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New India

SAMACHAR

March 16-31, 2021

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LOCAL TOYS GLOBAL PLAYGROUND

Indian toy industry has immense potential to enhance its contribution in the global toy market as a variety of toys are being produced in every nook and corner of the country.

With Government's initiatives, India is all set to become a leading toy manufacturer



SCIENCE, INNOVATION KEY TO SELF-RELIANT INDIA

A push for Self-Reliant India was the focus of Prime Minister Narendra Modi's 'Mann Ki Baat'. He urged the people for innovation and water conservation. Excerpts of his address:

WATER THE ELIXIR: The month of Magh is associated with rivers, lakes and other sources of water. In India, there is hardly any day when there are no festivals related to water in some part or the other. For us, water is life, faith and the flow of development. This year, Kumbh is being held in Haridwar. Can we right away start a 100-day campaign for cleaning up water sources around us and conserving rainwater? With this thought, in a few days, the Jal Shakti Abhiyan 'Catch the Rain' will be initiated by the Jal Shakti Ministry

SANT RAVIDAS JAYANTI: Sant Ravidasji's birth anniversary falls on Magh Poornima. Even today, words and knowledge of Sant Ravidasji guide us

REMEMBERING C V RAMAN: National Science Day (February 28) is dedicated to the discovery of 'Raman Effect' by the great scientist Dr C. V. Raman. The way we are aware about other scientists of the world, we should also know about scientists of India

INNOVATION: Science has made a lot of contributions in the 'AatmaNirbhar Bharat' campaign. We have to move forward with the mantra of 'Lab to Land'. Chintala Venkat Reddyji from Hyderabad developed varieties of wheat and rice that specially contained vitamin D. This month he received a patent from the World Intellectual Property Organisation, Geneva. Similarly Kamraj Bhai

Choudhary from Patan district in Gujarat has developed good seeds of drumstick

SELF-RELIANT INDIA: Self-Reliant India is a national spirit. Our heads are held high when we see Made in India fighter plane Tejas, Made in India tanks, Made in India missiles, Made in India coaches in Metro trains in rich and developed countries and Made in India Coronavirus vaccines are reaching dozens of countries. We have to extend this pride to textiles, handicraft goods, electronic appliances, mobiles and some other fields. The mantra of Self-Reliant India is reaching villages of the country

EXAM WARRIOR: In the times of Coronavirus, I took out some time and added many new mantras in the exam warrior book. A lot of interesting activities related to these mantras are given on the Narendra Modi App which will help to ignite the exam warrior in you

NO LAXITY AGAINST CORONAVIRUS: March is the last month of the financial year. The way economic activities are intensifying in the country, the activities of our business and entrepreneur friends are also increasing. We should not lower our guard against Coronavirus



Tune in to Mann Ki Baat by scanning QR Code



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FROM EDITOR'S DESK

Sadar Namaskar,

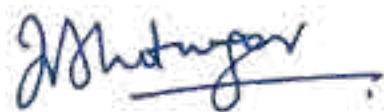
A toy brings unlimited joy to children and leaves an indelible mark on their tender minds. Memories associated with toys motivate children all through their lives. India had a rich tradition of local toys but they were usurped by foreign products flooding Indian markets. Despite India being the largest consumer of toys in the world, its share in the global toy market is merely 0.5 per cent. In such a scenario, the Government is trying to revive the toy industry by taking various measures.

With the help of toys, the Government wants to introduce children to Indian culture and civilisation. It also wants to take the toy industry into confidence and provide chemical-free toys to children. Such moves will not only provide good health to Indian economy but also save children from harmful toys. The cover story of the current issue of New India Samachar is based on the action plan of the Government to make the toy industry self-reliant.

Along with this, the current edition brings a report on children attending schools in the post-Corona period. Also, the gift of various developmental initiatives bringing smile on the face of millions is discussed in the issue. This is not the end rather a beginning for the 'AatmaNirbhar Bharat' Campaign becoming a national spirit.

Keep writing your feedback to us with the same affection and trust...

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(Jaideep Bhatnagar)



MAIL BOX



Congratulations for publishing such a useful magazine – New India Samachar. I read its online edition of February. I am amazed to read the content and that to presented in a very precise manner and simple language. Please let me know from where I can get old editions of the magazine. Please send English and Hindi versions of the magazine to my email ID regularly.

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I am overwhelmed to see the enormous efforts that are being put in enhancing the content of the Magazine. The pictorial representation, well calibrated fonts and images helps retaining interest of every single reader till the very last page of the magazine. Keep up the good work. Thanks.

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First of all, please accept my congratulations for bringing out this fantastic magazine which is a mirror of the initiative taken by the GOI to build a New India. I have read online edition Feb 16-28, 2021. I am interested for annual subscription of printed version of the said magazine. My best wishes for every step in this regard.

Abhay Kant Jha
Email ID - avypur@gmail.com



Digital Calender



The Government of India's digital calendar and diary provides latest information on various schemes, events and publications of the Government along with a list of official holidays and various important dates

It can be downloaded from Google Play Store and iOS

Google Play Store link
<https://play.google.com/store/apps/details?id=in.gov.calendar>

iOS link
<https://apps.apple.com/in/app/goi-calendar/id1546365594>

<https://goicalendar.gov.in/>

Thanks a lot for making me a part of your journey and accordingly the system and the news updates, i.e. New India Samachar. Honourable Prime Minister and his council of ministers have done an excellent job in the last few years with exemplary dedication and tolerance. Abolition of Article - 370, demonetization and GST are some such measures of the Government reflecting dedication and commitment.

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INDIA GETS WORLD'S LARGEST CRICKET STADIUM

President Ram Nath Kovind inaugurated the world's largest cricket stadium in Gujarat's Ahmedabad on February 24, 2021. This stadium has a gold rating of green-building certification and is an example of eco-friendly development. The stadium, which was earlier known as Motera stadium, was renamed Narendra Modi Cricket Stadium. It can accommodate 1.32 Lakh spectators. It is equipped with world-class facilities. Rs 800 Crore were spent to build this pillar-less stadium in 63 acres. LED lights were installed in the stadium. These lights will not cast a player's shadow on the pitch and will also save 40 to 50 per cent electricity. This world's largest cricket stadium is a part of the Sardar Vallabhbhai



Patel sports complex. At least 20 stadiums will be built at the Sardar Patel Sports Complex, each named after players who have brought recognition to the country at the international level. This 233 acres ambitious Sports Enclave will be India's largest sports enclave.

TRAINING PROGRAMME FOR YOGA DAY

Since 2015, the International Day of Yoga is celebrated every year on June 21 across the world. In a bid to enhance acceptance and adoption of the practice of Yoga within India and abroad, the Ministry of AYUSH has been taking various initiatives. One such step is the formulation of the Common Yoga Protocol (CYP) training programme. It was developed



by a team of Yoga experts and included safe practices to improve physical, mental, emotional and spiritual health. Ministry of AYUSH has been organising online sessions of CYP to promote and disseminate the knowledge and practice of Yoga. Sessions are conducted in English and Hindi languages. Started from February 2021, the sessions start at 7 AM on the 1st day of every month and will continue up to June 2021.

GOVERNMENT ANNOUNCES LIBERALISED GUIDELINES FOR GEOSPATIAL DATA

The Government announced liberalised guidelines for geospatial data. It is used to describe data that represents features or objects on the Earth's surface. The complete deregulation will be a boon for Indian entities. They would no longer require any prior approvals, security clearances or licenses for acquisition and production of geospatial data and geospatial data services, including maps. The new liberalised guidelines will make it easy for Indian agencies like the Indian Space Research Organisation to access all geospatial data produced using public funds, except for the classified geospatial data collected by law enforcement agencies. They can use this data for scientific, economic and developmental purposes without any restrictions. This decision will lead to Rs 1 Lakh Crore Geospatial economy in the country.

INDIA'S ECONOMY ON RECOVERY TRACK; GDP TURNS POSITIVE



In the third quarter of 2020-21, the Indian economy witnessed a growth of 0.4 per cent. In the first quarter, the economy shrank 23.9 per cent in the wake of the Coronavirus outbreak and nationwide lockdown to prevent the virus. In the second or the July-September quarter, India's GDP contracted 7.5 per cent. When the Gross Domestic Product (GDP) contracts for two straight quarters, it is called recession. In an interview given to New India Samachar (December 16-31 issue), K V Subramanian, Chief Economic Adviser, had said that the economy will have a positive recovery in the third quarter. As per the data about the third quarter, the GDP has shown a growth of 0.4 per cent. The data says there has been a 3.9 per cent increase in Agriculture; 1.6 per cent in manufacturing and 6.2 per cent in construction sector.

BENEFICIARIES CAN NOW AVAIL MEDICAL SERVICES AT ANY NEARBY ESIC EMpanelled HOSPITALS

The Government is constantly making efforts to provide better medical services to the ESIC beneficiaries. Now, beneficiaries can avail medical care from any nearby ESIC-empanelled hospital in the absence of an ESIC hospital or dispensary within a radius of 10 km of their residence. This was done keeping in view the increasing number of ESIC beneficiaries, subsequent to expansion of ESIC scheme in new geographical areas. To avail medical services, the beneficiaries don't require any referral from an ESIC dispensary. They just need to visit their nearest empanelled hospital with ESI e-pehchan Card/Health Passbook along with any Identity Card issued by the Government. They can avail cashless medical consultation for OPD services directly.



INDIA'S FIRST HIGHWAY WITH WILDLIFE PROTECTION CORRIDOR



In a first, India will get a highway with an elevated wildlife protection corridor. The Delhi-Saharanpur-Dehradun Economic corridor, work on which is underway, will be the first ever highway in the country, to have a 12-km-long elevated corridor for protection of wildlife. The Rs 13,000 Crore highway project will reduce the distance between Delhi and Dehradun from 235 km to 210 km, and travel time from 6.5 hours to 2.5 hours. The entire corridor is designed for driving with a minimum speed of 100 kmph. It will also have wayside amenities after every 25-30 km. The entire length of the highway is divided into four sections for ease in implementation. It will pass through various cities like Baghpat, Saharanpur etc. The Section 4 of the highway will pass through a reserve forest and hence will have the elevated wildlife corridor. Target is to award the project by March 2021. ■

Shehnai Maestro..... Ustad Bismillah Khan

When Ustad Bismillah Khan played shehnai, he left the audience spellbound with his enchanting melodies. His love for the instrument was such that he used to fondly call it his 'Begum' (wife). Even today, shehnai is synonymous with Bismillah Khan...

BORN: March 21, 1916 **DIED:** August 21, 2006

The word shehnai or its sound reminds one of Ustad Bismillah Khan. He was the man who single-handedly made shehnai, a wind musical instrument, popular. He brought the instrument into the mainstream of Indian classical music. Before him, the instrument was largely reserved for ceremonies. He took the shehnai to a global audience. Despite having followers across the globe, he liked to stay in Banaras (now Varanasi). Born into a family of court musicians in Dumraon, Bihar as Amiruddin Khan, he was the second son of Paigambar Khan and Mitthan. His father was a musician in the court of Maharaja Keshav Prasad Singh of Dumraon. When he was six, Khan moved to Varanasi, Uttar Pradesh, where his maternal uncle Ali Baksh was the official shehnai player at the Vishwanath Temple. Noticing Khan's love for shehnai, Baksh took him under his tutelage.

Khan used to practice religiously and gained mastery in a short time. He used to constantly improvise and invent 'ragas' that were earlier considered to be beyond the range of shehnai.

