

» Volume 1, Issue 6

New India

» September 16-30, 2020

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SAMACHAR



#PromisesDelivered

FOCUSED INITIATIVES TARGETTED RESULTS

Living up to its commitment of
'Sankalp Se Siddhi', the Government is
not only announcing schemes
but implementing them on the ground



“Precious Moments”

Prime Minister Narendra Modi shared a video where he can be seen feeding peacocks at his residence. He also penned a poem in Hindi and shared it along with the video

भोर भयो, बिन शोर,
मन मोर, भयो विभोर,
रग-रग है रंगा, नीला भूरा श्याम सुहाना,
मनमोहक, मोर निराला।
रंग है, पर रग नहीं,
विराग का विश्वास यही,
न चाह, न वाह, न आह,
गूँजे घर-घर आज भी गान,
जिये तो मुरली के साथ
जाये तो मुरलीधर के ताज।
जीवात्मा ही शिवात्मा,
अंतर्मन की अनंत धारा
मन मंदिर में उजियारा सारा,
बिन वाद-विवाद, संवाद
बिन सुर-स्वर, संदेश
मोर चहकता मौन महकता।

Scan QR Code to View
PM's Morning Routine

<https://www.youtube.com/watch?v=axbpbQTHiZo>



New India SAMACHAR

Volume 1, Issue 6

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FROM EDITOR'S DESK

Taking the journey further, this issue of *New India Samachar* extensively covers initiatives taken by the Government. Our cover story reflects upon the paradigm shift in governance ever since Prime Minister Narendra Modi has taken over reigns in New Delhi. The Government believes in speedy implementation of schemes with transparency. Whether it is PMJDY, Ayushman Bharat, Ujjwala or any other scheme, the Government has delivered it and results are visible. The Prime Minister's proactive approach has been the major reason for the turnaround.

We have an interesting take on the life of Data Warriors of National Sample Survey, who despite all odds collect data for policy formulation. An extensive coverage of Ayushman Bharat scheme will surely enhance the knowledge of our readers. An overview of Indian Toy industry is also offered. As per the Prime Minister, the sector has a huge potential which will play a crucial role to fulfil the dream of making Ek Bharat, Shreshtha Bharat a reality, if we move towards making indigenous toys reflecting upon Indian culture and values and blending them with technology. Swachh Survekshan will be an interesting read with an array of innovative ideas implemented by cities across the country. Last but not the least, an interesting insight on the Buddhist Circuit with Kushinagar airport getting an international status. In this issue, a peep into the life of Swami Vivekananda commemorating his famous speech at Parliament of World Religions in Chicago on September 11, 1893 will enrich our readers' knowledge of the ideals of the great Saint. Such was the confidence of Swami Vivekananda that during his stay in the US, while replying to a group of journalists at the University of Michigan, he said, "This is your century, but twenty-first century will be of India." Now, we are watching it happening!

With other regular features, we are ready for our readers' feedback as it has always been our endeavour to enrich them with knowledge through an all-inclusive and interesting read. *New India Samachar* is not the Government's mouthpiece, it would enlighten readers with an insight into topical issues in its unique way. Keep sending your response at our [e-mail: response-nis@pib.gov.in](mailto:response-nis@pib.gov.in). We hope that you will find it interesting and informative.

Thanks!


(K S DHATWALIA)



Swami Vivekananda: A youth icon

The famous 'Chicago speech' of Swami Vivekananda, which he delivered on September 11, 1893 is still relevant. In his speech, Swami Vivekananda touched upon the fact that though people may follow different religions, yet all paths eventually lead to the same God

Swami Vivekananda – the name symbolizes courage, energy and enthusiasm. Millions of people have been influenced by his thoughts and persona. His oratory and words shake people out of their passive approach towards life. With his September 11, 1893 speech in Chicago, the saint achieved global recognition as it has changed the course of debate on many issues. Swami Vivekananda introduced Hinduism, its tradition and Indian civilization to the West.

His speech that began with "Sisters and Brothers of America" got him a standing ovation at the Parliament of the World Religions. In his speech, Swami Vivekananda touched upon the fact that though people may follow different religions, yet all paths eventually lead to the

same God.

Vivekananda said in his speech, "I am proud to belong to a religion which has taught the world both tolerance and universal acceptance. We believe not only in universal toleration, but we accept all religions as true." His

BORN: JANUARY 12, 1863
DIED: JULY 4, 1902

complete understanding of various philosophical facets of his motherland reflected in that historic speech of the disciple of Shri Ramakrishna Paramhansa. He also presented a paper on Hinduism at the conference and talked at length about religious unity. Swami Vivekananda's teachings and his style of oratory captured the imagination of America and he was invited to deliver

lectures at various places of repute during his visit to the country.

After coming back to India, he worked for youth with his teachings for an all encompassing society.

There was a vision for India and its youth in the mind of Swami Vivekananda when he said play football before reading *Srimad Bhagwadgita*. He further said that a man is not poor without a rupee, but a man is really poor without a dream and ambition. You are the creator of your own destiny. Swami Vivekananda founded the Ramakrishna Math, a monastic order based on his guru – Ramakrishna Paramhansa – teachings in Kolkata and a worldwide spiritual movement known as the Ramakrishna Mission based on the ancient Hindu philosophy of Vedanta. ■

INDIA POST PAYMENTS BANK, A BOON FOR POOR



holders has reached over 2 crore. During COVID-19 pandemic, the bank is working as a lifeline for the people in the Rural areas. During



The Scheme Anyone from the rural area can avail the bank facility from the local post office through Aadhaar card. One can call the postman by sending a phone message. India Post Payments Bank is available in more than 1.36 lakh post offices across the country. ■

India Post Payments Bank's ambitious scheme 'Aapka Bank Aapke Dwar', which was launched on September 1, 2018, has become a boon for the poor living in rural areas. The number of account

lockdown, Rs 1,500 crore was disbursed to around 85 lakh beneficiaries. Due to this bank, Rs 760 crore were paid through 75 lakh Money Orders and Rs 1,100 crore were distributed through DBT. ■

1.22 CR KCC SANCTIONED; Rs 1.5 LAKH CR CREDIT PROVIDED UNDER ECLGS

In an effort to buffer the agricultural sector from the shock of COVID-19, a special saturation drive is underway to provide concessional credit



to farmers through Kisan Credit Card (KCC). As on August 17, 2020, 1.22 crore KCCs have been sanctioned with credit limit of Rs 1.02 lakh crore. This will go a long way in reviving the rural economy and accelerating the agricultural growth. Providing credit to different sectors, especially MSMEs, under the 100% Emergency Credit Line Guarantee Scheme (ECLGS). Banks from Public & Private Sectors have sanctioned

loans worth over Rs 1.5 lakh crore as on August 18, 2020, of which more than Rs 1 lakh crore have already been disbursed. ■

PORTABLE HOSPITAL mediCAB IN TWO HOURS



Corona pandemic has set many examples of how crises can be turned into opportunities; a portable hospital mediCAB is one such example. This microstructure can be set up in two hours at any geographical location of the country that can withstand any weather and situation. *Sree Chitra Tirunal Institute* for Medical Sciences and Technology, Thiruvananthapuram and IIT Madras have jointly developed this to fight against Corona. A 30-bedded mediCAB hospital in Chengalpattu in Chennai and 12-bedded in Wayanad in Kerala are already functional. ■



B.R.O. CONSTRUCTS BRIDGE IN 20 DAYS

Bringing relief to about 15,000 people of 20 villages from Jauljibi to Munsiyari in Pithoragarh district of Uttarakhand, Border Roads Organisation (BRO) has achieved a feat of constructing a 180-foot bailey bridge in the sector in less than three weeks despite frequent landslides and heavy rains. The 50-metre long concrete bridge was washed away on July 27, 2020 due to cloudburst, flooding nallas and rivers. There were many casualties also due to landslides and the road communication was also broken. The BRO mobilised its resources to construct the bridge in 20 days. ■

Rs 27,655 CR INVESTMENT FOR RAIL CONNECTIVITY OF NORTH EAST



Development of North Eastern region has always been the top priority of the Government. The Government invested Rs 27,655

crore on Railway projects between 2014 and 2019 while investment of Rs 10,610 crore was made between 2009 and 2014. Now, the entire North East is connected with the Railway network except Sikkim which will also be connected by December 2022. ■

USE OF PLASTIC IN J&K ROADS UNDER PMGSY

Connectivity in Union territories of Jammu and Kashmir and Ladakh is not only being augmented but plastic waste is being utilised to



construct roads in the Leh district. To connect unconnected habitations, under Pradhan Mantri Gram Sadak Yojana, (PMGSY), 1,858 roads

of 11,517 km length and 84 bridges have been completed in J&K while in Ladakh, 96 roads of 699 km length and 2 bridges have been completed till July 2020. ■

