAINED IMPORTANT IN MANY TRADITIONAL MANIPURI ART FORMS. IN THE EARLY 1990S, ONE EVENING IN HEIROK VILLAGE, MANIPUR —



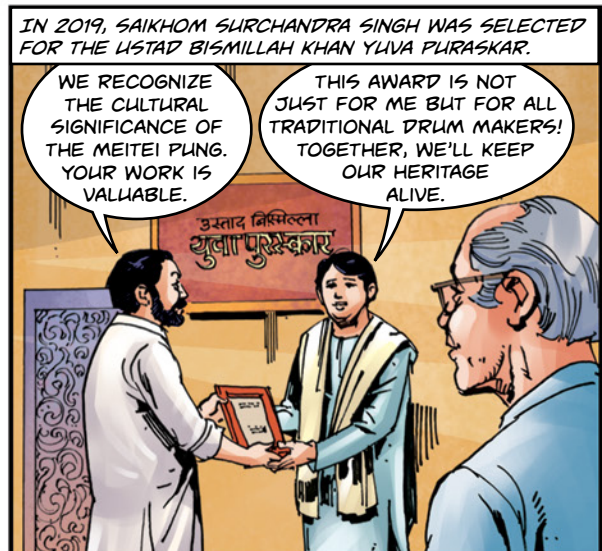
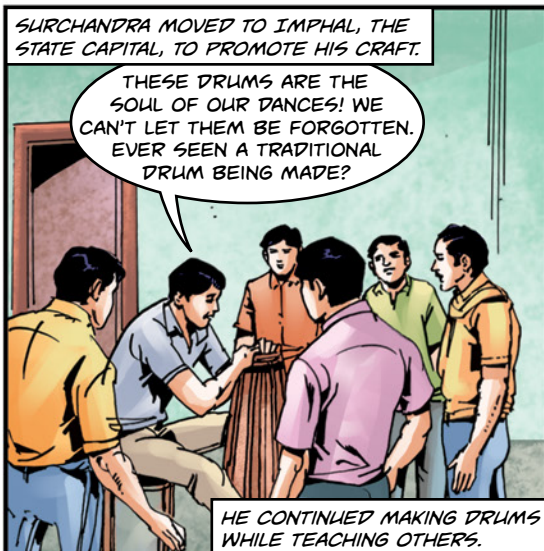
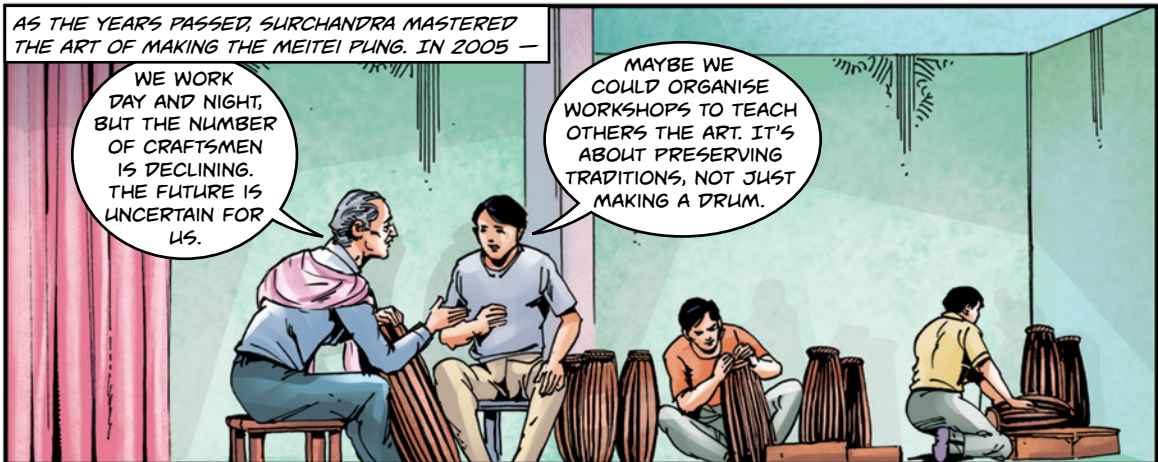
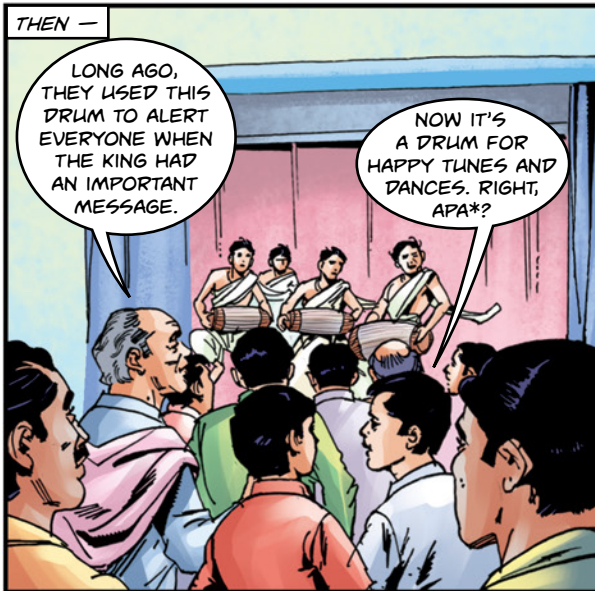
GATHER AROUND. THE PERFORMANCE IS ABOUT TO BEGIN.

