

# THEME

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Azaadi Ka  
Amrit Mahotsav



Dhyeya's Yojana Gist  
**August 2023**

## AZADI KA AMRIT MAHOTSAVA

Azadi Ka Amrit Mahotsav is an initiative by the Indian government aimed at celebrating and commemorating 75 years of independence, highlighting the nation's rich history, culture, and accomplishments.

This effort pays tribute to the Indian populace, acknowledging their significant role in the country's progress. Moreover, it aligns with Prime Minister Narendra Modi's vision of propelling India 2.0 through the spirit of self-reliance, encapsulated in Aatmanirbhar Bharat.

The official launch of Azadi Ka Amrit Mahotsav took place on March 12, 2021, marking the commencement of a 75-week countdown to the 75th independence anniversary. This journey will conclude on August 15, 2023, after a year of celebratory events and activities.

### THE AZADI KA AMRIT MAHOTSAV ENCOMPASSES FIVE KEY THEMES:

1. **Struggle for Freedom:** This theme brings to life the narratives of lesser-known heroes whose sacrifices paved the path to our freedom. It also revisits the pivotal milestones and movements that shaped the historical journey leading to August 15, 1947.
2. **Ideas@75:** Centred around ideals that have molded our nation, this theme drives programs and events that draw inspiration from these principles. These ideals will continue to guide us as we navigate the transformative period between India@75 and India@100, known as the Amrit Kaal.
3. **Actions@75:** Focused on India's efforts to secure its rightful position in the evolving global landscape post the COVID-19 pandemic, this theme highlights the measures being undertaken to execute policies and fulfill commitments.
4. **Resolve@75:** This theme underscores our collective determination to steer the course of our nation's destiny. As we march towards 2047, every individual, group, governing institution, and civil society must rise to fulfill their roles.
5. **Achievements@75:** Celebrating the passage of time and our notable milestones, this theme serves as a public record of our collective accomplishments. It showcases the achievements of an independent nation that boasts a legacy spanning over 5,000 years of ancient history.



**INITIATIVES UNDER AZADI KA AMRIT MAHOTSAVA (AKAM):-**

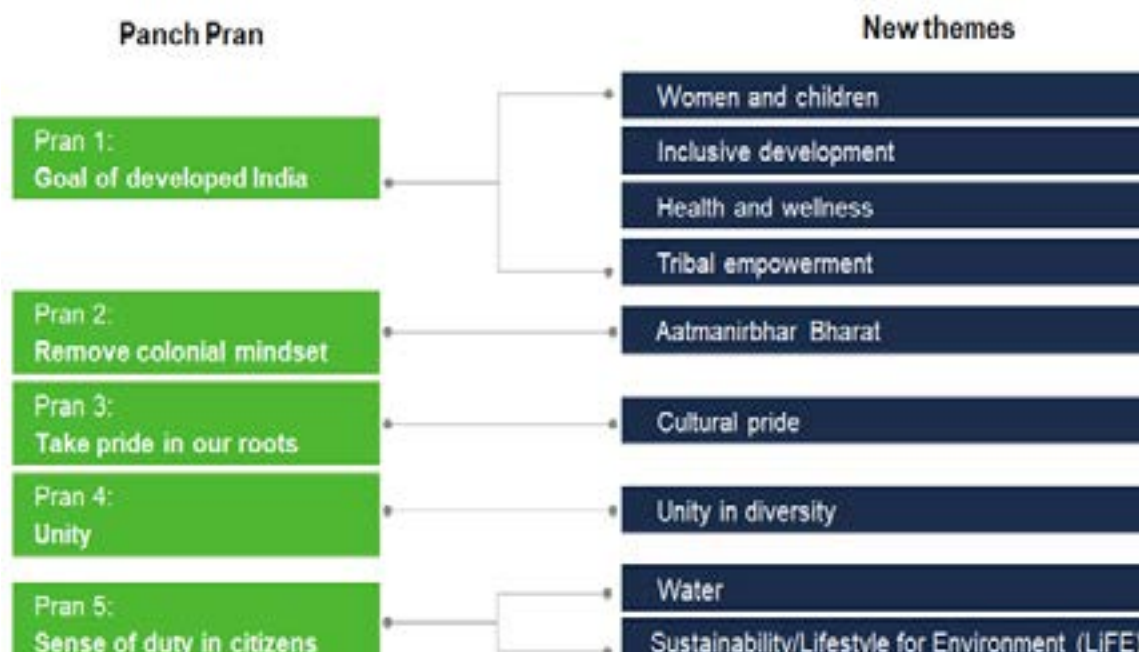
**"Mera Maati Mera Desh" campaign**

- ❖ Launching on August 9, 2023, as the concluding event of the 'Azadi Ka Amrit Mahotsav', the "Mera Maati Mera Desh" campaign holds significant importance. This campaign serves as a tribute to the brave men and women, the Veers and Veeranganas, who have made the ultimate sacrifice for our nation's cause.
- ❖ The campaign encompasses a multitude of activities and ceremonies spanning across various levels: Panchayat/ Village, Block, Urban Local Body, State, and National. A central aspect of this initiative is expressing profound gratitude towards these courageous individuals. As part of this effort, locally placed stone memorials known as "Shilaphalakam" will be erected within Panchayats/Villages and urban sites. These memorials may be situated near Amrit Sarovar, local schools, or other prominent locations.
- ❖ At these memorial sites, people will solemnly undertake a pledge encapsulating the Panch Pran of the Hon'ble Prime Minister. This pledge commits individuals to various ideals: making India developed and self-reliant by 2047, eradicating any vestiges of colonial mindset, celebrating our rich heritage, fostering unity, respecting those safeguarding the nation, and diligently performing the responsibilities of a citizen.
- ❖ Under the "Vasudha Vandhan" initiative, Panchayats/villages/urban local bodies will contribute to the environment by planting 75 indigenous saplings and establishing an "Amrit Vatika".
- ❖ Recognizing the valor of freedom fighters, "Veeron Ka Vandan" felicitation ceremonies will honor these fighters as well as the families of those who have passed on.
- ❖ The campaign will also feature the "Rashtragaan", where the National Flag will be hoisted and the National Anthem sung at designated sites.
- ❖ The "Amrit Kalash Yatra" involves youth volunteers and citizens from across the nation collecting soil from Panchayats/Villages, which will then be transported to the National Capital in special Kalash vessels.

The "Har Ghar Tiranga" initiative urges citizens to bring the Indian Flag to their homes and hoist it to commemorate the 76th year of India's independence.

The "Mera Gaon Meri Dharohar (MGMD)" program is conducting a cultural mapping of 6.5 lakh villages. Already, over 2 lakh villages have been mapped and uploaded on the national cultural workspace provided by the Mission portal.

Campaign 2.0 is structured around nine essential principles that are in accordance with the 'Panch Pran' vision set forth by the respected Prime Minister of the nation:



1. Empowerment of Women and Children
2. Upliftment of Tribal Communities
3. Sustainable Water Management
4. Preservation of Cultural Heritage
5. Adopting an Environment-Friendly Lifestyle (LiFE)
6. Enhancing Health and Well-being
7. Fostering Inclusive Progress
8. Self-reliant India (Aatmanirbhar Bharat)
9. Fostering National Unity

## CONCLUSION

Azadi Ka Amrit Mahotsav, a tribute to India's 75 years of independence, celebrates its rich history, culture, and achievements. With five key themes, the initiative reflects on freedom struggles, ideals, actions, resolve, and achievements. Initiatives like "Mera Maati Mera Desh" honor sacrifices, while campaigns empower women, conserve heritage, and promote an environment-friendly lifestyle. This commemoration unites the nation in embracing self-reliance, inclusivity, and progress toward a developed India by 2047.

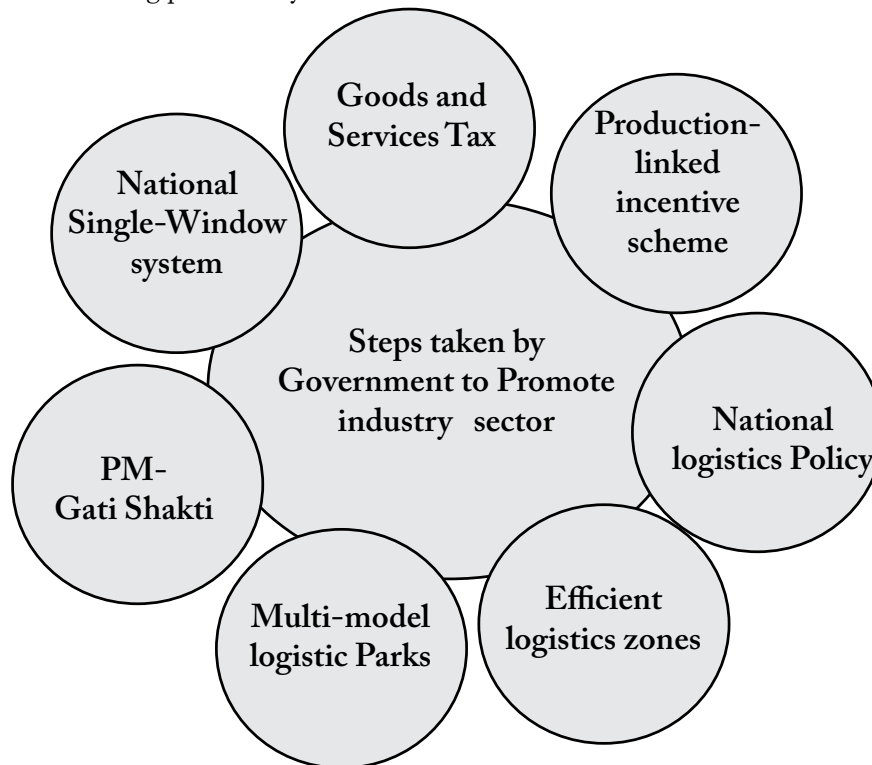


## VISION FOR INDUSTRY

The journey towards 75 years of independence has been challenging, but India has made significant strides. It has transformed from a nation that suffered under colonial exploitation to a key participant in the world economy. As India steps into the Kartavya Kaal (Period of Responsibility), it's an opportune moment for the nation to recognize its capabilities and position itself as a global leader in the emerging post-Covid world scenario.