SUCCESSFUL CIVIL SERVICES CANDIDATES HONOURED



The Government's resolute effort for "promotion and progress" of meritorious youth from minority communities has resulted in selection of 22 youth from poor, weaker, deprived sections of minority communities in the prestigious civil services with the assistance of free coaching under "Nai Udaan" scheme, being run by the Ministry of Minority Affairs. Union Minister for Minority Affairs Mukhtar Abbas Naqvi said that there is no dearth of talent in minority communities. ■

LET'S HONOUR 'DATA WARRIORS'

Data plays a vital role in the country's economy and policy making. Data collection is a herculean task where the onus is on those who collect data from the remotest areas of the country. These 'Data warriors' provide accurate data to the Government and in the times of pandemic, they are playing a crucial role in providing correct information so that the motto of the National Sample Survey's 'Right Data, Right Development' could be realized



You must have heard about the sanitation warrior who helps in removing dirt. You must have also heard about a Corona warrior fighting India's war against an epidemic like COVID-19. But there is also a warrior who works hard to collect data related to the Sustainable Development Goals (SDGs) with various parameters of schemes for poor, employment, inflation, health and economy from the ground, braving adverse climatic conditions. Now, the question arises that who will use these figures and for what?

These data warriors belong to National Sample Survey (NSS). They collect data related to the schemes and policies through which the government reaches to the public. During Corona pandemic about 6 lakh field officers are engaged in data collection. The data is recorded electronically through APP based technology for a faster analysis.

WHY DATA IS IMPORTANT

The importance of data can be understood by the words of the famous statistician of the USA, William Edward Deming, "Without data you are just another person with an opinion."

Data is the basis for strengthening any idea. How much the rural-urban population spends on everything from industry, market, education, health, food and living to every other thing are important. Data plays a crucial role in policy formulations. Thus, figures have to be accurate for the viability of any scheme of the Government.

According to NSS Director General A K Sadhu, "From time to time, the Government conducts surveys on topics like agriculture, consumer price index, domestic cow, market prices, production, inflation, health, etc., for which we

RIGHT DATA, RIGHT DEVELOPMENT



1

Work is progressing on 17 targets, 169 actions, 231 global indicators and on 302 national indicators under the SDGs

2

Data Collection on consumer price index, inflation, health, education, consumption status in society, industry, production, etc.

3

Multiple indicators survey work has been continuing from January 2020 to December 2020

4

The data related to the economy is being released every quarter

5

More than 6 lakh data warriors cover 23 million families for various surveys

collect data. In doing this, our employees sometimes have to climb mountain and sometimes have to cross rivers. After the process of data collection is over, a report is prepared on its basis. This report is used by the Government in policy making. For making a pragmatic project or scheme, it is mandatory that data should be accurate."

DATA COLLECTION IS NOT AN EASY WORK

There is always a detailed study and foundation behind any policy formulation. For instance, if there is a scope for development in terms of infrastructure like roads, healthcare and other things in a particular region, the accuracy of that region's data is crucial for the Government to proceed further. But collecting data is not an easy task. Many a times, they have to reach the village or the remotest tribal areas by foot.

An officer associated

Essence of poetic expression of a Data Warrior

Data is the basis of all decision making and more so when it comes to any matter of Government. It had to ensure that the data collection continues in a smooth manner and without any hindrance despite the pandemic situation. It is here where the Data Collectors now turned to Data Warriors. Not fearing their lives, and with due precautions as advised by the Health department, they ensured they would continue to collect the facts and figures in order that the Government may get details on Industrial Production, inflation, employment etc.

with this work describes his experience while conducting surveys in Andaman and Nicobar, "There were small islands selected for surveys.

The importance of data can be understood by the words of the famous statistician of USA, William Edward Deming, "Without data you are just another person with an opinion"

It was challenging to conduct a survey there. Our data warriors used to reach various Islands by using ships and small boats. They used to stay there in challenging conditions but did their job very efficiently. There are risks as people may be harsh to their surveyors." The work on the Multiple Indicator Survey is currently going on which is to be completed by December, 2020. Arrount 6 lakh data warriors are engaged in reaching out to about 23 crore families. ■

SWACHH SURVEKSHAN

A PROMISE OF 'CLEAN INDIA'

Mahatma Gandhi said that cleanliness should become a habit for every individual. So, adopting the motto of the Father of the Nation, every city of the country is vying to get a respectable position in the Swachh Survekshan (Cleanliness Survey) to realize the vision of Prime Minister Narendra Modi's clean India



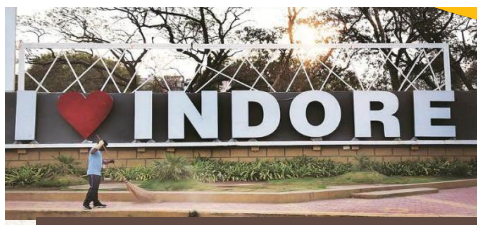
When Prime Minister Narendra Modi launched Swachh Bharat Mission five years ago, he exhorted people of the country to come together to realize the goal of this campaign. Needless to say that *Swachh Survekshan* has created a positive impact on people's health, livelihood, quality of life and has most importantly brought change in their thoughts and behaviour.

The 5th edition of Swachh Survekshan under the Ministry of Housing and Urban Affairs (MoHUA) has been conducted to assess the

progress of Swachh Bharat Mission. Indore has won the coveted title of being the cleanest city of India, Surat and Navi Mumbai have won the second and third position, respectively (in more than 1 lakh population category). Chhattisgarh has won the prestigious title of the cleanest state in the Urban Local Bodies (ULB) category while Jharkhand has been adjudged as the cleanest state of India (in the <100 ULB category). An additional 117 awards have also been handed over by the Minister of State for Housing and Urban Affairs Hardeep S Puri on August 20, 2020.

Indore's consistent performance

The city has implemented door-to-door garbage collection system at the primary level. There are 10 garbage stations to dispose of 100 per cent waste every day



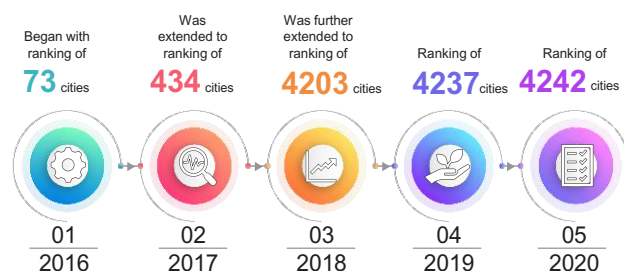
- **Segregation of Waste:** Segregation of 18 types of wastes like wet, dry, domestic, contagious etc
- **Cleaning Through Machines:** Machines are being used for the cleaning of the roads on daily basis for the last two years
- **Compost From Domestic Waste:** Indore is the first city to start this and 45,000 homes in the city are making compost from domestic waste
- **Waste Transportation:** Collected waste brought to the waste centre through

1,150 vehicles

- **Public Toilet:** There is a facility of toilets in every public place of the city. People are penalised for spitting and littering by the local civic body
- **Plastic-Free City:** There is a ban on disposal of waste. The city has started free utensils bank. There is ban on use of plastic bags
- **Water Treatment:** Recycled dirty water is being used for gardening and construction work through pipelines
- **Earnings From Waste:** Local civic body makes compost from the waste and has started selling it for Rs 2 per kg to farmers.

The Survekshan has gradually evolved from being an assessment of 73 cities in 2016 to an evaluation of 4,242 cities in 2020. As a part of Swachh Survekshan 2020, to encourage extra efforts put in by citizens and ULBs, 'Innovation and Best Practices' in the areas like waste management, behaviour change, sustainable sanitation or interventions contributing to proven improvement in air quality, water conservation, waste water treatment and its reuse or storm water management were evaluated separately.

Around 3,010 ULBs submitted the innovative



projects undertaken in the areas of waste management, behavioural change or open defecation free (ODF) sustainability. Separate scoring was done by the assessors under this category and awards were given accordingly.

The 2020 winners



Maximum Citizen's Participation
Shahjahanpur

Cleanest Mega City
Ahmedabad > 40 Lakh

Mega City Citizen Partnership
Greater Hyderabad > 40 Lakh

Mega City Innovation-Practice
Greater Chennai > 40 Lakh

Cleanest Big City
Vijayawada > 10-40 Lakh

Cleanest Middle City
Mysore > 3-10 Lakh

UNIQUE SUCCESS STORIES...