YOUNG SURCHANDRA AND HIS FRIEND JOINED THE CROWD.

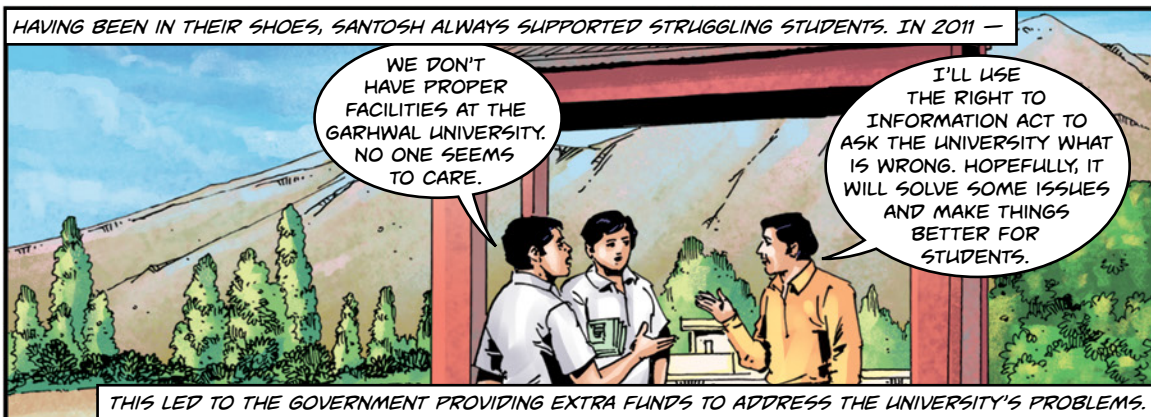
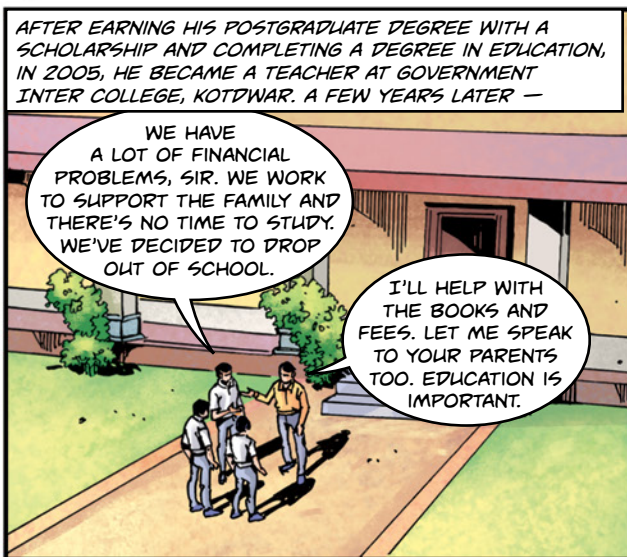
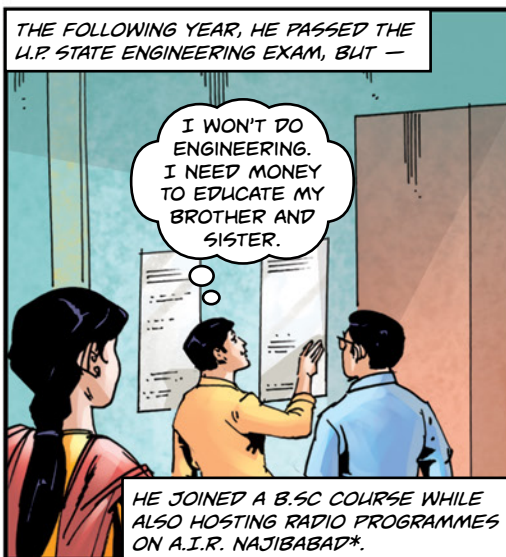
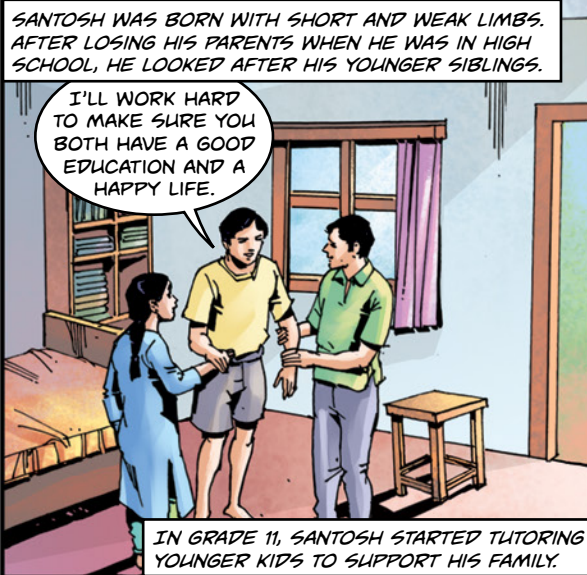