Khan's love for Varanasi was evident in the fact that he stayed there all his life. He used to say that there is no city like Kashi. It offered everything he needed – River Ganga to bathe, mosque to offer namaz and Balaji temple for practice. The Shehnai Maestro was the perfect example of communal



harmony or the 'Ganga Jamuni Tehzeeb' that Varanasi is famous for. He attributed all his accomplishments jointly to Allah, Goddess Saraswati and Lord Vishwanath.

On several occasions he was offered a huge amount of money and an option to settle abroad but he always refused saying Varanasi is home to him. Once he was even promised that a replica of Varanasi would be created but he said: "An image can never be the real thing. Varanasi is where the Ganga flows, where I can play the shehnai for Lord Balaji. I shall be at home, nowhere else but in India."

His concert at the All-India Music Conference in 1937 in Kolkata proved to be a turning point in his career. After that there was no looking back. Khan got the rare honour of playing shehnai at the Red Fort on India's independence in 1947.

When he died in 2006, his personal shehnai was laid to rest along with him. He was the recipient of all the top-four civilian awards in India -- Padma Shri (1961), Padma Bhushan (1968), Padma Vibhushan (1980) and Bharat Ratna (2001). ■



For billions of SMILING FACES!



A life could be made easy by wearing a smile on your face and this will help overcome any obstacle. International Happiness Day is simply to recognise that very fact. However, just one day is not enough to celebrate happiness as one can enjoy and rejoice every moment of life. This day emphasises on the importance of inclusive, equitable and balanced economic growth to ensure sustained development, poverty alleviation, happiness and good for all

Jal Jeevan Mission



Tapped water has reached **3.53** Crore rural households in just 17 months under Jal Jeevan Mission



PM Jeevan Jyoti Bima Yojana

An affordable & renewable Rs 2 Lakh life insurance coverage in just Rs 330 annually. So far, 9.88 Crore people have been registered

Jan Aushadhi



Affordable and quality medicines at 6,600 PM Jan Aushadhi Kendras in 700 districts is changing lives of poor



UJALA

Saving energy and environment, 36.71 Crore LED lights were distributed, saving Rs 18,000 Crore annually

Ayushman Bharat



Over **50** Crore people will be provided free treatment up to Rs 5 lakh to lead a healthy life. More than 1.63 Crore people availed the benefit so far



PM Awas

The dream of owning home is now fulfilled. So far 1.68 Crore people got their home under the PM Awas Yojana

PM SVANidhi



Providing relief during the Corona period, over 2.76 Crore street vendors were given loan worth Rs 2.071 Crore so far



Udan

Affordable air travel has become a reality with over 53 Lakh people travelling on plane by spending just Rs 2,500



NEW RULES TO HOLD SOCIAL MEDIA, OTT accountable for content

Digital India programme has empowered the common man. The extensive spread of mobile phones and internet has also enabled many social media platforms to expand their footprints in India. However, there was a long pending demand to regularise social media, news portals and Over-the-top (OTT) platforms. Working on these demands, the Government has issued new guidelines

Various social media platforms are available in India and are being used by citizens. And, they have become a very significant part of the common man's life. The expansion of social media platforms in India has enabled people to show their creativity, ask questions, be informed and freely share their views, including criticism of the Government and its functionaries. The Government acknowledges and respects right of every Indian to criticise and disagree. However, there were growing concerns about the lack of transparency, accountability and rights of users related to digital media. Proliferation of social media, on one hand empowers the citizens, and on the other gives rise to some serious concerns and consequences which have grown manifold in recent years.



NEW GUIDELINES FOR SOCIAL MEDIA:

- The Government notifies Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021
- The new rules empower ordinary users of social media
- Social media platforms have to establish a grievance redressal mechanism for receiving and resolving complaints from victims
- They have to appoint a Grievance Officer to deal with such complaints and share the name and contact details of such officer
- The platform will have to publish a monthly compliance report mentioning details of complaints received and action taken on the complaints as well as details of contents removed proactively
- Platforms will have to trace the first originator of messages in offences related to sovereignty and integrity of India or those offenses which attract a jail term of at least five years
- The platform will have to remove offensive content within 24 hours of receipt of complaints

WHAT'S NEW FOR DIGITAL MEDIA, OTT PLATFORMS

- The Government will also bring regulations for the OTT platforms
- So far, there is no restriction on the OTT platforms
- Publishers of news on digital media will be required to observe norms of journalistic conduct of the Press Council of India and the Programme Code under the Cable Television Networks Regulation Act
- A Code of Ethics has been prescribed for online news, OTT platforms and digital media
- The OTT platforms will have to self-classify the content into five age-based categories – U (Universal), U/A 7+, U/A 13+, U/A 16+, and A (Adult). Platforms will have to implement parental locks for content classified as U/A 13+ or higher
- For these platforms, a three-level grievance redressal mechanism has been established under the rules with different levels of self-regulation
- There may be one or more self-regulatory bodies of publishers headed by a retired judge of the Supreme Court, a High Court or independent eminent person
- The Ministry of Information and Broadcasting will formulate an oversight mechanism

How and why the new rules were framed:

- In 2018, the Supreme Court, in a *suo moto* writ petition, observed that the Government may frame necessary guidelines to eliminate child pornography, rape and gang rape imageries, videos and sites in content hosting platforms and other applications
- In 2019, the Supreme Court directed the Ministry of Electronics and Information Technology to apprise the timeline in respect of completing the process of notifying the new rules
- In 2020, the Ad-hoc committee of the Rajya Sabha laid its report after studying the alarming issue of pornography on social media and its effect on children and society as a whole and recommended for enabling identification of the first originator of such contents



- The Ministry of Electronics and Information Technology (MeitY) prepared draft Rules and invited public comments in December 2018. It received 171 comments and 80 counter comments. These comments were analysed in detail and rules were finalised after an inter-ministerial meeting

Fake news and disturbing developments were being reported on the social media platforms. Rampant abuse of social media, sharing morphed images and contents had increased in the past few years. These were not just a threat to the dignity of an individual but were also unethical. Instances of use of abusive language, defamatory and obscene contents and blatant disrespect to religious sentiments through platforms were also growing. From time to time concerns were raised on various forums, including Parliament and its committees, judicial orders and in civil society deliberations

in different parts of the country.

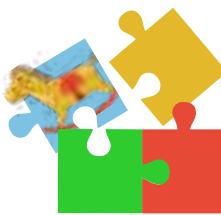
On February 25, 2021, the Government announced the new guidelines for social media platforms like Facebook, Twitter and OTT platforms like Netflix, Amazon Prime and Hotstar. Rules about digital media and OTT focus more on in-house and self-regulation mechanisms whereby a robust grievance redressal mechanism has been provided while upholding journalistic and creative freedom. The new rules seek to address peoples' varied concerns while removing any misapprehension about curbing creativity. ■

LOCAL TOYS FOR GLOBAL MARKETS

Toys are, at once, both the things to play with and a means to learn. While leaving an indelible impression, toys aid children develop mental and cognitive faculties.

Toys are also a crucial medium for children to learn about tradition and culture. On the economic front, toys are a source of employment generation. At a time when innovative and modern toys are gaining ground, India's contribution in the Rs 7 Lakh Crore global toy market stood at a mere 0.5 per cent. So, the Government is aiming to enhance toy export to Rs 2,800 Crore by 2024 and generate more jobs. India has now set the ball rolling for a self-reliant toy industry...





"I love making toys. I learnt the art of toy making in Rajasthan and Kolkata. Our toys are highly appreciated. The perception of people towards locally made toys has greatly changed and now there is a good response for it," says Shobha Kumari from Ranchi in Jharkhand. Her passion turned into a source of income generation. Seeing the good going, Shobha taught her skills to Saleena Kacchap, Pratibha Tope and others. Today the group exports their toys to the US and the Netherlands and are giving Indian toys an international recognition.



Domestic wooden toys-maker C.V. Raju hails from Etikoppaka in Andhra

Pradesh's Visakhapatnam. The tradition of toy making in Etikoppaka dates back a few hundred years.

Once, the Etikoppaka toys were known worldwide. The speciality of these ancient lacquer craft toys is that they are made of wood and do not have sharp edges. The edges are rounded, reducing the chance of injury to children. Also, no chemicals are used in these toys. To revive the dying art, Raju has started a new movement along with artisans of his village.

These traditional toys had received the Geographical Indication (GI) tag from the Geographical Indication Registry. Raju's initiatives are not just reviving the lost tradition but is also providing livelihood to more than 150 families.



"Following Prime Minister Narendra Modi's call for a self-reliant India, we decided to produce toys, which were otherwise being imported. After an indepth research during the lockdown, we started producing toys in Gujarat's Rajkot. Our aim was to reduce imports and to make India self-reliant in toy sector," says Himanshu Vora, General Manager, Aditi Toys Private Ltd. The toy manufacturing firm aimed at making 100 per cent Made in India toys. It produces over 160



types of toys giving a tough competition to imported toys. Speaking about their efforts, Vora said by using a new technology, they are making 100 per cent Indian products. "Our aim is to cater to the Indian demand fully, reducing the dependence on import. We are working towards making educational games. We made all the arrangements in just three months after lockdown. If we all do collective efforts, we can bring major changes," Vora said. The company took a loan of Rs 1.15 Crore and turning the crisis into opportunity. Their third plant is functional and is producing toys, ranging from remote controlled cars and doctor sets. Their products are cheaper than imported toys.





These are not merely stories but the changing picture of the toy sector in India. When Abhinav Banerjee went to Delhi's famous toy market in Jhandewalan, he witnessed the change. He says the market used to offer only imported toys in the past. However, during his last visit, he said, he found a wide range of Made in India toys. Not just toy producers but buyers are also supporting and liking Made in India toys. This is the real change one can witness on the ground. Prime Minister Narendra Modi sowed the seeds of change in 2020. During his monthly radio show 'Mann Ki Baat' in August 2020, the Prime Minister said it is the time to get 'Vocal for Local' toys. "You will be surprised to know that the global toy industry is more than Rs 7 Lakh Crore. Such a big business but India's share is very little in this. Now, just spare a thought for a nation which has so much heritage, tradition, variety, and young population. Will it feel good to have such little share in the (global) toy market? Not at all, you too won't feel good after hearing this," the Prime Minister said, putting the focus of the masses on the Indian toy market. Indian markets were flooded with foreign toys so far. The traditional and local toys were out of sight. While the entire world was fighting the Coronavirus pandemic, India showed how to turn crisis into opportunity, and handmade and local toys came into the limelight. Now, India is ready to rule over the toy market with its talent and courage.

The mantra of 'Vocal for Local' has changed the perspective of sellers and buyers towards the local toys. This, in turn, has increased the demand for traditional toys, including those made up of terracotta, betel nut, wood, bamboo and tortoise shells. This wind of change has not just impacted the handmade toys but the toy industry in general. India has several skilled artisans who have expertise in making good toys. Parts of the country including Rajkot in Gujarat; Channapatna in Ramanagara in Karnataka; Kondapalli in Krishna in Andhra

Pradesh; Thanjavur in Tamil Nadu; Dhubri in Assam; and Varanasi in Uttar Pradesh are being developed as toy clusters.

The dedication of the Government to make India self-reliant in the toy sector can be sensed with its initiatives. A total of 15 ministries and departments have joined hands for the revival and expansion of the industry. This was just the beginning of the resolution of making Indian toy industry self-reliant. But, have not the previous Central governments done anything? If they do, what was its result? What is the reason for this new beginning?