### THE PROSPECTS OF INDIA IN THE MANUFACTURING DOMAIN:

- ❖ As per a report from FICCI and McKinsey, India's growth trajectory envisions it becoming a high-income nation by 2047, with its per capita income growing sixfold and generating around 600 million jobs to cater to its expanding workforce.
- ❖ Realizing this potential could result in India's economy reaching approximately Rs 1500 lakh crore (\$19 trillion) in terms of real value by 2047.
- ❖ Among all sectors, manufacturing holds the greatest promise for generating employment opportunities, with the potential to establish 60 million to 70 million jobs by 2030.
- ❖ India's goals might encompass:
  - ◆ Increasing manufacturing productivity by fivefold by 2030 (by tripling labor productivity and doubling capital productivity).
  - ◆ Aiming for 70-80% digital adoption among MSMEs.
  - ◆ Significantly increasing the number of World Economic Forum lighthouses to promote IoT and automation uptake, thus enhancing productivity.



### CONCENTRATING ON THE SUBSEQUENT DOMAINS TO UNLOCK MANUFACTURING'S COMPLETE POTENTIAL:

1. Emerging as a Modern Global Manufacturing Hub:
  - ◆ **Supply Chain Advancement:** India has the opportunity to optimize its supply chain and secure a larger portion of pivotal global supply chains, with an estimated value ranging from \$800 billion to \$1.2 trillion by 2030. The nation is strategically positioned to utilize Global Value Chains (GVC) for elevated economic expansion and employment generation.
  - ◆ **Thriving in New-age Sectors:** India has strategically identified various new-age sectors such as mobile devices, solar PV modules, drones, wearables, and semiconductors. Focusing on these progressive sectors could establish India's standing as a noteworthy manufacturing center.
  - ◆ **Facilitating Cluster Zones:** State governments can play a role by establishing user-friendly plug-and-play cluster zones tailored to their distinct manufacturing competencies.

## 2. Embracing the Digital Transformation in Manufacturing:

- ◆ **Adoption of Industry 4.0 Innovations:** As outlined in a recent NASSCOM report, the Indian manufacturing sector invested approximately USD 5.5 to USD 6.5 billion in Industry 4.0 solutions during FY21.
- ◆ **Integration of Digitalization:** for Enhanced Reliability and Resilience in the Value Chain.
- ◆ **Facilitating Technological Advancements:** Support through technology grants and international collaborative ventures could secure the essential technological expertise required to drive manufacturing toward a digital-driven future.
- ◆ **Evolution toward Smart Manufacturing:** The ongoing deployment of 5G technology is poised to play a pivotal role in the transition towards 'smart manufacturing,' encompassing areas like Connected Warehouses, Logistics, and Fleet Management, among others.
- ◆ **Skill development programs:** India needs to invest in robust skill development programs and collaborate with educational institutions and industry bodies to bridge the skills gap.

## 3. Striding Towards Eco-Friendly Manufacturing:

- ◆ Sustainability is the cornerstone of manufacturing's forthcoming trajectory. Consumers are actively seeking products and collaborators that embrace environmentally conscious methodologies, endorse eco-friendly policies, and exhibit a resolute dedication to sustainability.
- ◆ Manufacturers must place a premium on developing environmentally responsible alternatives, including:
  - Bio-based raw materials
  - Eco-friendly packaging solutions
  - Sustainable construction components
  - The "Zero Defect - Zero Effect" principle

## 4. Strengthening Infrastructure:

- ◆ **Enhancing Value Chain Efficiency:** Addressing the current inefficiencies in moving goods across industrial value chains is paramount. Streamlining these processes can significantly reduce costs and time, making the overall manufacturing ecosystem more agile and competitive.
- ◆ **Infrastructure Initiatives:** The implementation of initiatives such as the Industrial Corridor Development Programme showcases India's commitment to creating dedicated industrial zones with world-class infrastructure. The PM Gati Shakti National Master Plan and the National Logistics Policy further underscore the strategic approach towards improving logistics and transportation networks.
- ◆ **State and Central Collaborations:** Encouraging collaboration between state and central governments is crucial. Leveraging public-private partnerships (PPPs) can infuse private sector expertise and resources into infrastructure projects, leading to more effective and timely implementation.
- ◆ **Smart City Expansion:** Expanding the smart city coverage in key manufacturing hubs can offer a holistic urban planning approach. Smart city features, including efficient waste management, energy-saving technologies, and digital connectivity, can contribute to creating sustainable and well-connected manufacturing ecosystems.

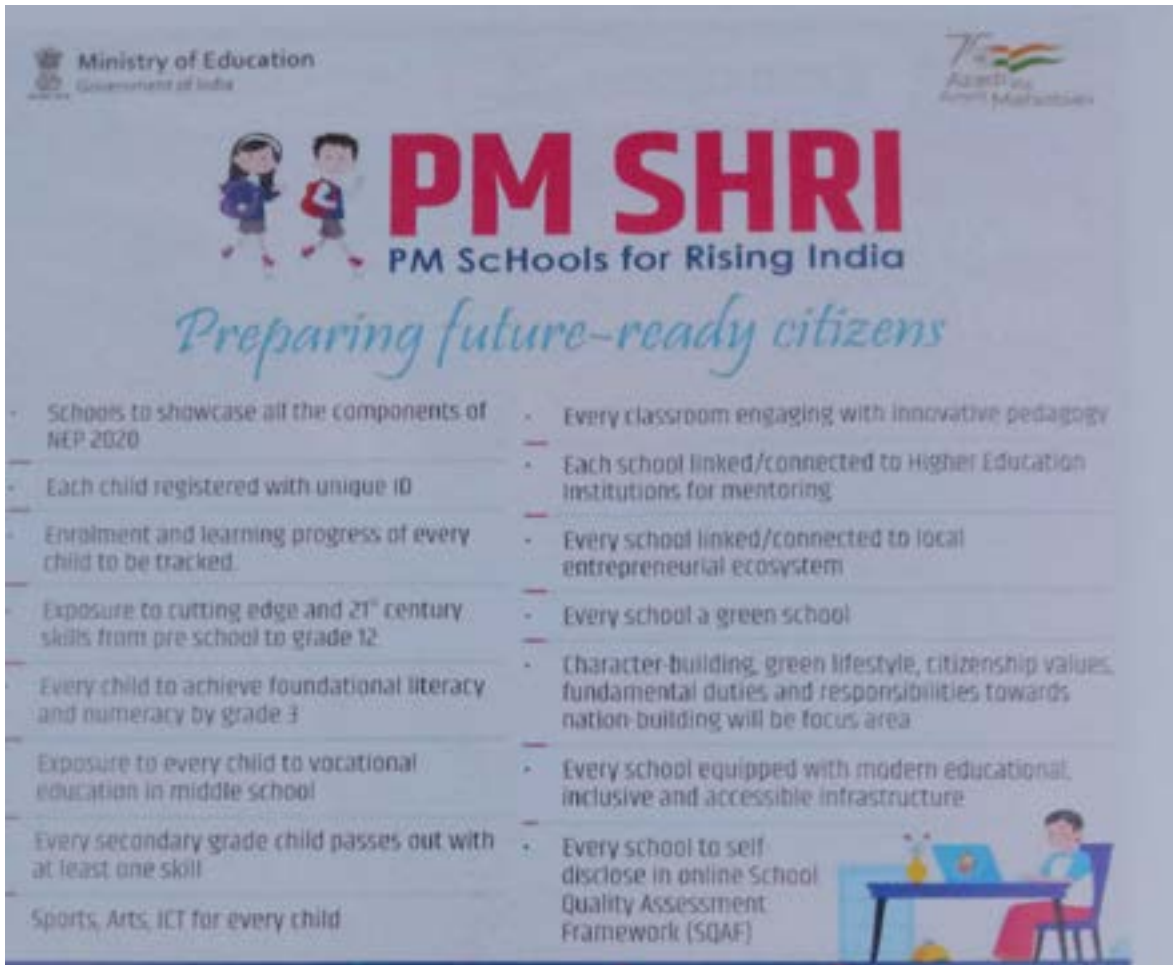
## CONCLUSION:

As India charts its course towards India@100, the momentum of reforms is expected to intensify. This sustained reform drive will lay the foundation for a robust industrial sector in India, characterized by efficiency, productivity, sustainability, and a prominent focus on boosting export capabilities. This vision aligns with FICCI's optimism for India's industrial future.



