

# AZADI KA AMRIT MAHOTSAV: CELEBRATING



## YEARS OF INDIA'S INDEPENDENCE

*After a grand celebration of Azadi Ka Amrit Mahotsav on the 76th Independence Day on 15th August 2022, India is set on the journey to attain excellence in varied spheres under the exemplary leadership of our Hon'ble Prime Minister Narendra Modi ji. No wonder the coming 25 years will be of huge resolutions, as explicit by the 5 pledges listed by him. Every Goal is attainable once we are determined. The nation has proved this by showcasing notable development in different spheres and sectors. But a lot more needs to be achieved. The 'Amrit Kaal' (the era of elixir) needs to be utilized to the fullest by nurturing new possibilities, realizing new resolutions and moving ahead with confidence. The 'Amrit Mahotsav' of freedom has turned in the direction of 'Amrit Kaal' and, therefore, 'Sabka Prayas' (Collective effort) is necessary in this 'Amrit Kaal' to yield fruitful results. The spirit of 130 crore strong Team India is going to take the country forward to hitherto uncharted realms of glory and progress*

**BY RICHA SANG**







**F**or the last year, we have been witnessing how the country (has been celebrating) the 'Amrit Mahotsav'. It all began with Dandi Yatra in 2021. The people held programs in every district, every corner, of India to enlarge the scope of goals of the 'Amrit Mahotsav' of Independence. This was perhaps for the first time in history that such a huge and comprehensive festival for a single purpose was celebrated. An attempt was made in every corner of India to remember all those great men who did not find mention in history for some reasons or who were forgotten. Today, the nation sought out all such heroes and great men, selfless, brave men from every corner of the country and paid tributes to them. It was an opportunity to pay tributes to all these great men during the 'Amrit Mahotsav'.

Azadi Ka Amrit Mahotsav is a celebration of our achievements till date. As it makes way for Azadi Ka Amrit Kal; the nation gears up for charting new goals for a new India@100. Our past accomplishments will enthuse in us a new vigour to march confidently towards the path of duty laid by the Hon'ble PM Modi ji.

#### ACHIEVEMENTS GALORE: MAKING GREAT RESOLUTIONS & IMPLEMENTING THEM

Under the quintessential leadership of the Hon'ble Prime Minister Modi ji, India has been setting new benchmarks of success in different spheres and has been setting an example for other countries to follow its lead.

#### EMBRACING CLEANLINESS

The entire country embraced the agenda of cleanliness propagated by the Hon'ble PM Modi ji. Everyone moved towards cleanliness as per his/her capacity and there is now antipathy towards filthiness. We have adopted cleanliness, and will continue marching on this path in future as well. To accelerate the efforts to achieve universal sanitation coverage and to put the focus on sanitation, the



**SMT. DROUPADI MURMU,**  
PRESIDENT,  
THE REPUBLIC OF INDIA

*"My heartiest greetings to all Indians living in the country and abroad on the eve of the 75th Independence Day. I am delighted to address you on this momentous occasion. India is completing 75 years as an independent nation. Fourteenth August is observed as 'Partition Horrors Remembrance Day' so as to promote social harmony, unity and empowerment of people. Tomorrow marks the day when we had freed ourselves from the shackles of colonial rulers and decided to reshape our destiny. As all of us celebrate the anniversary of that day, we bow to all those men and women who made enormous sacrifices to make it possible for us to live in a free India. I appeal to every citizen to know about their Fundamental Duties and follow them in letter and spirit so that our nation reaches new heights. Our beloved country has given us everything we have in our life. We should pledge to give everything we can for the sake of safety, security, progress and prosperity of our country."*

Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014. Under the mission, all villages, Gram Panchayats, Districts, States and Union Territories in India declared themselves "open-defecation free" (ODF) by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing over 100 million toilets in rural India. To ensure that the open defecation free behaviours are sustained, no one is left behind, and that solid and liquid waste management facilities are accessible, the Mission is moving towards the next Phase II of SBMG i.e. ODF-Plus. ODF Plus activities under Phase



**DR. MOHAN BHAGWAT,**  
SARSANGHCHALAK,  
RASHTRIYA SWAYAMSEVAK  
SANGH (RSS)

*"Independence Day is the day of pride and resolution. The country got freedom after a lot of struggle, it needs to be self-reliant. You need to maintain relations with the world but on your own terms, and for it you need to become that capable. Those who want to be independent should also become capable in respect of their security. Our country will not rule over others, it will spread love across the world and sacrifice for the interest of the world. You should ask yourself what I am giving to my country and society. Amid our own progress, we should live our lives thinking about the progress of the country and society, this is what is needed. The day we all start living with this resolution, there is no doubt that the world will look at India with awe. After becoming self-sufficient, prosperous and free of exploitation, the country will show the path of peace and well-being."*

*"AZADI KA AMRIT MAHOTSAV IS A CELEBRATION OF OUR ACHIEVEMENTS TILL DATE. AS IT MAKES WAY FOR AZADI KA AMRIT KAL; THE NATION GEARS UP FOR CHARTING NEW GOALS FOR A NEW INDIA@100 AND WALKING ON THE PATH OF DUTY LAID BY THE HON'BLE PM MODI JI"*

II of Swachh Bharat Mission (Grameen) will reinforce ODF behaviours and focus on providing interventions for the safe management of solid and liquid waste in villages.

