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Speech of PM Shri Narendra Modi at the inauguration of renovated Kashi Vishwanath Dham

Har Har Mahadev! Har Har Mahadev! Namah Parvati Pataye! Har Har Mahadev! Mata Annapurna ki Jai! Ganga Maiya ki Jai! Present in this historic event, Governor of Uttar Pradesh Smt Anandiben Patel ji, Karmayogi Chief Minister of Uttar Pradesh Yogi Adityanath ji, National President of Bharatiya Janata Party and guide to all of us Shri J.P. Nadda ji, Deputy Chief Ministers Keshav Prasad Maurya ji and Dinesh Sharma ji, my colleague in the Council of Ministers Mahendra Nath Pandey ji, President of Uttar Pradesh Bharatiya Janata Party Swatantradev Singh ji, the minister representing Kashi Neelkanth Tiwari ji, the revered saints who have come from every corner of the country, my dear residents of Kashi and all the faithful of the country and abroad who are witnessing this occasion! Along with all the brothers of Kashi, I bow down at the feet of Baba Vishwanath and Mata Annapurna. I have just visited the 'Kotwal' of Kashi Kalbhairav ji and sought his blessings for the countrymen. If there is anything special or anything new happening in Kashi, then it is necessary to seek his permission. I also bow at the feet of the Kotwal of Kashi. गंगा तरंग रमणीय जटा-कलापम्, गौरी निरंतर विभूषित वाम-भागमूरायण प्रिय-मनंग-मदाप-हारम्, वाराणसी पुर-पतिम् भज विश्वनाथम्॥ greet from Baba Vishwanath's court the people of the country and the world who are witnessing this 'Mahayagya' from their respective places. I also greet all the people of Kashi for their cooperation for this auspicious occasion. I am very happy. Many congratulations to all of you.

Friends,

According to the Puranas, one becomes free from all bondage the moment he enters Kashi. With the blessings of Lord Vishweshwara, a supernatural energy awakens our inner-soul as soon as we come here. And today, there is an altogether different vibration in the consciousness of this eternal Kashi! Today there is a different aura in the transcendentalism of Adi Kashi! Today a distinct power is visible in the determination of eternal Banaras! We have heard in the scriptures that all the pilgrimages, all the divine powers appear before Baba in Banaras whenever there is a sacrosanct occasion. Today I am having a similar experience by visiting Baba's court. It seems that our entire conscious universe is connected to it. Although only Baba knows the extent of his 'Maya', but as far as our vision goes, the entire world is connected with this holy event of 'Vishwanath Dham.

Friends,

Today, i.e., Monday is the favorite day of Lord Shiva. Today Vikram Samvat 2078, Margashirsha Shukla Paksha, Dashami Tithi, is creating a new history. And we are fortunate that we are witnessing this time. Today Vishwanath Dham is filled with unimaginable and infinite energy. Its splendor is expanding. Its significance is touching the skies. Many ancient temples which became extinct here have also been re-established. Baba has been pleased with the service of his devotees for centuries, and therefore, he has blessed us with this day. This new complex of Vishwanath Dham is not just a grand building, but it is a symbol of the Sanatan culture of our India! It is a symbol of our spiritual soul! This is a symbol of India's antiquity, traditions, energy and dynamism! When you come here you will not only come across with faith, but you will also feel the glory of our past here. At the Vishwanath Dham complex, we can see a glimpse of how antiquity and novelty are coming alive together, how the inspirations of the ancient are giving direction to the future.

Friends,

Mother Ganga, which comes to Kashi after being northbound to wash Baba's feet, will also be very happy today. When we bow down and meditate at the feet of Lord Vishwanath, the breeze touching Mother Ganga will give us affection and blessings. And when Mother Ganga will be happy, we will also be able to have the divine experience of the waves of Ganga while meditating Baba. Baba Vishwanath belongs to everyone, Mother Ganga belongs to everyone. Their blessings are for all. But due to time constraint and circumstances, this access to service of Baba and



Mother Ganga had become difficult. Everyone wanted to come here, but there were no proper roads and insufficient space. It was very difficult for the elderly and the Divyangs to come here. But now with the completion of the Viswanath Dham project, it has become easier for everyone to reach here. Our Divyang brothers and sisters and elderly parents will be able to come straight to the jetty from the boat. Escalators have also been installed to reach the jetty from the ghats. From there people will be able to come directly to the temple. Earlier, the narrow roads led to the long hours of waiting, which was annoying. Now the long wait will be reduced. The temple complex which was spread over only 3,000 square feet earlier is now five lakh square feet. Now 50,000-70,000 devotees can visit the temple and its premises. One can now take a bath in the Mother Ganga and from there go directly to Vishwanath Dham! Har Har Mahadev!

Friends,

I came with a belief to Banaras. I had more faith in the people of Banaras than me. Today is not the time to make a judgment but I remember some people used to doubt the people of Banaras. How will this corridor happen? It will not happen! Many people like Modi have come and gone. I would wonder such assumptions had been made for Banaras! Such arguments were being made! Banaras did not have this inertia and it couldn't be! There was politics to an extent and there were vested interests. Therefore, allegations were being made against Banaras. But Kashi is Kashi! Kashi is imperishable. There is only one government in Kashi, and there is a 'damru' in his hands. Who can stop Kashi where Ganga flows by changing its current? Lord Shankar himself has said in Kashikhand - "विना मम प्रसादम् वै, कः काशी प्रति-पद्यते" i.e., No one comes to Kashi and nothing happens without Mahadev's grace. Whatever happens



here happens with the will of Mahadev. Whatever happened, Mahadev has done it. This Vishwanath Dham has come up because of Baba's blessings. Can any leaf move without His wish? No matter how influential a person is, he can come here only if He wishes.

Friends,

If anyone else has a contribution other than Baba, then it is the followers of Baba. The residents of Kashi themselves are the form of Mahadev. Whenever Baba has to demonstrate His power, He makes Kashi's people a medium. Then Kashi does and the world watches. “इदम् शिवाय, इदम् न मम्”


Brothers and sisters,

Today, I would also like to express my gratitude to all our labor brothers and sisters whose sweat has been shed in the construction of this grand complex. Even in the adverse time during Corona, they did not let the work stop here. I just got the opportunity to meet these labor colleagues and had the privilege of taking their blessings. I congratulate all our artisans, people associated with our civil engineering and administration and the families who used to have their homes here. I also congratulate the UP government, our Karmayogi Chief Minister Yogi Adityanath ji and his entire team, who worked day and night to complete the Kashi Vishwanath Dham project.

Friends,

Our Varanasi has lived through the ages, has seen history being created and destroyed. Many eras have come and gone! There was the ascent and downfall of so many sultanates, but Banaras continues to stand tall, spreading its splendor. This abode of Baba has not only been eternal, but its beauty has always surprised and attracted the world. Our Puranas also describe such divine form of Kashi surrounded by a natural aura. Historians have also described the wonderful nature of Kashi surrounded by trees, lakes and ponds. But time never stays the same. The invaders attacked this city, tried to destroy it! History is witness to Aurangzeb's atrocities and his terror, who tried to change civilization with the sword and crush the culture with fanaticism! But the soil of this country is different from the rest of the world. If an Aurangzeb comes here, a Shivaji also rises! If any Salar Masud comes, then brave warriors like King Suheldev make





him taste the might of our unity. And even during the British era, the people of Kashi know what happened to Warren Hastings, how he escaped.

Friends,
Look at the wheel of time! Today, those synonymous with terror have remained confined to the dark pages of history! And my Kashi is moving ahead, giving new splendor to its glory.