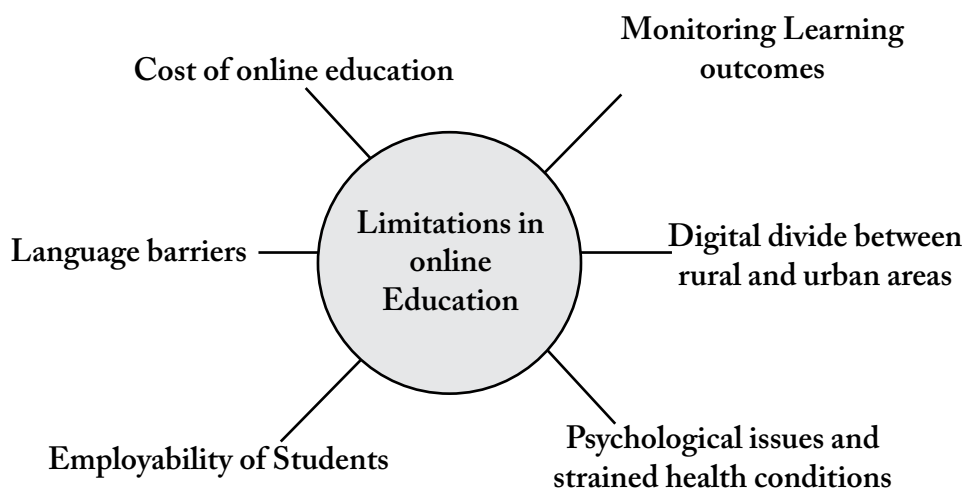
## LEVERAGING TECHNOLOGY FOR ACCESSIBLE QUALITY EDUCATION

Contemporary technologies, including Augmented Reality (AR), Virtual Reality (VR), Extended Reality (ER), Artificial Intelligence (AI), and Machine Learning (ML), have brought about a transformative shift in education, elevating the learning experience. Aligned with this trend, the National Education Policy 2020 (NEP 2020) envisions comprehensive reforms in the education domain through technology, aiming to establish inclusive, accessible, and top-tier education for all.



The impetus for the sudden surge in online education was prompted by the upheaval caused by the Covid-19 pandemic. The availability of digital classes, facilitated by high-speed internet via fiber connectivity, and the delivery of educational content through Direct-to-Home (DTH) broadcasting via satellites, played a pivotal role in ensuring the uninterrupted provision of high-caliber education within the confines of home during this unprecedented period.

### LIMITATIONS OF ONLINE LEARNING



## GOVERNMENT INITIATIVES TO PROMOTE TECHNOLOGICAL EDUCATION:

- ❖ **National Programme on Technology Enhanced Learning (NPTEL):** Commenced in 2005, NPTEL pioneered the provision of top-notch recorded engineering lectures delivered by esteemed IIT professors. Furthering its impact, in 2008, Virtual Labs was initiated to offer simulation-based experiments catering to all students.
- ❖ **Empowering Educators through Online Platforms:**
  - ◆ **Amrita Virtual Interactive E-Learning World (A-VIEW):** In collaboration with the Ministry of Human Resource Development (MHRD), AMRITA University established A-VIEW, an online platform designed for delivering training to educators.
  - ◆ **T10kT Program:** Spearheaded by IIT Bombay and IIT Kharagpur, the 'Train 10,000 Teachers' initiative prioritizes enhancing teaching competencies in fundamental engineering and science disciplines.
  - ◆ **AICTE Training And Learning (ATAL) Academy:** This institution was founded to facilitate the widespread dissemination of high-quality technical education, ensuring its reach across the nation.
- ❖ **SWAYAM Platform:** Distinguished as the world's largest online free e-learning portal, the SWAYAM platform is meticulously crafted to fulfill the objectives of accessible, equitable, and quality education across all levels of education.
- ❖ **National Internship Portal:** This initiative was established to facilitate meaningful collaborations between students and industries, encompassing even Micro, Small, and Medium Enterprises (MSMEs).
- ❖ **National Educational Alliance for Technologies (NEAT) Scheme:** Administered by the All India Council for Technical Education (AICTE), the NEAT scheme strives to create a vital connection between educational technology companies, academic institutions, and students.
- ❖ **Anuvadhani:** Developed by AICTE, Anuvadhani serves as an artificial intelligence-powered translation tool. Its purpose is to bridge language barriers and provide equal learning prospects to students nationwide. The tool enables text translation, speech-to-text typing, and editing.
- ❖ **National Digital Library Project by IIT Kharagpur:** This project offers open access to a repository of digital books and documents, ensuring unrestricted availability of educational resources.
- ❖ **Academic Bank of Credit (ABC):** Introduced under the aegis of the National Education Policy (NEP) 2020, the Academic Bank of Credit (ABC) empowers students to accumulate and store their academic credits and credentials in Digilocker. This innovative approach enhances flexibility, enabling students to validate, transfer, and redeem their earned credits, thereby enriching their learning prospects.

## CONCLUSION

The NEP 2020 sets forth ambitious objectives of attaining a 100% Gross Enrollment Ratio (GER) in school education and 50% in higher education. In the pursuit of these goals, technology assumes a pivotal role by closing gaps in accessibility, upholding principles of equity, enhancing educational quality, promoting affordability, and fostering accountability across the entire educational landscape.

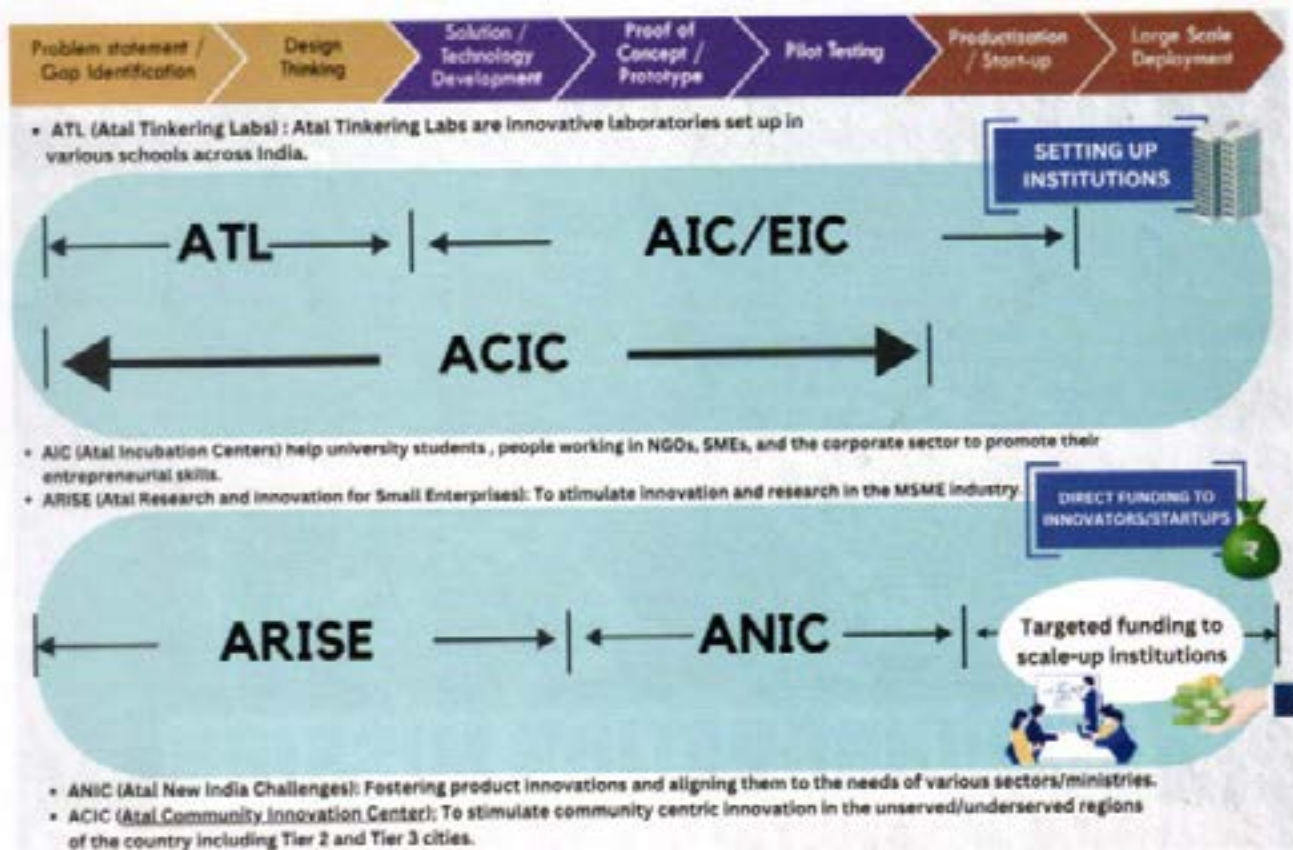
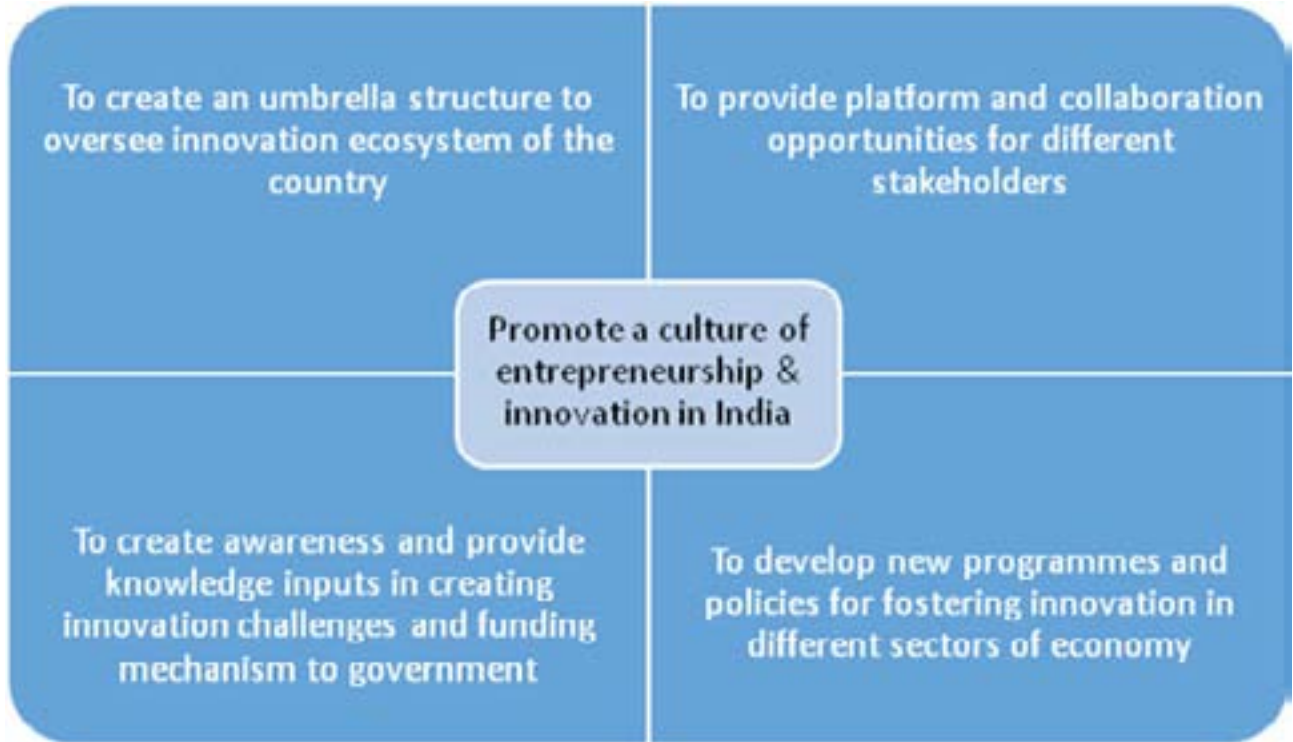