### EMERGING VICTORIOUS AGAINST THE DEADLY PANDEMIC

During the onset of the pandemic, when the world was in a dilemma, India, despite being the second most populated country in the world has had a fewer case to death ratio as compared to many countries which are not as densely populated. This has been possible due to the efficient, regulated, and combined effort of the union as well as the state/UT governments. The nation's fight against the coronavirus pandemic has been successful and has garnered worldwide appreciation. In fact India's response to the outbreak has been exemplary for the entire world. In the preliminary stages of the pandemic, Modi ji played a significant role in uniting the nation in the fight against coronavirus as one country, one people and one mindset with measures such as Janata Curfew, 'Ghanti Bajao', 'Thali Bajao' to salute our COVID Warriors. India has manufactured more than one vaccine for the novel coronavirus within a year for the safety of its citizens. It is indeed a matter of great pride that the country has come a long way from struggling to counter threats of polio and smallpox to producing COVID-19 vaccines. Besides successfully carrying out the largest vaccination drive in the world for its citizens, the nation has been making vaccines for the world. In fact, 60% of the vaccine production in the world is done in India. As the pandemic hit, the Indian pharmaceutical industry rose to the occasion to manufacture and maintain a supply chain even during the lockdown period and exported medicines such as HCQ (Hydroxychloroquine) and paracetamol to more than 150 countries. Vaccine export from India across the world also played a vital role in the fight against COVID-19 and the nation holds the credit of exporting millions of doses to over 95 countries across the world.

Despite the fact that India had been better placed in the world comparatively, as per the statistics, the country grappled with a severe second wave. Timely action from the Central government to secure oxygen supplies across the length and breadth of the nation helped in saving many precious lives. A wide outpouring of global aid for the country from all corners of the world is a testimony to the nation's excellent diplomatic ties with global powers. The nation crossed

the target of 200 crore vaccinations in a time-bound manner and broke all the previous records.

### REDUCING DEPENDENCY ON OIL

India, the world's third biggest oil importing and consuming nation (dependent on the fuel from the Gulf), achieved the target to blend 10 per cent sugarcane-extracted ethanol in petrol in June 2022, ahead of schedule of November 2022. It is a significant step towards the country's energy independence, furthering its resolution of becoming a nation self-sufficient in meeting its energy needs. Currently, India is 85 per cent dependent on imports for meeting its oil needs and 50 per cent for gas requirement. Thus, the key to becoming self-reliant in the energy sector is alternate energy sources – from renewable power to hydrogen and switching to electric vehicles from current petrol and diesel-run automobiles. Modi ji rightfully asserts that "From solar energy to Mission Hydrogen to adoption to EVs, we need to take these initiatives to the next level for energy independence." Encouraged by the success, the government advanced the target of making petrol with 20 per cent ethanol by five years to 2025. 10 per cent ethanol blending had resulted in saving of about Rs 50,000 crore of foreign exchange, reduced greenhouse gas emissions and gave farmers an alternate source of income. India is the world's fifth largest producer of ethanol after the US, Brazil, EU and China. Ethanol worldwide is largely used for consumption but nations like Brazil and India also dope it in petrol. Supply of petrol with 20 per cent ethanol will result in a saving of an estimated USD 4 billion annually. The increased blending will expand the use of renewable energy in the nation, and help turn its surplus rice and damaged food grains into ethanol. As much as 10.17 per cent of ethanol is being doped in petrol now, up from 8.10 per cent in 2020-21 and 5 per cent in 2019-20. Ethanol blending in petrol was 1.53 per cent in 2013-14.

### LIGHTING UP HOMES WITH ELECTRICITY CONNECTIONS

Providing electricity connection to 2.5 crore people in such a short time was not a small task, but the country has done it. Under Pradhan Mantri Sahaj Bijli Har Ghar Yojana - Saubhagya, energy access is being provided to all by last mile connectivity. Under the scheme efforts are being made to provide electricity connections to all remaining un-electrified households in rural as well as urban areas to achieve universal household electrification



**SHRI RAJNATH SINGH,**  
HON'BLE DEFENCE MINISTER,  
THE GOVERNMENT OF INDIA

*"Only a secure and strong nation can achieve the heights of success. No matter how rich or knowledgeable a nation is, its prosperity is threatened if national security is not ensured. We are focusing on national security and economic prosperity to make India one of the strongest countries in the world. We are working towards making India a net defence exporter from a net defence importer. Earlier, the defence sector lagged behind due to a lack of investment, innovation and research and development. The defence sector has entered into a new era due to the policies, vision and mindset of Narendra Modi Government."*

in the country. The electricity connection to households include release of electricity connections by drawing a service cable from the nearest pole to the household premise, installation of energy meter, wiring for a single light point with LED bulb and a mobile charging point. In case the electricity pole is not available nearby from household for drawing service cable, the erection of additional pole along with conductor and associated accessories shall also be covered under the scheme. The total outlay of the project is Rs. 16,320 crore while the Gross Budgetary Support (GBS) is Rs. 12,320 crore. The outlay for the rural households is Rs. 14,025 crore while the GBS is Rs. 10,587.50 crore. For the urban households the outlay is Rs. 2,295 crore while GBS is Rs. 1,732.50 crore. The Government of India will provide largely funds for the Scheme to all States/UTs.