'Plastic-free' Gandhinagar

Gandhinagar, the capital city of Gujarat, aims to be a zero landfill city. Under the "Plastic-Free Gandhinagar Initiative", Gandhinagar Municipal Corporation (GMC) has taken several measures

Gandhi Nagar



to reduce, reuse, recycle and safely dispose of the plastic waste. It collects segregated dry and wet waste from door-to-door collection activity. A plethora of this is plastic

waste. The GMC has also initiated the process of creating a sustainable ecosystem wherein informal waste pickers and the company can collaborate to efficiently manage the plastic waste in the city.

Raipur: 'Shame by Fame'

'Afsaro Ki Gashti' and 'Shame By Fame' are two novel ideas, easily implementable, sustainable and scalable. 'Afsaro Ki Gashti' is an innovative cleanliness drive which supports the behaviour

Raipur



changes of the citizens of Raipur, the capital of Chhattisgarh. In this effort, all higher officers are supposed to visit in the morning by

6 AM and verify whether sanitation activities are performed satisfactorily or not. 'Shame By Fame' is an innovation to monitor offenders who create nuisance through a monitoring system called "DAKSHA".

Greater Chennai: From waste to compost

Greater Chennai



The Greater Chennai Corporation has evolved a unique idea of converting waste into compost. It has Resource Recovery Centers (RRC) and Micro Compost Centers (MCC) in all 15 zones across Chennai. The RRCs perform segregation of waste collected from the households and markets of respective zones. There are around ten to fifteen categories of segregation depending upon waste produced in these zones. The MCCs produce compost from the wet waste.

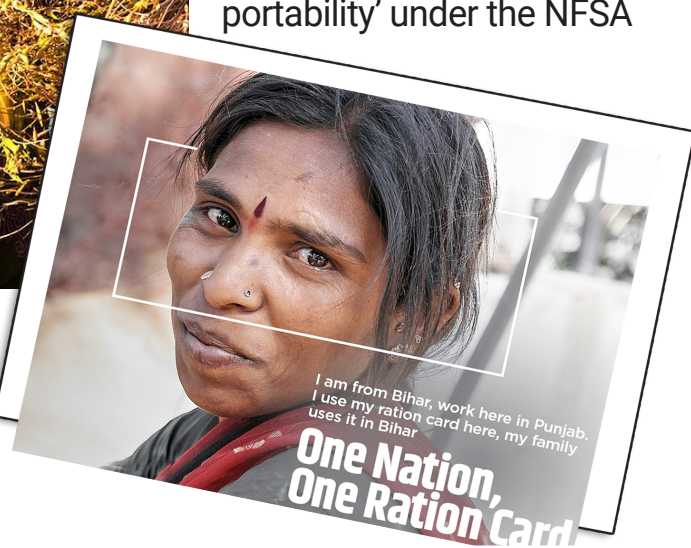
Speaking about the genesis of what has become the world's largest urban sanitation survey, Hardeep Puri said, "When the Swachh Bharat Mission – Urban (SBM-U) was launched in 2014, it was with the objective of making urban India 100 per cent ODF along with 100 per cent scientific solid waste management. With no concept of ODF in urban areas and solid waste processing standing at a mere 18 per cent, it was clear that an accelerated approach was necessary if the

Prime Minister's dream of a Swachh India was to be realised within the timeframe of five years. A framework was, therefore, needed to bring about rigour in the progress in monitoring and a spirit of healthy competition amongst states and cities to improve their performance in key cleanliness parameters. It was this underlying thought that led to the conceptualization and subsequent implementation of Swachh Survekshan." ■

ONE NATION ONE RATION CARD: A FRUITFUL JOURNEY SO FAR



The Government has shown its resolve for providing hassle-free delivery of subsidised foodgrain to all migratory beneficiaries anywhere in the country through 'nation-wide portability' under the NFSA



Shoab Sazzad of Bihar is working in Daman & Diu's industrial area. Sharing his story on <https://www.mygov.in/> he said that one day, he saw a news report on TV regarding facility of nationwide portability of ration card being provid-

ed by the Government. He told his family members in Bihar to send him his ration card and after receiving it, he took it to the fair price shop in Daman & Diu. To his pleasant surprise, the shopkeeper helped him procuring his ration by accept-

BENEFICIARY STATES & UTs

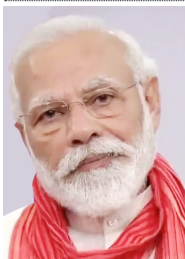
AP, Bihar, Dadra & Nagar Haveli and Daman & Diu, Goa, Gujarat, Haryana, HP, Jharkhand, Karnataka, Kerala, MP, Maharashtra, Mizoram, Odisha, Punjab, Sikkim, Rajasthan, Telangana, Tripura, UP, J&K, Manipur, Nagaland, Uttarakhand, Lakshadweep & Ladakh

ing his ration card. Today, he is thankful to Prime Minister Narendra Modi for 'One Nation One Ration Card' scheme which made it possible for him.

The implementation of One Nation One Ration Card plan is one of the top priorities of Government's Department of Food & Public Distribution (DoFPD) to provide an option to all eligible ration card holders/beneficiaries covered under the National Food Security Act, (NFSA) to access their entitlements from anywhere in the country. ■

To avail your ration, follow these steps

- | | |
|--|--|
| 1 Visit PoS enabled Ration shop during working hours | 2 Share Aadhar number or Aadhaar Ration Card Number |
| 3 Undergo Aadhar-based biometric authentication at the shop | 4 Recieve your NFSA food grain quota |



“ Now a ration card is also being arranged for the whole of India i.e. One Nation, One Ration Card. The biggest beneficiaries will be poor people, who leave their villages and go to other states for employment or other needs ”
-Prime Minister Narendra Modi



Ayushman Bharat: Saving millions of lives

The Prime Minister's ambitious scheme Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PMJAY) has become a major lifesaver for poor families with the number of beneficiaries crossing 1 crore mark and becoming a saviour during COVID-19 pandemic

Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PMJAY), and Health & Wellness Centre – the world's largest fully government-funded health insurance scheme is proving to be a boon for the poor with the number of beneficiaries over 1 crore.

The objective behind the launch of PMJAY has been to help reducing the massive expenditure on hospitalizations, which pushes 6 crore people into poverty every year, and will help mitigating the financial risk arising out of

traumatic health conditions in these families.

While speaking from the Red Fort on August 15, 2018, the Prime Minister announced the launch of the world's biggest healthcare scheme. Later on September 23, 2018, true to his working style, he launched the scheme as PMJAY.

As the Prime Minister has utmost concern for the uplift of poor, the hallmark of this scheme is that it provides health cover of

Rs 5 lakh per family per year for secondary and tertiary level healthcare through hospitalization. The scheme reaches to over 10.7 Crore poor and vulnerable families i.e. more than 50 crore targetted beneficiaries. There is no cap on the family size under the scheme.

During the COVID-19 pandemic, the success of country’s public health system particularly in the rural hinterland was reflected through continued operationalization of the Ayushman Bharat Health and Wellness Centers (AB-HWCs) and continued delivery of non-COVID essential health services while meeting the urgent task of prevention and management of COVID-19.

An additional 13,657 HWCs were operationalized between January and July 2020 which ensured that an array of healthcare reaches the vast community of citizens they serve. As on July 24, 2020, a total of 43,022 HWCs are operational across the country.

In the month of July, 2020, a total of 44.26 lakh people were benefitted from the health and wellness services being provided by the AB-HWCs. The cumulative footfall in the HWCs since their inception on April 14, 2018 rose to 1,923.93 lakhs. This is a testimony to the foundational work of the HWCs. They have played a pivotal role in ensuring that non-COVID essential services are not hampered.

Key Features of PMJAY

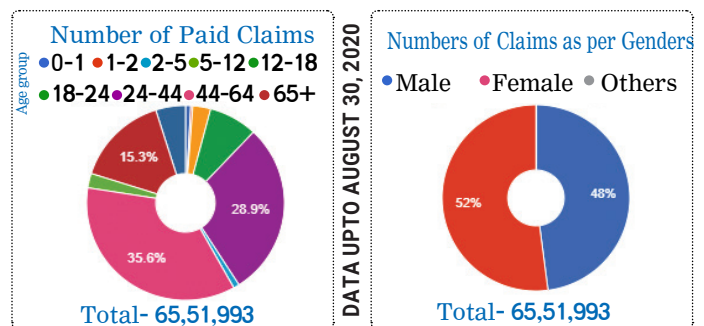
- PMJAY provides cover to Rs 5 lakh per family per year for secondary and tertiary care hospitalization across public and private empanelled hospitals in India
- Over 10.74 crores poor and vulnerable entitled families (approximately 50 crore beneficiaries) are eligible for these benefits
- It provides cashless access to healthcare services (indoor) for the beneficiary at the the hospital



If the poor had to pay for the treatment post hospitalization, had they not received free treatment, according to a rough estimate, more than Rs 14,000 crore would have been required to be paid out of their own pockets. The 'Ayushman Bharat' scheme has saved spending this huge amount of money belonging to the poor. I congratulate not only the beneficiaries of 'Ayushman Bharat' but also all the doctors, nurses and medical staff who treated patients under this scheme. An important feature with the 'Ayushman Bharat' scheme is its portability facility.