### ATAL INNOVATION MISSION

"The best way to foresee the future is to create it". - Anonymous

Innovation is the process of creating value by applying novel solutions to meaningful problems. It's about creating new applications for an invention or an established technology. It examines the significance of establishing a comprehensive innovation ecosystem in India. Such an ecosystem would stimulate innovation and entrepreneurship, address societal issues, and make substantial contributions to the nation's economic advancement.



*Illustration: AIM's interventions in the journey of an innovator*

**THE ROLE OF INNOVATION IN ECONOMIC ADVANCEMENT:**

- ❖ **Looking Back:** Early GDP expansion was primarily driven by population growth, resulting in limited real growth (0.1% annually) until 1700 AD.
- ❖ **The Industrial Revolution Impact:** The post-1750 era marked the Industrial Revolution, which propelled rapid GDP growth through transformative shifts driven by technology and innovation.
- ❖ **Energizing Economic Progress:** Technological innovation played a pivotal role in driving economic development by elevating productivity, and efficiency, and generating opportunities across diverse sectors.
- ❖ **The Significance of TFP for GDP Growth:** The Total Factor Productivity (TFP) exerts a substantial influence on GDP expansion, as it enhances output efficiency through innovation and technological progress.

**GOVERNMENT'S ROLE IN NURTURING INNOVATION:**

- ❖ **State-Backed Endeavors:** Government-driven initiatives have significantly contributed to the advancement of novel technologies and industries. Successful examples from Israel and the USA underscore the potential of such innovation-focused government initiatives.
- ❖ **National Innovation Foundation (NIF):** India's establishment of the National Innovation Foundation serves to empower grassroots technological innovations and safeguard traditional knowledge.
- ❖ **Science, Technology, and Innovation Policy:** This policy strives to position India as a global scientific frontrunner and establish a robust Science, Research, and Innovation framework (SRISHTI).
- ❖ **Cultivating an Innovation Ecosystem:** In a diverse nation like India, governmental backing plays a pivotal role in fostering a culture of innovation.
- ❖ **Atal Innovation Mission (AIM):** The inception of AIM by the Indian Government in 2016 is oriented towards fostering innovation and entrepreneurship. Its primary objective revolves around nurturing an environment conducive to generating and implementing inventive ideas.

**COMPREHENSIVE PROGRAMS UNDER AIM'S HOLISTIC APPROACH:**



- ❖ **Atal Tinkering Labs (ATLs)**
  - ◆ Implementation of tinkering labs in schools designed to foster a culture of innovative thinking among students.
  - ◆ Nurturing creativity, problem-solving abilities, and practical learning from an early educational stage.
  - ◆ Today, 10,000 schools have Atal Tinkering Labs covering 700+ districts of the country, spanning over 35 States and Union Territories. 60% of these ATLS are established in Government schools and cover a total of 75 lakh+ students who have created 12+ lakh innovation projects.

- ❖ **Atal Incubation Centres (AICs)**
  - ◆ Concentrated support for innovators, guiding them through the critical stages from idea inception to prototype development and market introduction.
  - ◆ Provision of crucial infrastructure, mentorship, and resources to facilitate the sustainable growth of startup ventures.
- ❖ **Atal Community Innovation Centres (ACICs):**
  - ◆ Expanding the reach of innovation to encompass not only major urban hubs but also tier-2 and tier-3 locations.
  - ◆ Stimulating innovation within local communities by offering vital resources, guidance, and collaborative platforms.
- ❖ **Atal New India Challenge (ANIC):**
  - ◆ Serving as a dynamic platform for startups to directly tackle pressing national challenges through inventive solutions.
  - ◆ Empowering these startups with funding, comprehensive mentorship, and essential resources to drive the development and effective implementation of their innovative ideas.
- ❖ **Mentors of Change (MoC)**
  - ◆ Mentor India is a strategic nation-building voluntary initiative to engage leaders ('Mentors of Change') who can guide and mentor students in the 10,000+ Atal Tinkering Labs that AIM has established across India.
  - ◆ Today, 6,000+ Mentors across the country are supporting the dream of AIM to nurture young minds. These mentors from across industry and academia volunteer their time regularly in one or more such labs and enable students to experience, learn, and practice future skills such as design and computational thinking, critical thinking, and applying what they have learned in classrooms in a more hands-on setting.

#### Case Study

An 18-year-old B.Tech. student from Rajasthan tackled noise pollution head-on by inventing the Vehicle Horn Control Assembly (VHCA) in ATL. This innovation curbs honking in specific zones and reduces its intensity in restricted areas. VHCA is patented, cost-effective, and scalable, aligning with Sustainable Development Goal 11. It offers a portable solution to significantly reduce noise pollution and enhance road safety.

## CONCLUSION

In conclusion, India's purposeful embrace of innovation aligns seamlessly with its aspiration to achieve a \$5 trillion economy by 2025. The trajectory of progress is evidenced by its remarkable ascent from the 57th to the 40th position in the Global Innovation Index. Noteworthy global innovations like Aadhaar and UPI underscore this advancement. Now, a collaborative endeavor is imperative to unleash India's economic capabilities and usher in a transformative decade driven by technology.

India stands as a harbinger of global-scale innovations that reverberate with profound influence. With a burgeoning count of 100+ Unicorns, it has unveiled a spectrum of digital public goods encompassing monumental creations such as Aadhaar, UPI, ONDC, and beyond.

Yet, as the nation navigates its transformative trajectory, it is apparent that the evolution of startups per lakh of the population is still in progress. In juxtaposition with innovation powerhouses like the USA and Israel, there exists an untapped potential that could potentially surge beyond the current magnitude by over 9 times. The journey ahead entails substantial endeavors, particularly in the realm of deep-tech, to realize the full gamut of possibilities and harness India's innovation prowess to its zenith.

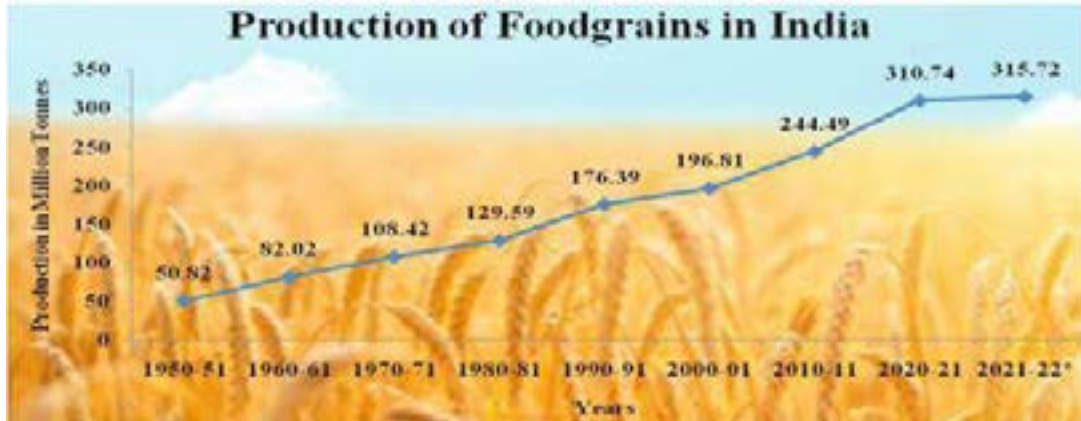


## AGRICULTURE - A JOURNEY FROM SHORTAGE TO SURPLUS

Over the course of 75 years since gaining independence, India's agricultural domain has witnessed a remarkable evolution. From grappling with food scarcity and relying on international assistance, India has emerged as a self-reliant nation in food production and a notable contender on the global agricultural stage.