**SHRI ANURAG THAKUR,**  
HON'BLE MINISTER FOR  
INFORMATION & BROADCASTING  
AND YOUTH AFFAIRS AND SPORTS

*"We are celebrating 75 years of Independence as 'Azadi ka Amrit Mahotsav.' India should be united and not divided to move ahead. Our PM has shown the right direction for India in the next 25 years on Red Fort this Independence Day. Creating a new-age India means development along with keeping the rich historical and cultural heritage alive. In his Independence Day address Prime Minister talked about Paanch Prana (five resolutions). One of them was goal of developed India, in which cleanliness plays a very important role. Therefore, Swachh Bharat 2.0 is our priority. Clean India 2.0 has been launched from Prayagraj on October 1, 2022 with an aim to raise awareness, mobilize people and ensure their participation in making India clean. In this initiative, people from different regions, languages and backgrounds will work together and the waste will be disposed of by these people on a completely voluntary basis.*

*Clean India 2.0 is not just a program but an attempt to make people realize the importance of cleanliness. This will also contribute to the Happiness Index of the country. The Department of Youth Affairs is trying to make this campaign the biggest cleanliness campaign run by the people in the country. I appeal to one and all to participate in the Clean India 2.0 and let's inspire each other as responsible citizens."*

## ENHANCING INDIA'S ACCESS TO TAP WATER

Water safety and hygiene is not only a prerequisite for human health, but also for building resilient communities by lowering absenteeism from school and work, providing a safe environment and lowering health expenditure. Using unsafe water for drinking leads to malnutrition and frequent bouts of gastrointestinal diseases. The significance of clean water has been further reinforced during the pandemic. Recent evidence from WHO and UNICEF indicates that around 1.8 billion people globally are at heightened risk of COVID-19 infection and other diseases because they use or work in healthcare facilities without basic water services.

Today, the country is rapidly providing 'water from tap' to the homes of lakhs of families. Freedom from open defecation has become possible in India today. In fact, India has taken significant steps in the recent past to increase access to safe water. In 2019, the Ministry of Water and Sanitation and Ministry for Water Resources were integrated to create the Ministry of Jal Shakti to accelerate progress in providing safe water to millions while preserving this valuable resource. India has made sustained progress in providing safe drinking water to urban and rural households. Since the launch of the Jal Jeevan Mission on 15 August 2019, more than 38 million households (as of 19 March 2021) have been provided tap water connections under the Har Ghar Jal campaign of the Ministry of Jal Shakti (power of water) (source – JJM dashboard). Nearly 100 000 tap water connections were provided to families every day during the COVID-19 pandemic and lockdowns.

## PROMOTING RENEWABLE ENERGY

PM Modi ji has declared with pride that, "The way India is emphasizing on renewable energy is unprecedented. Today, India is among the top 5 countries of the world in terms of installed solar capacity and has several of the world's largest solar power plants." The state of Assam is looking to augment its solar power generation capacity by 2,000 MW at an investment of around Rs 10,000 crore within the next three-four years. This ambitious plan will be implemented riding on the back of two projects – one by forming a joint venture with central PSU NLC India and another by taking a loan from the Asian Development Bank (ADB). The state-run Assam Power Distribution Company Ltd (APDCL) on Tuesday joined hands with NLC India

to produce 1,000 MW solar power at an investment of Rs 5,500 crore. The project is estimated to generate 1,500 million units and will eventually produce 35,000 million units in 25 years. Around 2,000 people will be employed at the construction stage of the project and will finally generate 1,000 jobs during the operational stage. Assam will witness investment of another Rs 4,000 crore in solar plants to produce additional 1,000 MW power. SJVN's green energy arm and Assam Power Distribution Co. Ltd (APDCL) have agreed to develop 1 GW of floating solar project in Assam through a joint venture on 17th October 2022. The proposed project will be built with an estimated investment of INR 6,000 crore (\$728.54 million) and come up on



**SMT. TARA GANDHI  
BHATTACHARJEE,**  
CHAIRPERSON,  
NATIONAL GANDHI MUSEUM

*"AsiaOne Media Group" is a very creative initiative for the development of the country. Encouraging the image and actions of a person is a very important and concrete-step. This kind of work of AsiaOne Media Group will foster proper development of the country. There are very talented people in the country, at every level of the society – be it children and youth. For a beautiful future, we must prioritize the right encouragement. A beautiful event was hosted by you at Taj Palace Hotel on 25th August, 2022. I congratulate you very much for organizing it. In this inspirational program you had felicitated me. I am grateful to you for being included and honored. I hope that you shall always be inspired to work for social service and the interest of the country."*



various wetlands in the state.

Prime Minister Narendra Modi ji declared Modhera in Mehsana as the country's first round-the-clock solar-powered village on October 9 during his three-day visit to Gujarat. The project to make Modhera the first solar-powered village is a joint effort by the central and state governments at Rs 80.66 crore. The government has allocated 12 hectares of land in the nearby Sajjanpura village to set up Battery Energy Storage System (BESS) for the same. Solar panels have been installed at residential houses in Modhera. During the day time, the village will get solar power and at night, it will be powered by BESS. Modhera village is also the abode of the world-famous Sun Temple, which has been facilitated with heritage lighting and 3D projection that will function on solar power. Armed with an array of solar panels spread across 30 acres in the nearby Sujaanpura village, Modhera is now the recipient of its 6 Mw installed capacity. Not surprisingly, the village with a population of 8,500 people uses only 1 MW or roughly 5,000-5,500 units. The rest of the capacity is added to the transmission grid.

The entire village has access to the solar photovoltaic plant at Sujaanpura. Modhera has rooftop solar panels galore — on houses, government schools, utility buildings, or even the premises of the nearly millennium-old Sun Temple.