RICH ANCIENT CIVILISATION BEHIND TODAY'S SKILL, PATHOS

Toys of any country are a reflection of its culture and lifestyle. India's association with toys can be traced back to Harappan civilisation. During the excavation, toys from that period were found, showing great variety.

Even in the modern times, lack of resources



The Prime Minister said along with Self-Reliant India, it is time to be Vocal for Local for Indian toys



Toys helping Lakhmi Chand, Vijay Mehra to become self-reliant

Delhi's Lakhmi Chand is taking forward the efforts of his parents in toy making. A resident of JJ Colony in Delhi's Raghbir Nagar, the 55-year-old makes handmade cars, famous as Tak-Tak. "My parents have been making these toys from the past 43 years. I have been helping them since the beginning. But the way the Government's focus has shifted in this direction, this will surely help handmade toy manufacturers like us," he said. Looking very simple but attractive to children, making Tak-Tak toys are not that easy. Material to make it passes through 40 hands before a toy is complete. Dexterity of artisans is now evident to the world through the virtual medium.



Where there's a will there's a way. Proving this adage true, Vijay Mehra from Kangra in Himachal Pradesh is reviving a dying toy making art. By making toys out of bamboo, Mehra is not just becoming self-reliant but is also helping others in generating self-employment in the bargain. "Bamboos are easily available. These toys are also giving good returns. I have trained 150 people so far," Mehra said.



cannot keep a child away from toys and happiness. This is the reason that toys have been part of every family since time immemorial. Be it rich or poor families, toys have been a part of a child's life. Parents have been providing toys to their children -- costly or affordable -- out of whatever resources they have. Across India, toys have been a crucial part of life and also tradition. Even today, celebrations are incomplete for children without their toys. In southern India, 'Bommala Koluvu' or 'Court of Toys' is celebrated by displaying dolls and figurines during Dussehra. Toys are displayed based on different themes. Each displayed item is made by rural artisans from clay and wooden materials. Dolls are painted in bright colours.

Manu Gupta, Convener, Technical Committee, Toy Association of India, says India is the only country in the world having 12 clusters of traditional toys with GI tags. "Along with this,

The Indian toys have a history of more than 5,000 years. Despite this, the contribution of Indian toys in global market is negligible

there are 20 traditional toy clusters. Indian toys have a history of more than 5,000 years. This makes it important that the toy manufacturers get organised," Gupta says.

India being a country with an ethos of unity in diversity, its toys also reflect its diverse culture. Be it from North or South or North East, the toys from the region have a reflection of the local tradition.

Taking care of child's health



In 2009-10, Centre for Science and Environment conducted a study on the presence of phthalates in toys from major brands. It was found that phthalates, harmful to humans, were present in the imported toys.



As per the report, toy makers use phthalates to make plastic toys supple and chewy. However, the chemical happened to be very toxic, particularly for children below the age of three.



Use of phthalates is banned in the US and UK. Exposure to this can cause reproductive disorder, asthma and allergy in children.



In 2007, eight lakh toys made by a US firm Mattle were recalled due to overdoses of lead paint, which was harmful for children.



There were media reports about many such incidents, however, the steps taken by the then Governments were not enough.



The results show that these toys can hurt and damage the skin of children. Only 33 per cent toys passed all the tests.



GIVING WINGS TO NEW ASPIRATION

Indian toys have rich cultural moorings. However, it was lacking a platform. To provide a platform to Indian toys, the Central Government has taken several steps. Connecting the traditional toys with innovation and technology, month-long Toycathon was organised. Also, India's first Toy Fair was organised in February.



In 2019, the Quality Council of India (QCI) tested 121 different varieties of toys available in the markets of NCR.



Several toys failed to meet the safety standards of admissible levels of phthalate, heavy metals, etc.



The QCI tested mechanical and physical safety properties of these toys along with checking the presence of heavy metals.

The results showed that the toys were having harmful chemicals.

The success of this fair can be assessed by the fact that be it Kanpur or Rajasthan, this fair has given a new hope to the people involved in the toy making. Rajendra Kumhaar from Rajasthan says such an initiative will encourage the local manufacturers across the country. "Under the Self-Reliant India and 'Vocal for Local' initiatives, the traditional toy manufacturers will

India's contribution in the global toy market



Every year, toys worth Rs 3,500 to 4,500 Crore are sold in India. The contribution of indigenous toys is only 15 per cent, while rest are imported



Lego and Mattel are among the biggest toy brands globally. Several top toy brands are having their plants in China



The global market is expected to grow by five per cent while the Indian market is likely to grow by 10-15 per cent. With this growth expected, it is time India enhances its contribution in the toy industry



The Centre has aimed at increasing India's share in the global toy market to Rs 2,800 Crore by 2024

be benefitted. This is important for India as our traditional toys will also help in protecting the tradition and culture. We have to protect the nation from foreign toys," says Kumhaar. The fair has given a similar hope to Jitender, a toy maker from Madhya Pradesh's Indore. Using recycled leather for making toys, Jitender said the fair gave artists like him a platform to showcase

their talent and was an effective way to bring the local items into the mainstream.

LOCAL TOYS FOR HEALTHY CHILDHOOD

Toys are child's first friends. They not just entertain children but also teach them so much. All this is a known fact. However, the Indian toys were lost in the markets, flooded with foreign toys. These imported toys were not just

Uttar Pradesh

Varanasi is known for traditional toys. Saharanpur and Greater Noida are ready to manufacture toys meeting international norms

Varanasi



Greater Noida



Saharanpur



Andhra Pradesh

Etikoppaka and Kondapalli are known for wooden toys reflecting rural India

Etikoppaka



Kondapalli



Kadapa



Bihar

Toys made out of the Sikki grass have a special identity

Darbhanga



Sikki



Ladakh

With the toy cluster in the Union Territory, the Government is ready to give a global identity to the local toys

Ladakh



Himachal Pradesh

A famous tourist destination, Himachal Pradesh's toys will also have global fame

Shimla



Madhya Pradesh

1,000 acre land in Indore identified; Budni will get the benefit of being near Bhopal

Indore



Bhopal



Budni



Gujarat

Famous for its businesses, prosperous Gujarat is all set to become toy manufacturing hub

Patan



Sagarpur



Telangana

Having a 400-year-old rich tradition, animal and bird toys in Nirmal are made up of soft wood

Nirmal



Puducherry

The nature-friendly toys of Puducherry are set to get global fame. Traditionally, the toy industry here uses clay as primary material

Puducherry

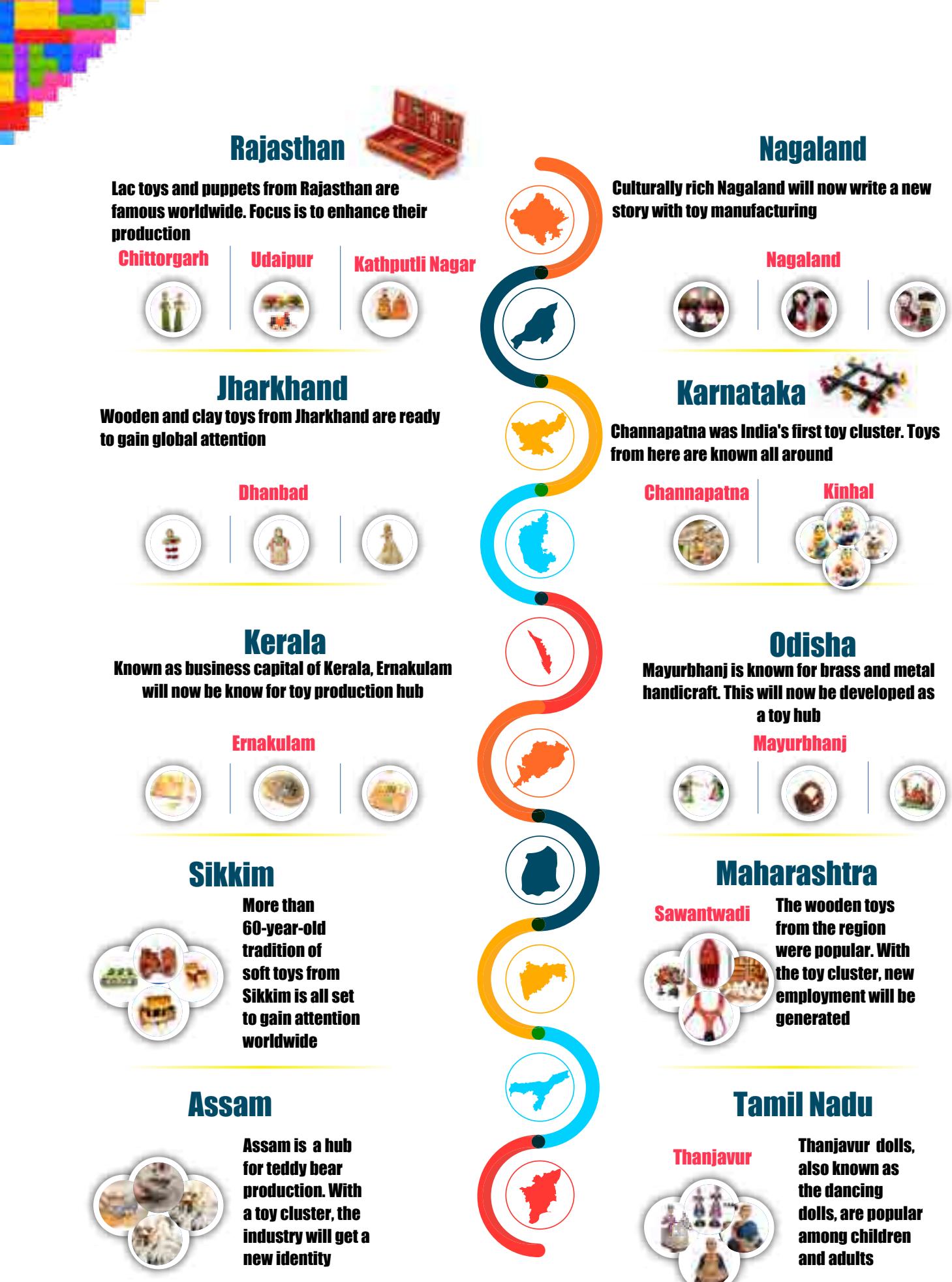


Tripura

Toys made of bamboo are Tripura's speciality

Agartala







The Government's initiatives

- As per the data from the Department for Promotion of Industry and Internal Trade and Ministry of Commerce, 400 MSMEs in India are involved in toy manufacturing. Of these, 75 per cent are micro, 22 per cent are small and medium while three per cent are big units
- The Government is taking two-sided initiatives. First, to improve the local toy industry and second, to give them a fair market so that they can compete with foreign toys in the Indian market. In January–February, Toycathon was organised in India for the first time. After this, the country's first Toy Fair was organised between February 27 and March 4
- The Bureau of Indian Standards (BIS) certification was made mandatory to ensure that the toys do not harm children's health. Handicrafts and GI toys made in India are exempted from this certification
- Import duty on foreign toys has been increased. This will provide a protection to the locally manufactured toys