### SPECTRUM OF REVOLUTIONS

#### The Green Revolution: Transitioning from Insufficiency to Abundance

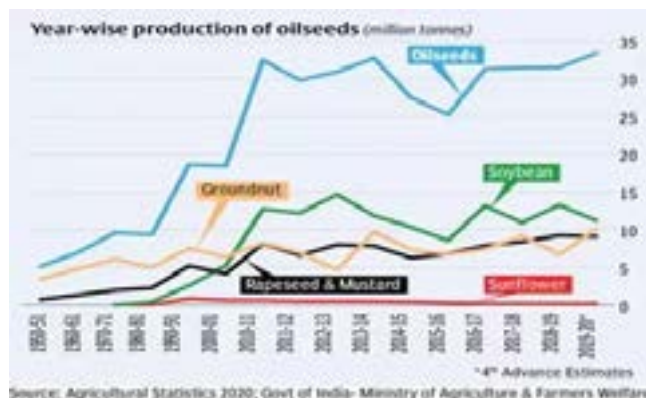


- ❖ During the early post-independence period, India grappled with severe food shortages, struggling to meet its population's basic sustenance requirements.
- ❖ A pivotal transformation arrived through the Green Revolution, sparked by the introduction of disease-resistant and high-yielding crop varieties.
- ❖ Scientist Dr. Norman Borlaug's breakthroughs in wheat strains amplified yields. Coupled with governmental backing under the guidance of Dr. MS Swaminathan, this drive resulted in unprecedented harvests.
- ❖ This upsurge in agricultural output, known as the Green Revolution, not only guaranteed food security but also established the foundation for self-sufficiency and agricultural exports.
- ❖ India has become a leader in sugar production, secures the 2nd position globally in rice cultivation (following China), and held a 14.14% stake in the global wheat production in 2020.

#### USHERING IN NUTRITIONAL RENEWAL WITH THE INTERNATIONAL YEAR OF MILLETS:

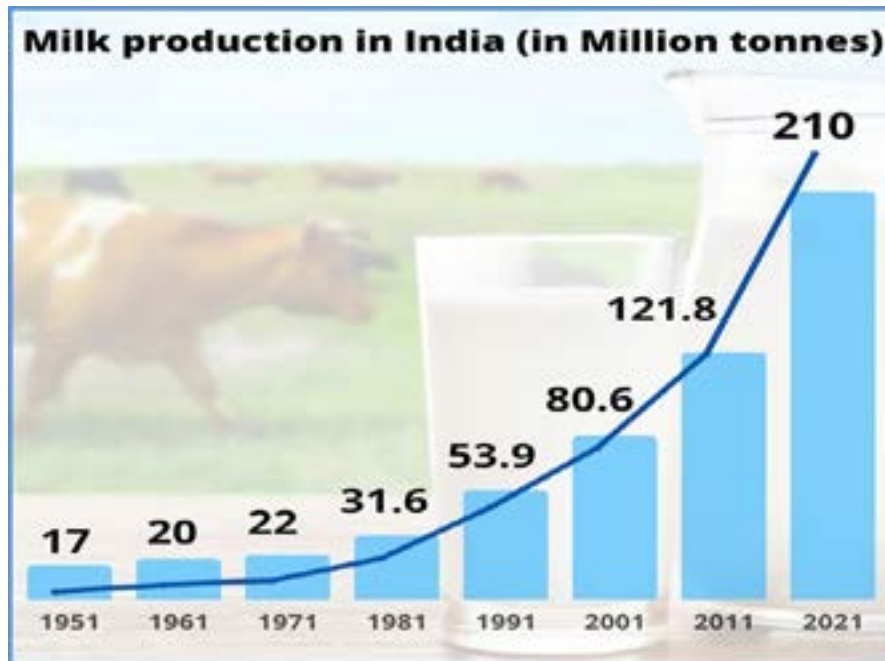
- ❖ In a notable move, India celebrated the International Year of Millets in 2023, giving millets a renewed identity as 'Shree Anna'.
- ❖ Leveraging targeted strategies and robust governmental support, millet cultivation witnessed a significant upsurge, contributing significantly to enhanced nutritional security.
- ❖ This surge in millet cultivation has positioned India to become a global hub for these nutrient-rich grains, fostering both food security and agricultural diversity.

#### TRIUMPH OF THE YELLOW REVOLUTION IN OILSEED PRODUCTION:



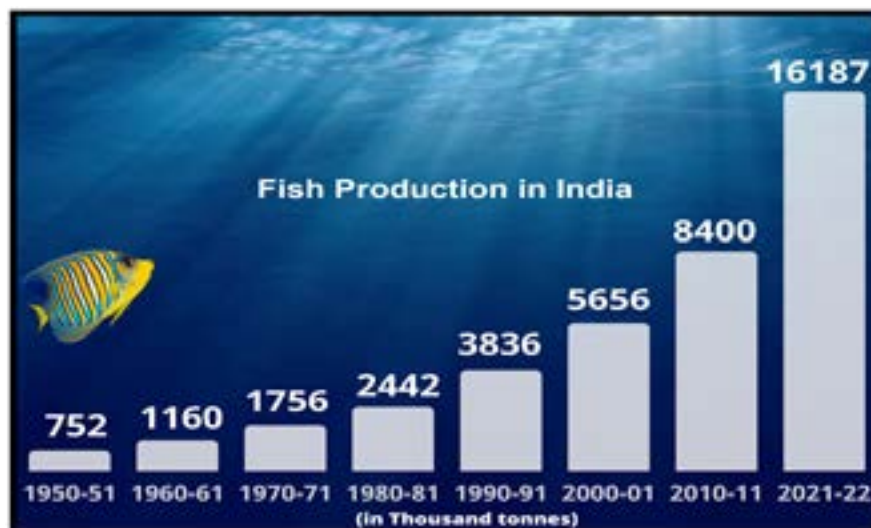
- ❖ The advent of the Yellow Revolution brought about a paradigm shift in oilseed production.
- ❖ Infusion of innovative cultivation practices and advanced crop technologies resulted in a remarkable upswing in oilseed yields.
- ❖ A remarkable journey unfolded, with India's oilseed production soaring from 108.30 lakh metric tons in 1985-86 to a remarkable 400,000 million tons in 2022-23. This transformation underscores India's attainment of self-reliance in a pivotal sector that contributes to both sustenance and economic stability.

### THE WHITE REVOLUTION: TRANSITIONING FROM MILK SCARCITY TO GLOBAL PROWESS



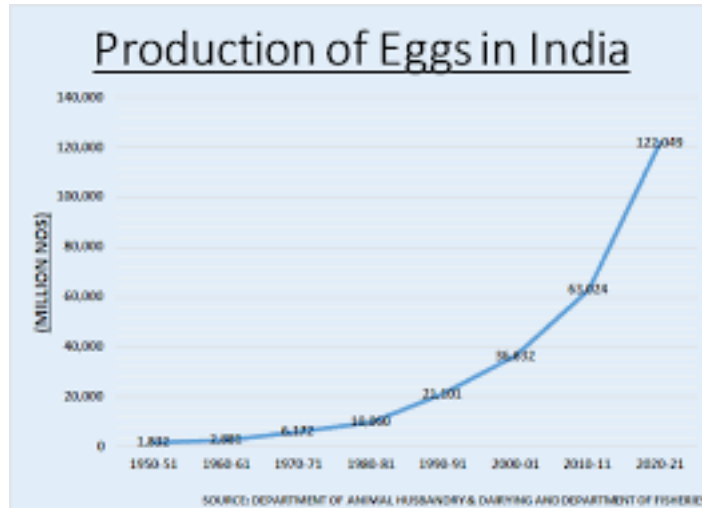
- ❖ Analogous to previous agricultural revolutions, the White Revolution tackled India's milk crisis, where dwindling per capita milk availability posed a challenge. Addressing this, the National Dairy Development Board (NDDB), led by Verghese Kurien, initiated Operation Flood during the 1970s.
- ❖ This groundbreaking endeavor established a robust framework of village-level milk cooperatives, cutting-edge processing facilities, and an integrated supply chain.
- ❖ As a testament to its success, India has maintained its position as a global milk production leader for over a decade. In the fiscal year 2021-22, the country achieved a remarkable total milk production of approximately 22 crore tonnes, underscoring the nation's journey from scarcity to global prominence in the dairy sector.

### THE BLUE REVOLUTION: CATALYZING FISHERIES EMPOWERMENT



- ❖ Following the post-independence period, dedicated endeavors within the fisheries domain led to the emergence of the Blue Revolution.
- ❖ Through strategic policies that encompassed marine and inland fisheries, India ascended to the position of the world's second-largest fish-producing nation.
- ❖ The profound impact of the Blue Revolution extended beyond elevated fish production; it also catapulted India to a prominent stature as a key exporter of seafood commodities. This transformative journey underscores the nation's comprehensive efforts in empowering its fisheries sector.