#### DECOLONISING THE INDIAN MIND

PM Modi's determination to remove the symbols and structures of colonial oppression will strengthen the civilisational idea of India. Modi's determination to remove the symbols and structures of oppression has a unique similarity with the outlook of Frantz Fanon, an anti-colonial thinker. He perceived colonialism as a form of domination whose necessary goal for success was the reordering of the world of indigenous ("native") peoples. The installation of the statue of Subhash Chandra Bose at the India Gate in New Delhi does more than just honour a hero of the freedom struggle. It

is among the more significant outcomes of the protracted battle of ideas underway to define the nature of the anti-colonial struggle and India's past. This debate is not confined to Indian elites — the common people too remain intrinsically engaged with it. The perception gap between the elites and common masses on vital cultural and social issues exists in almost all post-colonial societies. However, this gap is minimal in African countries due to the salience of cultural concerns in their struggles against colonialism. Intellectuals and the ruling elites in Africa understood the value of indigenism. Kenyan novelist Ngugi wa Thiong'o became famous after his work, *Petals of Blood*, switched from English to a Kenyan language, Gikuyu, in 1977. This proved exemplary for African authors. Such an impulse was lacking in Indian intellectuals as well as ruling elites of the Nehruvian era. A critic of Hindi literature, Namvar Singh, succinctly articulated this as the missing "attitude of militant decolonisation".

The moral mandate from the masses for PM Narendra Modi's rigour vis a vis decolonisation is obvious from their support of his deconstruction of Eurocentrism. He uses resources from the Indian knowledge tradition and this, in turn, has had an indelible impact on new generations and discourses in campuses. He quotes, in a relevant way, the Vedas, Upanishads, Smritis, Mahabharata and the writings of great saints and poet-philosophers like Thiruvalluvar and Tulsidas. He is committed and consistent in his approach. This has encouraged research on Indian cultural themes and heralded a climate for India-centric discourses.

Modi ji's decolonisation project has a clear focus and target. The government has repealed several colonial laws that continued for decades after Independence. Cultural decolonisation was recognised as a concern in the early decades of the 20th century but it was systematically suppressed by the colonial forces and the western bias in the Indian



**SHRI G. KISHAN REDDY,**  
HON'BLE MINISTER FOR  
TOURISM & CULTURE AND  
DEVELOPMENT OF NORTH  
EASTERN REGION DONER

*"Azadi Ka Amrit Mahotsav has given us an opportunity to celebrate the unsung, unknown and the underappreciated heroes of the freedom struggle in a structured manner. Azadi Ka Amrit Mahotsav is not a government event but is envisioned as a celebration by the masses that has seen participation from every Indian. People from all regions, all languages and across the political spectrum have been enthusiastically participating to make this event a grand success.*

*This is a moment to not only recognize the contribution of a generation in freeing our nation from colonial powers but also to recognize those who played a pivotal role in preserving our civilization heritage for more than 750 years. There are many unsung heroes who need to be recognized for the selfless services they rendered to Bharat Mata. The Prime Minister has often spoken about how this event will also spur the youth to envision an India in 2047. I am delighted to learn that AsiaOne Magazine and Mr. Rajat Shukul are publishing the upcoming issues of AsiaOne Magazine and Coffee Table Book featuring the auspicious theme of 'Azadi Ka Amrit Mahotsav: Celebrating 75 Years of India's Independence.' I, hereby, convey my best wishes to the entire team of AsiaOne Magazine and all the readers & stakeholders for a great future ahead."*

*"PM MODI JI QUOTES THE VEDAS, UPANISHADS, SMRITIS, MAHABHARATA AND GREAT SAINTS AND POET-PHILOSOPHERS LIKE THIRUVALLUVAR AND TULSIDAS. THIS HAS ENCOURAGED RESEARCH ON INDIAN CULTURAL THEMES AND HERALDED A CLIMATE FOR INDIA-CENTRIC DISCOURSES"*





**SHRI RAJEEV CHANDRASEKHAR,**  
HON'BLE MINISTER OF STATE  
FOR ELECTRONICS AND  
INFORMATION TECHNOLOGY;  
AND SKILL DEVELOPMENT AND  
ENTREPRENEURSHIP, THE  
GOVERNMENT OF INDIA

*"The 'Amrit Kal' is all about materializing the Modi government's vision of Skilling our economy and Digitizing our youth so that future opportunities for the Youth of India may be realized. Our Hon'ble PM Shri Narendra Modi ji launched Digital India Programme in the year 2014 to transform the lives of Indian citizens through better governance and leadership. His vision was to create opportunities for entrepreneurship (which would lead to creation of jobs) and expansion of digital economy. He was of the view that we should be at par with leading countries and show tech leadership to the world. We have shown resilience during the COVID-19 pandemic, and have come up with vaccines for our nation and the world, uplifted small businesses through economic packages and provided food to the marginalized sections. The underlying platform for all these endeavours was technology. Therefore, investment made in digitizing our economy and governance came to help us during our response during COVID-19. It is an important milestone because we are the highest growing economy in the world; unicorns are growing here at a faster rate than any other nation. Today, we are seeing a trend of rapid accelerated digitization of world economy, and consumers – and the biggest beneficiary of this digitization is India."*

## 'PANCH PRAN': 5 VOWS FOR MARCHING AHEAD IN AMRIT KAL (THE ERA OF ELIXIR)

Prime Minister Modi in his Independence Day speech to the nation said "I urge the youth to dedicate the next 25 years of their lives to the development of the nation. We will work towards the development of the entire humanity. That is the strength of India." He has listed the following 5 vows for Indians to march on the path of development and progress in Amrit Kal that is the next 25 years from now to India@2047:

1. The first Pran (vow) is for the country to move ahead with a big resolve. And that big resolution is of a developed India; and Indians should not settle for anything less than that.
2. The second Pran is that in no part of our existence, not even in the deepest corners of our mind or habits should there be any ounce of slavery. It should be nipped there itself. Now, 100 per cent this slavery of hundreds of years has kept us bound, has forced us to keep our emotions tied up, have developed distorted thinking in us. We have to liberate ourselves from the slavery mind set which is visible in innumerable things within and around us.
3. The third Pran is that we should feel proud of our heritage and legacy. Since it is this same legacy which had given India its golden period in the past. And it is this legacy that has an innate capability of transforming itself with time. It is this rich heritage that transcends tests of tide and times. It embraces the new. And hence we should be proud of this heritage.
4. Fourth Pran which is equally important is unity and solidarity. Amongst 130 million countrymen when there is harmony and bonhomie, unity becomes its strongest virtue. "Ek Bharat Shreshtha Bharat" – is one of the unifying initiatives to actuate the dream of the fourth Pran.
5. Fifth Pran is the duty of the citizens, in which even the Prime Minister, Chief Minister cannot be an exclusion as they are also responsible citizens and have a duty towards the nation. This virtue is going to be the vital life force if we want to achieve the dreams we have for the next 25 years.