Friends,
The more I talk about Kashi, the more I become emotional. Kashi is not a matter of words; Kashi is the creation of sensations. Kashi is where awakening is life; Kashi is where death is also bliss! Kashi is where truth is the sacrament! Kashi is where love is the tradition.

Brothers and sisters,
Our scriptures have also said 'नेति-नेति' (neither this nor that) in the end while praising the glory of Kashi. That is, what has been said is not that much, there is so much more than that! Our scriptures have said – "शिवम् ज्ञानम् इति ब्रुयुः, शिव शब्दार्थं चिंतकाः" i.e., those who meditate Shiva consider Him knowledge. Therefore, this Kashi is all-encompassing of Shiva and knowledge. Therefore, knowledge, research and quest have been natural to Kashi and India. Lord Shiva himself has said – "सर्व क्षेत्रेषु भू पृष्ठे, काशी क्षेत्रम् च मे वपुः" i.e., of all the earth, Kashi is my body. Therefore, every particle here is Shankar. Therefore, we consider our Kashi to be alive and we get a sense of motherhood in every particle of our country. It is written in our scriptures: "दृश्यते सर्वग सर्वैः, काश्याम् विश्वेश्वरः तथा" i.e., there is a vision of Lord Vishweshwar in every living being, everywhere in Kashi. Therefore, Kashi directly links living beings with Shiva. Our sages have also said this "विश्वेशं शरणं, यायां, समे बुद्धिं प्रदास्यति" i.e., intelligence pervades upon taking refuge under Lord Vishweshwar. Banaras is the city from where Jagadguru Shankaracharya got inspiration from the virtue of Sridom Raja and he resolved to unite the country. This is the place from where Goswami Tulsidas ji

drew inspiration from Lord Shankar and created Ramcharit Manas.

The realization of Lord Buddha was revealed to the world in Sarnath. Sage Kabir Das was born here for reforming society. If there was a need to unite the society, then Kashi became the center of the power of devotion of Sant Raidas ji. Kashi is the land of four Jain Tirthankaras, the epitome of non-violence and austerity. So many sages and Acharyas, including King Harishchandra, Vallabhacharya, Ramanand ji, Chaitanya Mahaprabhu, Samarthguru Ramdas, Swami Vivekananda and Madan Mohan Malaviya are related to the holy land of Kashi. Chhatrapati Shivaji Maharaj got inspiration from here. Kashi has been the birthplace of many fighters, including Rani Lakshmibai and Chandra Shekhar Azad. There is a treasure house of talents like Bhartendu Harishchandra, Jaishankar Prasad, Munshi Premchand, Pandit Ravi Shankar and Bismillah Khan. Just as Kashi is infinite, Kashi's contribution is also infinite. The development of Kashi involves the energy of these infinite virtuous souls. This development includes the legacy of India's infinite traditions. Therefore, people of every creed, language and class come here and feel connected with here.

Friends,
Kashi is not only the cultural spiritual capital of our India; it is also a living embodiment of the soul of India. The Vishwanath Temple in Kashi, which connects East and North, was demolished, but it was rebuilt by Mata Ahilyabai Holkar, whose birthplace was Maharashtra and whose 'karmabhoomi' was in Indore-Maheshwar and many other areas. Today, I bow to Mata Ahilyabai Holkar on this occasion. She had done so much for Kashi about 200-250 years ago. Since then, so much has been done for Kashi now.

Friends,
Maharaja Ranjit Singh from Punjab had offered about 23 mann of gold for the dome to enhance the aura of Baba Vishwanath temple. Revered Guru Nanak Dev Ji from Punjab also came to Kashi and organized spiritual meet here. Other Sikh gurus also had a special relationship with Kashi. The people of Punjab had donated generously for the reconstruction of Kashi. In the east, Queen Bhavani of Bengal devoted everything for the development of Banaras. Kings of Mysore and other South Indian provinces have also contributed greatly to Banaras. This is a city where you will find temples which have imprints of the North, South and Nepal. Vishwanath Temple has been the center of this spiritual consciousness, and now this Vishwanath Dham complex in its grand form will give more energy to this consciousness.

Friends,
We all know very well the faith of the people of South India on Kashi, the influence of South India on Kashi and vice versa. In one of the Kannada language texts, it is written तेनो-पयाथेन कदा-चनात्, वाराणसिम पाप-निवारणन। आवादी वाणी बलिनाह, स्वशिष्यन, विलोक्य लीला-वासरे, वलिप्तान i.e., when Jagadguru Madhvacharya was walking with his disciples, he remarked that Vishwanath of Kashi removes sins. He also explained about the splendor and glory of Kashi to his disciples.

Friends,

This sentiment of centuries ago still continues. Mahakavi Subramanya Bharathi, whose stay in Kashi changed the course of his life, has written in Tamil –“कासी नगर पुलवर पेसुम उरई दान, काञ्जिइल के-पदकारि, खरुवि सेवोम” i.e., I will make the speeches of saints and poets of Kashi available in Kanchipur. Every message emanating from Kashi is so comprehensive that it changes the direction of the country. I would like to say one more thing. I have an old experience. Many Banarasi fellows who live on ghats and boatmen speak fluent Tamil, Kannada, Telugu and Malayalam that it seems that we are in Kerala, Tamil Nadu or Karnataka!

Friends,

India's energy for thousands of years has been preserved like this. When different places, regions are united in one thread, India awakens as 'Ek Bharat, Shreshtha Bharat'. That is why, we are taught to remember 'Saurashtra Somnatham', 'Ayodhya Mathura Mayaand Kashi Kanchi

Today's India is reviving its lost heritage. Mata Annapurna herself resides in Kashi. I am happy that the statue of Mother Annapurna, which was stolen from Kashi, has now been re-established here after 100 years of wait.

Avantika' every day. By remembering only the twelve Jyotirlingas, it leads to “तस्य तस्य फल प्राप्तिः, भविष्यति न संशयः” i.e., by remembering the twelve Jyotirlingas from Somnath to Vishwanath leads to realization of every resolve. There is no doubt about it. It is so because the spirit of the entire India gets united by remembering them. And when there is the spirit of India, where is the question of doubt?

Friends,

It is also not a mere coincidence that whenever Kashi has taken a turn, has done something new, the fate of the country has changed. The Mahayagya of development going on in Kashi for the last seven years is getting a new energy. The inauguration of the Kashi Vishwanath Dham will give a decisive direction to India and will lead to a brighter future. This complex is a witness of our capabilities and our duties. If there is determination to do something then nothing is impossible. There is that force in the arms of every Indian which makes the unimaginable come true. We know how to expend for the country. No matter how big the challenge, we Indians can defeat it together. The power of the destroyers can never be greater than the power of India and the devotion of India. Remember, the world will see us in the same way as we see ourselves. I am glad that India of today is coming out of the inferiority complex due to centuries of slavery. Today's India not only beautifies the Somnath temple, but is also laying thousands of kilometers of optical fiber in the sea. Today's India is not only renovating the Baba Kedarnath temple, but is preparing to send Indians to space on its own strength. Today's India is not only building a temple of Lord Shri Rama in Ayodhya but is also opening medical colleges in every district of the country. Today's India is not only giving grand look to Baba Vishwanath Dham but is also building crores of pucca houses for the poor.

Friends,

The new India is also proud of its culture and equally confident in its ability. New India has a heritage as well as development. Ram-Janaki road is being constructed to make it easier to travel from Ayodhya to Janakpur. Today the places associated with Lord Rama are being connected to the Ramayana Circuit and also the Ramayana train is being run. Work for the Buddha Circuit is on and an International Airport has also been built at Kushinagar. While the Kartarpur Sahib Corridor has been constructed, preparations are also underway to build a ropeway to make it easier to visit Hemkund Sahib. Work is also going on at a fast pace on the Chardham road project in Uttarakhand. With the blessings of crores of devotees of Lord Vitthal, the work of Sreesanth Dnyaneshwar Maharaj Palkhi Marg and Sant Tukaram Maharaj Palkhi Marg has also started just a few weeks back.