Prime Minister Narendra Modi in one of the episodes of Mann Ki Baat



Source: <https://dashboard.pmjay.gov.in/publicdashboard/>

The impact of PMJAY could be understood in two ways...

Social Welfare

The objective is to ease the financial burden on poor families due to serious ailments which incurs heavy cost on hospitalization

- It doesn't have any restrictions on family size, age or gender
- All pre-existing conditions are covered from day one
- Benefits of the scheme are portable across the country i.e. a beneficiary can visit any empanelled public or private hospital for cashless treatment

PM speaks to one croreth beneficiary of Ayushman Bharat

Pooja Thapa of Shillong from Meghalaya, the one croreth beneficiary of Ayushman Bharat Scheme, expresses her gratitude to Prime Minister Narendra Modi in a conversation with him on May 20, 2020 as the scheme had saved her life

PM: Namaste Pooja Thapa ji, what do you do?

Pooja: Namaste Sir! I am a homemaker and my husband is in Army and posted in Manipur. I had undergone a surgery.

PM: Did you know that you are the one croreth patient?

Pooja: Yes Sir! I was worried that where the money will come from in the time of Corona crisis. I have two small children who were being looked after by my neighbours. I got immensely benefited by this scheme, many thanks to you!

PM: What did doctor say about



expenses on treatment. Did they ask that you would have to pay anything?

Pooja: No Sir! We are getting everything and I have been told that I would get post surgery medicines.

PM: I ask everyone to give suggestion if there is any for the scheme?

Pooja: The most important thing is that you have started such a good scheme for poor like us. I got admitted here because of this scheme.

PM: Neighbours are looking after your children and your husband is serving the nation, you take care of yourself and give children a good education.

Pooja: Yes Sir! Your blessings are with us

PM: Not my blessings but blessing of the God!

- Public hospitals are reimbursed for the healthcare services at par with the private hospitals
- * The exclusive scheme has 1,350 medical packages, which include surgery, day care treatment, medicines, diagnostics and treatment
- * It gives more cover than the previous schemes which helps small and government hospitals to improve upon their infrastructure


Employment generation

- The scheme has a provision of appointment for approximately 1 lakh Ayushman Mitra. Apart

A GLANCE AT THE SCHEME



Launch | September 23, 2018

Total Beneficiaries

10.74
 crore families
 (Approximately 50 cr targeted people)

Approximately
17,000
 people on an average getting the benefit of scheme everyday

1.21 cr Hospitalized patients	22,796 Empanelled hospitals	12.56 cr e-card issued
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Total expenditure on treatment: Rs 75.64 thousand crore
Total expenditure on Scheme: Rs 13,433 crore
 (Figures up to September 3, 2020)

Source: <https://dashboard.pmjay.gov.in/publicdashboard/>

A COUPLE OF SAVED LIVES

The scheme saved Haji's life



Haji Abdul Aleem, heading a family of eight, was suffering from chest pain for over three years. He was told to undergo a bypass surgery to remove clot from his blocked arteries after further checkup. The high cost of surgery was a nightmare for the family which was unable to meet their daily needs due to poor financial condition. Day by day his misery was increasing as there was an increasing risk of heart failure if surgery was not performed soon. With the help of one of the IEC programs by the State Government on Ayushman Bharat scheme in Varanasi, the family got to know about the criteria and various benefits of the scheme. Haji visited the nearest centre with necessary documents and received his golden card. His family brought him to Lucknow for surgery where he got operated for open heart surgery. ■

PMJAY: A BLESSING FOR SONI

Soni was suffering from heart disease in which one of the valves in her heart required replacement. The family of 10 was hardly able to make both ends meet through daily wages from the labour job of Soni's husband.

Even after such financial hardships, Soni's husband Kahtoon managed to get loan of around Rs 2.5 lakh for her treatment in

a private hospital in Bihar. However, this treatment was unable to help Soni and she was in same pain as before. Fear of losing her life due to lack of proper treatment and the fact that



her children would have no one to look after had been a continuous trauma for her.

Finally, when they were referred to a multispeciality hospital in Uttar Pradesh, they found a great support in terms of Ayushman Bharat PMJAY. Being an eligible beneficiary under this scheme, she underwent a surgery for replacement of heart valve there. Soni is now completely recovered and back with her family and children. The scheme turned out to be a blessing for her through which she was able to save herself and future of her children. ■

Source Link: <http://ayushmanup.in/pages.aspx?pt=success-stories>

from that it will generate other employment opportunities. The role of Ayushman Mitra is to coordinate between hospital and patients. One more aspect of the scheme is that on an average, approximately 17,000 people are getting benefitted everyday.

HOW ONE CAN AVAIL THE BENEFIT

The Central Government and State Governments

prepare the list of eligible beneficiaries. After that the selected family gets the family identification number. Only those selected families are eligible to avail benefits of PMJAY. People, who were included in February 28, 2018 National Health Insurance Scheme, can also avail benefits of the scheme. One can find his/her name by a click on website link <https://pmjay.gov.in/> on a option 'Am I also a beneficiary?' ■

REALISING EVERY DREAM

Born into a poor family on September 17, 1950 in Independent India, Narendra Modi has travelled a long way – from selling tea to becoming the country's Pradhan Sevak. His commitment to service became the mantra of New India...



Big ticket decisions and their actual delivery is the hallmark of Prime Minister Narendra Modi's working style. His grit and determination is now writ across the entire governance paradigm. All the announcements made from the ramparts of the Red Fort in the last 6 years are either fully executed or on various stages of execution standing a testimony to his commitment. Speaking for the seventh time in a row on August 15, 2020, the Prime Minister reiterated his resolve for a 'Self-Reliant India'

Once, two friends went to jungle for hunting. They parked their car and went for a walk assuming they will not find the lion very soon. In the meantime, the lion appeared, but they realized they left their gun in the car. What did they do then? They took out a pistol licence from their pocket and showed it to the lion. It may appear to be a taunt on the style of functioning that was prevalent, which the Prime Minister Narendra Modi was aware when he took over the reins of the Government. It was this realization then led to the philosophy of transforming India in May 2014 and the Prime Minister presented a blueprint of his government's working style when he said: "Governments make loud noises to provide new rights to the people, but our Constitution has already given us so many rights. We don't need more Acts, but Action." What the Prime Minister intended to say with this statement was that the country does not need so many Acts or Rights, because the Constitution has already provided most of the rights to the citizens. The need was to act; to fructify the announcements related to policies or plans.

ANNOUNCEMENT VS IMPLEMENTATION

Prime Minister Narendra Modi is known for his action because of this strong will and philosophy. This is clearly reflected in the good governance policies of the government. Important decisions like removal of Article

NAMO GOOD GOVERNANCE MANTRA

The Government's only doctrine	India First
The Government's only holy book	The Constitution
The Government's only devotion	Devotion towards India
The Government's only power	Manpower
The Government's only ritual	Welfare of 130 crore Indians
The Government's only mantra	Sabka Saath, Sabka Vikas, Sabka Vishwas



"My Government has certain way of doing things. Now no work is delayed, drifted or postponed. The work culture of keeping the files on hold has ended. The Government has been completing its every mission, its every resolve with the support of the people. You have a government which has been trying to create amity among people"

Prime Minister Narendra Modi
(Remembering revered Bapu on the centenary of Champaran Satyagraha)



#PromisesDelivered

Announcement made on August 15, 2020 and schemes hit the ground running● **National Digital Health Mission**

Promised: National Digital Health Mission is beginning from today in the field of health. It will revolutionize the health sector.

Delivered: It was implemented in six Union Territories in the first stage on August 15 itself. Registration began. The draft data was released. It will be implemented across the country in the next few months.

● **NCC cadets at border areas**

Promised: We will prepare almost one lakh cadets in the 173 border districts. One third of them should be daughters.

Delivered: Defence Ministry approved the proposal of a major expansion of the National Cadet Corps (NCC) on August 16, 2020. More than 1,000 colleges and universities have been identified.

● **Project Dolphin**

Promised: We will focus on Dolphins in the rivers and seas under the Project Dolphin. This will also create employment.

Delivered: On August 17, Union Minister of Environment, forests and climate change Prakash Javadekar announced to launch it. Its blueprint is ready. It will kick start after it gets formal stamp of approval.