WHAT IS THIS, SURCHANDRA?

THIS IS PUNG CHOLOM, ONE OF OUR TRADITIONAL DANCES. IT MEANS THE 'ROAR OF THE DRUM'. THE DANCERS PLAY THE PUNG DRUM WHILE PERFORMING TO THE MUSIC.

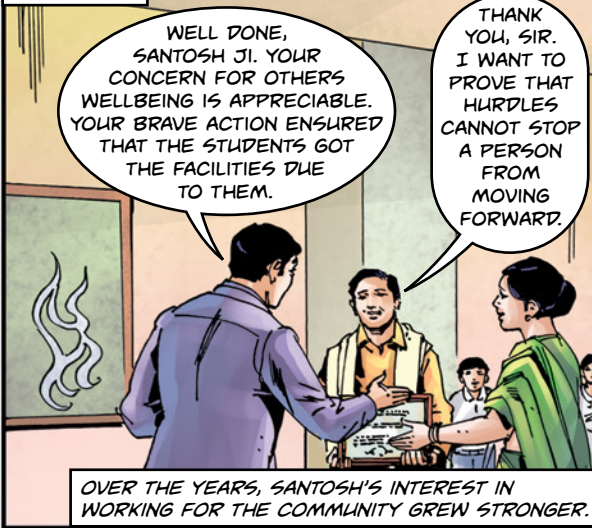


SANTOSH SINGH NEGI

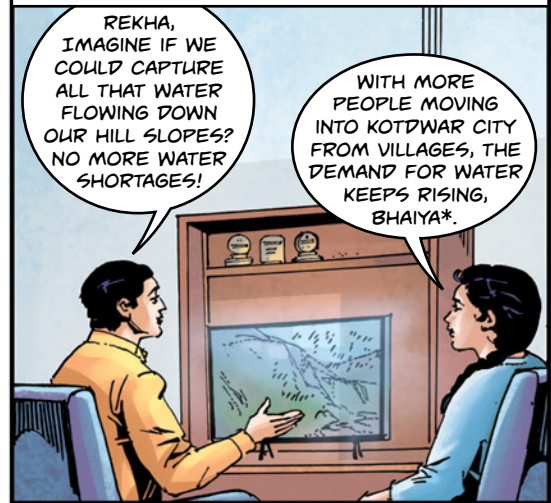


*A TOWN IN UTTAR PRADESH

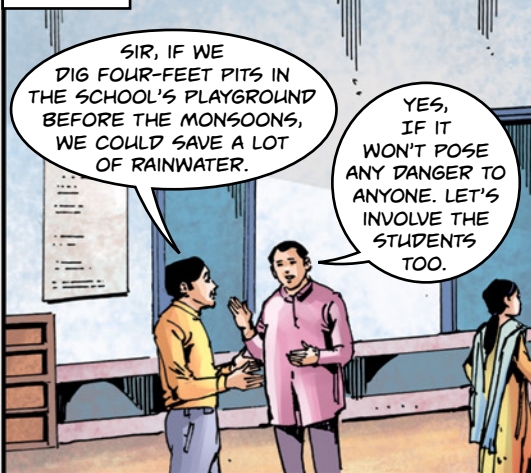
IN 2011, SANTOSH WAS HONOURED WITH THE 'MIND OF STEEL BRAVERY' AWARD FROM THE GODFREY PHILLIPS FOUNDATION.