Friends,

Be it Guruvayur temple in Kerala or Kanchipuram-Velankanni in Tamil Nadu, Jogulamba Devi temple in Telangana or Belur Math in Bengal, Dwarka ji in Gujarat or Parshuram Kund in Arunachal Pradesh, work has either been completed or going on for many such holy places associated with our faith and culture in different states of the country with complete devotion.

Brothers and sisters,

Today's India is reviving its lost heritage. Mata Annapurna herself resides in Kashi. I am happy that the statue of Mother Annapurna, which was stolen from Kashi, has now been re-established here after 100 years of wait. By the grace of Mother Annapurna, the country opened its granaries in the difficult times of Corona, arranged for free ration to ensure that no poor should sleep hungry.

Friends,

Whenever we visit a temple, we ask God for something and also go back with some resolutions. For me, public is the form of God. For me, every Indian is a part of God. Like people go to God and ask for something, I consider you as God, I consider people as God, and therefore, today I want to ask something from you. I want three resolutions from you, not for myself, but for our country. I am asking this from Baba's holy land -- first 'Swachhta' (cleanliness), second 'Srijan' (creation) and third continuous efforts for 'Aatmanirbhar Bharat' (self-reliant India). Cleanliness is a lifestyle, cleanliness is discipline. It brings with it a vast array of duties. No matter how much India develops, it will be difficult for us to move forward if India will not remain clean. We have done a lot in this direction, but we have to step up our efforts. Your small effort, filled with a sense of duty, will help the country a lot. Here in Banaras too, we have to take cleanliness to a new level in the city as well as at the ghats. Many efforts are going on from Uttarakhand to Bengal for the cleanliness of Ganga ji. For the success of Namami Gange campaign, we have to keep working consciously.

Friends,

The long period of slavery shattered the confidence of Indians in such a way that we lost faith in our own creation. Today, from this thousand-year-old Kashi, I call upon every

countryman -- create with full confidence and innovate. When the youth of India can create hundreds of start-ups in this difficult time of Corona, can create more than 40 unicorns in the midst of so many challenges, it shows that they can do anything. One unicorn i.e. a start-up is about more than about 7,000 crore rupees and all these unicorns have been created in the last one-and-a-half years only. This is unprecedented. If every Indian, in whatever field he is, will try to do something new for the country, only then new ways will emerge and every new destination will be achieved.

Brothers and sisters,

The third resolution that we have to take today is to step up our efforts for a self-reliant India. This is the virtuous period of freedom. We are in the 75th year of independence. We will have to work from now on for what India will be like

when India celebrates 100 years of independence. And for this, it is necessary for us to be self-reliant. We can be helpful in this campaign when we will be proud of the things made in the country, when we will be vocal for the local and when we will buy things which an Indian sweats to make. India is progressing ahead with the efforts of 130 crore countrymen in this virtuous period. With the grace of Mahadev, with the efforts of every Indian, we will see the dream of Aatmanirbhar Bharat come true. With this belief, I bow once again at the feet of Baba Vishwanath, Mata Annapurna, Kashi-Kotwal and all the deities. It is a fortunate moment for a common citizen like me that revered saints have come from different parts of the country in such large numbers. I bow my head to all the saints and offer my heartfelt greetings to them. I once again congratulate and convey my best wishes to all the people of Kashi and the countrymen. Har Har Mahadev!





Shri J.P. Nadda on 100th episode of PM's 'Mann Ki Baat

N

arendra Modi is the first Prime Minister who has introduced to every Indian its rich cultural diversity and age-old traditions and cultures – from Jammu and Kashmir to Kanyakumari, and from Kutch to the North-East. He has also talked about different festivals that are celebrated in various parts of our country.

J P Nadda

President
Bharatiya Janata Party





Message from the BJYM President Shri Tejasvi Surya

Namaskar!

Congratulations to the Indian Space Research Organisation (ISRO) on the monumental success of Chandrayaan 3, marking a golden chapter in space exploration by becoming the first nation to land on the moon's south pole. This achievement is not just a testament to our scientists' indomitable spirit and expertise but also a reflection of the dreams and aspirations of over a billion Indians.

The unwavering support and visionary leadership of Prime Minister Shri Narendra Modi, have been instrumental in propelling India's space ambitions to new heights. Their commitment to fostering innovation, allocating resources, and championing the cause of space exploration has undoubtedly played a pivotal role in this historic accomplishment. As we revel in this moment of pride, we recognize that this is more than just a scientific milestone; it's a symbol of India's growing prowess, determination, and place on the global stage.

Friends,

In the annals of our great nation, the tapestry of our heritage, culture, and spirituality has always been a beacon of light, guiding us through the ages. The Modi government, with its unwavering commitment to preserving and promoting our rich legacy, has embarked on a journey of cultural renaissance that has touched the hearts of millions.

It is not just about bricks and mortar, but about the soul of India. Every temple that has been rebuilt, every monument that has been restored, and every cultural initiative that has been undertaken, stands as a testament to our collective will to celebrate our past while forging ahead into the future.

Our heritage is not just a reflection of our history; it is a mirror to our values, our ethos, and our aspirations. By preserving it, we are not just paying homage to our ancestors but are also laying a foundation for future generations to understand the essence of what it means to be Indian.

The efforts of the Modi government in this direction have been monumental. From the meticulous restoration of ancient temples to the promotion of traditional arts and crafts, we have witnessed a resurgence of pride in our cultural identity. It is not just a governmental effort but a people's movement. Every citizen, young and old, has played a part in this reawakening.

I am immensely proud to be a part of this era, where we are not just witnessing but actively participating in a cultural renaissance. It is a time when we are reconnecting with our roots, understanding the depth of our traditions, and showcasing it to the world with pride.

I hope you will enjoy the articles in this edition of the BJYM magazine by BJYM cadre, supporters and youth writers on how the Modi government has been preserving the culture and heritage of India. I urge every Indian to join this journey. Let's celebrate our heritage, cherish our traditions, and ensure that the stories of our past continue to inspire generations to come.

Vande Mataram

Tejasvi Surya

National President
Bharatiya Janata Yuva Morcha

Editorial

India, with its rich tapestry of history, culture, and heritage, has always been a land of enchantment and mystery. The nation's vast expanse is dotted with temples, monuments, and historical sites that stand as silent witnesses to its glorious past. Over the years,

however, many of these sites faced neglect, decay, and even vandalism. The Modi government, since its inception, has taken significant strides in preserving this heritage, rebuilding temples, and promoting a cultural renaissance that seeks to reconnect Indians with their roots.

One of the most commendable initiatives of the Modi government has been its commitment to preserving India's heritage. The 'Adopt a Heritage' scheme, for instance, was launched to involve private and public sector companies in maintaining and operating heritage sites. This public-private partnership model has ensured that these sites

receive the necessary funds for their upkeep and has fostered a sense of collective responsibility among citizens and corporations alike.

Temples in India are not just places of worship; they are repositories of art, culture, and history. Over the decades, many temples, especially those in remote areas, had fallen into disrepair. Recognising the cultural and spiritual significance of these structures, the Modi government has undertaken restoration projects across the country. One of the most notable examples is the Kedarnath temple, which was severely damaged in the 2013 floods. Under the government's guidance, the temple has not only been restored but has also been fortified against future natural calamities. Such initiatives underscore the government's commitment to safeguarding India's spiritual landmarks.