The recent economic package of ₹20 lakh crore is a big step towards 'Atmanirbhar Bharat' campaign. This campaign will usher in a new trend of opportunities for every countryman, our farmers, workers and labourers, medium enterprises and the youth associated with startups



Rs 20.97 Lakh Crore

economic package under the Self-Reliant India Campaign during Corona period

- Production of PPE kits and N 95 masks from 0 to 4 lakh daily and we are now supplying to the world
- More than 1.7 Lakh applicants sanctioned loans so far under PM SVANidhi Scheme
- Rs 3 lakh crore loan without guarantees to micro and small scale sector facing crisis during Corona period. A total package of Rs 5.94 lakh crore for this sector
- Only Indian applicants can apply for tenders upto Rs 200 crore. Special focus on manufacturing of mobile handsets
- After the ban on foreign apps, a new platform for IT professionals – Atma Nirbhar Bharat Innovation App

370 from Jammu and Kashmir, Citizenship Amendment Act, Bodo Agreement, Kartarpur Corridor were taken not only within one year of the Government formation in 2019, but were implemented too. There were several issues which were in limbo for the last 70 years. Whether it is the first address from the ramparts of the Red Fort or the seventh, the Prime Minister's philosophy of good governance is reflected in taking decisive decisions with strength and implementing them in a time-bound manner. Whether it is a drive to make India self-reliant or to provide

The Prime Minister brought in professionals and made the best use of IT (Information Technology). The result is that for the first time since independence, a Government has started a makeover of the governance into a corporate governance

food grains and employment to the poor and labourers in the village itself, to connect the youth power with start-ups or to bring every section of the society, including the middle class and women, into the mainstream of development, these issues have been the priorities of the Prime Minister. The pace of governance can be gauged from the fact that the announcements made by the Prime Minister from the Red Fort on August 15 were implemented simultaneously. The National Digital Health Mission was prepared in such a way that it was

#PromisesDelivered



**“
A discussion merely on agriculture development would remain incomplete when we do not consider rural and agriculture based life styles. The discussion can fructify only when we think of farmers' welfare in a comprehensive manner**



Rs 90,000 crore

given to farmers under Pradhan Mantri Kisan Nidhi.

- Food grain production estimated at 295.67 million tonnes with 2.9% increase despite corona crisis
- An agri infra fund of Rs 1 lakh crore created for development in agro-based infrastructure
- Grant of Rs 3,671.75 lakh to 346 startups in agriculture allied sector
- Increase in total income of farmers by 20 to 68 percent
- 22.39 crore farmers given soil health cards
- First Kisan Rail – Exclusive Transportation of agriculture produce

also implemented as a pilot project in 6 Union territories on the same day. Similarly, acting upon the announcement of the proposal to prepare NCC cadets and impart military training to them in 173 border districts of the country, the Ministry of Defence approved the expansion plan to meet the aspirations of the youth on the very next day. Similarly, after the success of the Project Tiger and Project Elephant, the focus on both the river and sea dolphins for biodiversity was announced and Union Minister for Environment,

Forest and Climate Change Prakash Javadekar prepared a blueprint in just 15 days. The Project Dolphin will be started

The old working style has now changed completely. With a change in work style due to better coordination between young professionals and bureaucracy, every scheme is now being realised in reality



Now a work culture of delivering on time is being developed. We lay the foundation stone and inaugurate it too. This should be taken as our commitment towards people, not as our arrogance
- Prime Minister Narendra Modi



once the stamp of approval is sealed.

GOVERNMENT IN 'ACTION MODE' FROM THE BEGINNING

Prime Minister Narendra Modi surprised the bureaucracy and critics by his philosophy of doing everything in a systematic and structured manner. Hardly had a month passed after the swearing-in as the 15th Prime Minister of India that the Prime Minister had started working like it's a Team India. Whether it is the formation of Niti Aayog in place of the Planning Commission, or taking the bureaucracy along, or increasing the pace of governance by making professionals part of the government, the Prime Minister has been emphasizing on the 'bouquet' of people to get things done. The outcome is that the governance has picked up momentum instead of the old tendency of delaying, drifting and postponing. By deciding to form a Special Investigation Team (SIT) in the first Cabinet meeting on the next day of swearing in in 2014, he took the first step towards fulfilling the promise made to the people of the country to bring

#PromisesDelivered



“

Who could have imagined that lakhs of rupees could be transferred instantly in the Jan-Dhan accounts of the poor? Be it Ayushman Bharat or Ujjawala Yojana, we have made huge progress to provide help to everybody in a transparent manner

”

50 crore

people get health insurance cover of Rs 5 lakh under Ayushman Bharat

- 8 crore families get free cylinders under Ujjwala Scheme
- A package of Rs 1.70 lakh crore for poor families during Corona pandemic
- An initiative towards providing employment to migrant labourers at their homes under Pradhan Mantri Garib Rojgar Kalyan Abhiyan
- An increase of Rs 2,000 in the labour wages which will benefit 13.62 crore families under MGNREGA

The GST bill, which was in limbo since 2006, picked up pace in 2014. After Prime Minister Narendra Modi's directive, it could be implemented from July 1, 2017

their best; and this is clearly reflected in the governance. The Prime Minister also presented a 10-point blueprint for good governance emphasizing on the empowerment of the bureaucracy by making it fearless. The Prime Minister had made it clear at that time that his mantra was to complete the work and concrete implementation.

He presented an agenda of governance by holding a meeting with the secretaries of the Government. On June 4, 2014, senior bureaucrat and Niti Aayog's present CEO Amitabh Kant had tweeted about this meeting: "For the first time in my career, there was such an open, frank and fearless exchange with any Prime Minister. Saw a very motivating and flow of ideas." The Prime Minister also attached young professionals with important ministries, departments and Niti Aayog to coordinate with the bureaucracy and increase the speed of work so as to bring about a paradigm shift in the traditional model of governance. Many non-performing officers were given compulsory retirement.

The Prime Minister has given a place in his cabinet to professionals. On the lines of corporate culture, this experiment was successful and the process from the government's policy to implementation is now being realized in a professional manner

changing the entire system so as to get rid of inertia. Many ministries, which were working like departments, were merged for a holistic inclusiveness, whereas a separate ministry was created for skill development and entrepreneurship and training the youth in a big way to promote the spirit of innovation in them. The main objective was to create a smart administration by merging several ministries so that the officers should also perform

back black money stashed abroad. Thereafter, the most important initiative was taken regarding bureaucracy by

The Union cabinet put a stamp on giving 10% reservation to economically backward general category on January 7, 2019.

It was passed in both the Houses of Parliament in the next two days

YOUNG FACES IN CORPORATE GOVERNANCE MODEL

Prime Minister Narendra Modi had prepared the foundation of policy formulation by enlisting young professionals half his age to change the governance model into corporate governance. As a result, hundreds of professionals have joined the government to realize his dream of a 'New India' by 2022. These professionals have played an important role in the success of several events, from the visit of Ivanka Trump in Hyderabad to India's push-tech exhibition in Israel, or Madison Square, Houdi Modi, Namaste Trump in Gujarat, in better conjunction with the bureaucracy.

In his regime, there are more young professionals working at various levels along with the bureaucracy in the government to bring about a paradigm shift in the functioning of the PMO to different ministries and NITI Aayog. Armed with a number of degrees like IIM, Intellectual Law and Patent Law, these professionals are working to realise the Prime Minister's dream of New India by quitting their jobs in the MNCs and

international organizations. He has described 'Connecting People' as his main mantra in several of his addresses. If we leave aside some period in the last 70 years, when the governments adopted very basic model, the Prime Minister brought in professionals and made the best use of IT (Information Technology). The result is that for the first time since independence, a Government has started a makeover of the governance into a corporate governance, which is reflected in every scheme of the Government.

#PromisesDelivered

3.50 crore

children vaccinated across the country under Mission Indradhanush

- Under National Digital Health Mission, every person will have his health record, to be implemented soon across the country
- A total of 6,000 Jan Aushadhi Kendras opened so far for cheaper medicines
- More than Rs 15,000 crore savings to consumers through drug price control
- More than 10 crore toilets constructed under Swachh Bharat Abhiyan



Together we will build such an India which will be clean and healthy, and where our dream of Su-Raj will come true



ONLY FEASIBLE SCHEMES

Prime Minister Narendra Modi considers any work a success only if it gives concrete results. For this reason, he had directed a meeting of the Group of Secretaries in January, 2016 to adopt a new principle whereby only those schemes should be considered for implementation in future whose groundwork has begun. The Prime Minister's message behind this principle was that the schemes on paper would not be considered for implementation till some action has been taken on

the schemes at the ground level. Actually, the Central Government had been taking steps for the welfare of the people from the beginning. The Prime Minister was himself overseeing each project. According to media reports, a presentation was shown to the council of ministers in a meeting by the Group of Secretaries on January 27, 2016, where the Cabinet was divided into three parts – Agriculture and related departments; Infrastructure and related departments; and social and core sectors. Progress report of 548 cabinet decisions and 182 decisions of the Cabinet Committee on Economic Affairs from May 2014 to December 2015 was tabled in the presentation. The Prime Minister had made it clear to the bureaucracy as only a handful of projects were not implemented. The Prime Minister adopted a proactive role to remove any legal hurdles in any project or scheme.