"WE INDIANS HAVE GIVEN THE WORLD THE MANTRA OF "VASUDHAIVA KUTUMBAKAM (THE WORLD IS ONE FAMILY)." WE ARE THE PEOPLE WHO BELIEVE IN "EKAM SADVIPRA BAHUDHA VADANTI", MEANING ONE GOD IS WORSHIPPED IN DIFFERENT NAMES"

leadership. Rabindranath Tagore in Gora (1910) and K C Bhattacharya (1931) in Swaraj in Idea argued for its necessity. Bhattacharya said: "Man's domination over man is felt in the most tangible form in the political sphere. There is, however, a more subtle domination exercised in the sphere of ideas by one culture on another, a domination all the more serious in the consequence, because it is not ordinarily felt."

Modi's determination to remove the symbols and structures of oppression has a unique similarity with the outlook of Frantz Fanon, an anti-colonial thinker. Fanon wrote that "imperialism leaves behind germs of rot which we must clinically detect and remove from our and but from our minds as well". The Central Vista project declaims the colonial legacy. The RSS considers India's past the foundational basis of the nation and it perceives history in its continuity. Unlike Nehruvians and Marxists, for the RSS, India is a civilisational nation. This distinguishes it from the West and gives ample opportunities to unfold its creative energy in the fields of art, culture, social sciences and philosophy. The Indian masses cherish the memory of the early 20th century when Indians demonstrated excellence in art, literature and social sciences. The era was led by people like Tagore, Lokmanya B G Tilak, B C Pal, Maharshi Aurobindo and others. This reclamation is a collective aspiration of the people and can be achieved through collective effort — beyond the limits of ideology and party. It carries the potential to resurrect India's superior status via philosophy, art and culture.

### REVIVING INDIA'S RICH CULTURAL HERITAGE

The nation is taking pride in its heritage. Only when we connect with our land, we will be able to fly high, and when we fly high, we will be able to provide solutions to the world too. We have seen the impact when we take pride in our heritage and culture. Today the world is talking

about holistic health care. But when it talks about holistic health care, it looks towards India's yoga, India's Ayurveda and India's holistic lifestyle. This is our legacy that we are providing the world with. The world is being influenced by it today. Now look at our strength. We are the people who know how to live with nature. We know how to love nature. Today the world is facing environment related problems. We have that legacy and the solutions to the problems of global warming. Our ancestors have given us the same. When we talk about an environment-friendly lifestyle and LIFE mission, we attract the attention of the world. We have this power. Coarse paddy and millets are household items. This is our heritage. Due to the hard work of our small farmers paddy flourished on small pieces of land. Today the world is moving ahead to celebrate the millet year at the international level. That means our heritage is being appreciated around the world today. Let us learn to be proud of it. We have a lot to offer to the world.

### VALUING VALUES

We are the people who have given the world the mantra of "Vasudhaiva Kutumbakam". We are the people who believe in "Ekam Sadvipra Bahudha Vadanti".

In the period of 'holier than thou' mentality, today the world is facing a severe crisis due to conflicts caused by the attitude of one upmanship- the reason for all tensions. We have the wisdom to resolve this. Our scholars have said "Ekam Sat Vipra Bahudha Vadanti" meaning that absolute Truth is one but it is manifested differently. This is our glory. We are the ones who say "yat pinde tat brahmande", such a wise thought that Whatever is in the universe is in every living being. We were the proponents of such human values. We are the people who have seen the welfare of the world; we have been on the path of collective good and individual good, not only for our people but the whole world by believing in "sarve bhavantu sukhina[],



**SHRI NARENDRA SINGH TOMAR,**  
HON'BLE MINISTER OF  
AGRICULTURE & FARMERS  
WELFARE

*"I am happy to know that a Business Summit was organized by AsiaOne Media Group on the auspicious occasion of 75th anniversary of the country's independence on next 25th August at Taj Palace Hotel, New Delhi, which was attended by political, social and business leaders, who were felicitated at the Forum for their contribution to the Indian economy and society. On the call of our Prime Minister Hon'ble Shri Narendra Modi ji, the countrymen are moving fast towards building a self-reliant India. It is expected that in this initiative all the institutions and people should walk shoulder to shoulder and step by step. This initiative will pave the way for all-round progress of the country. I extend heartiest congratulations to the group for celebrating the glorious history of Indian culture and achievements with this event on the occasion of Amrit Mahotsav of Independence."*

sarve santu nirāmayā[]". It is ingrained in our values that we will pray that may all be prosperous and happy, may all be free from illness, may all see what is auspicious, and may no one suffer.

It is our heritage to care for the happiness and good health of all. Hence, we should learn to honour and feel proud of our heritage and value system. It is the strength of our resolve that will be crucial in achieving the dreams in the next 25 years.