By investing in the preservation and restoration of these structures, the Modi government has sent a clear message: that India's cultural treasures are invaluable assets worth safeguarding. Furthermore, the government has also focused on digitising archives, manuscripts, and other historical documents. It preserves them for posterity and makes them accessible to scholars, researchers, and the general public. The National Mission on Monuments and Antiquities, which aims to document all the antiquities in the country, is another step in this direction.

The Modi government's efforts are not limited to mere preservation and restoration. There is a concerted push towards promoting India's rich cultural heritage domestically and internationally. The International Day of Yoga, proposed by Prime Minister Modi and adopted by the United Nations, is a testament to this. It not only highlights India's ancient wisdom but also promotes holistic well-being.

Aside from the tangible aspect of heritage structures, the Modi administration's effort extends to intangible heritage. There's a newfound emphasis on revitalising traditional arts, crafts, dances, and music forms that had been overshadowed in the age of rapid modernisation. Efforts have been made to provide platforms for local artisans and performers to showcase their talents, both nationally and internationally. By doing this, not only is the unique cultural fabric of India being preserved, but artisans and performers also find better economic opportunities and recognition for their skills.

The government has proactively promoted Indian arts, crafts, and traditional practices. Festivals celebrating classical dance forms, music, and traditional crafts have received significant impetus. While primarily

an economic program, the 'Make in India' initiative has also boosted traditional Indian crafts and industries, ensuring that they find a global audience.

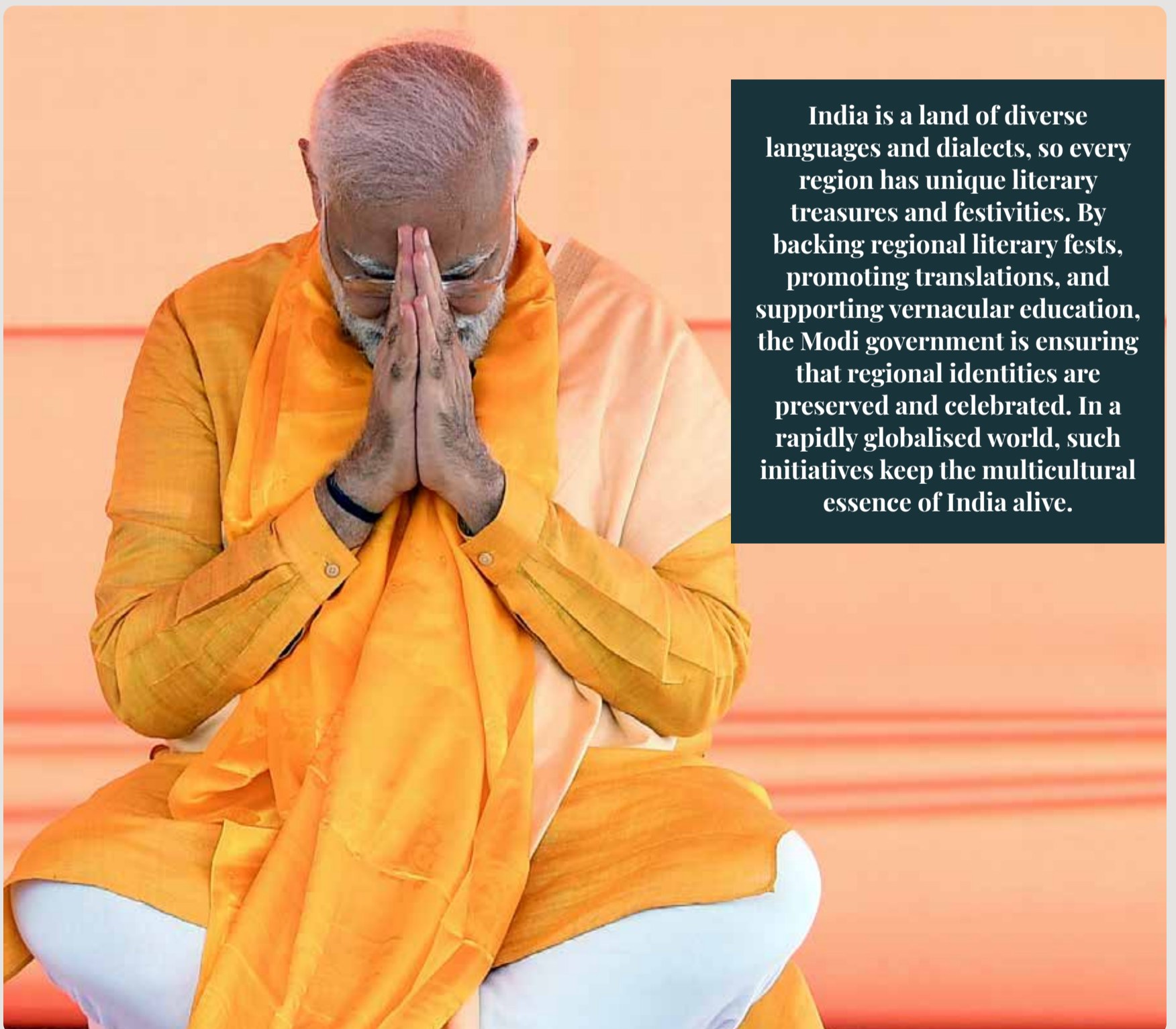
Promoting local languages, literature, and festivals has been another crucial area of focus. India is a land of diverse languages and dialects, so every region has unique literary treasures and festivities. By backing regional literary fests, promoting translations, and supporting vernacular education, the Modi government is ensuring that regional identities are preserved and celebrated. In a rapidly globalised world, such initiatives keep the multicultural essence of India alive.

Moreover, the emphasis on teaching traditional Indian languages, the promotion of Sanskrit in schools and universities, and the revival of ancient Indian sciences and philosophies are all part of this cultural reawakening. The establishment of institutions like the Indian Institute of Heritage is a step towards integrating heritage education into mainstream academia.

Another laudable initiative is the push for international recognition of India's cultural sites. Efforts have been intensified to get more historical places, traditions, and practices inscribed on UNESCO's World Heritage List. Such recognitions put India on the global cultural map and boost tourism, leading to economic growth in the associated regions.

In an era of globalisation, where cultures often risk losing their unique identities, the Modi government's efforts to preserve and promote India's rich heritage are timely and essential. The government has ensured that India's past informs its future by intertwining economic development with cultural preservation.

While challenges remain, especially in ensuring that these initiatives reach the grassroots level, there is no denying that a cultural renaissance is underway. As India strides confidently into the future, it does so with a deep reverence for its past, ensuring its heritage remains alive, vibrant, and relevant for future generations.



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Autochthonous Renaissance: Nurturing Tribal Cultural Heritage for Decolonization and Nation-Building

- Dr. Mrittunjoy Guha Majumdar, Editorial Board Member of the BJYM Magazine

India stands as a mosaic of diverse tribal communities, each contributing a unique tapestry of languages, customs, and traditions that enrich the cultural landscape of the nation. These indigenous tribes have been stewards of India's forests, hills, and plains for centuries, harmoniously coexisting with nature and embodying a distinct way of life. Rooted in ancestral lands, tribal societies exhibit tightly-knit communal structures and practices that have evolved over generations. These tribes are bearers of invaluable traditional wisdom, spanning herbal medicine and sustainable agriculture to intricate crafts and artistry, often boasting unparalleled indigenous cultural dimensions. Environmental advocate Dr. Vandana Shiva aptly noted,

Since coming to power in 2014, the Bharatiya Janata

“The heartbeat of our land is echoed in the rhythms of Adivasi cultures, enriching our diversity and teaching us the value of unity.”