LAWS HAMPERING DEVELOPMENT REVOKED

Earlier, governments used to make many laws, but the process was so lengthy and complicated that by the time they were to be implemented, the ground reality would have changed considerably. Result, that law would become useless. In the first three years of the rule, he repealed about 1,500 laws that were unnecessarily hampering the path of economic growth or there was no need for them. Prime Minister Narendra Modi has always believed that the ability to think out of the box is the basis of a strong decision. He had experienced this very closely before

#PromisesDelivered



“
Women are equally contributing in building a strong India. The nation is experiencing the pride, contribution and potential of our mothers and sisters
 ”

30 crore

women beneficiaries got 3 instalments of Rs 500 each during Corona crisis

- Sanitary pads for 8.5 crore women from Jan Aushadhi Kendras for Rs 1
- Death penalty for those convicted of raping girls below 12 years
- Beti Bachao Beti Padhao campaign improves sex ratio in 104 districts.
- More than 87 lakh women vaccinated under Mission Indradhanush
- 12 crore women beneficiaries under Mudra Loan and Standup India programme
- New law on triple talaq to protect the rights of Muslim women

SOLUTION TO 'TRADITIONAL PROBLEMS' THROUGH 'DEVELOPMENT'

Soon after assuming office, Prime Minister Narendra Modi has taken an important step by setting up 'PRAGATI' (Development) forum. It is a multi-model platform based on information, communication and technology for active governance and time-bound implementation of projects by involving the Central and State Governments. The aim is to review projects and remove bottlenecks. The Prime Minister has chaired 32 meetings of PRAGATI since 2014. Besides reviewing 47 government programmes and schemes, he reviewed and initiated solution to 280 projects worth Rs 12.54 lakh crore. At the 32nd meeting held in January, he reviewed 9 projects worth Rs 24,000 crore which were running behind schedule. These projects are spread in nine states – Odisha, Telangana, Maharashtra, Jharkhand, Bihar, Karnataka, Andhra Pradesh, Kerala and Uttar Pradesh; and three other Union Territories. ■

#PromisesDelivered



Our goal is to connect the poorest of the poor in the country with the mainstream of economic activity. We have left behind the world's major economies in terms of growth rate and GDP



40.35 crore

Jan-Dhan accounts opened by August 2020, Rs 1,30,701.05 crore deposited in Jan-Dhan accounts, 29.75 crore RuPay cards issued

- According to GDP, India is the 5th largest economy of the world
- In 2013-14, monthly per capita income was Rs 6,699, it reached Rs 10,534 in 2018-19
- As per December 2019 figures, India accounts for 3.9% of the world's GDP
- 18 per cent increase in Foreign Direct Investment
- New Education Policy after 35 years to make the youths economically self-reliant by providing them with employable education

becoming Prime Minister when he was Chief Minister of Gujarat. In order to reduce the number of school drop-outs, he undertook several unique decisions like 'Shala Praveshotsav' soon after becoming Chief Minister. In order to reduce the number of girls leaving schools in the absence of toilets, he ordered construction of toilets in all the schools. It was his experience in Gujarat which has led to toilets being built across all the villages and schools of the country.

MINIMUM GOVERNMENT, MAXIMUM GOVERNANCE

The Prime Minister has been saying on several occasions, "I believe that the government should not do business. Its focus should be on 'minimum government maximum governance'." The quality of governance becomes paramount. There is another important aspect of the Prime Minister regarding good governance – to follow the Swaraj principle of Gandhiji. Mahatma Gandhi believed that each village should be enabled to find solution to local problems. People's participation was a big reason behind the success of Mahatma Gandhi's independence movements.

Similarly, the cooperation of the people is must for any government's success in formulating policies and their implementation. As long as the Government does not give opportunities to people, many of the goals would remain on paper. This is the idea that the Prime Minister has made his mantra and connected the people directly

PROJECT STUCK FOR 25 YEARS, HURDLE CLEARED IN A FEW MINUTES

Prime Minister Narendra Modi monitors implementation and ground realities of projects since they are announced. One such example is the 289-kilometre long rail line from Khurda to Balangir in Odisha. This 25-year-old project is not completed yet. He was very angry when he found out about this project in 2015. Expressing his displeasure, he had told the officers of the PMO that this region belonged to the most needy people. He had said that this project should be prioritized. If the work had been over by 2000, the cost of the project would have been lower and the people of East India would have benefited from it. In the PRAGATI meeting held to review various projects, the status report of Khurda-Balangir railway project was placed before the Prime Minister in January this year. After the Prime Minister's intervention, the project has now been expedited and the work will be completed soon. ■

through a number of schemes such as Swachhta Abhiyan, environment protection, water conservation, Jan Dhan, Skill Development, Ayushman Bharat, Ujjwala, Kisan Samman Nidhi, Jan Aushadhi facility, etc so that the standard of living of the people improves.

The Government has promoted public participation by making full use of technology for transparency in governance and expanding the initiative to create a Digital India. It not only resulted in promotion of innovation, but also gave people the opportunity to realise that they are also able to contribute to nation building. This is the result of the initiative of his Government that the Prime Minister ensured international

Ayushman Bharat Scheme announced from the Red Fort on August 15, 2018. It was started from Ranchi on September 23, 2018

acceptance to India through a strong economic foundation in his last tenure. And now, India has emerged as a world leader even during the Corona crisis. Successes like Ease of doing Business and Moody's ranking tell the new story of India.

Now, the opponents of the Prime Minister, who has turned the campaign to make India self-reliant into people's movement, agree that he does not miss any opportunity, but also has tremendous confidence to turn the challenges before the country into opportunities. Bubbling with self-confidence, the Prime Minister has taken a stride for self-reliance towards a future India, and the present which is witness to this change will certainly write a golden history. ■



PMJDY completes 6 years

On August 28, 2020, the world's largest scheme of public participation, Pradhan Mantri Jan Dhan Yojna (PMJDY) has completed its six years. The scheme was announced by Prime Minister Narendra Modi from the ramparts of the Red Fort on August 15, 2014. On August 28, 2020 when its six years were completed, the Prime Minister tweeted and congratulated the people and put some facts related to this scheme. Union Minister for Finance & Corporate Affairs Nirmala Sitharaman reiterated the importance of this Scheme saying, "PMJDY has been the foundation stone for the Modi government's people-centric economic initiatives. Whether it is direct benefit transfers, COVID-19 financial assistance, PM-KISAN, increased wages under MGNREGA or life and health insurance cover, the first step was to provide every adult with a bank account, which PMJDY has nearly completed."

OVER 55 % WOMEN ACCOUNTS HOLDERS UNDER THE PMJDY

Others
44.8%



Women
55.2%

- Free accident insurance cover on RuPay card has been increased from Rs 1 lakh to Rs 2 lakh
- Overdraft limit doubled from Rs 5,000 to Rs 10,000
- Upper age limit for overdraft increased from 60 years to 65 years
- With opening of 18 crore bank accounts in a week, the total figure reached to 40.35 crore bank accounts. It has 55.2 per cent accounts of women ■

“
Thanks to the Pradhan Mantri Jan Dhan Yojana, the future of several families has become secure. A high proportion of beneficiaries are from rural areas and are women. I also applaud all those who have worked tirelessly to make PMJDY a success.
— Narendra Modi, August 28, 2020

”



“ We will be among top 10 countries in 2028 Los Angeles Olympics ”

Union Minister of State for Youth Affairs and Sports (Independent Charge) **Kiren Rijju** speaks to **New India Samachar** on preparation of sportspersons during COVID Pandemic. Excerpts from the Interview:

What is sports Ministry doing to support sportspersons in their preparations during COVID 19 pandemic?

When the pandemic hit the world, sporting events were the worst affected. But we have found out certain ways to engage our sportspersons. I started online physical activities monitoring system through their coaches. To continue with their fitness regimen, athletes are following well-designed physical activity suitable to their respective sporting discipline. There is SOP for sports involving more than two sportspersons.

Are Indian sportspersons prepared for Tokyo Olympics, if any call is taken?