### THE SILVER REVOLUTION: POULTRY INDUSTRY'S SOARING SUCCESS



- ❖ Elevating its global standing, India has risen to become the third-largest egg producer, solidifying its prowess in the poultry sector.

### CHALLENGES AND THE PATH AHEAD:

- ❖ As India's agricultural journey unfolds, it encounters pivotal challenges like climate change, depleting resources, and productivity constraints.
- ❖ Initiatives like the National Mission on Sustainable Agriculture and the Agri-Tech Infrastructure Fund concentrate on integrating sustainable practices and technological advancements.
- ❖ Modern farming is being reshaped by digital tools, precision agriculture, and strengthened market connections.



- ❖ A range of farmer-centric initiatives encompass financial aid, crop insurance, and accessible institutional credit.
- ❖ Through the National Agriculture Market (e-NAM), a transformative shift is witnessed in agricultural marketing, ensuring equitable prices and unfettered market entry.



- ❖ India's agricultural odyssey stands as a testimony to the triumphant synergy of scientific innovation, unwavering political commitment, and the relentless dedication of its farmers.

## CONCLUSION

The agricultural sector grapples with an array of challenges, ranging from the impacts of climate change to the depletion of natural resources, dwindling fertility and productivity, and a surging need for premium-quality produce.

In pursuit of bolstering farmers' earnings, the Government has launched an array of initiatives spanning the breadth of the agriculture and allied sectors. These encompass a spectrum of measures, including direct financial aid, crop insurance, and facilitated access to institutional credit, with the objective of placing farmers at the heart of income augmentation programs.

Emerging from a foundation of self-sufficiency, Indian agriculture is now poised to elevate its trajectory, advancing toward the status of a global agricultural powerhouse.



## INDIAN ECONOMY - HISTORICAL PERSPECTIVE

Post-independence, India embraced a mixed economic framework amalgamating socialist principles with facets of a market economy. This composite approach contributed significantly to nation-building and industrial advancement, concurrently driven by the pursuit of self-sufficiency through Public Sector Enterprises and import substitution strategies. Nonetheless, this approach, while yielding gains, inadvertently spawned challenges such as bureaucratic inefficacies, restricted competitive dynamics, and constraints on innovation.

### MACROECONOMIC DISPARITIES IN THE 1990s AND STRUCTURAL REFORMS:

**Root Causes of Macroeconomic Imbalance:** A culmination of factors including a substantial combined deficit of both central and state governments, escalating inflationary pressures, and an unsustainable current account deficit precipitated the onset of the balance of payment crisis.

### ECONOMIC LIBERALIZATION AND TRANSFORMATIVE REFORMS (1990-2014):

- ❖ **Liberalization, Privatization, and Globalization (LPG) Overhaul:** The government orchestrated policy shifts that dismantled the license raj, fostered foreign direct investment, and championed privatization.

| Liberalization measure   | Privatization Measures   | Globalisation Measures  |
|--|--|---|
| <ul style="list-style-type: none"> <li>• Free determination of interest rate by the commercial Banks</li> <li>• Increase in the investment limit for the Small Scale Industries (SSIs)</li> <li>• Freedom to import capital goods</li> <li>• Freedom for expansion and production to Industries</li> <li>• Abolition of Restrictive Trade Practices</li> </ul> | <ul style="list-style-type: none"> <li>• Sale of shares of PSUs</li> <li>• Disinvestment in PSU's</li> <li>• Minimisation of Public Sector.</li> </ul> | <ul style="list-style-type: none"> <li>• Reduction in tariffs</li> <li>• Long term Trade Policy like Liberal policy,</li> <li>• All controls on foreign trade were removed</li> <li>• Open competition was encouraged</li> <li>• Equity Limit of Foreign Investment was increased</li> <li>• Partial Convertibility of Indian currency was allowed</li> </ul> |

- ❖ **Exchange Rate Flexibility and Currency Convertibility:** A flexible exchange rate regime was introduced, accompanied by full convertibility of the rupee in the current account and partial convertibility in the capital account.
- ❖ **Pivotal Telecom Policy of 1999:** This policy acted as a catalyst for the IT sector's boom in India, yielding extensive advantages for diverse sectors.
- ❖ **Empowering Disinvestment:** The establishment of the Department of Disinvestment propelled the disinvestment and privatization of public sector enterprises.
- ❖ **Addressing Fiscal Deficits:** The Fiscal Responsibility and Budget Management (FRBM) Act was enacted to tackle fiscal deficits across central and state governments.
- ❖ **Banking Sector Structural Revamp:** Noteworthy reforms like the SARFAESI Act 2002 and the deregulation of interest rates were instituted to relieve banks burdened with non-performing assets.
- ❖ **Yielding Impressive Growth:** These reforms contributed to an average growth rate exceeding 8% during the period of 2003-2008, surpassing the global average of 4.8% growth.

### CONTEMPORARY REFORMS SINCE 2014:

Since 2014, the government's economic policy trajectory has been focused on revitalizing India's growth potential through streamlining business conditions and a substantial enhancement of both physical and digital infrastructure.



- ❖ **Streamlining Regulations:** Notable legislative actions such as the Insolvency and Bankruptcy Code (IBC) and the Real Estate (Regulation and Development) Act (RERA) were enacted to bolster the ease of conducting business.
- Taxation Overhaul:** Remarkable tax reforms encompass the implementation of the Goods and Services Tax (GST), the reduction of corporate and income tax rates, and the elimination of retrospective taxation. These steps collectively alleviate the tax burden on both individuals and businesses.
  - ◆ The GST implementation has contributed to a wider tax base, seamless inter-state movement of goods, and the formalization of the economy.
  - ◆ Monthly GST collections showcase a consistent rise, ascending from INR 0.9 lakh crore in FY18 to INR 1.5 lakh crore in FY23, further elevating to INR 1.7 lakh crore in the initial quarter of FY2024.

#### ADVANCEMENTS IN ECONOMIC POLICY AND INITIATIVES:

- ❖ **Augmented Capital Expenditure:** Over the period from 2013-14 to 2022-23, the central government's capital expenditure has escalated from 2.8% to 3.8% of GDP. This strategic increase has contributed to enhanced connectivity and the modernization of infrastructure across the nation.
- ❖ **National Infrastructure Pipeline (NIP):** Instated to facilitate investments in infrastructure projects totaling around INR 111 lakh crore over five years until 2024-25. Presently, more than 9,000 NIP projects, with a combined investment exceeding INR 108 lakh crore, are progressing across various stages of implementation.
- ❖ **Fostering Self-Reliance and Manufacturing Excellence:** Initiatives such as Atmanirbhar Bharat and Make in India have been pivotal in strengthening India's manufacturing capabilities and promoting exports across diverse sectors.
- ❖ **Encouraging Investments:** Production Linked Incentives (PLIs) have been introduced across diverse sectors, effectively attracting both domestic and foreign investments to bolster the manufacturing domain.
- ❖ **Evolving Public Sector Enterprises:** An innovative Public Sector Enterprise policy has been enforced to streamline the government's involvement primarily within strategic sectors.
- ❖ **Business-Friendly Reforms:** The decriminalization of minor economic offenses under the Companies Act 2013 has been undertaken to enhance the ease of conducting business. Moreover, in the last nine years, a remarkable 1400 obsolete laws have been repealed.
- ❖ **Bolstering MSME Sector:** Comprehensive measures have been adopted, including the Emergency Credit Line Guarantee Scheme (ECLGS), revised definitions for Micro, Small, and Medium Enterprises (MSMEs), and the Trade Receivables Discounting System (TReDS), all aimed at fortifying the resilience of the MSME sector by addressing issues like delayed payments.

#### CONCLUSION

In culmination, the fusion of a resilient financial sector, amplified public investments, pioneering digitalization initiatives, a formalized economic structure, augmented financial inclusivity, widened avenues for economic advancement, and a notable surge in research and development activities will collectively serve as the cornerstone propelling India's economic growth throughout the 'Kartavya Kaal'.



## SWEET REVOLUTION- A BOOM IN HONEY PRODUCTION

- ❖ The Sweet Revolution initiative, endorsed by the Government of India, is designed to propel apiculture, commonly known as 'beekeeping,' for amplifying the production of high-quality honey and related products.
- ❖ Beekeeping represents a low-investment yet skill-intensive business model, and technology has emerged as a pivotal catalyst in driving socio-economic advancement.
- ❖ In contemporary times, beekeeping has evolved into a significant, sustainable agricultural endeavor integrated within India's rural development program. It ensures nutritional, economic, and ecological stability.
- ❖ Apiculture, the management and care of honeybees for the purpose of honey and related product production, is central to this effort. Bees are nurtured in artificial hives, conveniently positioned for examination and extraction of surplus honey while reserving adequate amounts within the combs for the bees' sustenance.
- ❖ Honey, a natural outcome of bees gathering nectar from flowers, holds immense nutritional and antioxidant value. It boasts antibacterial properties and contributes to diabetes management within a balanced diet.
- ❖ India yields around 70,000 metric tonnes of honey annually, derived from four species of honeybees. Its potential spans beyond honey, encompassing apiculture products such as royal jelly, beeswax, and pollen, extensively employed in pharmaceuticals, food, beverages, cosmetics, and more.
- ❖ Recognizing its potential, India is well-poised to transition into a substantial honey-exporting nation, capitalizing on the income-generating and sustainable nature of honey production. This aligns with agro-supportive activities, promoting ecological equilibrium while delivering income and employment opportunities.
- ❖ The National Beekeeping and Honey Mission, launched by the Government, stands as a booster for the Sweet Revolution. This mission operates in a mission mode, propelling comprehensive promotion and scientific enhancement of beekeeping practices.