Party (BJP)-led government, led by Prime Minister Shri Narendra Modi, has underscored the preservation and revitalisation of India's diverse cultural heritage, including the rich traditions of its tribal communities. Through various initiatives and policies, the government has sought to foster a cultural resurgence that honours tribal identity, traditions, and customs. A prominent example of this commitment is the Aadi Mahotsav. This platform celebrates India's tribal heritage by allowing indigenous communities to showcase their products and facilitate artisan engagement with the broader population. The introduction of the Van Dhan Yojana, aimed at enhancing tribal livelihoods through forest produce value addition, is another milestone. This policy empowers tribal communities by providing training, technology, and market access for developing and marketing their traditional products, thus preserving cultural practices. The government has also proactively

implemented the Panchayats (Extension to Scheduled Areas) Act (PESA), granting tribal communities greater control over local governance and natural resources. Notably, the election of Draupadi Murmu, a member of the Adivasi Santal community, as the President of India reflects a genuine commitment to decolonisation and embracing indigenous heritage.

Culinary heritage is a vital facet of culture, serving as an emotional anchor and symbol of identity. The Union government has spotlighted the significance of millets in tribal regions, often referred to as 'Shree Anna' or 'mother of all grains'. By establishing Farmer Producer Organizations, Centers of Excellence, and seed hubs for Shree Anna (supported by the National Food Security Mission), tribes like the Korku in Maharashtra have begun to re-embrace their traditional food practices. Millets such as Kodo, Kutki, and Sawa have regained prominence, with references dating back to ancient Yajurveda writings. Festivals like the Metumniu celebrated by the Yimchunger Nagas of Nagaland and the Mandukiya festival in Vishakhapatnam's tribal communities underscore the integral role of millets in their cultures. The use of millet-based foods during festivities, its presence in wedding rites, and the belief in its protective qualities against evil spirits highlight the profound connection between millets and tribal societies.

Post-Independence, the documentation of tribal practices in India faced challenges arising from a lack of dedicated efforts. It led to the erosion of invaluable cultural knowledge as traditional practices faded undocumented. Historical biases and a focus on mainstream narratives often marginalised tribal communities, resulting in inadequate representation and documentation of their unique cultural practices, languages, and rituals. The absence of standardised methodologies and limited collaboration between academic researchers and tribal communities hampered comprehensive documentation, restricting the preservation and understanding of India's diverse tribal heritage. The Modi government initiated a comprehensive documentation effort to record endangered tribal cultural practices, languages, and rituals. This policy aims to establish a repository of knowledge for preservation, study, and sharing, preventing the loss of valuable traditions. Collaborative ethnographic research teams, employing audiovisual recording, digital archiving, and geospatial mapping, create a comprehensive repository that preserves



endangered tribal cultural practices for academic study, community reference, and future revival efforts. Partnerships with anthropologists, linguists, and cultural experts ensure accurate representation and culturally sensitive portrayal, safeguarding the integrity of the recorded practices. The 'double engine sarkaar model', involving BJP-run state governments, exemplifies the collaborative approach towards documenting and showcasing tribal culture, as seen with the registration of the Tribal Research Institute in Goa.

The BJP government's Tribal Cultural Heritage Revival Program has established a targeted funding framework that channels resources directly to tribal communities for documenting, preserving, and revitalising their endangered cultural traditions. This mechanism invites tribal groups to submit project proposals outlining specific cultural practices targeted for revival, methodologies, and anticipated outcomes, ensuring a focused approach. The interdisciplinary review panel, comprising cultural experts, anthropologists, linguists, and tribal representatives,

The BJP government's Tribal Cultural Heritage Revival Program has established a targeted funding framework that channels resources directly to tribal communities for documenting, preserving, and revitalising their endangered cultural traditions.

evaluates proposals based on cultural significance, potential impact, community engagement, and sustainability. Approved funds are disbursed in phases, contingent on predefined milestones. This structured approach promotes accountability, efficient resource utilisation, and progress tracking.

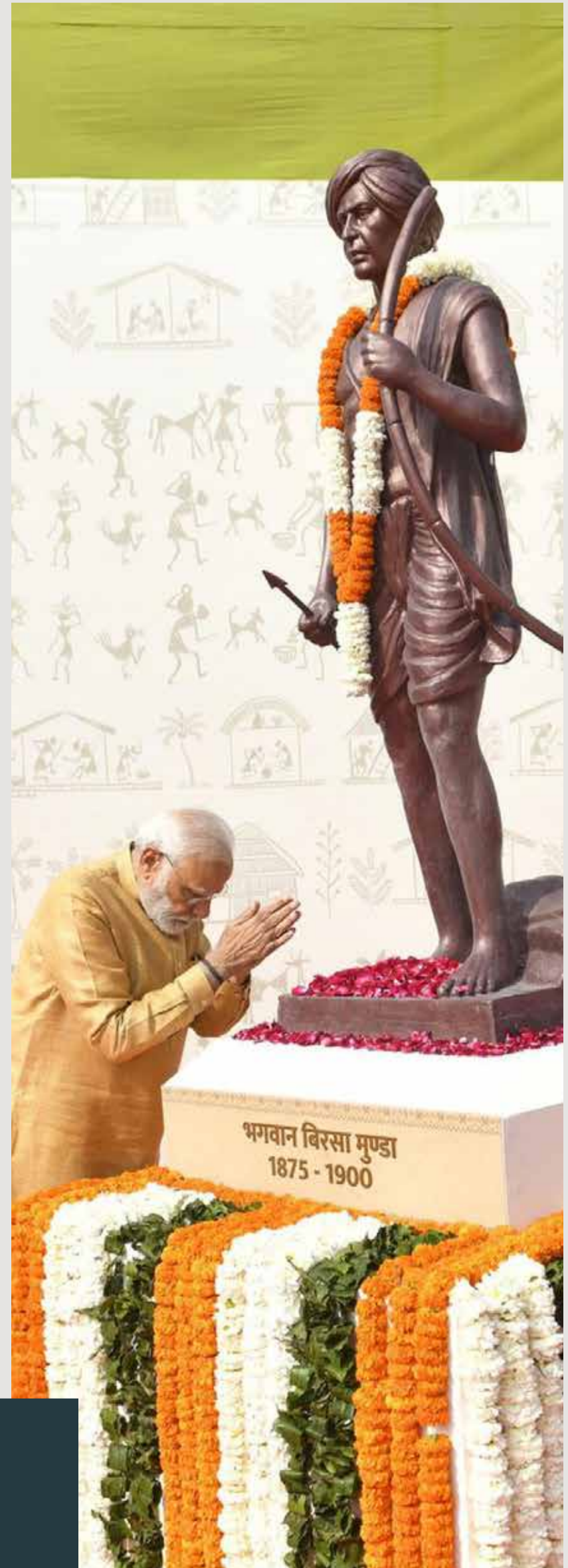
With an initial budget of ₹500 crores, the program has facilitated the establishment of over 300 Tribal Heritage Conservation Centers nationwide. These centres provide resources, technical expertise, and training to tribal communities for documenting, archiving, and promoting their cultural practices, languages, and traditions. Workshops, technical training, and access to modern tools empower tribal communities to execute revival initiatives efficiently while integrating modern documentation techniques. Cultural exchange programs and workshops orchestrated by the government facilitate interactions between different tribal communities, enabling the exchange of endangered cultural practices and fostering cross-pollination of customs. These interactions contribute to the revitalisation of tribal heritage. Cultural exchange workshops have engaged tribal artists and artisans from various regions, allowing them to share and exchange their unique cultural practices

and traditional knowledge. The 'Going Online as Leaders' (GOAL) Program, a collaboration between Facebook and the Ministry of Tribal Affairs, digitally empowers tribal youth through personalised mentorship, fostering holistic development. This initiative enlists industry leaders and influencers to provide mentorship on digital literacy, life skills, leadership, entrepreneurship, and sector-specific expertise.