Our athletes are well prepared but when events like the Olympics come up, one has to prepare on a different note. Now, preparations have started once again and it will reach its peak next year by July and August.

● Tell us something about sports infrastructure getting augmented in India?

Sports infrastructure is the basic requirement for athletes to excel in their respective sporting disciplines. We are giving the best facilities at national camps including paying as high salaries as Rs 10 lakh per month to foreign coaches. The Prime Minister has been kind enough that we have got better allocations giving good leverage to take care of our financial requirements.

There are many talents in the remote areas of the country, what are the plans of the Ministry for them?

We are a country of 130 billion people but we are hardly able to win one or two medals. Now, we are targeting young talents between 8 and 12 years of age group by dividing the country in five zones. Five talent scouting committees will be constituted which

will seek help from former players, experts and knowledgeable personalities region wise. Every sports will have a separate committee. They will be identified and admitted in the National Sports Academy in the junior category. Several other measures have also been taken. On this basis, I can say that we will be among the top 10 countries in the 2028 Los Angeles Olympics.

What is your message for sportspersons as a Minister?

There is no sporting culture in the country despite the fact that there is no dearth of talent. The mindset has been that there is no future in sports. Change is possible only if society gives it a recognition. We have started a fund in the name of Deendayal Upadhyay under which sportspersons, who had played for the country, are being provided with assistance up to maximum of Rs 10 lakh. ■



TOY INDUSTRY'S HUGE POTENTIAL FOR GROWTH

Use of technology and innovation for manufacturing quality toys to meet global standards will lead India to tap the huge market of toys including digital gaming inspired from Indian culture and folk tales



Toys have their own importance in the grooming of a child for having mental, social, physical and emotional impacts. Toys market in India has huge potential and can bring a transformative change in the industry by promoting 'Vocal for Local' under Aatma Nirbhar Bharat campaign. In this backdrop, Prime Minister Narendra Modi recently held a meeting with senior Ministers and officials to discuss ways to boost manufacturing and to make global imprint of Indian toys.

The Prime Minister said, "India is home to several toy clusters and thousands of artisans who produce indigenous toys that not only have cultural connect but also help in building life-skills and psychomotor skills among children at an early age." He said that such clusters should be promoted through innovative and creative methods. Prime Minister in his *Mann Ki Baat* on August 30, 2020 said that there are several skilled artisans who possess expertise in making good toys and some parts of the country like Channapatna in

**Why
Indian
Toys**

**Cultural
Connect:
Transferring
Heritage**

**Attracts
Children And
Creates
Interest**

**Affordable For
All & Builds
Psychomotor
Skills**

**Builds
Life
Skills**

CONSUMER BASE



Pre-school and construction toys are in the fastest growing categories with value growth of 20% since 2016



The largest group of consumers are the pre-teenagers between the ages of 7 and 12 generating 44% of sales



Toys with a low price point up to Rs 228.41 (\$3.06) account for the majority of sales with 46% share



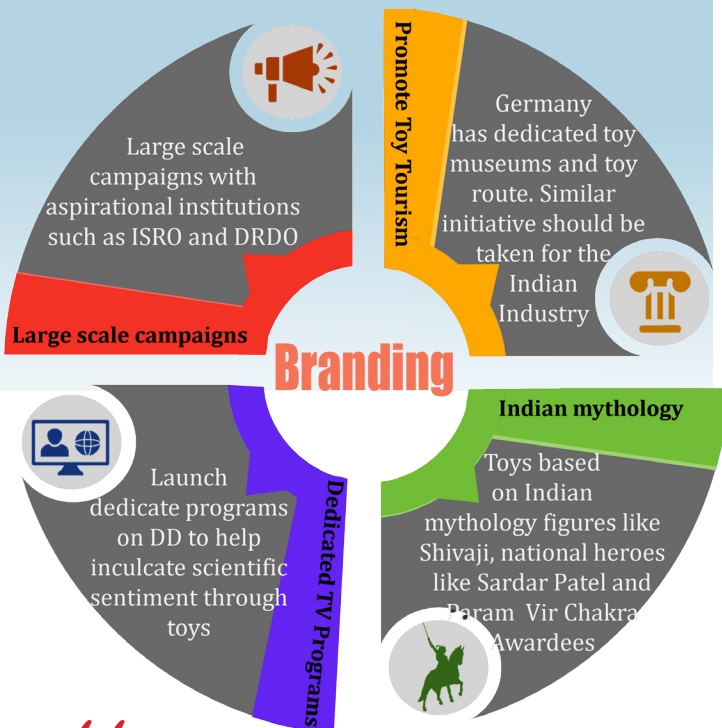
Shift from, medium-to low-end battery-operated toys, towards innovative electronic toys



Parents with higher than average disposable incomes do opt for the 10% organized retail chains



Average life cycle of a toy is less than a year. Growth depends on curiosity, excitement and newness



“

Toys can be an excellent medium to further the spirit of 'Ek Bharat, Shreshtha Bharat

- Prime Minister Narendra Modi

”

Ramnagaram district in Karnataka, Kondapalli at Krishna district in Andhra Pradesh, Thanjavur in Tamil Nadu, Dhubri in Assam, Varanasi in Uttar Pradesh are also developing as Toy clusters. As per an estimate, the global toy market size is estimated at \$100 billion. Indian Toy Industry has reported 15.9 per cent growth from 2011-18 and has a market size of \$1.5 billion with being a labour intensive industry. It is price sensitive market with high threat of substitution. As far as electronic toys are concerned, there is an availability of raw material for local manufacturing but they lack technical expertise and capability.

MEASURES TAKEN TO CONTROL IMPORTS

- ▶ A Shopping and Test Report survey conducted on toys available in the market by Quality Council of India (QCI) under DPIIT
- ▶ Quality Control order under the Bureau of Indian Standards (BIS) Act was issued on February 25, 2020 to ensure that toys manufactured or imported in India conform to standards issued by BIS
- ▶ Foreign Trade Policy for Import of Toys has been made stringent which mandates sample testing from each consignment

The Prime Minister emphasized upon the need to organize hackathons for innovations in toy technology and design. Toys aligned with Indian culture and ethos should be used as pedagogical tools across all Anganwadi Centres and Schools for all-round development of children.

KEY PLAYERS OF THE INDUSTRY

As per DPIIT and Ministry of Commerce, the MSME segment has about 4,000 manufacturing units comprising micro (75 per cent), small and medium (22 per cent) and large (3 per cent) units. The large enterprises including Funskool, the largest toy manufacturer with 30 per cent share, followed by Mattel (20 per cent), Hasbro (9 per cent), Bandai (4 per cent) Lego (4 per cent), LeapFrog (3 per cent), the other accounts for 30 per cent. ■

Learning to live with pandemic

AYUSH *Kadha* at tea stalls, traditional agriculture tools and making decorative items from pine tree leaves are some of the innovative ways of living against all odds

Kadha at Daman tea stalls



In an effort to fight the Corona pandemic, Damini Women Foundation of Daman & Diu came up with a novel idea to fight Corona by providing training to tea sellers to make AYUSH *Kadha*.

Daman is an industrial area with thousands of workers. The foundation decided to impart training to tea sellers in the city to make *Kadha* so that people can get it at their work place. *Kadha* is prepared with Basil, Ginger, Cloves, Pepper etc. The foundation is also making people aware about NaMo App, Aarogya Setu App and website of the AYUSH Ministry. Some of the tea stall owners have started selling AYUSH *Kadha* and thousands are lining up for the immunizing concoction. ■

Earning by selling agriculture tools



During COVID-19 pandemic, many people lost their jobs. Naresh Punkar, a carpenter from Akola in Maharashtra, too was rendered jobless during lockdown. But it didn't deter him from pursuing his creative skills. Thus, he started making traditional tools of agriculture like bullock cart, small carts, sowing machine, sickle and traditional lantern. People started buying these tools from him. These tools made by Punkar during 50-days of lock down have now become source of his livelihood. ■

Dreams of Divyang get wings



Now, differently abled persons are also contributing towards Prime Minister Narendra Modi's call for

Aatmanirbhar Bharat. Cefe Elbe in Nahan in Himchal Pradesh is managed by five Divyang youth. Sudarshana Devi, a Divyang woman of Rait village of Kangra is inspiring everybody by making several products from the leaves of Pine trees. She, started making Rakhis out of Pine leaves. She has been making decorative items since 2007 but Start Up India scheme in 2018 gave wings to her dreams. ■

Fight to finish

Recovery rate of Corona patients reaches over 77 per cent with an efficient 'test, track, treat' strategy adopted by the Government

If 110-year-old Siddamma from Chitradurga district in Karnataka got discharged from hospital on August 1, 2020 after getting admitted to hospital on July 27, 2020, then there is 103-year-old Pared from Kerala who defeated Corona in 20 days after being hospitalised on July 20, 2020. These are some of the positive stories about some high risk category people emerging victorious in the war against Corona.