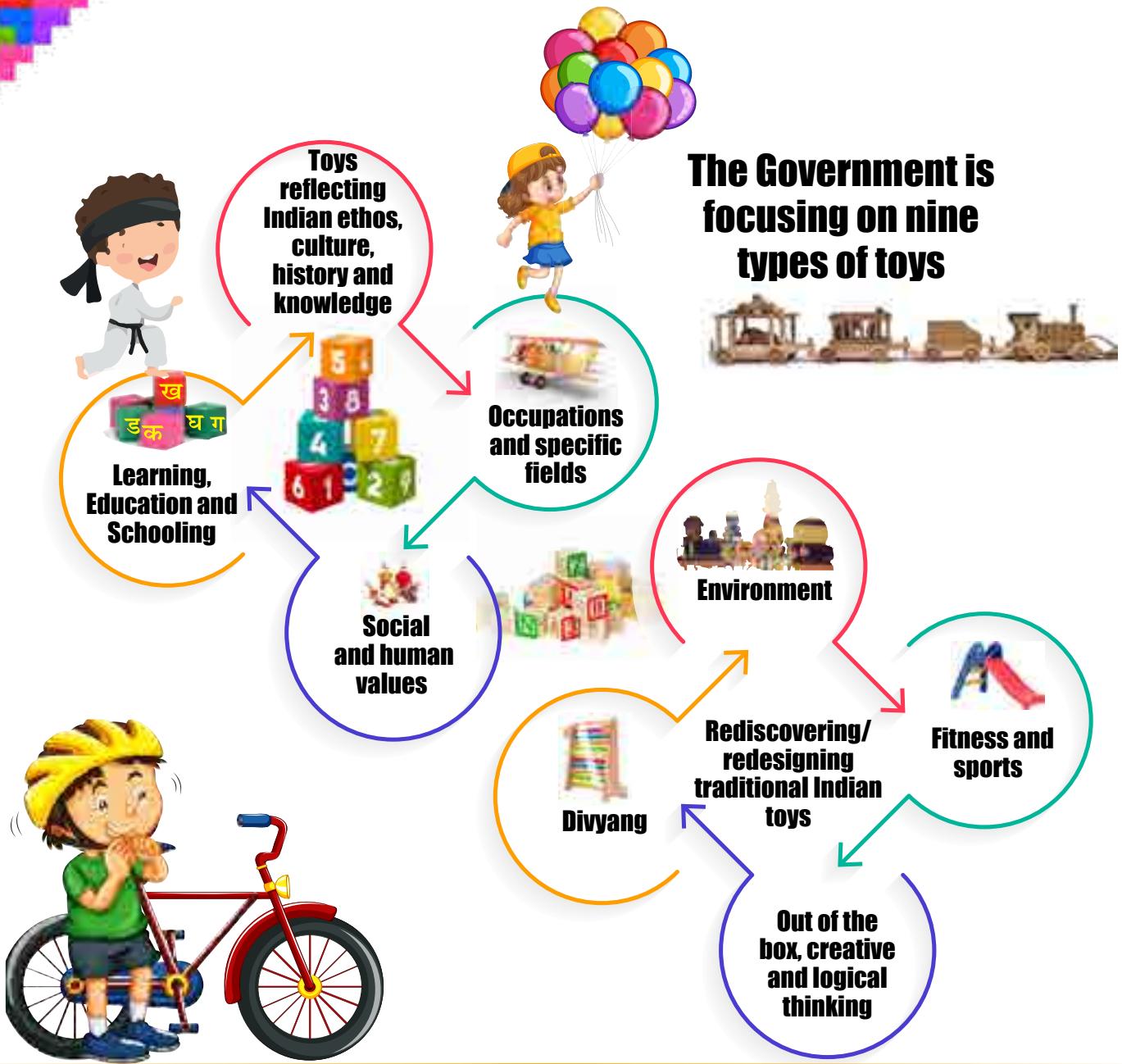
unhealthy for the Indian toy industry but also for the health of a child. Nearly 67 per cent of imported toys failed a survey of the Quality Council of India (QCI). In addition, 85 per cent toys in the Indian markets are imported, with a major section coming from our neighbours. As per the report, 45 per cent of soft toys failed on the admissible levels of phthalates which can cause cancer. The report also says that the imported toys have heavy metals like arsenic and lead, which are toxic. In a situation like this, the traditional toys became even more crucial not just for preserving the culture and society but also for the good health of the environment

and children.

INDIAN TOYS READY TO STORM GLOBAL MARKET

As of date, the global toy industry is worth more than Rs 7 Lakh Crore and India's share in this is only 0.5 per cent. By 2025, the market is expected to reach about Rs 9.50 Lakh Crore. About 85 per cent of India's toy demand is dependent on import while the local contribution is only 15 per cent. The contribution of the local products became important as India has one third of the total population of children below the age of 14 globally. This population is not just a challenge for the local manufacturers

The Government is focusing on nine types of toys



but also an opportunity for them. Indian toy manufacturers have the potential to take India's share in the global market to Rs 2,800 Crore. Clubbed with Self-Reliant India, the mantra of 'Vocal for Local' can play an important role in taking Indian toys to the global market.

INDIA'S FIRST TOY FAIR AND TOYCATHON

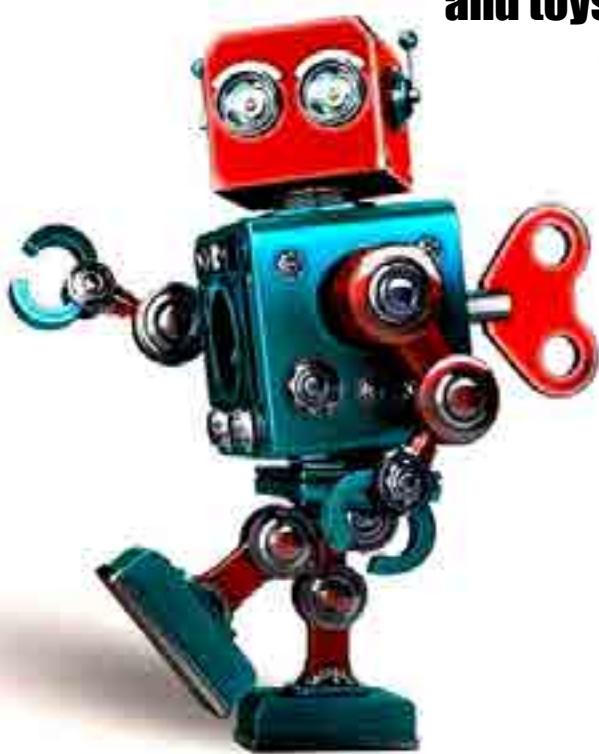
The revival of the toy industry in India is crucial for a number of reasons. Realising the importance of toys, it was for the first time that a Government started working for improving the picture. The Government took a number of revolutionary steps, including a platform for the toy artists and industries to display their talent

and art.

With an aim to help India develop into a global hub for toys, a toy fair was organised. It brought together all stakeholders, including buyers, sellers, students, teachers, and designers, on a platform to create sustainable linkages and encourage dialogue for the overall development of the industry. This was also to prepare the industry for a global market. India's first toy fair, organised between February 27 and March 4, had over 1,200 exhibitors. Initially, the Toy Fair was till March 2, however, it was extended for two days on popular demand. In 2021, the Government also organised Toycathon. Running between

A toy takes children to an infinite world of happiness... It is the specialty of Indian sports and toys that they contain knowledge, science, entertainment and psychology.

Prime Minister Narendra Modi



January 5 and February 25, the Toycathon was aimed at conceptualising innovative toys based on the Indian value system which will inculcate the positive behaviour and good value among the children. Over 12 Lakh youth, teachers and experts got registered for this Toycathon. More than 7,000 new ideas were discussed.

Taking a giant leap in the path of becoming self-reliant, Ministry of Education, Ministry of Women and Child Development, Ministry of Textiles, Ministry of Commerce and Industries, Ministry of Micro-Small and Medium Enterprises (MSME), Ministry of I&B and All India Council for Technical Education jointly launched Toycathon-2021.

This was a special kind of hackathon where students and teachers from schools and colleges, design experts, toy experts and

Startups came together to crowdsource ideas for developing toys and games that are based on Indian value systems, culture, ethos, local folklore and heroes.

The fair is also a first of its kind which promotes potential of toys in making learning joyful across all ages. This fair offered fun, science, modern and local educational toys along with electronic toys. To ensure that these toys were not just offering variety but had the potential to compete with the global products, proper brainstorming was done. Experts were consulted on how learning can be made easy and fun. To encourage playful learning, sessions were conducted. This included investors, importers, local industrialists and MSMEs. Over 1,000 Indian companies took part in this. They presented India's age-old talent of toy making



Now, focus on self-reliance in digital games

One can recall that during '*Pariksha Pe Charcha*', a mother asked Prime Minister Narendra Modi about her son being addicted to digital games. The Prime Minister asked her if she was talking about PUBG? He said: "This is a problem as well as a solution. We cannot keep children away from technology. So, it is better for children to move from Play-Station to Play-field."

This is the best example to understand addiction as well as market of digital games. However, irony is that 98 to 99 per cent digital and virtual reality games are from the foreign countries. So, the Government is working with toy industry to make India Self-Reliant in digital gaming sector and make its presence felt in the global market. A committee was constituted at the initiative of the Prime Minister in February 2020. Dr Parag Mankikar, Dr Unnat Pandit, Pankaj Sapkal, Dr Arti Prakash and Avi Das were part of the expert committee.

One of the members of the committee, Dr Parag, said: "These new digital games will help children in learning Indian history and culture. We will be able get a foothold on the global market against games like Candy Crush Saga."

Similarly, calling the initiative taken by the Government as the need of the hour, Dr Unnat Pandit said that there is a need to work fast in this field. He further said: "The way we are talking about becoming self-reliant in various sectors with the help of innovation, we must also pay similar attention towards digital games." ■

Why is this required?

A glimpse of digital game market in India



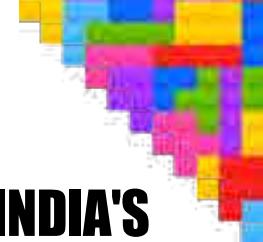
GOVERNMENT'S FOCUS ON THREE POSSIBILITIES ...

- **Games based on mythological stories:** Digital games being played across the world are mostly violent in nature. Instead of learning anything from these games, children get addicted. India has a long tradition of mythological stories including *Panchatantra*. If games are based on these themes, children will be able to learn something new.
- **Games based on moral education:** A country like India has a long cultural and civilisational tradition. Therefore, it is better to develop digital games that can help in inculcating moral value in children. The US and Europe have already started doing so. Over 500 schools are giving assignments linked to real life games to children there. This is helping children to learn something new and good.
- **Virtual Reality Game:** If Vivekananda, Veer Savarkar and Shivaji are made characters of virtual reality games and their deeds in the real lives are made task in these games, then children would know and learn more about them.

HOW WILL IT START?