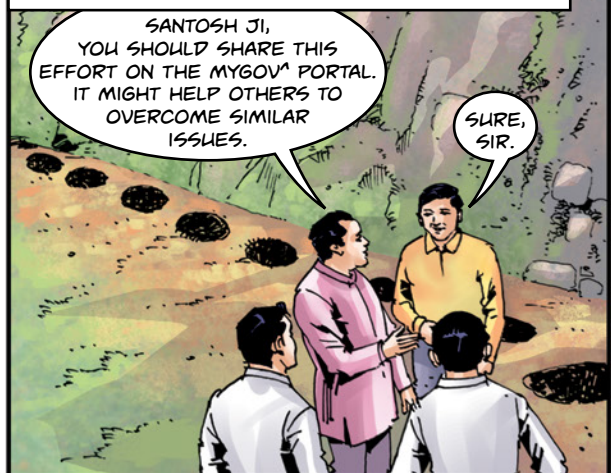
IN UTTARAKHAND, THE MONSOONS REGULARLY CAUSED FLOODS AND DAMAGE. IN THE SUMMER, THERE WERE WATER SHORTAGES AND THE GROUNDWATER LEVELS DROPPED. IN 2016 —



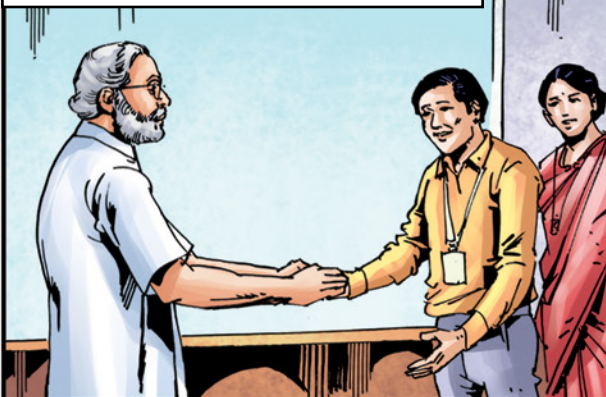
SANTOSH APPROACHED JAGMOHAN SINGH RAWAT, THE PRINCIPAL OF GOVERNMENT INTER COLLEGE, KOTDWAR.



WITH STUDENTS ACTIVELY PARTICIPATING, 250 SMALL PITS WERE DUG ALONG THE PLAYGROUND'S SIDE, TO COLLECT RAINWATER AND PREVENT FLOODING.



SANTOSH'S POST GOT PM MODI'S ATTENTION. THE PRIME MINISTER MET HIM...