### THE NATIONAL BEEKEEPING AND HONEY MISSION (NBHM):

- ❖ The overarching objective of the NBHM is to drive the comprehensive advancement and enhancement of scientific beekeeping practices while facilitating the production of top-tier honey and assorted beehive products. This initiative bears the official endorsement of the Government of India.
- ❖ Functioning as a Central Sector Scheme, the NBHM's implementation falls under the jurisdiction of the National Bee Board (NBB), with the Central Government providing complete funding support.
- ❖ At its core, the National Bee Board (NBB) is oriented toward fostering a holistic evolution of beekeeping within India. This entails the active promotion of scientifically grounded beekeeping techniques, leading to enhanced crop productivity through effective pollination. Simultaneously, the initiative seeks to amplify honey production, thereby contributing to the augmentation of income for beekeepers and farmers alike.

### THE NBHM WILL ENCOMPASS THE FOLLOWING SUB-SCHEMES, ORGANIZED INTO THREE DISTINCT MINI MISSIONS:

- (a) **Mini Mission-I:** This mission primarily focuses on heightening the production and productivity of diverse crops through the strategic implementation of pollination, facilitated by the adoption of scientific beekeeping practices.
- (b) **Mini Mission-II:** This mission places its emphasis on post-harvest management of beekeeping and beehive products. It encompasses pivotal aspects like collection, processing, storage, marketing, and value addition. A central goal here is to cultivate the essential infrastructure required to support these crucial activities.
- (c) **Mini Mission-III:** This mission has its focal point on advancing Research and technology endeavors tailored to cater to diverse regions, states, agro-climatic conditions, and socio-economic contexts. The overarching objective is to generate innovative solutions that align with the specific requirements of these varied parameters.
- ❖ The NBHM is designed to offer both technical guidance and administrative support to executing bodies at both the national and state levels. This proactive involvement aims to ensure the efficient and seamless execution of the scheme.

- ❖ The export of natural honey from India to the global market has showcased remarkable figures, with 74,413 Metric Tonnes valued at Rs 1,221 crore during the 2020–2021 period. This accomplishment has positioned India as one of the world's leading honey producers.
- ❖ In April 2021, the Madhu Kranti Portal was introduced. This portal serves as a means to ascertain the origin of honey, reinforcing transparency and authenticity in the honey supply chain.
- ❖ A scientific and technological approach is being embraced to bolster honey production and quality testing. This aligns with the maintenance of stringent quality standards, both for domestic and international markets. The focus extends beyond honey, promoting the production of diverse beehive products, including bee pollen, bee bags, royal jelly, propolis, and bee venom.

## CONCLUSION

Looking ahead, the establishment of a structured and technology-empowered bee-farming sector holds immense potential for generating employment avenues, particularly through skill-oriented initiatives. This endeavor aligns harmoniously with the achievement of several Sustainable Development Goals, including Goal 1 (No Poverty), Goal 2 (Zero Hunger), Goal 3 (Good Health and Well-Being), and Goal 15 (Biodiversity and Vibrant Ecosystem).



## INTEGRATED APPROACH FOR HOLISTIC WELL-REING

This approach aims to provide comprehensive healthcare that addresses physical, mental, and spiritual needs, and it's being implemented through initiatives like Ayushman Bharat, Health and Wellness Centres, and the Pradhan Mantri Jan Arogya Yojana (PMJAY).



### HERE ARE SOME KEY POINTS AS MENTIONED:

- ❖ **Integration of Traditional Medicine and Allopathy:** The approach involves combining the strengths of traditional medicine and allopathy to provide well-rounded healthcare that considers various aspects of well-being. This approach acknowledges the importance of addressing physical, mental, and spiritual health.
- ❖ **Continuum of Care:** India's healthcare system is structured to provide a continuum of care through primary, secondary, and tertiary levels. This integrated approach recognizes the interdependency between these levels to ensure health for all citizens.
- ❖ **Government's Healthcare Focus:** Since 2014, the Indian government, led by Narendra Modi, has shifted its focus from healthcare as a luxury to ensuring universal healthcare for all citizens. The aim is to provide quality services at people's doorsteps, with a focus on leaving no one behind.
- ❖ **Antyodaya Philosophy:** The government's approach is aligned with the philosophy of "Antyodaya," which emphasizes providing services to the last person in the queue and ensuring inclusivity.
- ❖ **Comprehensive Approach to Health and Wellness:** The Prime Minister has stressed the importance of adopting a comprehensive approach to healthcare that encompasses both health and wellness. This approach recognizes India's contributions to global health through practices like yoga and Ayurveda.
- ❖ **Transformation of Healthcare:** The healthcare sector in India has undergone significant transformation over the last decade, aiming for a holistic strengthening of the health system. This involves evidence-based health policies and robust health systems to provide efficient, accessible, affordable, and quality healthcare.

### AYUSHMAN BHARAT INITIATIVE:

Launched in 2018, Ayushman Bharat consists of Health and Wellness Centres (ABHWCs) and PMJAY. ABHWCs offer primary healthcare and wellness services, while PMJAY provides free hospitalization and inpatient services to vulnerable populations.

- ❖ **Achievement of ABHWCs:** The ABHWCs have successfully brought quality healthcare closer to people, focusing on women, children, and the elderly. They are recognized as the first point of contact for healthcare and wellness in the community.



- ❖ **Pradhan Mantri Jan Arogya Yojana (PMJAY):** PMJAY provides financial protection to a significant portion of the eligible population across states and Union Territories. It covers a wide range of procedures, diagnostics, and care services.
- ❖ **Digital Health Initiatives:** Digital health initiatives like eSanjeevani have bridged the gap in accessing specialist care by offering teleconsultations. This has been especially beneficial for women and seniors, reducing the burden of travel.
- ❖ **Health Data Sharing:** The integration of health data has been a key aspect of these initiatives, with a substantial number of health records linked to improve healthcare management.

**AYUSHMAN BHARAT DIGITAL MISSION (ABDM)(DIGITAL TRANSFORMATION):**



India launched the Ayushman Bharat Digital Mission (ABDM) to strengthen digital health infrastructure. Over Rs 200 crore invested. ABHA IDs create unique identity, link healthcare benefits, simplify registration, and establish health records.

#### **PANDEMIC RESPONSE AND PREPAREDNESS:**

India's COVID-19 response showcased global leadership. Testing capacity expanded to 3,388 labs. The Atmanirbhar Bharat initiative reduced diagnostic commodity costs. Rapid deployment of health infrastructure, including COVID centers and oxygen generation.

#### **PRADHAN MANTRI AYUSHMAN BHARAT HEALTH INFRASTRUCTURE MISSION (PMABHIM):**

'Whole of society' approach adopted post-pandemic. PMABHIM boosts capacities across care levels, from sub-health centers to Critical Care Blocks. Focus on infrastructure, surveillance, diagnosis, management, and research.

#### **HUMAN RESOURCES FOR HEALTH (HRH):**

Increased focus on skilled healthcare professionals. Significant growth in medical and nursing education capacities. Over 1.07 lakh undergraduate medical seats, 67% more medical colleges, and substantial nursing graduate expansion.

#### **IMMUNIZATION AND DISEASE CONTROL:**

Universal Immunization Programme and Mission Indradhanush improved immunization coverage. Malarial cases were reduced by 85.3% from 2014 to 2021. Successful COVID-19 vaccination drive with 100 crore doses in 9 months. The Vaccine Maitri initiative supplied 291.5 million doses to other countries and UN entities.

#### **PRADHAN MANTRI TB-MUKT BHARAT ABHIYAN:**

Committed to eliminating Tuberculosis by 2025. TB case notifications exceeded pre-pandemic levels. Ni-kshay 2.0 enhances patient support and community engagement. Corporate Social Responsibility leveraged for TB control.

#### **ADVANCEMENTS IN HEALTHCARE CAPACITY**

India's healthcare system has experienced significant advancements in capacity-building over the last decade. With a heightened focus on healthcare as a national priority, the system has witnessed remarkable improvements in routine and emergency services. Notably, government health expenditure per capita has surged by 74%, signifying a commitment to providing better medical facilities to citizens. This increase has been complemented by a substantial rise of 167% in government-financed health insurance, ensuring broader access to healthcare services. Equally noteworthy is the reduction in out-of-pocket spending on health, which has decreased by 16% points since the fiscal year 2013-14. These developments collectively indicate a concerted effort to alleviate financial burdens on individuals seeking medical assistance and to enhance the overall capacity of the healthcare system.

#### **CONCLUSION**

The integration of traditional medicine and allopathy in India reflects a pioneering step towards adopting a holistic approach to health and well-being. By synergizing the strengths of both systems, the country is moving towards providing comprehensive care that addresses not only physical ailments but also mental and spiritual needs. Traditional medicine systems, with their emphasis on natural remedies, prevention, and balance, are being recognized for their effectiveness in managing chronic conditions and promoting overall wellness. Under the guidance of the Ministry of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy), efforts to integrate these practices into the mainstream healthcare system have led to standardized protocols, evidence-based guidelines, and the development of safe and effective traditional medicine formulations. The establishment of AYUSH Wellness Centres across the nation further ensures the accessibility of traditional medicine alongside allopathic care, thereby fostering a truly holistic approach to health for all.