- Promoting skill sets of people associated with the software and gaming industry in India
- Promoting Startups in the field of digital and virtual reality games along with their initial incubation and other necessary help
- A National Center of Excellence is being opened for digital games, visual effects, animation and comics with the help of IIT Bombay
- By creating infrastructure for digital gaming industry





NEGLECTED FOR SEVEN DECADES, IT IS TIME TO MAKE INDIA'S TOY INDUSTRY SELF-RELIANT

While inaugurating India's first Toy Fair on February 27, 2021, Prime Minister Narendra Modi spoke about the importance of toys in the culture and society of India. He gave a call to make Indian toy industry self-reliant. Here is what he said in his address:

- This first toy fair of India is not just a business or economic event. This programme is a link to strengthen the country's age-old culture of sports and gaiety
- India's creative relationship with toys is as old as the history of this terrain. The world has done research on the toys from the Indus Valley Civilisation, Mohenjo-Daro and Harappa. In ancient times, when travelers from the world came to India, they took our sports with them. Chess, which is so popular, was earlier played in India as 'Chaturanga or Chaduranga'
- I appeal to the country's toy manufacturers to make toys that are better for both ecology and psychology. Use less plastic in toys. Use items that can be recycled
- The new National Education Policy incorporates play-based and activity-based education on a large scale. This is an education system in which special attention has been paid to the development of logical and creative thinking in the children
- In the field of toys, India has tradition and technology. India has concepts and competence. We can take the world back towards eco-friendly toys
- India's toy heritage and artists were neglected for seven decades. Due to this neglect, foreign toys have flooded the Indian markets as well as in our homes



- Indian children are more aware about foreign actors than our own heroes, who fought for the country. This flood of foreign toys has destroyed our local trade
- Our toys should have our values and teachings for children, and their quality should also be in accordance with international standards. The country has taken many important decisions in this direction. The quality test of toys has been made mandatory since last year. Sample testing in every batch of imported toys has also been allowed
- India has now graded the toy industry in 24 major sectors. The National Toy Action Plan has also been prepared. It has included 15 ministries and departments to make the toy industry competitive and India self-reliant in toys, and to take India's toys to the world



Scan QR code
to listen to Prime
Minister's full address

before the world.

BRAINSTORMING ON TOYS

Toys give wings to a child's aspirations. Along with entertaining, toys also build the mind and foster an intent. Prime Minister Narendra Modi recalled Gurudev Rabindranath Tagore's words about toys. He said Gurudev had said that the best toy is incomplete, a toy that children complete while playing together. Gurudev had also said that during his childhood, he used

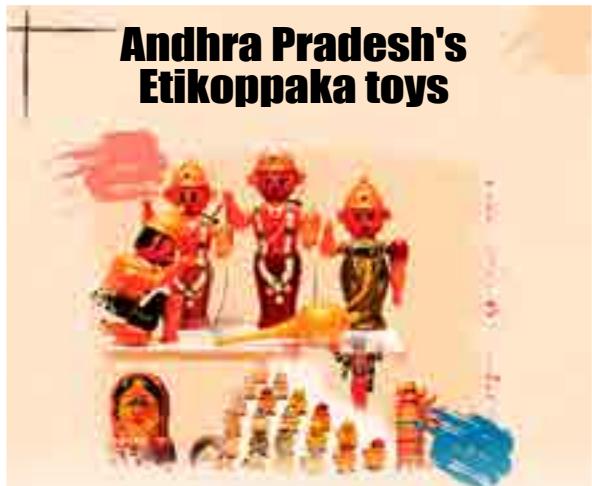
to make his own toys using imagination with materials available at home. However, one day, one of Gurudev's friends brought a big and beautiful foreign toy. Now, all their attention was more on flaunting the toy than the game. This idea of Gurudev had become the base of support for Indian toys.

The Prime Minister emphasised that toys should be such that in their presence childhood blooms and smiles. The toys should also be



Pachisi

India has a very rich heritage of traditional sports. Games played here are not only for entertainment but also for building mental ability and health. One such game for building mental ability is "Pachisi". This game is played as "Pallanguli" in Tamil Nadu, is called "Ali Gul Mane" in Karnataka and is known as "Vaman Guntlu" in Andhra Pradesh. It is a type of game employing strategy in which a board is used with many pits. The players have to catch hold of the pellet or seed. It is said that this game has spread from South India to the world.



Andhra Pradesh's Etikoppaka toys

The lacquer coated wooden toys from Etikoppaka in Andhra Pradesh's Visakhapatnam are popular. Having a history of more than 400 years, this art of making toys was also known as 'Lakkapadathalu'. These wooden toys are not just stylish and chemical free but are also sustainable. They are popular in Indian markets as well as foreign markets. Etikoppaka toys received the Geographical Indication (GI) tag from the Geographical Indication Registry (GIR) in 2017.

environment-friendly. In the new National Education Policy, commendable attention has been given to the impact of toys on different aspects of children's lives. Learning while playing, learning to make toys, visiting toy factories, all these have been made part of the curriculum. The aim was to familiarise children with India's rich tradition of toys.

A BLEND OF TRADITION AND MODERNITY

Blending tradition and technology, India is offering its folklores to the younger generation in animation. This not only makes learning fun but also helps a child understand India's rich tradition and culture. Indian markets are full of imported toys. While these imported toys can be interesting, they hardly offer any learnings. The Prime Minister says India has a very rich heritage of traditional sports. "For example, you may have heard the name of a game called 'Pachisi'. This game is played as 'Pallanguli' in Tamil Nadu, is

called 'Ali Gul Mane' in Karnataka and is known as 'Vaman Guntlu' in Andhra Pradesh. It is a type of game employing strategy in which a board is used with many pits, in which the players have to catch hold of the pellet or seed. It is said that this game has spread from South India to Southeast Asia and then to the rest of the world... Today every child knows about the game of snakes and ladders. But, do you know that this is also another traditional Indian game, called 'Moksha Patam' or 'Parampadam'... My request to the grandparents and the elders of the house is, if you do not handover these games to the new generation, then who shall do it? Now that it has come to studying online, in order to strike a balance and also to get rid of online gaming, we must do so for the sake of our children. Herein also lies a novel and a strong opportunity for our Startups and even for our younger generation," the Prime Minister said during his 'Mann Ki Baat'



Clay dolls from West Bengal's Krishnanagar

Krishnanagar in West Bengal's Nadia district is known for its handmade clay toys. Beautiful and life-like clay dolls and other toys are famous for their attractive designs and shapes. These toys are special and are made with the clay found in the local riverbed. One can find these toys across the globe in toy museums.



Wooden toys from Varanasi

Varanasi in Uttar Pradesh is known for its wooden toys. Designs are created with the natural veins of the wood. These toys are made without any joints, and are attractive and safe for children. After getting the GI tag, the toy industry here has increased manifold. Varanasi was once the largest toy producing centre in India.

in June 2020.

With the efforts of the Government, the age-old traditions are being connected with new technology and getting a new shape to attract the attention of the children. Puppet shows from Gujarat and Rajasthan are telling religious tales while animation is being used to introduce children with Indian culture.

INITIATIVE FOR SAFETY AND SELF-DEPENDENCE

India should make toys with Indian value system. These toys will generate jobs, and at the same time, will protect the culture. Toys play an important role in skill development of a child. A good and suitable toy can provide a lot of skills to the child.

The role of toys became even more important as the children were locked indoors due to the Coronavirus pandemic. At that time, Prime

Minister Narendra Modi held deliberations with the Children University in Gandhinagar, Ministry of Women and Child Development, Ministry of Education and Ministry of MSME on how to make new toys available to the children and how India could become a big hub of toy production. Several parts of the country are being developed as toy clusters to promote Indian diversity. India has a vast population of children, a rich toy culture and also offers a variety of toys. While all these factors were in favour of India, there was no excuse for India's little contribution in the global toy market. With his philosophy of 'Vocal for Local', the Prime Minister exhorted for a self-reliant toy industry. Among the first steps taken for an improved picture were policy reforms.

A hundred years ago, while launching the non-cooperation movement, Mahatma Gandhi

Channapatna: About 300-year-old toy tradition in Karnataka



Toys manufactured in Karnataka's Channapatna, and known by the same name, have a history of close to 300-years. The toy manufacturing in the region has roots in the era of Tipu Sultan. The toys are famous worldwide and loved by children.

Thanjavur: The dancing dolls



A type of traditional Indian bobblehead or roly-poly toy made of terracotta material. Its mention is found in Tamil literature. It has its origins at Thanjavur in Tamil Nadu. The dolls have a head larger than its body. When touched, the head bounces. These are not just popular among children but even adults are its fan. These dolls are GI tagged.

had said that it is an effort to make countrymen realise their self-respect and their power. Now, it is the turn of the toy industry to realise its strength and to become self-reliant.

During the Coronavirus pandemic when there was a ban on import of non-essential items, Manoj Kumar from Ranchi capitalised on the opportunity to give a push to Indian toys. He started making soft toys and provided employment to several others. He said that was the right time to focus on the toy sector as the import was banned. "I started making soft toys and hired a few artisans for the same. Today's youth believe in providing jobs. And the message of 'Vocal for Local' has given a push to this thought. The involvement of youth in the sector will create a lot of opportunities for all," says Kumar. It was the result of Toy Fair and Toycathon that at a time when smartphones and computers are offering so much, Indian computer game is getting popular. Everyone from startups

Information and Broadcasting (I&B) Ministry collaborating with IIT Bombay to form Centre of Excellence in Gaming, Animation

to industries; students to teachers and designers are contributing in making the toy sector self-reliant. These small contributions will help Indian toy industry to become self-reliant. Efforts of the Government, including 'Team up for toys and let us make toys together', are helping the toy industry in getting a new identity and height. India is ready to storm the global toy market with its local toys. The New India is heading forward with a new confidence. ■

New development opportunities with strong federal structure

The way India has fought a successful battle against global pandemic COVID-19 and is swiftly treading on the path of development, it tells about the robust federal structure of the country. Taking the growth story of India to a new echelon, the sixth meeting of the Governing Council of NITI Aayog was held on February 20, 2021, under the chairmanship of Prime Minister Narendra Modi. Issues like agriculture, manufacturing, human resource development, health and nourishment were discussed in the meeting along with providing services at the ground level. The Prime Minister talked about India's development journey. He also spoke about empowerment of poor with Jan-Dhan accounts, vaccinations, Ujjwala Scheme, toilets and pucca houses. Tapped water has reached every household through Jal Jeevan Scheme. Malnutrition has been checked and internet connectivity is being made available across India with Bharat Net Scheme.

What is Governing Council?

The Governing Council of NITI Aayog is an administrative platform to deliberate upon inter-regional, departmental and federal issues. Prime Minister, chief ministers of states and Lt Governor of Union Territories participate in it. The sixth meeting was special as Jammu and Kashmir and Ladakh participated in it as a Union Territory for the first time. ■



The essence of the country's progress is that the Centre and the states work together and move in a definite direction. We have to make cooperative federalism more meaningful and try to take the competitive cooperative federalism down to the state and district level. We have seen how the entire country succeeded and a positive image about India was generated in the world when the state and the central governments worked together during the Corona period.

