

NINE SANKALP: NOT AN OPTION BUT A NECESSITY:



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FROM THE DESK OF CHAIRMAN

Prime Minister Shri Narendra Modi on Monday put forth nine *SANKALP* and as many requests *AAGRAHA* before people, urging them to work towards fulfilling them. The PM proposed these ideas while addressing the inaugural function of the Swarved Mahamandir on the second and final day of his visit to his parliamentary constituency Varanasi.

Conserve Water:

India's focus on water conservation is part of a larger initiative to address environmental sustainability and ensure water security for the future. With Super al-nino next door, we must understand how important it is to save water. Government of India has over the year's launched many initiatives such as Jal Shakti Abhiyan, Har Ghar Jal, Namami Gange Project, National Water Mission and many more. Time has come, we too understand the importance of it. Let us all ensure, tap at our household do not leak water, use as minimum water as possible for washing clothes and vessels. Each drop will count and let's collectively bring a change in society. Mahatma Gandhi once said, "**BE THE CHANGE YOU WISH TO CHANGE**"

Rural India and digital transactions

India has seen a dramatic change in how Indians are doing digital transactions. Credit card usage is on high, youth prefer convenience of UPI payment over Credit Card points and interest savings. In fact vendors are now refusing to accept cash over digital payments. I would not shy away in saying that, the contribution of digital transactions is very high in off late boom in the Indian economy. Just imagine, if the change in the payment patterns by urban India has such an impact, what we will achieve with rural India too adopting next gen technologies. However, digital brings different kinds of challenges such as scams and errors. These can cost dearly to the middle class and lower class. It is our duty to educate rural masses on care to be taken. Small steps like, Localized Training Programs, Collaboration with Local Leaders or associations, Demonstration Workshops at schools, displaying Interactive learning materials at bus stops or railway stations can go a long way.

Clean India

Prime Minister Narendra Modi has been actively involved in promoting cleanliness in India through the Swachh Bharat Abhiyan (Clean India Mission), which was launched on October 2, 2014. In fact, I have not seen any other Indian leader after Mahatma Gandhi who advocated and promoted so much for clean and hygiene life. Many Government schemes such as, Swachh Bharat Abhiyan, every home with a toilet revolve around his commitment to clean and green India. We all love clean surroundings, but we ourselves are known to dirty things. Throwing garbage here and there, spitting, unnecessary use of plastic, this all habits we need to change within ourselves. If countries like UAE, where Indians represent a majority of the population, can have cleanliness at next level, then why can't India have.

Local se Vocal

Purchasing local products can contribute to the growth of the domestic economy. It supports local businesses, creating jobs and fostering entrepreneurship, which, in turn, boosts overall economic development. Make a list of imported products we use and if we look around, we will certainly find some local alternatives. For eg. Imported Perfumes can be replaced with a locally manufactured perfumes or with Attars. Inculcate habit of reading manufacturing details of the product. We just need to be alert to identify such small-small daily use items where replacement is very easy and local products too are equally competitive to imported items.

Travel India

India is a diverse and culturally rich country that attracts a significant number of tourists each year. Tourism in India is known for its historical landmarks, cultural heritage, natural beauty, and variety of experiences. India has world-class resorts and natural national parks. If one looks around, India has mountain peaks, beautiful rivers, dense forests and national parks, wildlife, beautiful plains, desert, big metro cities, cultural parks, palaces and forts, back-water, beaches and lakes and many such things. One travels to explore all these only, and if we can see all this first it will help the local business and will promote economic growth. Travelling overseas is also a form of import and results in foreign exchange losses.

Natural Farming

I may not be the right person to comment on farming as such, but the world is moving towards organic and sustainable farming. Use of excessive harmful chemical causes, Soil Degradation, Water Pollution, Loss of Biodiversity, Residue in Food, Human Health Risks, development of resistance in pest populations and Disruption of Ecosystems. Balancing the need for increased food production with environmental and health considerations is a complex challenge, and ongoing research and innovation are crucial for developing more sustainable agricultural practices.

Fit India:

The "Fit India" initiative is a significant campaign with importance at various levels, encompassing individual well-being, public health, national productivity, and overall societal progress. Regular exercise, Yoga, Meditation are very crucial for good health. Health Food and healthy thoughts goes long way in healthy lifestyle.

Let us all join and pledge to complete a minimum of two "Sankalp" and keep a target to achieve them in the next 6 to 12 months of time. Together we all can change.

Thank you all..... Always in Gratitude

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