### EMBRACING INNOVATION

I also call upon the private sector to come





**SHRI PASHUPATI KUMAR PARAS,**  
HON'BLE MINISTER OF FOOD  
PROCESSING INDUSTRIES, THE  
GOVERNMENT OF INDIA

*"It gives me immense pleasure to learn that AsiaOne Media Group and Shri Rajat Shukal have organised a celebration on 75 years of India's Independence. Under the unique leadership and the call of our Beloved Hon'ble Prime Minister, Shri Narendra Modi ji for "Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas" the nation is moving ahead on developmental mode - without the discrimination and appeasement of certain sections as well as upliftment of marginalised underprivileged and weaker sections of the country. Our country has made long strides in all the fields of economic progress as well technological upgradations. International trade and relations with the other countries of the world have also improved during this period. Shri Rajat Shukal and his team deserve congratulations for his efforts on highlighting the unmatched achievements attained under the visionary guidance of PM on this occasion."*

forward. We have to dominate the world. One of the dreams of a self-reliant India is to ensure that India does not lag behind in fulfilling the needs of the world. Even if it is the MSMEs we have to take our products to the world with 'Zero Defect - Zero Effect'. We have to be proud of Swadeshi. Till today we always remember our revered Lal Bahadur Shastri ji for his inspirational clarion call of Jai Jawan Jai Kisan meaning "Hail the Soldier, Hail the Farmer". Later Atal Bihari Vajpayee ji added a new link of Jai Vigyan which meant "hail science" and we gave it

utmost importance. But in this new phase Amrit Kaal now it is imperative to add jai anusandhaan that is "hail innovation". Jai Jawan Jai Kisan Jai Vigyan Jai Anusandhaan.

### **RISING HIGH THROUGH DIGITAL INDIA**

I repose my utmost faith in our youth of the nation. Witness the power of indigenous innovations. Today we have many success stories to show to the world - UPI-BHIM, our digital payment, our compelling position in the domain of Fintech. Today in the world, 40 percent of real time digital financial transactions are happening in my country. India has shown innovation prowess to the world. Today we are all set to enter the 5G era. You don't have to wait too long before we match the global steps. We are ensuring that optical fiber reaches each and every village until the last mile. I am fully informed that the dream of Digital India will be attained through rural India. Today I am happy that four lakh Common Service Centers of India are being developed in villages which are being managed by the youth of that village. Nation can take pride in the fact that four lakh Digital Entrepreneurs are being nurtured in the villages, and the rural population is becoming accustomed to benefit from all the services. Such is the power of India to become a technology hub in itself.

This Digital India movement of developing semiconductors, entering the 5G era, spreading the network of optical fibres is not just to establish ourselves as modern and developed, but it is possible because of three intrinsic missions. The complete transformation of the education ecosystem, revolution in health infrastructure and improvement in the quality of agricultural life will be possible only through digitalisation.

### **EMBRACING TECHNOLOGY: LAUNCHING 75 DIGITAL BANKING UNITS ACROSS 75 DISTRICTS**

The Prime Minister, Shri Narendra Modi dedicated 75 Digital Banking Units (DBU) across 75 districts to the nation via video conferencing on 16th October 2022. Modi government has given top priority to ensure that banking services reach the last mile. In fact, a whole new world of possibilities opens up when financial partnerships are combined with digital partnerships. Today, the number of branches per one lakh adult citizens in India is more than nations like Germany, China and South Africa. Even the IMF has praised India's digital banking

infrastructure and World Bank aims to take India's digitization to the rest of the world. The World Bank has even gone so far as to say that India has become a leader in ensuring social security through digitization. Banking today has gone beyond financial transactions and has also become a medium of 'Good Governance' and 'Better Service Delivery.'

Today, the entire country is experiencing the power of Jan Dhan Bank accounts and they are said to have laid the foundation of financial inclusion in the country, and Fintech would form the basis of financial revolution. We are



**SHRI NARAYAN RANE,**  
HON'BLE MINISTER OF  
MICRO, SMALL AND MEDIUM  
ENTERPRISES (MSME), THE  
GOVERNMENT OF INDIA

*"I am happy to learn that AsiaOne Media Group and Shri Rajat Shukal are coming up with a Coffee Table Book and magazine to commemorate the Azadi Ka Amrit Mahotsav. Under the exemplary leadership of Hon'ble Prime Minister Shri Narendra Modi ji, India is all set to emerge as a New India in the Amrit Kaal. In order to build Atma Nirbhar Bharat, 'Make in India' is our motto. The MSME Ministry is dedicatedly engaged in this mission of Modi ji to create job opportunities and increase production. Giving thrust on good quality, we need to increase exports. We all should follow the mantra of punctuality, sincerity and discipline for a self-reliant and Atma Nirbhar Bharat.*

*I congratulate AsiaOne Media Group and extend my best wishes to Shri Rajat Shukal for bringing out the publications to commemorate the occasion.*



*"ACCORDING TO PM MODI JI, THE AIM OF THE GOVERNMENT IS TO EMPOWER THE COMMON CITIZEN AND MAKE THEM POWERFUL, AND AS A RESULT, POLICIES WERE MADE KEEPING IN MIND THE LAST PERSON AND THE ENTIRE GOVERNMENT IS MOVING IN THE DIRECTION OF THEIR WELFARE"*

well aware that Fintech is at the heart of India's policies and efforts, and it is playing a key role in shaping the future. Digital banking units will further expand this capability of fintech. The strength of economy of any country is determined by its banking system. The Modi government has been actively deploying technology to achieve development goals. RBI Governor Mr. Shaktikanta Das rightly points out that, "DBUs are an enabler in digital ecosystem, to improve customer experience by facilitating seamless banking transactions."