Prime Minister Narendra Modi

Important points of Prime Minister's speech:

- The private sector of the country is coming forward with more enthusiasm in this development journey of the country. As a Government, we have to honour this enthusiasm and also provide the private sector the opportunities for the AatmaNirbhar Bharat campaign
- The AatmaNirbhar Bharat campaign is the way to develop an India that produces not only for its own needs but also for the world. This production also stands the test of the world
- Policy framework and better coordination between the Centre and the states is also very important. Coastal states are the best example for it. There are unlimited opportunities to promote the fishery industry and the blue economy
- The Government has introduced PLI schemes for various sectors. This is a great opportunity to increase manufacturing

India to become global telecom-electronic hub

Some of the decisions taken by the Government will help making India a manufacturing hub for IT hardware, telecom and pharmaceuticals besides protecting children and ensuring their rights

DECISION: Production Linked Incentive (PLI) Scheme for IT hardware approved

BENEFITS:

- The scheme to benefit 5 major global players and 10 domestic champions in the field of IT Hardware manufacturing including Laptops, Tablets, All-in-One PCs and Servers
- India will be well positioned as a global hub for Electronics System Design and Manufacturing (ESDM) on account of integration with global value chains
- The total cost of the proposed scheme is approximately Rs 7,350 Crore over 4 years. The Scheme will extend an incentive of 4 per cent to 1 per cent on net incremental sales of goods manufactured in India to eligible companies for a period of 4 years

DECISION: Production Linked Incentive (PLI) Scheme for Telecom and Networking Products approved

BENEFITS:

- Telecom manufacturing to get boost with outlay of Rs 12,195 Crore over five years. This will enhance production of over Rs 2 Lakh Crore
- India will augment capacities by attracting large investments from global players
- The scheme will encourage promising domestic champion companies to seize the emerging opportunities and become big players in the export market
- The scheme will also encourage exports of 'Made in India' telecom and networking products
- The scheme will help India offsetting import of telecom



equipment worth Rs 50,000 Crore

- India will improve its competitiveness in manufacturing with increased value addition with Incremental production of around Rs 2.44 Lakh Crore to be achieved in over 5 years along with export worth around Rs 2 Lakh Crore
- The scheme will bring more than Rs 3,000 Crore investment and generate over 40 thousand direct and indirect employment

DECISION: Production Linked Incentive (PLI) Scheme for Pharmaceuticals

BENEFITS:

- This scheme is for a period of Financial Year 2020-21 to 2028-29 to promote the production of high value products in the country and increase the value addition in exports
- Total incremental sales of Rs 2,94,000 Crore and total incremental exports of Rs 1,96,000 Crore are estimated during six years from 2022-23 to 2027-28
- The scheme is expected to generate 20,000 direct and 80,000 indirect jobs as a result of growth in the sector

DECISION: Amendments to the Juvenile Justice (Care and Protection of Children) Act, 2015 Approved

BENEFITS:

- This will strengthen measures for child protection
- This will authorise District Magistrate including Additional District Magistrate to issue adoption orders to ensure speedy disposal of cases and enhance accountability
- District Magistrates have been further empowered under the Act, to ensure its smooth implementation, as well as garner synergised efforts in favour of children in distress conditions



EMPOWERING POOR AMID LOCKDOWN

Within 48 hours of announcing the three-week nationwide lockdown, Prime Minister Narendra Modi rolled out the Pradhan Mantri Garib Kalyan Yojana (PMGKY) with top priority to the welfare of the poor and their livelihood...

With the announcement of lockdown, a major hurdle before the poor was livelihood. Lalo Manjhi, Manoj Manjhi and Sundar Manjhi from Bihar's Sadar were no different. Soon after the lockdown, the Pradhan Mantri Garib Kalyan Yojana was launched. At the Sikandarpur village, construction of public toilets started. Lalo was the labour, Manoj was the 'mistri' (mason) and Sundar was the painter. They started earning and were able to support their families. Lalo says when they are getting work near their home then why should they go away in search of livelihood. While there were jobs for a good number of people, the Government wanted to help further. It also offered free foodgrains to each family in need. Be it Ramshankar Thakur from Jharkhand's Giridih or Anita from

Madhya Pradesh's Anuppur, they all were among the 80 Crore people who received free foodgrains amid lockdown.

The COVID-19-induced three-week complete lockdown from March 24, 2020, had brought India to a standstill. This also meant no moving out for work. This could have been worse for the households being run by daily wagers, the old and the disabled.

On March 26, 2020, Prime Minister Narendra Modi announced a relief package, valued at Rs 2.76 Lakh Crore, under the Pradhan Mantri Garib Kalyan Yojana (PMGKY). The idea behind this was to protect the poor and to help them fight the battle against Coronavirus.

Under the scheme, the Government launched the Pradhan Mantri Garib Kalyan Anna Yojana (PM-GKAY) for additional

ACHIEVEMENTS AND MILESTONES OF PMGKY:

- Valued at Rs **2.76 Lakh Crore**
- Free food grain to **80 Crore** People
- Free cooking gas for **8 Crore** families
- Direct cash to over **42 Crore** farmers, women, elderly, the poor and the needy

Pradhan Mantri Garib Kalyan Package not just offered food but included much more:

Rs 50 Lakh insurance for over **22 Lakh** health workers fighting COVID-19 in the Government Hospitals and HealthCare Centres. This included sanitation workers, paramedics and technicians

PM GARIB KALYAN ANN YOJANA to protect the poor from suffering on account of non-availability of foodgrains. Initially, the Government launched the scheme till June 2020. It was later extended till November 2020. Under this, 80 Crore individuals –roughly two-thirds of India's population – were provided food grains free of cost. A total of 5.43 LMT pulses were distributed to 18.8 Crore beneficiaries between April and June 2020



allocation of foodgrains from the Central Pool at the rate of 5 kg per person per month free of cost for all the beneficiaries covered under Targeted Public Distribution System (TPDS). This additional foodgrain was above the NFSA mandated requirements. The scheme was extended till November 2020. Over 200 LMT of foodgrains were provided amounting to a fiscal outgo of over Rs 75,000 Crore. ■

Benefit to farmers: Three instalments of Rs 2,000 under PM KISAN Yojana were credited to about nine crore farmers till December 2020.

Help to Poor: More than 20.60 Crore Pradhan Mantri Jan-Dhan Yojana (PMJDY) women account-holders were given an ex-gratia of Rs 500 per month for three months. Rs 10,325 Crore credited as first instalment; Rs 10,315 Crore credited as second while Rs 10,312 Crore credited as the third instalment. In addition, Rs 2,814.5 Crore disbursed to about 2.81 Crore old age persons, widows and disabled persons in two instalments – Rs 500 each – to tide over difficulties. At least 1.82 Crore building and construction workers received financial support amounting to Rs 4,987.18 Crore.

Free Gas cylinders to 8.5 Crore poor families under PM Garib Kalyan Yojana: Over 8.52 Crore Pradhan Mantri Ujjwala Yojana (PMUY) cylinders were booked and delivered between April and May 2020. Additional 3.27 Crore PMUY free cylinders delivered to beneficiaries in June while 1.05 Crore were booked and delivered in July 2020.

Help to low wage earners in organised sectors: Wage-earners earning below Rs 15,000 per month in businesses having less than 100 workers were at the risk of losing their employment. Under this package, the Government proposes to pay 24 per cent of their monthly wages into their PF accounts till June 2020. The Government transferred 24 per cent EPF contribution to 0.43 Crore employees amounting to Rs 2,476 Crore. Benefits for March 2020 were given to 34.19 Lakh employees amounting to Rs 514.6 Crore. In April 32.87 Lakh employees were given the amount costing Rs 500.8 Crore. Similarly, in May 32.68 Lakh employees were given the contribution, amounting to Rs 482.6 Crore. In June 32.21 Lakh employees (costing Rs 491.5 Crore), in July 30.01 Lakh employees (Rs 461.9 Crore), and in August 1.77 Lakh employees (Rs 24.74 Crore) were given the amount.

Non-refundable advance of 75 per cent of outstanding balance or 3 months' wages, whichever is lower allowed to the members

EPFO: At least 36.05 Lakh members of EPFO have taken benefit of online withdrawal of non-refundable advance from EPFO account amounting to Rs 9,543 Crore.



BUDGET 2021-22: TAKING NATION AHEAD

The first General Budget after the Coronavirus period has outlined priorities of the Government. Positive response of the people on the Budget has stated mood of the country. Now, the top leadership of the country is all set for the effective implementation of the Budget. The intention is clear – the Budget should not remain as a formality but its benefits should reach the last man...

This could be the first instance in the history of Parliamentary democracy when the top leadership of the country is giving priority to the effective implementation of the Budget and not keeping it as a formality. Prime Minister Narendra Modi is initiating dialogues with every sector to ensure that the Budget and the Government's vision reach the grassroots level. One of the reasons for this initiative is to explain the seriousness of the Government and to ensure that every sector is playing its role in the country's development. Prime Minister Narendra Modi addressed a series of webinars on effective implementation of Budget. On one hand, he stressed on the importance of disinvestment and asset monetisation, while on other, he discussed effective implementation of Budget

in health, infrastructure and defence sectors. The Prime Minister advocated privatisation of non-strategic PSUs and said the Government has no business to be in business. He said the Government is working on enhancing efficiency of the entire economy through 'monetising and modernising'.

Talking about the loss-making public sector enterprises, he said many of these enterprises have to be supported through tax payers' money and, in turn, puts a lot of burden on the economy. He explained that when the Government monetises a particular asset, it is replaced by the private sector. The Government, he added, has created a roadmap to increase the participation of the private sector and to strengthen the public sector institutions.

HOW THE GOVERNMENT IS GENERATING FUNDS:

Taking forward the idea of 'Minimum Government and Maximum Governance', Prime Minister Narendra Modi said the country has a lot of under-utilised and un-utilised assets under the control of the Government. With this concern in mind, the Government announced the National Asset Monetisation Pipeline. Under this, the target is to monetise about 100 assets in the fields of oil, gas, ports, airports and power. These assets are estimated to have investment opportunities worth Rs 2.5 Lakh Crore.



Prime Minister's speech on effective Budget implementation in financial services sector

- Our top priority is that both depositor and investor should experience trust and transparency
- The Government's vision regarding the financial sector of the country is very clear. The Budget is taking this vision forward
- The safety of earnings of ordinary households, effective and leakage free delivery of Government benefits to the poor, and promotion of infrastructure investment for the development are our priorities
- The dream of AatmaNirbhar Bharat will be realised through farmers, MSMEs and Startups

Prime Minister emphasised on participation of private sectors in research and development in the agriculture sector. Excerpts:

- To increase agricultural production in the 21st century India, there is a need for post-harvest production or food processing revolution besides value addition
- We have to expand the country's agricultural sector to global market for processed food
- The Government has increased target of agricultural credit to Rs 16.50 Lakh Crore prioritising animal husbandry, dairy and fisheries

GROWTH IN DEFENCE MANUFACTURING

India has a centuries-old experience of producing weapons and military equipment. Now, India is engaged in accelerating its capacities and capabilities. India has made a list of 100 important items related to defence, which is called a negative list. These items can be manufactured with the help of local industries. The Prime Minister said there was a time when India's fighter aircraft Tejas had to be confined to files. But the Government relied on the capabilities of its engineers and scientists on developing Tejas. And now, Tejas is flying gracefully in the skies. A few weeks back, an order worth Rs 48,000 Crore was placed for Tejas.



Indian Health Sector Winning Global Trust

As India demonstrated its experience and ability during the Coronavirus pandemic, the world took note of the country's robust health sector. The prestige of India's health sector and the trust in it has reached a new level globally. Not just Indian doctors but Indian medicines and vaccines have gained a new trust.



Prime Minister's address on effective Budget implementation in health sector

- The Budget allocated to the health sector in 2021-22 is unprecedented and shows the Government's commitment to provide better healthcare to every citizen
- We have to focus on everything from medical equipment to medicines, from ventilators to vaccines, from scientific research to surveillance infrastructure, from doctors to epidemiologists
- The private sector can support PPP models in building a network of public health laboratories. It can have partnership in PM-JAY, National Digital Health Mission, and citizens' digital health records

We are working on a four-pronged strategy to keep India healthy: Prevention of illness and promotion of wellness; Provide cheap and effective treatment to the poorest of the poor; Increase the quantity and quality of health infrastructure and health care professionals; and Work on mission mode and in a focused way to overcome obstacles in a timely manner

PM's address on effective implementation of Budget provisions in defence sector:

- Since 2014, with transparency, predictability and ease of doing business, we are constantly moving forward in the Defence sector
- With measures like de-licensing, de-regulation, export promotion, foreign investment liberalisation, we have taken strong steps
- Self-sufficiency in defence sector has to be seen as the empowerment of soldiers and youth
- I urge the private sector to come forward in manufacturing as well as designing and developing
- MSMEs work as a backbone for the entire manufacturing sector. The reforms that are taking place today are giving more freedom to MSMEs and encouragement to expand ■



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address



India committed to environment protection

At a time when Earth is witnessing climate change and the entire globe is registering rise in temperature, drought, floods, wild fires, change in rainfall and snowfall patterns, India is the only country playing its fair part in containing global temperatures up to 2 degree Celsius as per the 2015 Paris Agreement.