With 'test, track, treat' strategy adopted by the Government, the rate of recovery of the Corona patients is gradually getting better and better and the death rate is declining fast. In the past five months, over three-fourths of corona patients got cured and as per data released on September 4, 2020 less than one-fourth cases are active. India's recovery rate amongst COVID-19 patients on August 31, 2020 stands at 76.63 per cent with nearly 19.5 lakh (19,48,631) recoveries than the active cases 7,81,975 which are under active medical care. The sustained high recoveries have ensured that the actual caseload of the country viz. the active cases, comprises 21.60% of the total positive cases.

Ten states account for a significant chunk of the total cases in the country. The Prime Minister held a review with the chief ministers of these states on August 11, 2020 and the Cabinet Secretary Rajiv Gauba took stock of the situation on August 27, 2020.

States/UT were advised to proactively take steps towards reducing case fatality to less than 1 per cent across all districts focusing on effective containment, contact tracing and surveillance. ■



31 LAKH PATIENTS RECOVER

India Fights Corona
As on September 4, 2020



Total Labs
1583
1003 Govt. 580 Pvt

Total Testing
4.66
Crore
Average Testing 10.5 lakh per/ day

8,46,395 **68,682**
Total Active cases Total Deaths

88.91%
Delhi's recovery rate after intervention of center, highest in the country

1.73%
is India's death rate
39,53,618
Total Cases in India

(Source: [https:// covidindia.org](https://covidindia.org) or <https://www.worldometers.info>)

COMPARATIVE DATA OF THE WORLD

In the case of Corona, India is comparatively much better than other countries of the world.

	Positive	Active	Deaths
World	3,403	890	112.3
Europe	4,987	1,842	282
America	19,122	7,754	577
Russia	6,955	1,124	121
Brazil	19,012	3,163	586
India	2,856	607	50

Figures per million as on September 4, 2020



CULTURAL AND RELIGIOUS CONNECT WITH BUDDHISM

Developing Buddhist Circuit is not only facilitating pilgrims and researchers but also generating employment in the respective regions. The Government is creating better facilities to Buddhist sites to make the visit of people from various countries a better experience

Come December Kushinagar will have an Operational International airport. The small city of Uttar Pradesh has the importance of being a Buddhist pilgrimage site, where Gautama Buddha attained *Parinirvana* (died). On June 24, 2020, Union Cabinet declared Kushinagar Airport as an international airport. The landmark decision has been an attempt of augmenting Buddhist Circuit by this year itself.

Prime Minister Narendra Modi on April 30, 2018 said, "There are about 18 such states in our country where there is some or the other pilgrimage centres associated with Lord Buddha. Some of them are more than 2000-years-old and attract tourists from across the world. Keeping this in view, the Buddhist Circuit is being developed under the Swadesh Darshan scheme. The Government has sanctioned more than Rs 360 crore for the Buddhist Circuit."

Development of Buddhist Circuit will not only

facilitate pilgrims but also generate employment. Billions of followers of Lord Buddha wish to visit these places once in their lifetime. Union Tourism Minister Prahalad Singh Patel said, "The Ministry of Tourism under its various schemes has taken several initiatives for the development and promotion of Buddhist sites in the country."

Buddhism reached many Asian countries centuries ago. The long-standing cultural, religious, diplomatic, maritime, business and trade relations with these countries are helping India in many ways and vice versa. India is providing all kinds of facilities to Buddhist pilgrims. The Tourism Minister highlighted the decision of the Government to declare Kushinagar Airport as an International Airport which will offer better connectivity to air-travellers resulting in boost in domestic and international tourism and economic development of the region.

To help international tourists, signages in

Kushinagar International Airport to facilitate commuting other destinations



international languages at important Buddhist sites in the country have been put up including in Mandarin/Putonghua languages at five Buddhist sites in Uttar Pradesh. They included Sarnath, Kushinagar and Sravasti. Similarly, since Sanchi in Madhya Pradesh receives a large number of tourists from Sri Lanka, signages in the Sinhalese language have been put up there. "Ministry of Tourism has taken several initiatives for the development and promotion of Buddhist sites in the country," said Prahalad Singh Patel.

There is an ongoing project being carried out at a cost of Rs 10,000 crore to develop Buddhist Circuit in the country which is expected to be completed this year itself. Union Minister for Road Transport & Highways Nitin Gadkari said on October 17, 2018 that the ongoing project to develop the Buddhist Circuit will be completed by 2020.

Some of the important Buddhist destinations like Bodh Gaya, Nalanda and Rajgir in Bihar, Sarnath, Kushinagar, Shrivasthi in Uttar Pradesh, Dhauri, Udayagiri, Lalitgiri and Ratnagiri in Odisha, Sanchi in Madhya Pradesh and Lumbini & Kapilvastu in Nepal are the places with Buddhist footprints. Buddhist pilgrims and researchers wish to visit these places which is an age-old practice as well. ■

Prime Minister's word on Buddhism from Red Fort



Buddhism connects India with various Asian countries that Prime Minister elaborated upon in his Independence Day speech from Red Fort when he said, "Our ASEAN countries in the east, who are our maritime neighbours, also hold special importance. India has thousands of years old religious and cultural ties with these countries. The traditions of Buddhism connect us with them. Today, India is strengthening its cooperation not only in the field of security but also in the areas of marine wealth with these countries."

“ It is time for everyone to get 'vocal for local' toys ”



The Prime Minister in his Mann Ki Baat focuses on the mantra of 'vocal for local' for the Toys Industry. Talks on environment conservation citing examples of rituals among tribals of West Champaran district of Bihar, besides Indian dog breeds and celebrating September as Nutrition month are some of the highlights. Excerpts:

FESTIVITY: This period is full of festivals. People are getting along with their day-to-day tasks, while taking care of themselves and others as well. Even Ganeshotsav is being celebrated online at certain places; at most places eco-friendly Ganesh idols have been installed.

ENVIRONMENT: Tharu tribal community in West Champaran in Bihar have been observing a sixty-hour lockdown for centuries as 'Saath Ghante Ke Barna'. They believe that if they step out or someone enters from elsewhere, any movement along with other routine activities can lead to the destruction of new plants and trees.

REMEMBERING FREEDOM FIGHTERS: It is imperative for students to remain familiar with heroes of our freedom struggle. When our students are apprised of the history of the freedom struggle viz-a-viz their local surroundings, only then we will see the reverberations of it on personality of students.

AGRICULTURE: Sowing of Kharif crops has increased by 7 per cent compared to the last year and paddy has increased by approximately 10 per cent, pulses close to 5 per cent, coarse cereals almost 3 per cent, oilseeds around 13 per cent and cotton nearly 3 per cent. I extend felicitations to farmers and I salute their perseverance.

ONAM: Onam is being celebrated with fervour which is linked to agriculture. It is also the time of a new beginning for our rural economy.

TOY INDUSTRY: Team up for toys... Let us make toys together. For everybody it is the time to get 'vocal for local' toys. Come! Let's make

good quality toys for our youth. Toys should be such that in their presence childhood blooms and smiles. Let us make toys favourable to environment too.

NUTRITION: The month of September will be observed as Nutrition Month in the entire nation. In this movement pertaining to nutrition, people's participation is also very crucial. During the past few years in our country, a lot of effort has been made in this direction. Especially in villages, it is being converted into a mass movement with public participation.

INDIAN DOG BREEDS: Sophie and Vida are dogs of Indian Army who have been awarded the Chief of Army Staff 'Commendation Cards'. Among the Indian breeds, Mudhol Hound and Himachali Hound are of excellent pedigree. The next time you think of raising a pet dog, consider bringing home one of Indian breeds.

INDIAN APPS: Our youth participated enthusiastically in this Aatmanirbhar Bharat App Innovation Challenge. Around 7 thousand entries were received, out of that nearly two-thirds have been made by the youth of tier two and tier three cities. This is a very good indication for self-reliant India,

SELF-RELIANT INDIA: Today, when we are trying to make the country self-reliant, we have to move with full confidence; and make the country self-reliant in every area. ■

 Tune in to Mann Ki Baat by scanning QR Code

https://www.youtube.com/watch?time_continue=3&v=CECeMxOxt-Q&feature=emb_logo



|| International Day of Peace (September 21) ||

PLEDGE OF PEACE FOR HUMANITY



“ Everyone believes that peace and friendship are important for the progress of the nation, the world and humanity. But we also know that the weak can never bring peace. The weak cannot initiate peace. Bravery is the precondition for peace ”

Prime Minister Narendra Modi in Leh on July 3, 2020