The Prime Minister started by stressing that the 75 Digital Banking Units (DBU) will further financial inclusion and enhance banking experience for citizens. "DBU is a big step in the direction of Ease of Living for the common citizens," he asserted. The Prime Minister informed that in such a banking setup, the government aims to provide maximum services with minimum infrastructure, and all of this will happen digitally without involving any paperwork. It will also simplify the banking procedure while also providing a robust and secure banking system. "People living in small towns and villages will find benefits like transferring money to availing loans. Digital Banking Units are another big step in that direction which is going on in the country to make the life of common man of India easier," he added.

The Prime Minister said that the aim of the government is to empower the common citizen and make them powerful, and as a result, policies were made keeping in mind the last person and the entire government moving in the direction of their welfare. He pointed out the two areas on which the government worked simultaneously. First, reforming, strengthening, and making the banking system transparent, and secondly financial inclusion. Recalling the traditional ways of the past where people had to go to the bank, the Prime Minister said that this government transformed the approach by bringing the bank to the people. "We have given top priority to ensure that

banking services reach the last mile," he said. This is a huge change from the days when it was expected that poor will go to the bank to a scenario when the banks were reaching the doorstep of the poor. This involved reduction of distance between the poor and the banks. "We not only removed the physical distance but, most importantly, we removed the psychological distance." Highest priority was given to cover far flung areas with banking. The Prime Minister informed that today more than 99 percent of villages in India have a bank branch, banking outlet or a 'banking mitra' within 5 km radius. "Extensive Post Office network too was harnessed via India Post Banks for providing the banking needs to the common citizens," he asserted. "Today the number of branches per one lakh adult citizens in India is more than countries like Germany, China and South Africa", he added.

Despite initial misgivings in certain sections, the Prime Minister said, "today the entire country is experiencing the power of Jan Dhan Bank accounts." He informed that these accounts enabled the government to provide insurance to the vulnerable at a very low premium. "This opened the way for loans for the poor without collateral and provided Direct Benefit Transfer to the accounts of the target beneficiaries. These accounts were the key modality for providing homes, toilets, gas subsidy, and benefits of schemes for farmers could be ensured seamlessly," he said. The Prime Minister acknowledged the global recognition for India's digital banking infrastructure. "The IMF has praised India's digital banking infrastructure. The credit for this goes to the poor, farmers and labourers of India, who have adopted new technologies, made it a part of their lives," he emphasised. Today, UPI has opened up new possibilities for India. The Prime Minister asserted that "India is proud of this as it is the first technology of its kind in the world." He informed that today 70 crore indigenous Rupay cards are in operation, a vast change from the days



**SHRI KAUSHAL KISHORE,**  
MINISTER OF STATE, HOUSING  
& URBAN AFFAIRS, THE  
GOVERNMENT OF INDIA

*"It gives me immense pleasure to learn that AsiaOne Media Group and Shri Rajat Shukal have organised a celebration on 75 years of India's Independence. Under the unique leadership and the call of our Beloved Hon'ble Prime Minister, Shri Narendra Modi for "Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas" the nation is moving ahead on developmental mode - without the discrimination and appeasement of certain sections as well as upliftment of marginalised underprivileged and weaker sections of the country. Our country has made long strides in all the fields of economic progress as well technological upgradations. International trade and relations with the other countries of the world have also improved during this period. Shri Rajat Shukal and his team deserve congratulations for his efforts on highlighting the unmatched achievements attained under the visionary guidance of PM on this occasion."*

of foreign players and the elite nature of such products. This combination of technology and economy is enhancing the dignity and affordability for the poor and empowering the middle class, while at the same time it is also eliminating the digital divide of the country. He also praised the role of DBT in eliminating corruption and said that more than 25 lakh crore rupees have been transferred in various schemes via DBT. "Today the whole world is appreciating this DBT and the digital power of India. Today it is





**SHRI BHUPENDRA PATEL,**  
CHIEF MINISTER, GUJARAT STATE

*"Independence doesn't mean geographic or physical freedom; it implies the true freedom of Body, Mind and Soul. We all are so different, but there is one thing that unites us, and that is Independence.*

*We should honour it and never forget how hard we fought to achieve it. India is a country which has materialized this core meaning of Independence to its innermost sense and meaning.*

*Honourable Prime Minister Shree Narendrabhai Modi has envisaged all-round development of each and every section of our society. Today, we are celebrating 'Azadi Ka Amrit Mahotsav' to commemorate the completion of 75 years of our independence. On the occasion to celebrate 75 years of India's Independence, let's vow for development of our India with the determination to retain "Amritkaal" for next 25 years.*

*I am much pleased to learn that AsiaOne Magazine & URS Media Consulting PL is publishing its upcoming issue of AsiaOne Magazine and Coffee Table Book*

being seen as a global model. The World Bank has even gone so far as to say that India has become a leader in ensuring social security through digitization," the Prime Minister said.

Referring to the government's announcement of the launch of a digital currency based on blockchain technology, the Prime Minister pointed out that "Be it digital currency in the coming times, or digital transactions in today's time, apart from the economy, many important aspects are associated with them". He

listed the savings, elimination of the hassle of physical currency and environmental benefits as key advantages. The Prime Minister pointed out that paper and ink for currency printing are imported, and by adopting a digital economy we are contributing to a self-reliant India while also benefiting the environment by reducing the consumption of paper.