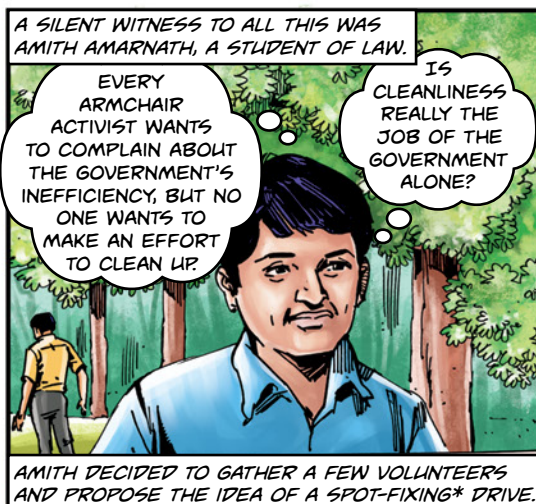
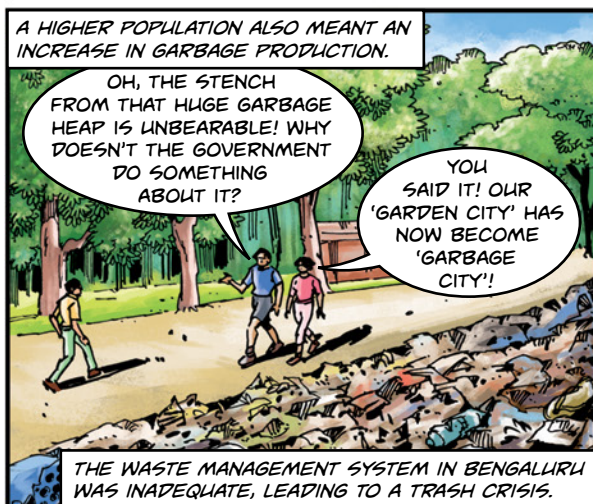
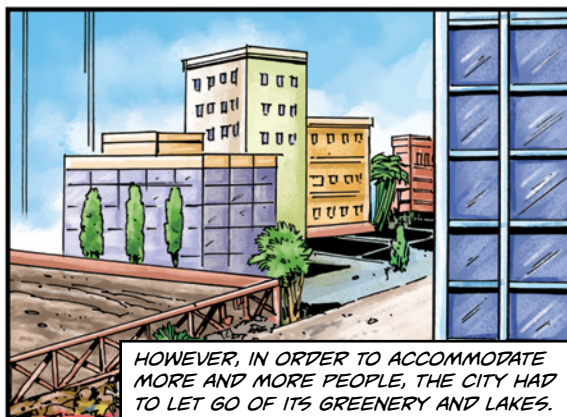
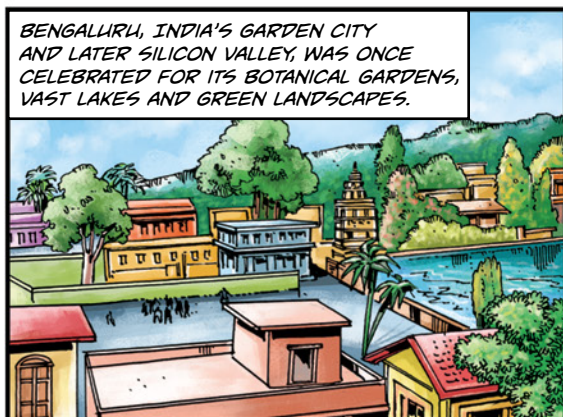
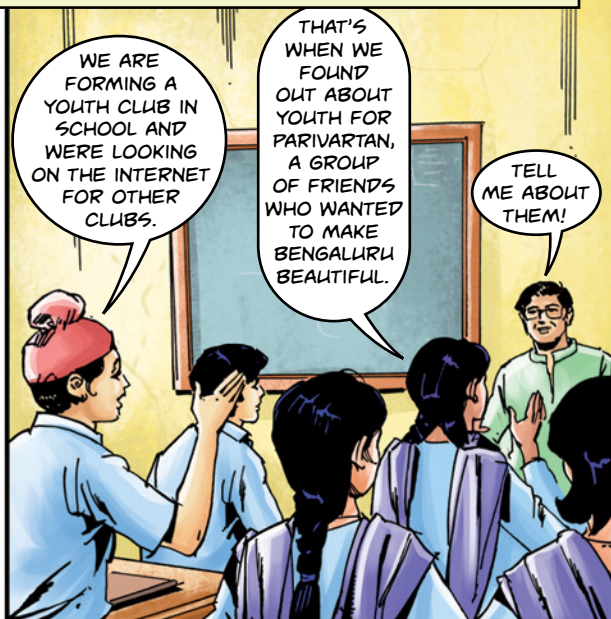
...AND HIGHLIGHTED, ON MANN KI BAAT, HIS STORY AS AN INSPIRED INITIATIVE THAT SAVES WATER IN VILLAGES AND CITIES.