As we celebrate March 21 as the International Forest Day and March 22 as International Water Day, we should think how we can contribute to the Government's efforts for environment protection...

The traditional Indian thought always deified nature and made it a part of their daily existence. Across the globe, India is the only country where rivers are worshipped. From King Ashoka to Mahatma Gandhi, Indian ideology has always given priority to water conservation and environment protection. Representing India at the United Nations Security Council Open Debate on "Addressing climate-related risks to international peace and security" on February 23, 2021, Union Environment Minister Prakash Javadekar recited a hymn from the *Shukla Yajurveda* to underline commitment of the country for environment.

He said: ॐ द्यौः शान्तिरन्तरिक्षं शान्तिः,
पृथ्वी शान्तिरापः शान्तिरोषधयः शान्तिः ।
वनस्पतयः शान्तिर्विश्वे देवाः शान्तिर्ब्रह्म शान्तिः,
सर्वं शान्तिः, शान्तिरेव शान्तिः, सा मा शान्तिरेधि ॥

Meaning, may peace radiate in the sky, in the space everywhere. May peace reign all over this Earth, in water and in all herbs, trees and plants. May peace flow over the whole universe. May peace be in the primordial element. And may there be, in all, peace and peace alone. Aum peace, peace and peace to us and all beings!

As per a report from the World Health Organisation (WHO), every year around 38 Lakh people die due to air pollution. Various other reports and survey also suggest that forest cover on the earth is shrinking, water bodies are dying,

India on the path of environment protection

As per the report released on the occasion of completion of five years of Paris Agreement, India secured a place in the top 10 countries of Global Climate Change Performance Index 2021. India secured 10th position in 2021, while it was on 31th position in 2014. But this was achieved with the hard work and proper planning of years, which helped increasing forest cover up to 13 thousand kilometres in the past four years.



As per the Indian Forest Survey Report, 2019, released after every two years, forest and tree cover in India is **8,07,276** sq km. This is 24.56 per cent of the total geographical area of India

- There is an increase of 5,188 sq km (0.65 per cent) forest and tree cover in the country as compared to 2017
- The total forest cover in the country is 7,12,249 sq km, which is 21.67 per cent of the total geographical area
- Forest cover in Karnataka grew the most which is 1,025 sq km. It is followed by Andhra Pradesh (990 km), Kerala (823 km), Jammu and Kashmir (371 km) and Himachal Pradesh (334 km)
- Ujjwala scheme was introduced for the use of LPG in homes instead of conventional polluting wood fuel. Under this scheme, over 8 Crore connections were provided so far
- National Clean Air Programme was launched in India for the first time in 2019 towards clean environment. It aims to reduce the amount of PM 2.5 and PM 10, the harmful particles found in the air up to 30%, by the year 2024
- To reduce air pollution, BS-6 standard is implemented directly after BS-4. A new policy is formulated to promote electric vehicles
- Schemes like Ujala, Swachh Bharat and Namami Gange are proving to be important for conserving water along with environment. Around 305 projects were approved under the Namami Gange Scheme. Drains opening in River Ganga are banned
- To conserve ecosystem of forests, special attention was given to Wildlife Conservation Plans. To eliminate plastic to save ocean system and to conserve aquatic organisms, Tortoise Policy and Project Dolphin were introduced

- India has taken the most effective measures in the realm of renewable energy to save forests. From setting up the International Solar Alliance to achieving the target of generating 175 GW renewable energy by 2022, would be met with ahead of time
- A detailed action plan is being prepared to connect 31 rivers of the country
- All these initiatives taken to conserve water and forest in the past six years are testimony to the Government initiatives. Moreover, the concern of the Government was reflected from the fact when Prime Minister Narendra Modi was seen plogging at a beach in Mamallapuram giving a message to all and sundry to protect nature. So, it becomes responsibility of everyone to contribute for environment protection initiative

rivers are changing their course causing floods and natural calamities. Looking for a solution for these crises, around 196 countries of the world gathered in Paris in 2015. Targets were set for developed and developing countries to mitigate climate change. The objective was

to deal with this global menace together but when report came out after five years, India was the only country meeting the target. As the Government is undertaking several initiatives to protect the environment, the common people should also play their part. ■

Reopening of schools brings happiness on children's face

The Coronavirus pandemic has given a new and unique experience to the students of the 21st century. They will not be able to forget this experience in their lifetime.

After being locked indoors for 11 months and forced to study online, schools have reopened by following COVID-19 protocols. Life is going back on track. Now, along with studies, students will be able to play and enjoy with friends...



Jyoti, a student of Indian Public School's residential campus in Dehradun, reached school in February 2021 after spending the Coronavirus period and lockdown at her home in Bihar's Patna. After reaching her school, Jyoti said: "After spending so much time indoors, I realised that school and friends are an important part of our life. During the Coronavirus era, everything was limited and studies were going online. Now, I feel the old days are back."

While schools were reopened, proper precautions were taken to ensure that students are safe. As Jyoti and other students reached school in February, they were asked to produce a COVID-19-negative report. Despite having a negative report, the school took her COVID-19 test to be double sure. Students were quarantined for a week and were provided all facilities in their

rooms. Initially things were new for the students, but slowly they got used to COVID-19 protocols. Vajradeepan from Nagaland has a similar story. He said it was a nice experience to step out after staying indoors for 11 months. Himachal Pradesh's Shaardul said he used to feel dull after long screen hours. Now, he was happy playing football in the school.

This was not just the story of students in boarding schools but otherwise also. Ayush Kedia from Ghaziabad said he is happy to rejoin school. A Class 11 student at Bal Bharati Public School, Brij Vihar, Ayush said the regular classes are making him happy. He says: "I am very happy as the school is reopening after 11 months. There was so much we were missing during the online classes. Now, I can meet my friends and teachers. This is not only helpful in studies but

NEW RULES FOR SCHOOLS AMID COVID-19



- The Ministry of Education has implemented the NISHTHA, an online capacity building programme, for all 42,00,000 elementary school teachers and school heads of the country
- CBSE, Kendriya Vidyalaya (KVs) and Jawahar Navodaya Vidyalaya (JNVs) undertook a massive exercise to build online teaching capacities of their teachers as soon as the lockdown started. This was done to ensure continuity of learning through online means, wherever possible. In the process, CBSE trained 4,80,000 teachers, KV trained 15,855 and JNV trained 9,085 teachers across India
- CBSE partnered with Fit India movement to engage students in various online live sessions of physical activities arranged for their physical wellbeing
- The CBSE introduced a new subject at secondary level in class IX from the present academic session – Physical Activity Trainer and in KVS, online sessions on fitness training and Yoga were conducted to instil the importance of physical fitness in students
- For the mental well being of students, the Ministry has undertaken an initiative, named 'MANODARPAN', covering a wide range of activities to provide psychosocial support to students, teachers and families for mental health and emotional wellbeing during the COVID-19 outbreak and beyond
- To deal with questions regarding digital divide due to lack of gadgets and sufficient network, the Ministry initiated coherence model under PM e-Vidya
- Content available online on DIKSHA is now available through Swayam Prabha TV channel. Similarly, it will be available on radio also
- A total of 34 channels are devoted to telecast high quality educational programmes
- A multimodal ways for delivering education -- DIKSHA, Swayam Prabha, Community Radio, Shiksha Vani amongst others were developed under the umbrella of PM e-Vidya
- There are about 2,000 audio-radio programmes produced by CIET-NCERT in Hindi, English, Urdu and Sanskrit

also in other activities. I was missing all this a lot." The Coronavirus pandemic has impacted the children the most. Now, after the Government's nod, the schools have reopened by following COVID-19 appropriate practices. This is not only taking things back to normal but is also giving new energy and happiness to the children who were locked indoors for so long. While there were no schools for 11 months during and after lockdown, the education and learning

process were not impacted. There were proper arrangements made to ensure that the academic year is not impacted. The classes were held digitally. Learning continued even when there was no movement outside. In order to promote digital education and to make e-learning feasible for students and teachers, the Government launched PM e-Vidya programme. For areas and students lacking digital connect, the education was being imparted through DTH. ■

FIGHTING OFF DISEASES ONE VACCINE AT A TIME



Immunisation is a highly cost effective way of improving survival in children in developing countries like India. However, a large section of the society hesitates in immunising their children due to illiteracy, poor communication, social stigma, and difficult geographical location. To overcome this, the Government had to walk an extra mile and that was the idea behind Mission Indradhanush. In Assam's Dhubri, daily wagers at Nayan brick kiln were not going for immunisation of their children as that would have resulted in monetary loss for the day. Even after repeated attempts, parents were reluctant to bring their children to the immunisation centre. So, the health officials decided to immunise children by providing the service at their workplace. Close to 30 children were immunised.

Every year, India observes March 16 as the National Vaccination Day. This was the day on which the first Oral Polio vaccine was administered in the country. India is running several immunisation programmes with an aim to protect people from life threatening conditions. Here's a look at the various vaccination programmes being run in the country...

Assam's Chirang, Morigaon and Lakhimpur had a similar picture, which was improved with Mission Indradhanush. In Lakhimpur, special drives had helped in achieving 99 per cent immunisation coverage.

The Government has been working tirelessly to allay the fears of the masses and to spread awareness about the importance of immunisation. Observing National Vaccination Day on March 16 is one such initiative. The date is significant as it was on this day that country's first Oral Polio vaccine was administered. Under the extensive Pulse Polio Campaign, launched to combat and eradicate Polio, children below the age of five years were given two drops of vaccine orally.

Despite Universal Immunisation Programme (UIP) being operational for over three decades, only 65 per cent children were fully immunised in the first year of their life, till 2014. This means that around 89 Lakh children missed out on vaccinations. Unvaccinated and partially vaccinated children are most susceptible to childhood diseases and disability. In order to improve immunisation coverage, the Government implemented various intensification strategies and Mission Indradhanush was one



such programme.

Launched in December 2014, its aim was to rapidly increase the immunisation coverage through special drives during specified months. The programme ensures that all the vaccines provided under the UIP are administered to children, under two years of age, and pregnant women. The first two phases of Mission Indradhanush resulted in 6.7 per cent increase in full immunisation coverage. Till February 23, 2021, 3,76,00,000 children were vaccinated under Mission Indradhanush.