The government's commitment to preserving tribal languages is evident through initiatives like the 'Eklavya Model Residential Schools' that teach over 460 tribal languages. The 'Tribal Language Development Program' documents and revitalises endangered tribal languages, and the 'Bhasha Sangam' initiative celebrates linguistic diversity by featuring over 100 tribal languages on digital platforms. Through the 'Tribes India E-Marketplace', tribal literature is promoted and sold online, using digital technology to preserve linguistic identities. To safeguard tribal medicinal practices, the Union government has allocated funds for research and healthcare services. The Tribal Health Care Research Programme, led by the Central Council for Research in Ayurvedic Sciences, documents folk medicines and traditional practices while extending healthcare services to tribal populations—collaborations with institutions in Arunachal Pradesh and Karnataka catalogue medicinal flora and indigenous practices.

The establishment of the National Institute for Sowa-Rigpa in Leh highlights the government's commitment to traditional medical systems. Under Prime Minister Narendra Modi's leadership, the BJP government has made notable strides in promoting tribal cultural resurgence in India. Policies and initiatives have empowered tribal communities, revived traditional arts, preserved languages, promoted festivals, and safeguarded medicinal knowledge. However, sustained efforts are crucial to ensure the vibrancy of tribal cultural heritage for future generations. By embracing an autochthonous renaissance, India can build a decolonised discourse that embraces its indigenous identity and heritage, paving the way for a civilisational resurgence and a renewed role as a Vishwa Guru.

In conclusion, India's tribal cultural heritage is a vital aspect of the nation's identity, reflecting its rich diversity and history. The BJP government's initiatives under Prime Minister Narendra Modi's leadership have significantly preserved, revitalised, and celebrated this heritage. Through efforts to document cultural practices, promote traditional languages, and empower tribal communities, the government has paved the way for a more inclusive and culturally vibrant India. However, continued commitment and support are essential to ensure the long-term preservation and growth of tribal cultural heritage, fostering a sense of pride and belonging among tribal communities while contributing to the larger narrative of India's national identity.



India's tribal cultural heritage is a vital aspect of the nation's identity, reflecting its rich diversity and history.

From Neglect to Revival: Modi's Vision for India's Cultural Resurgence

By Siddhartha Chepuri, National Member, BJYM Policy Research Training (PRT) division

Bharat is a nation with a rich and diverse cultural heritage that has been shaped by its ancient history, religions, languages, arts, and traditions. India's culture is a source of pride and identity for its people and a global attraction for tourists and scholars. However, it has faced many challenges and threats from foreign invasions, colonialism, and challenges of modernization. Many cultural symbols and monuments have been damaged, neglected, or destroyed over the centuries. Sadly, past governments led by Congress turned a deaf ear towards cultural development due to their appeasement politics.

The Modi government has initiated various policies and projects since 2014 to preserve and promote India's cultural heritage. These include the policies for restoring and developing cultural sites and monuments, promoting traditional arts and crafts, celebrating cultural festivals and events, and enhancing international cooperation and recognition of India's culture.

The PRASAD scheme (Pilgrimage Rejuvenation and Spiritual Augmentation Drive) aims to develop and beautify pilgrimage destinations across India by improving the infrastructure, facilities, and services at the selected sites. Historical places with a long civilizational history, such as Varanasi, have experienced tremendous development with the Kashi Vishwanath Corridor project, which revamped



The Modi government has initiated various policies and projects since 2014 to preserve and promote India's cultural heritage.

In the last decade, Prime Minister Narendra Modi led a renewed effort to revive and restore India's cultural glory. Several projects and initiatives were initiated to rejuvenate, refurbish, and renovate India's temples and heritage sites, which are not only places of worship but also centres of education, art, music, dance, and culture. The temples and the heritage sites represent the essence of India's civilizational legacy and serve as pillars of its cultural identity.

the ghats, roads, and temple complexes. Similarly, the Mahakaal Lok Project in Ujjain, Madhya Pradesh, and the Maa Kamakhya corridor in Guwahati, Assam, brought a new pilgrimage experience to the devotees and thus helped to boost tourism and local employment.

Char Dham Pariyojana project, a pilgrim circuit in the Himalayas, was initiated to connect all four dhams (Gangotri, Yamunotri, Kedarnath, and Badrinath) and involves the construction of highways, tunnels, and railway tracks for

around 900 km. The restoration of Kedarnath dham, which was damaged in the floods of 2013, and the restoration of Somnath temple in Gujarat reinforces the commitment of the Modi government towards cultural preservation.

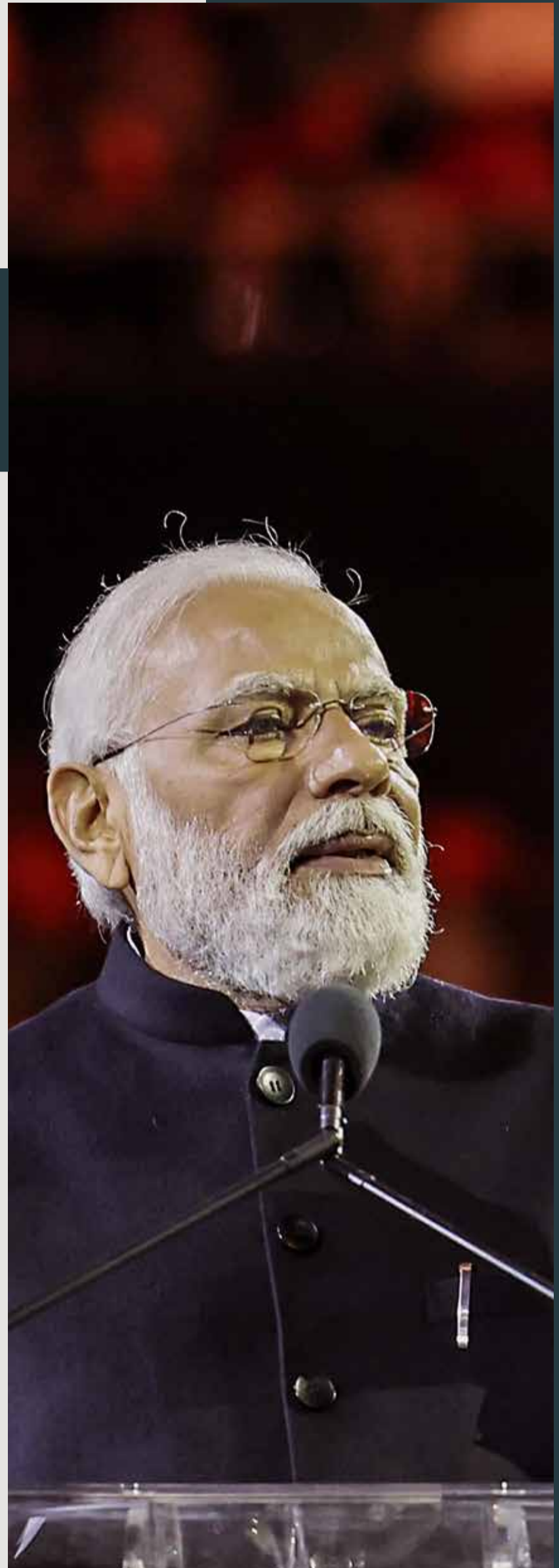
The HRIDAY scheme (Heritage City Development and Augmentation Yojana) aims to preserve and revitalize the heritage cities of India by developing their core heritage infrastructure and services. The scheme was implemented in 12 cities, namely Ajmer, Amaravati, Amritsar, Badami,

By restoring and developing India's cultural sites and monuments, the Modi government has created employment opportunities, boosted tourism revenue, enhanced civic pride, fostered social harmony, and raised global awareness.