*BROTHER IN HINDI

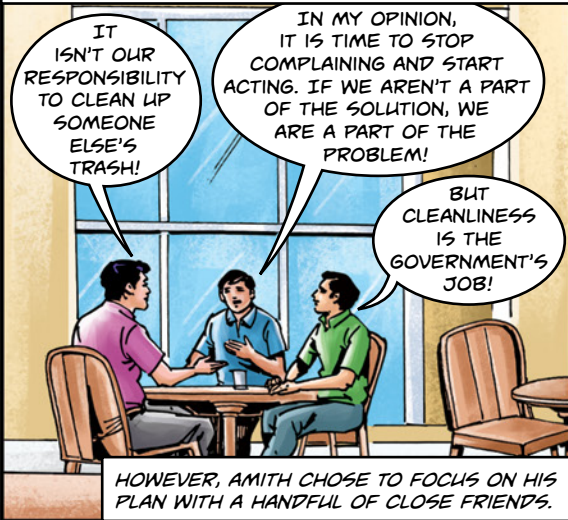
*GOVERNMENT'S CITIZEN ENGAGEMENT PLATFORM

YOUTH FOR PARIVARTHAN



*IDENTIFYING UNCLEAN PARTS OF THE CITY, CLEARING THEM UP AND THEN BEAUTIFYING THEM

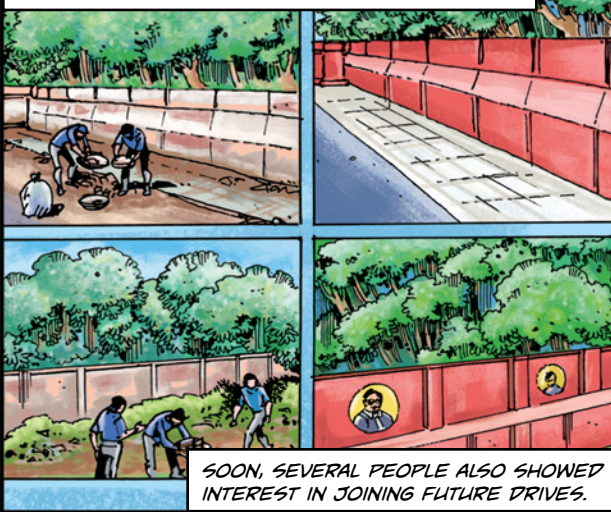
BUT WHEN HE EXPLAINED HIS IDEA, HE REALISED THAT VOLUNTEERS WERE FEW, AND NAYSAYERS WERE MANY.



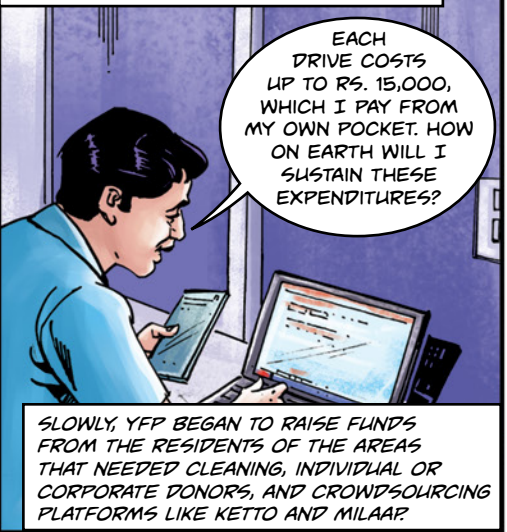
SOON, THEY EXECUTED THEIR FIRST PROJECT — THAT OF CLEANING UP THE GARBAGE DUMP AMITH HAD NOTICED IN THE PARK AT BANASHANKARI*.



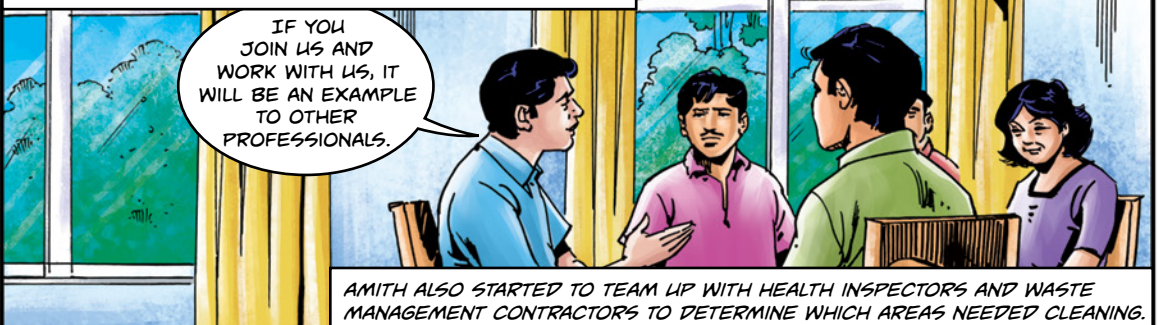
AMITH THEN DECIDED TO SET UP AN NGO FOR THE CAUSE, AND YOUTH FOR PARIVARTHAN* (YFP) WAS BORN, JUST FIVE MONTHS BEFORE THE SWACHH BHARAT ABHIYAN WAS INTRODUCED.