UNIVERSAL IMMUNISATION PROGRAMME (UIP)

- UIP is an expanded programme on immunisation targeting diseases like Diphtheria and severe form of childhood Tuberculosis
- Part of the National Rural Health Mission, UIP is one of the most cost-effective public health interventions, largely responsible for reduction of vaccine preventable under-five mortality rate

Aimed to rapidly increase immunisation coverage in the country, close to **2.67 Crore** newborns and **2.9 Crore** pregnant women were vaccinated annually under the UIP

- Vaccination against 12 vaccine preventable diseases were given free of cost nationally and sub-nationally
- **Nationally, vaccination is given against nine diseases:** Diphtheria, Pertussis, Tetanus, Polio, Measles, Rubella, severe form of Childhood Tuberculosis, Hepatitis B and Meningitis, and Pneumonia caused by Hemophilus Influenza type B

NEW VACCINES INTRODUCED UNDER UIP

Pneumococcal Conjugate Vaccine (PCV) was launched in 2017 for reducing infant mortality and morbidity caused by pneumococcal pneumonia. As per Budget 2021-22, this 'Made in India' product, which is presently limited to only five States, will be rolled out across the country to avert more than



50,000
children's deaths
annually

- Inactivated Polio Vaccine (IPV) was introduced in November 2015 in UIP as part of Global Polio end-game strategy, to mitigate the risk associated with tOPV to bOPV switch
- Rotavirus vaccine (RVV) was introduced in March 2016 to reduce mortality and morbidity caused by Rotavirus diarrhoea
- Measles Rubella (MR) vaccine was introduced in 2017 with an aim to eliminate measles and for rubella control
- Tetanus and Adult Diphtheria (Td) Vaccine has replaced the TT vaccine in UIP to limit the waning immunity against diphtheria in older age groups ■

Every Indian will be proud of the fact that the life-saving vaccines which are vaccinated to about 60 per cent of the children around the world are developed in India.

Prime Minister Narendra Modi

COVID vaccine: It's public's turn now

The World Health Organisation has considered India's role as the most important in the fight against Coronavirus pandemic. After vaccinating frontline workers in the first phase, now the vaccine is being provided to the common man from March 1, 2021. Prime Minister Narendra Modi took the vaccine and gave a message to the people...

A vaccine of trust



Two vaccines are being administered in India -- Serum Institute of India's Covishield and Bharat Biotech's Covaxin.

There were some doubts in people's mind about the vaccines. However, the Prime Minister took the vaccine to set an example and reduce vaccine hesitancy. He visited AIIMS early in the morning on March 1. Sister P. Niveda, hailing from Puducherry, administered the vaccine shot to the Prime Minister. He was carrying the traditional Assamese 'gamucha'.



"Took my first dose of the COVID-19 vaccine at AIIMS. Remarkable how our doctors and scientists have worked in quick time to strengthen the global fight against COVID-19. I appeal to all those who are eligible to take the vaccine. Together, let us make India COVID-19 free!"

Prime Minister Narendra Modi



The entire world praised India's fight against Coronavirus. This fight has now reached a decisive stage. In the first phase of Coronavirus vaccination drive, started on January 16, 2021, 1.43 Crore frontline workers were given the jab. From March 1, 2021, the next phase of the drive has started covering those above 60 years of age and people between 45 to 59 years of age with comorbidities. Prime Minister Narendra Modi kickstarted the second phase by getting himself vaccinated. At least 12,000 government hospitals shall be administering the vaccine, to people, free of cost, across the country. An equal number of private hospitals are also authorised to vaccinate round the clock with price capped at Rs 250. Meanwhile, Arunachal Pradesh has become Coronavirus-free. Till February 28, 16,836 Coronavirus cases were reported in the state. By March 1, all the cases were recovered. At least 56 people died in the state because of the infection.

COVID-19 not gone, can't be careless

1,80,05,503
Total vaccinated

21,99,40,742
Tests conducted



1,76,319
Active Cases

1,08,39,894
Total Recovered Cases



97.01%
Recovery Rate

Mortality rate: 1.41%

All data till
March 4, 2021

VACCINE MAITRI

India gave over 4.61 Crore doses of Coronavirus vaccines to 48 countries. WHO says other countries should learn from India



Till March 3, 2021, under the 'Vaccine Maitri', 48 countries have been provided 4 Crore 61 Lakh and 66 Thousand vaccines doses. Of these, 71.25 Lakh were given as gift.



WHO chief Tedros Adhanom Ghebreyesus has praised India's commitment for supporting vaccine equity and sharing COVID-19 vaccines with countries across the world, hoping that other nations will follow the example.

Prime Minister gives Mantra of 'Self Three':

SELF-AWARENESS, SELF-CONFIDENCE AND SELFLESSNESS



Speaking at the convocation of Visva-Bharati University and IIT Kharagpur, Prime Minister Narendra Modi invoked students to march on with confidence, selflessness and realise their potential with the thought of the Nation First. He told students not to shy away from taking any decision as every decision taken with the idea of Nation First would take you to some solutions. He termed National Education Policy a milestone in the journey towards Self-Reliant India. Around 2,535 students of Visva-Bharati were handed over degrees during the convocation. ■

Important takeaways from Prime Minister's speech at Visva-Bharati convocation

Bengal is an inspiration for Ek Bharat-Shreshtha Bharat. When India will celebrate 100 years of its independence in 2047, what will be the **25 biggest** goals of Visva-Bharati. It can become a vision document

This year, the Budget has proposed to spend Rs **50,000 Crore** on research in the next five years through the National Research Foundation

Important points of Prime Minister's speech in IIT Kharagpur

The Government has freed the map and geospatial data from control. The move will give new freedom to the country's young startups and innovators

This year, India will be celebrating the **75th year** of independence. I urge you to compile the **75 big** innovations and solutions that have been developed by the IIT Kharagpur

- In the 21st century, India is moving towards creating a knowledge economy. Visva-Bharati has a big role to play in spreading India's knowledge and identity to every nook and corner of the world
- In a first, the new National Education Policy provides Gender Inclusion Fund
- Students need to make villagers, craftsmen and farmers self-reliant; create a chain to take their products to the big markets
- You have to start a new life after graduating, but you also have to become a startup in yourself that would change million lives in the country
- As an engineer, there is an inherent ability within you to develop things
- IIT Kharagpur is doing commendable work in IT, modern construction technology and COVID-19
- The PM Research Fellows Scheme has provided a new means for research



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Toys as stress busters!

Toys are for the comprehensive growth and development of tender minds. They play the role of stress busters as well. Involvement of students in toy making will give toys a new dimension with the Government focusing on the industry to make it globally competitive

UNIQUE TOYS MADE BY THE STUDENTS OF KENDRIYA VIDYALAYA

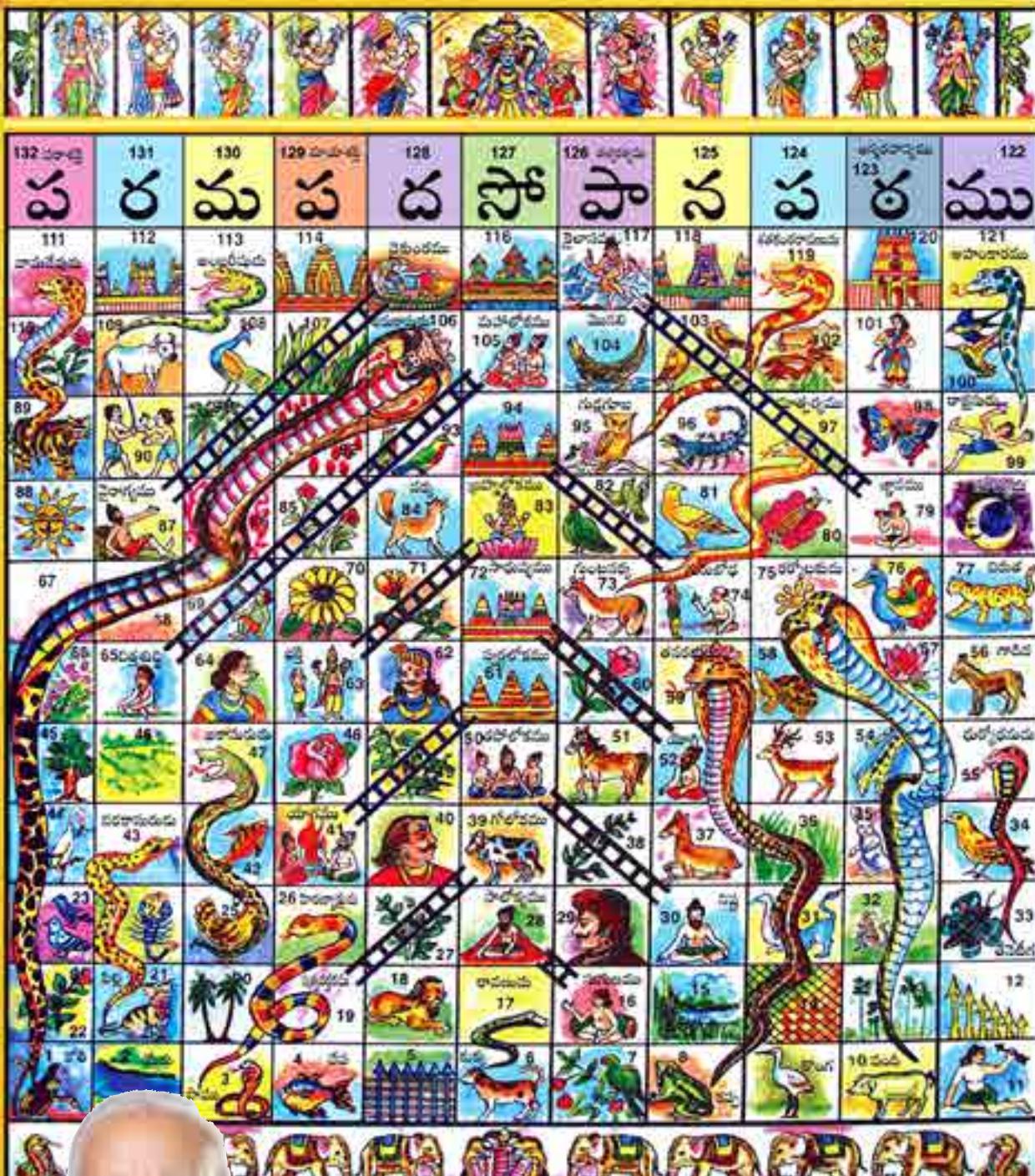


Every student is unique in his/her own ways. Students of Kendriya Vidyalaya, Old JNU campus, New Delhi, got an opportunity to showcase their talent in India's first Toy Fair. At the fair, students displayed different ways of making toys which helps them to understand different subjects. One of the students associated with toy making said with these toys, they were able to understand the subjects easily. "Learning through these toy games will enlighten all of us about Indian heritage and culture. This process is not only fun but, at the same time, it is very informative," the student said. A few other students made remote controlled toys. They say: "Theories of Physics are applied in making of these four-wheeled remote-operated toys." Sudeep Bajpayee, who is delighted with the environment in the school, expressed in joy that not only students are happy, the overall environment of the school is joyful. He said: "This is the first chapter of the National Education Policy implemented by the Central Ministry. I believe now students will be learning things fast and in innovative ways." The toy fair ushers in new hope and an era of new learning.

UNIQUE SNAKES AND LADDERS GAME FOR AWARENESS ABOUT CORONAVIRUS



Innovative minds do normal things in different ways. Sameer Kumar, a resident of Indore, Madhya Pradesh, has developed a unique way to create awareness about the ways to protect one from the Coronavirus infection. With his creativity, he is making the snakes and ladders game interesting. In his version of snakes and ladders, instead of snakes, players have to save themselves from Coronavirus. It tells about the dos and don'ts people need to follow to save themselves from Coronavirus. Through his game, Sameer got entry into India's first toy fair. His game is becoming popular day by day. Sameer said: "The game tells about using face masks, sanitisers and social distancing for protection from Coronavirus. I have made this game for generating awareness." Sameer has also developed touchless freshener and pneumatic training kit, which are beneficial for engineering students. ■



“ Every child knows about the game of snakes and ladders. But, do you know that this is also another traditional Indian game, called “Moksha Patam” or “Parampadam”. ”

Prime Minister Narendra Modi