Dwarka, Gaya, Kanchipuram, Mathura, Puri, Varanasi, Velankanni, and Warangal, to restore and beautify the historical monuments and buildings and the development of a heritage walk parks and corridors. The HRIDAY scheme is expected to improve the quality of life and environment and improve awareness of the heritage value of the cities.

Kashi Tamil Sangamam was organized by the Ministry of Education in 2022 to celebrate, reaffirm, and rediscover the age-old links between Tamil Nadu and Varanasi. The month-long program brought together scholars, experts, and practitioners from various fields of knowledge and culture from both regions and facilitated academic exchanges, seminars, discussions, and workshops on various topics. It has successfully helped to increase collaboration and cooperation among various institutions and organizations from both regions. India's cultural heritage has received a significant boost as 251 invaluable antiquities have been repatriated so far, with 238 reclaimed only after 2014. These recoveries reflect the Modi government's strong commitment to safeguard and restore the nation's cultural treasures.

The Modi government's work on cultural revival and preservation has benefited India's culture, economy, society, and environment. By restoring and developing India's cultural sites and monuments, the Modi government has created employment opportunities, boosted tourism revenue, enhanced civic pride, fostered social harmony, and raised global awareness. By promoting and supporting India's traditional arts and crafts, the Indian government has empowered artisans, preserved skills, improved livelihoods, encouraged innovation, and enriched diversity. By celebrating and showcasing India's cultural festivals and events, the Modi government has strengthened national unity, promoted regional identity, increased cultural exchange, and inspired creativity. The Modi government's work on cultural revival and preservation is a testament to its vision of 'Ek Bharat Shreshtha Bharat' and its commitment to making India a culturally vibrant and prosperous nation. It is also a tribute to India's glorious past and a promise for its bright future.



भारत की सांस्कृतिक आज़ादी का पर्व

- सौरभ पाण्डेय शौर्य
BJYM राष्ट्रीय मैगज़ीन के Editorial
Board के सदस्य

भा

रत, आर्यावर्त, जम्बूद्वीप,
या कहें हिंदुस्थान। हमारी
सांस्कृतिक पहचान सनातन
एवं पुरातन है।
मानव सभ्यता के प्रारम्भ से ही
इसके प्रमाण हैं।

भारत में हमेशा सुदृढ़
सांस्कृतिक विरासत रही है। भारत एक ऐसा
देश रहा है, जिसकी संस्कृति सनातन रही
है। दुर्भाग्यवश इसकी संस्कृति पर बार-बार
आक्रमण होता रहा है। इसे मानने वालों को
कई प्रकार की यातनाएं दी गईं। लेकिन, इससे
भी दुखद स्थिति तो यह रही कि स्वतंत्रता
प्राप्ति के बाद भी इसकी उपेक्षा होती रही।

तुष्टीकरण और वोट बैंक की राजनीति के
कारण सत्ता द्वारा संस्कृति संरक्षण और
संवर्धन पर कोई ध्यान नहीं दिया गया। फिर
21वीं के आरंभ में राजनीति के केंद्र में नरेंद्र
मोदी के रूप में एक ऐसे नायक का उदय
हुआ, जिन्होंने भारत की संस्कृति, परम्परा और
धरोहरों के संरक्षण एवं संवर्धन का कीर्तिमान
स्थापित किया।

पहले गुजरात के मुख्यमंत्री और फिर देश
के प्रधानमंत्री के रूप में उन्होंने कई मंदिरों
के पुनर्नर्माण और जीर्णोद्धार का ऐतिहासिक
काम किया। केन्द्र में सत्ता संभालने के साथ
ही भारत की आस्था और धर्म को बचाए रखने
और उसके फिर से उत्थान का बीड़ा उठाया
और सनातन धर्म, सभ्यता और सांस्कृतिक
परंपरा को पूरी दुनिया में फिर से स्थापित



करने का काम किया।

पहले की केंद्र की सरकारें पुनरुद्धार का काम तो दूर, चर्चा तक नहीं कर सकती थीं। पिछले कुछ दशकों में केंद्र सरकारों के ऐसे नकारात्मक रवैये ने देश की प्राचीन आध्यात्मिक परंपरा को भी हानि पहुंचाई।

नरेंद्र मोदी के प्रधानमंत्री बनते ही स्थितियां बदलनी शुरू हो गईं। उन्होंने कई प्राचीन मंदिरों के जीर्णोद्धार का काम शुरू किया और उसे पूरा करके दिखाया। प्राचीन सांस्कृतिक धरोहरों, हमारी सभ्यता, संस्कृति के प्रतीक रहे इन मंदिरों के पुनर्निर्माण का काम उन्हें एक महान सुधारक और उद्धारक की श्रेणी में डाल रहा है।

प्रधानमंत्री नरेंद्र मोदी ने सिखों की आस्था के प्रमुख केंद्र हरमंदिर साहिब की एफ.सी. आर.ए. में फॉरेन कंट्रीब्यूशन रैगुलेशन एक्ट में रजिस्ट्रेशन कराई। दुनिया भर के सिख भाई हरमंदिर साहिब को कंट्रीब्यूट कर सकते हैं। लंगर से जी.एस.टी. हटाई और यह 325 करोड़ सालाना भारत सरकार उस टैक्स को भरती है। करतारपुर कॉरिडोर इतने सालों से रुका हुआ था, कोई सरकार इसे नहीं कर पाई। 120 करोड़ रुपए देकर कॉरिडोर भी बनाया।

भव्य राममंदिर, दिव्य केदारनाथ धाम, महाकाल कॉरिडोर, काशी विश्वनाथ कॉरिडोर, दलितों के प्रेरणापुंज बाबा साहेब अंबेडकर के जन्म से जुड़े पंच तीर्थ बनवाना हो या देश के अन्य सांस्कृतिक धरोहरों का संवर्धन हो,



जितना काम मोदी जी के नेतृत्व में हुआ उतना काम आज़ादी के बाद से कभी नहीं हुआ।

आप सब को याद होगा पिछली सरकारों में जब भी कोई विदेशी राष्ट्राध्यक्ष आते थे तो दिल्ली मुंबई जैसे बड़े शहरों में द्विपक्षीय वार्ता होती थी। मोदी जी ने इस रीति को बदला। काशी और साबरमती जैसे ऐतिहासिक एवं सांस्कृतिक स्थलों पर द्विपक्षीय वार्ता कर भारत की विरासत को दुनिया के समक्ष एक नए दृष्टिकोण से प्रस्तुत किया। भारत के विभिन्न राज्यों के महत्वपूर्ण शहरों में G20

सम्मेलन की मेजबानी करवा कर पूरी दुनिया को भारत की सांस्कृतिक विविधता की झलक दिखाया।

देश भले ही 1947 में आज़ाद हुआ हो लेकिन सांस्कृतिक आज़ादी का प्रारम्भ 2014 के बाद से ही हुआ इस बात में कोई मतभेद नहीं है। भारत अन्य सभी मोर्चों के साथ साथ संस्कृति पुनरुद्धार के मोर्चे पर भी एक नया अध्याय लिख रहा है। यही कालखण्ड सही अर्थ में भारत की सांस्कृतिक आज़ादी का पर्व है।