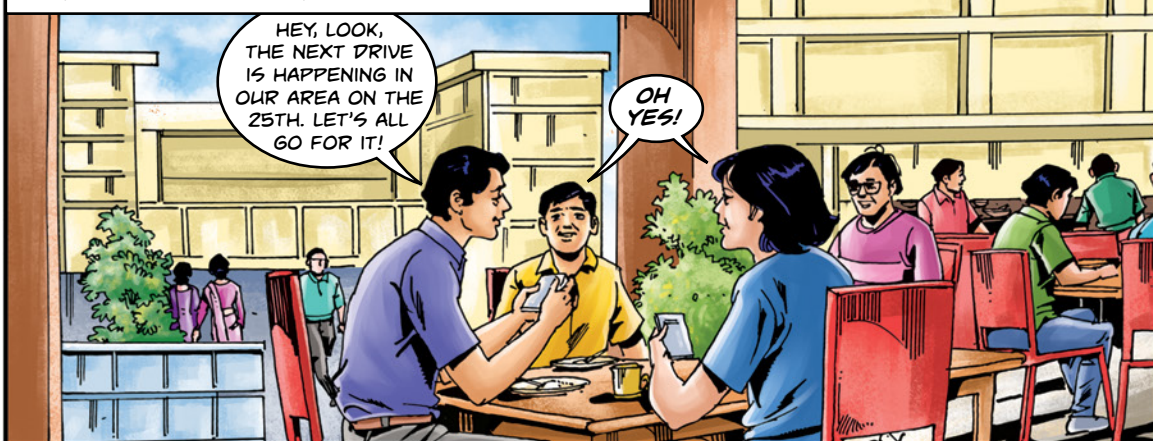
HOWEVER, SPRUCING UP PUBLIC PLACES REQUIRED EQUIPMENT, SUCH AS PAINTS, GLOVES, SHOVELS, BROOMS AND MASKS.



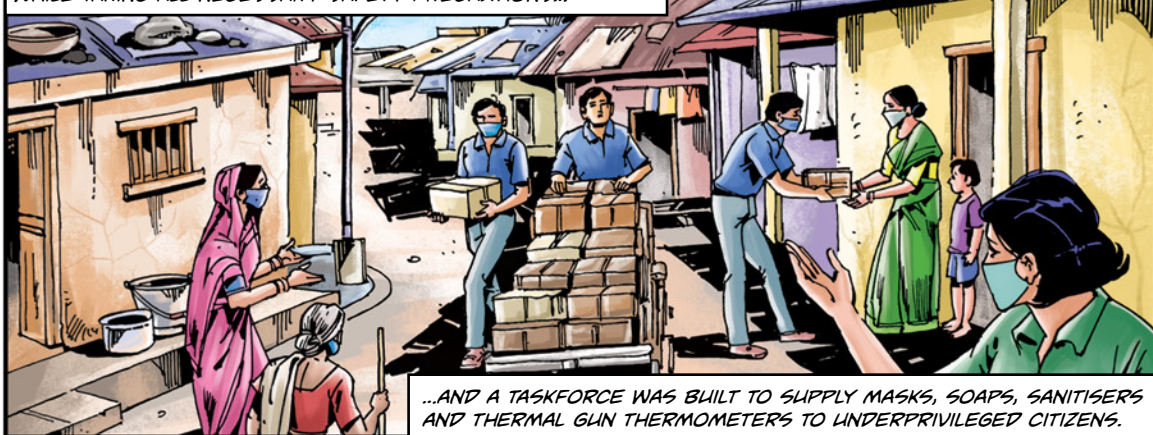
TO ENCOURAGE PARTICIPATION FROM PROFESSIONALS, YFP BEGAN ORGANISING SPOT-FIXING DRIVES ON SUNDAYS.



YFP LEVERAGES SOCIAL MEDIA PLATFORMS LIKE FACEBOOK AND WHATSAPP TO SPREAD WORD ABOUT UPCOMING DRIVES.