## INDIA'S G20 PRESIDENCY

India's G20 Presidency reflects its aspiration to play a pivotal role in addressing crucial global issues. With a commitment to tackle challenges such as climate change, food security, healthcare, and technology, India aims to contribute to a more equitable world. By leveraging the unique platform of the G20, India seeks to bridge the gap between developed and developing nations, fostering consensus on critical matters and reshaping global governance.



### CHALLENGES AND DIPLOMATIC ENDEAVORS:

India's assumption of the G20 Presidency occurred during a complex global landscape. Despite the challenging environment, India's economic growth and credibility surged. The country's leadership role, both as an emerging economic power and a supporter of multilateralism, gained prominence. During the COVID-19 pandemic, India's efforts in supplying medical aid and vaccines underscored its commitment to global solidarity.

While existing powers turned inward and revisionist powers asserted themselves, India's G20 leadership focused on centering the Global South in international dialogues. The shifting balance of power and evolving norms marked an inflection point in the global order. The crisis amplified the urgency for multilateral institutions to adapt, though consensus on new norms remained elusive.

### REVIVING MULTILATERALISM AND ADDRESSING CHALLENGES:

India's G20 Presidency aligned with its historical role in advocating for the Global South's interests. The presidency emphasized issues vital to emerging economies, including digital infrastructure, entrepreneurship, climate justice, and accessible healthcare. However, navigating rising tensions among major powers and the credibility crisis in multilateral institutions posed challenges.

By prioritizing the Global South's concerns, India aimed to revive international faith in multilateralism and unite diverse stakeholders. The G20 platform's unique composition—encompassing both developed and developing nations—enhanced India's efforts to foster global solidarity and collaborative problem-solving.

### INDIA'S GLOBAL CREDIBILITY AND THE PATH FORWARD:

India's multicultural democracy and its G20 Presidency underpin its credibility as a significant global player. As the nation celebrates India@75, it is well-positioned to drive meaningful change on the international stage. Through its G20 leadership, India has demonstrated its ability to orchestrate diplomatic maneuvers that counter global disorder and inspire multilateral cooperation in an increasingly fragmented world.

## CONCLUSION

India's G20 Presidency stands as a testament to its aspiration for global leadership, championing equitable solutions to pressing issues. Amidst challenges and complex global dynamics, India's efforts to unite diverse stakeholders, address emerging economies' concerns, and rekindle multilateralism highlight its credible role in reshaping international cooperation for a more harmonious world.





## **ROLE OF INDIAN SPORTS IN KEEPING THE COUNTRY UNITED**

The role of sports in the construction of the new India is multifaceted and unique. In recent years, through initiatives like 'Khelo India Scheme', 'Target Olympic Podium Scheme', 'Fit India Movement', and many others, the role of sports in India has been given a fresh dimension. This can lead to significant success in fostering national unity, women's empowerment, citizen health and fitness, youth life skills, and developing a strong sense of national pride.

In recent years, India's performance in the field of sports has shown remarkable improvement. This can be seen in various points:

- ❖ In the 2020 Tokyo Olympics, India achieved its best performance ever by winning a total of seven medals, including the first-ever gold medal in athletics.
- ❖ India has also performed exceptionally well in the Paralympics and Deaflympics, winning 19 and 17 medals respectively.
- ❖ India won the Thomas Cup in badminton for the first time in 72 years.
- ❖ Nikhat Zareen became a world boxing champion.
- ❖ The young badminton duo of Satwik and Chirag became the first Indian doubles team to win a title in the Indonesian Super Series.
- ❖ Bhavani Devi won India's first-ever silver medal in Asian fencing championships.
- ❖ The junior Asian Cup hockey teams for both boys and girls had won gold medals a week ago.

All these achievements highlight India's growing prominence in the sports world.

### **ROLE OF SPORTS IN NATION-BUILDING**

- ❖ Winning medals and standing on the podium not only brings immediate results or success but also acts as a unifying factor for the entire nation, much like few other events can. Furthermore, the role of sports in the construction of the new India is both comprehensive and multidimensional.
- ❖ The essence of sports is not just about achieving immediate success, but also about bringing a change in the mindset of generations. The youth set their goal of giving their best performance to contribute to nation-building.
- ❖ The essence of sports lies not just in victory or defeat, but in instilling a sense of sportsmanship and determination among the youth. Sports are deeply interwoven with various chapters of life, motivating the younger generation to contribute to nation-building with dedication and determination.
- ❖ Sports have the potential to contribute to national unity, women's empowerment, citizen health and fitness, development of life skills among youth, and fostering a strong sense of national pride.

### **DEVELOPMENT OF BASIC SPORTS INFRASTRUCTURE**

Under the 'Khelo India Scheme', efforts have been made since 2014 to enhance basic sports facilities across the country, ensuring that young people from all regions have access to sports fields and training centers. This can be seen in the following aspects:

- ❖ Campaign to establish 1000 Khelo India Centers (KICs) in each district.
- ❖ Plan to establish 31 Khelo India Centers of Excellence in collaboration with state governments, providing advanced training facilities for senior and elite athletes in special sports competitions.
- ❖ Strengthening the connection between the sports world and academic institutions by involving 266 Khelo India recognized academies, 500 private academies, and 27 schools.
- ❖ Developing a sports culture in the country by preparing nearly 17,500 sports fields, enabling parents to find places for their children to play near their homes.
- ❖ During the period from 2014 to 2023, a total of 293 projects have been approved under the Khelo India Scheme, out of which 146 projects have been completed.

### **SPORTS AND INCLUSIVE DEVELOPMENT**

Sports have played a crucial role in bringing athletes and sportspersons from various fields together in one place, contributing economically and geographically marginalized areas by empowering women and youth.

## GENDER INCLUSION

- ❖ Initiatives like the Khelo India Women's League have been introduced to encourage women's participation in sports.
- ❖ Since the start of the Khelo India Women's League, more than 1.25 lakh women have participated in over 27 sports competitions held in more than 50 cities across the country.
- ❖ Real-life stories from the sports world showcase how women athletes have overcome economic and social obstacles to excel in sports and believe that sports have transformed their lives. Be it world boxing champion Nikhat Zareen, Mary Kom, or Hima Das.
- ❖ Around 50% of the athletes in the Tokyo Olympics were women, and they secured nearly 50% of the medals won by the country. Prominent athletes include Mirabai Chanu, Lovlina Borgohain, and PV Sindhu.
- ❖ The increasing community of women entering sports will bring about a change in society's perception of women from various segments.

## REGIONAL INCLUSION

- ❖ Focus on women's inclusion and engaging youth across the country, including regions affected by extremism like Jammu and Kashmir.
- ❖ Sports used as a tool to expedite positive involvement and contribute to society.
- ❖ Allocation of 50 crore rupees for developing the sports framework in Jammu and Kashmir.
- ❖ Each district in extremism-affected areas granted 10 lakh rupees for organizing sports events and competitions.
- ❖ Positive changes observed in these regions, with former stone-throwing children becoming local football players.
- ❖ Transformation seen in areas previously fearful of extremism, now hosting nighttime football matches.
- ❖ Demonstrates the powerful impact of sports in fostering positive change and community development.

## INCLUSION OF PERSONS WITH DISABILITIES:

- ❖ Special efforts are being made to integrate differently-abled athletes into sports. In June 2023, a team of 198 differently-abled athletes participated in the 2023 Special Olympics Summer Games held in Berlin.

## INSPIRATION FROM SPORTS AND FIT INDIA:

For comprehensive development, every citizen must adopt a lifestyle that includes sports and fitness, thus contributing effectively to the nation's progress. Based on this idea, the Prime Minister envisioned the Fit India Campaign in 2019, aiming to make fitness an integral part of every citizen's routine and not just limited to athletes and experts. Various efforts are being undertaken to promote a culture of fitness in the country:

- ❖ The slogan "Fit India's Dose, Half an Hour Every Day" resonated throughout the nation, and citizens actively participated in marathons, cycling events, running, and other activities throughout the year, turning it into a mass movement.
- ❖ More than 7.08 crore people participated in two editions of the Fit India Freedom Runs.
- ❖ A fitness and sports quiz was organized, involving 1.74 lakh students, which has helped cultivate growing interest and attraction towards fitness across all age groups.
- ❖ Fit India Week is organized in schools, and over 2.5 lakh students have already participated in various fitness-related activities.
- ❖ These multi-level efforts are being carried out to enhance awareness, enthusiasm, and interest in fitness among the youth of the nation.

## ECONOMIC GROWTH THROUGH SPORTS:

India currently boasts the fifth-largest economy globally and is progressing rapidly. In this tale of economic progress, the role of the sports equipment manufacturing industry is crucial.

- ❖ According to the February 2023 report of Invest India:
- ❖ In the highly competitive global sports equipment manufacturing market, India stands as Asia's third-largest producer.

- ❖ Around 60% of sports equipment manufactured by Indian companies is exported.
- ❖ This industry provides employment to over 5 million people.
- ❖ The report projects that by 2027, India's sports equipment exports could reach up to \$66 billion, a significant increase from the \$39 billion recorded in 2020-21.

Over the past 9 years, India has witnessed significant development in sports. Indian athletes have established their dominance in various international sports competitions, and India's presence in the sporting arena is stronger than ever. Recognizing this, several prestigious international sports organizations have chosen India to host various important competitions.

In essence, it can be said that in line with the Prime Minister's vision of "Khelo India, Khiloge Toh Khiloge," sports are playing a crucial role in building the nation.



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