Today, banking system has given rise to immense possibilities for growth for the private sector and small-scale industries as well. He further added that there is hardly any area in India in which product and service delivery through technology is not creating a new startup ecosystem. "Digital economy today is a great strength of our economy, of our startup world, of Make in India and of self-reliant India. Today India's small industries, its MSMEs are also participating in government tenders through a system like GEM. They are getting new business opportunities. So far, orders worth Rs 2.5 lakh crore have been placed on GEM. Many more new opportunities are expected to arise in this direction through digital banking units. "The economic success of a nation is directly proportional to the strength of its banking system. India shifted from the pre-2014 'phone banking' system to digital banking in the last 8 years, and as a result, India's economy is moving forward with a continuum. The government's focus on transparency had transformed the system. After bringing transparency in the identification of NPAs, lakhs of crores of rupees were brought back into the banking system. The government recapitalized banks, took action against willful defaulters, and reformed the Prevention of Corruption Act. The resolution of Non-Performing Assets (NPA) -related issues was expedited with the help of IBC while promoting the use of technology and analytics for loans, for the creation of a transparent and scientific system. A new self-driven mechanism is now being created for the banking system through new initiatives like digital banking units and innovative use of Fintech. There is as much autonomy for the consumers, there is also the same convenience and transparency for the banks. To make this initiative a success, the PM Modi urged small business owners from villages to completely move towards digital transactions. In fact, she advised banks to take the initiative and engage 100 merchants with them for going totally digital for the benefit of the country. He is of the view that this initiative will take the nation's banking system and economy to a stage which will be future-ready, and

will have the capability to lead the global economy.

## INDIA@100

According to our Hon'ble Prime Minister Modi ji, if we continue to glorify our 75-years of journey in the 'Azadi Ka AmritKaal' and keep patting our own backs, then our dreams might be pushed far away. Thus, we need to appreciate the glorious 75 years which have been wonderful, full of various challenges and certain unfulfilled dreams, but have to be equally mindful of the precious 25 years which have the potential to shape the destiny of our nation. As we are entering the 'Azadi Ka AmritKaal', the next 25 years are very significant for our country. mThus, we must focus our attention on the 'Panch Pran' for the coming 25 years. We have to concentrate on our resolve and strength. And we must take up the responsibility of fulfilling all the dreams of the freedom fighters by embracing those 'Panch Pran' by 2047 when the country



**SHRI YOGI ADITYANATH,**  
HON'BLE CHIEF MINISTER OF  
UTTAR PRADESH

*"Azadi Ka Amrit Mahotsav is motivating us to prepare an action plan for the next 25 years along with a fresh churn on the journey of the last 75 years. This Amrit Mahotsav of Independence is providing us with an opportunity to introspect our journey of 75 years. To realize Ek Bharat, Shreshtha Bharat, this event of Amrit Mahotsav is not just a government event. Every Indian is associated with it. Whether he is with the government, village farmer, student, laborer or any other section of the society, every person is feeling proud to be associated with the nectar festival of freedom of the country."*



# HAR GHAR TIRANGA CAMPAIGN: A ROARING SUCCESS

As India embarked on its 76th year of Independence wrapping up the 75 week countdown to 15th August, 2022 was the Har Ghar Tiranga initiative of the Government driven by the nodal Ministry for Azadi Ka Amrit Mahotsav; the Ministry of Culture. The initiative dedicated to fostering deeper personal connect with the Tiranga, urged Indians everywhere to display the flag at home or their place of work as a commitment to the cause of nation building during Amrit Kaal (25 years from now to India@2047). In a stupendous achievement, more than 5 crore Tiranga selfies have been uploaded on the Har Ghar Tiranga website.

The programme conceived in a hybrid format envisaged a physical and emotional connect with the flag itself in the personal context and also envisaged a collective celebration and amplification of patriotic fervour through the act of uploading a selfie on the special website created for this initiative. ([www.harghartiranga.com](http://www.harghartiranga.com)).

In his Independence Day speech the Prime Minister, Shri Narendra Modi had remarked that in the last few days, we saw and experienced a new force that was the renaissance of collective conscience and the revival of this collective conscience is the biggest treasure of the country and is like nectar that emerged through the years of the struggle for freedom. The Hon'ble Prime Minister had given a call on July 22, 2022 to join the Har Ghar Tiranga' movement by hoisting or displaying the national flag at homes.

The achievement of 5 crore Tiranga selfies has been achieved this afternoon at around 4 pm thanks to the participation of everyone across India and the world celebrating this special moment in India's history. The commemoration of 75 years of independence started on 12 March 2021 as a 75-week countdown to 15th August, 2022 and will continue till 15 August, 2023.

Reflecting on the milestone, Minister of Culture, Tourism and DoNER, Shri Kishan Reddy said, "5 crores Tiranga selfies reflect the collective commitment of duty-bound Indians to keep the Nation first and always first. Thank you, India. This is indeed a special moment of outpouring of the collective expressions of love and connect for the motherland. I wish everyone a very Happy Independence Day!"

He also indicated that as a buzz creation activity, the website also allowed people to digitally 'pin a flag' at a location based on their IP. This feature saw a huge draw with pan India and global participation crossing 5 crore + pins. 5 crore selfies with the flag is a testimony to 5 crore promises to keep India at the top and to make India the Supreme Nation.



**DR. PRAMOD SAWANT,**  
CHIEF MINISTER, GOA

*"Happy to know that AsiaOne Media Group and Shri Rajat Shukal is coming up with a coffee table book and a magazine to commemorate the Azadi Ka Amrit Mahotsav. Under the Leadership of Hon'ble Prime Minister Shri Narendra Modi Ji India is witnessing all round development with the objective of building a New India in the Amrit Kaal. The motto and vision of Antyodaya is the driving force that inspire all for reaching to the last mile for the upliftment. The Govt. of Goa with the guidance and support of Hon'ble PM is working relentlessly on infrastructure, education, health, social welfare to enhance the economic development of the state and its people. I congratulate and extend my best wishes to AsiaOne Media Group & Shri Rajat Shukal for the magazine and coffee table book to be published to commemorate the occasion."*

celebrates 100 years of independence.