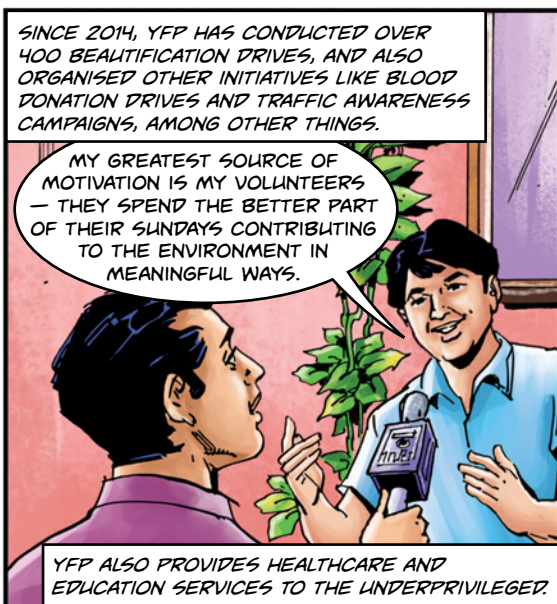
AFTER THE PANDEMIC STRUCK, YFP CONTINUED THEIR DRIVES WHILE TAKING ALL NECESSARY SAFETY PRECAUTIONS...



...AND A TASKFORCE WAS BUILT TO SUPPLY MASKS, SOAPS, SANITISERS AND THERMAL GUN THERMOMETERS TO UNDERPRIVILEGED CITIZENS.

SINCE 2014, YFP HAS CONDUCTED OVER 400 BEAUTIFICATION DRIVES, AND ALSO ORGANISED OTHER INITIATIVES LIKE BLOOD DONATION DRIVES AND TRAFFIC AWARENESS CAMPAIGNS, AMONG OTHER THINGS.

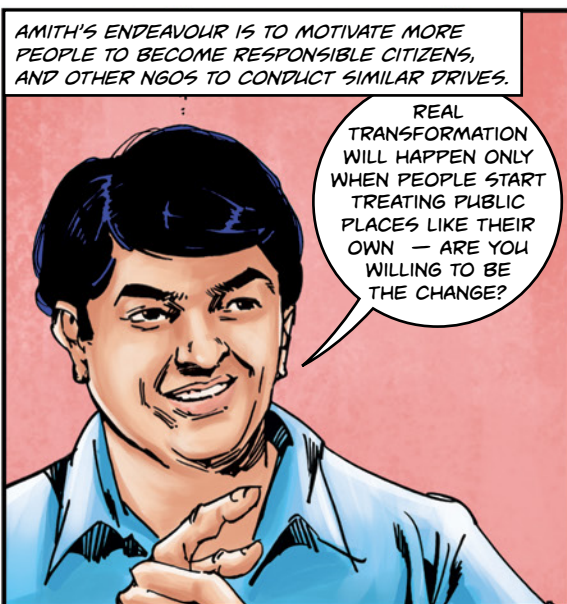
MY GREATEST SOURCE OF MOTIVATION IS MY VOLUNTEERS — THEY SPEND THE BETTER PART OF THEIR SUNDAYS CONTRIBUTING TO THE ENVIRONMENT IN MEANINGFUL WAYS.



YFP ALSO PROVIDES HEALTHCARE AND EDUCATION SERVICES TO THE UNDERPRIVILEGED.

AMITH'S ENDEAVOUR IS TO MOTIVATE MORE PEOPLE TO BECOME RESPONSIBLE CITIZENS, AND OTHER NGOS TO CONDUCT SIMILAR DRIVES.

REAL TRANSFORMATION WILL HAPPEN ONLY WHEN PEOPLE START TREATING PUBLIC PLACES LIKE THEIR OWN — ARE YOU WILLING TO BE THE CHANGE?





STOP COMPLAINING
START ACTING



MANN KI BAAT

VOL. 12

In these times with unlimited resources for learning, answers to most questions can be found easily. However, most people do not use this information to solve problems around themselves.

The twelfth volume of Mann ki Baat tells stories of people who were determined to convert their knowledge and efforts into results.

From Javed Ahmad Tak, who started an inclusive school for children with disabilities after becoming disabled himself, from Santosh Singh Negi, a teacher who used his knowledge of rainwater harvesting to solve water shortage issues and prevent flooding, to M. Yoganathan, a bus conductor, who planted thousands of saplings and taught classes about environment conservation with his own time and money, these people have used their experiences and knowledge to succeed and help the world around them.



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