A New Dawn: Ushering in Cultural Renaissance under Modi's Leadership

- Amarjeet Verma, co-Incharge, PRT BJYM Bihar

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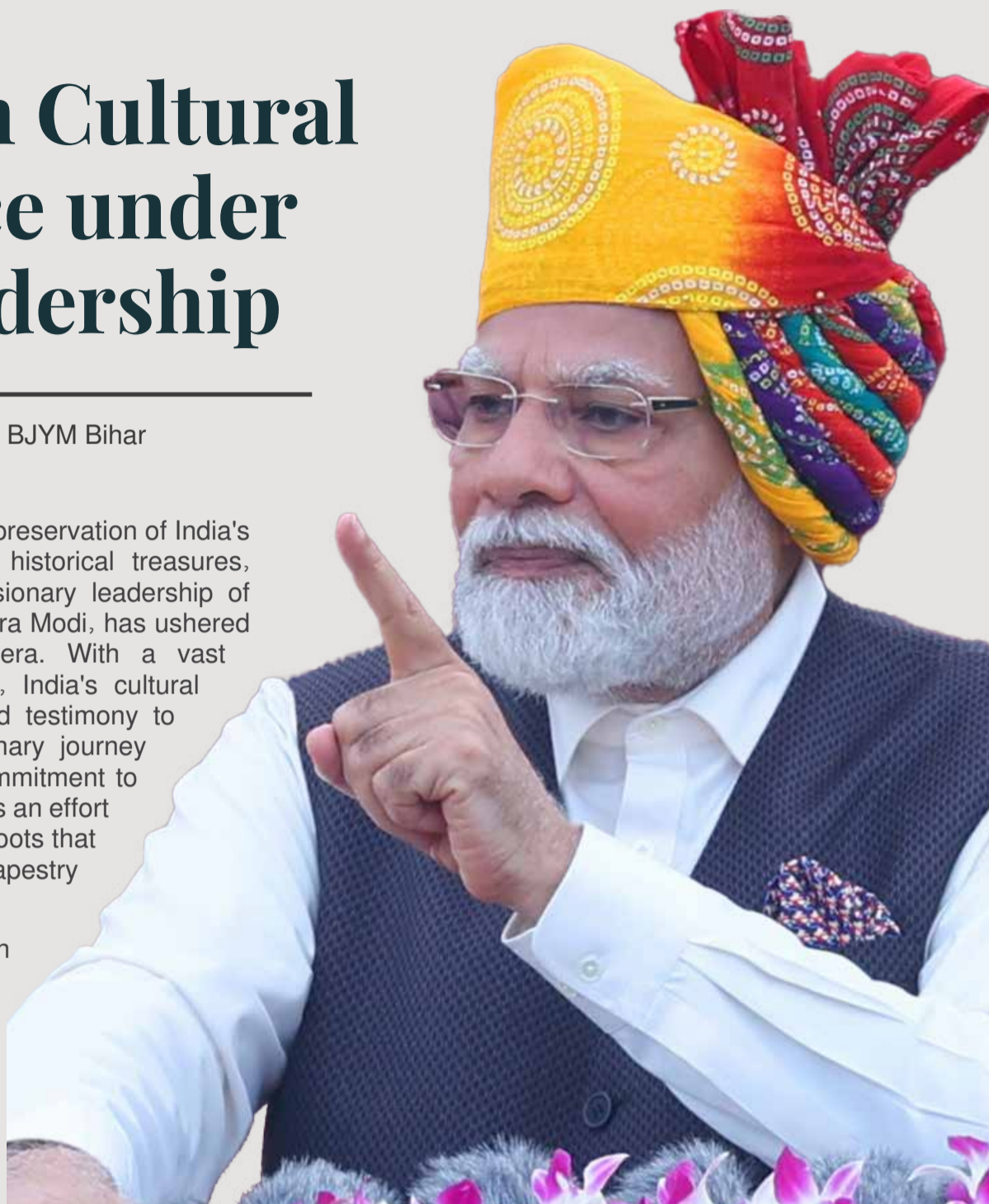
he renaissance in the preservation of India's cultural heritage and historical treasures, initiated under the visionary leadership of Prime Minister Narendra Modi, has ushered in a transformative era. With a vast and illustrious history, India's cultural heritage is a profound testimony to the nation's extraordinary journey through time. This commitment to heritage preservation is an effort

to protect relics and a tribute to the roots that have given rise to a diverse and rich tapestry of traditions.

The era of colonialism caused an identity crisis regarding our own culture. Since 2014, Prime Minister Modi's tenure has sparked a cultural renaissance in India and steered the country towards a renewed connection with its roots. This revival is vividly illustrated by examples such as the Gujarat restoration of the Somnath temple. Despite being looted seventeen times, the temple was resilient, reborn by the people's faith, stronger and more magnificent. Similarly, after nearly five centuries, the historical significance of unfurling the 'Dhwaja' in Pavagadh, Vadodara, resonates with the revival of Indian cultural pride.

From renaming monuments like the Andaman and Nicobar Islands to scrapping archaic and redundant laws, from reviving Nalanda University to building Dholera smart city, the transformation journey includes development, rejuvenation, and restoration. With nearly 1,500 outdated laws repealed since 2014, India is shedding its colonial past, reviving pride in its culture and acknowledging the sacrifices of its ancestors. This paradigm shift propelled India onto the global stage and established the nation as a force to be reckoned with.

Restitution of cultural heritage has been a prominent theme in India's cultural trajectory during its ongoing G20 presidency. The United States has repatriated 105 smuggled antiquities to India, just weeks after Prime Minister Modi's historic state visit. This return



underscores India's relentless drive to repatriate antiquities. By entering into such agreements with countries like the UK, France, Australia, and Italy, India is bringing its heritage home and promoting its preservation while promoting tourism. The revival of stolen antiquities demonstrates India's commitment to cultural renewal. Going from just thirteen artefacts found before 2014 to a remarkable 343+ since then is a testament to India's proactive stance in protecting its heritage. Furthermore, the recommendation to set up a dedicated cultural heritage team to trace stolen antiquities reflects India's determination to align itself with international heritage conservation efforts.

A shining example of PM Modi's determination is the restoration of Kedarnath Dham after the disastrous floods of 2013. Neglected demands were taken up, and under his leadership, the site was rejuvenated, making it accessible and more magnificent than before. Neglected but iconic locations have been continuously identified to support tourism growth and increase India's tourism competitiveness index.



Prime Minister Modi's commitment to rejuvenating neglected ancient cultural sites is evident by launching transformative projects like the prestigious Mahakal Lok in Madhya Pradesh and the inauguration of the Kartarpur Corridor, which gives millions of pilgrims, especially Sikhs, access to their holy sites, illustrating the newfound attention paid to historically overlooked pilgrimage destinations. Kashi, the spiritual pinnacle, sought attention for rejuvenation, and the visionary approach of PM Modi answered the call. The Kashi Vishwanath Dham project has achieved a remarkable transformation in a record 32 months, elevating the city to global standards and enriching its status as a premier travel destination.

The new India has been responsible for honouring its forgotten national heroes. The redevelopment of the historic Cellular Jail in the Andaman and Nicobar Islands is a revolutionary step that will boost tourism and instil pride in every Indian, offering tributes to the struggle of India's freedom fighters. The unveiling of the world's tallest statue, the 182-meter-tall Statue of Unity in Kevadia, Gujarat, pays tribute to Sardar Vallabhbhai Patel, the driving force behind modern India. In addition to building a foundation, Dr Ambedkar Foundation at 15 Janpath in New Delhi, the Modi Government has also developed five places known as 'PanchTeerth' in honour of Baba Saheb Bhim Rao Ambedkar. The Kartavya Path, the National War Memorial, the Subhash Chandra Bose Museum, the memorials at India Gate and Jallianwala Bagh, and many more reflect the determination to honour the nation's history and heroes.

On the cultural turf, a significant moment in the history of India took place on August 5, 2020, when PM Modi performed an auspicious Bhoomi Poojan for the magnificent Lord Ram Temple in Ayodhya, Uttar Pradesh. The nearly completed temple, which is scheduled to open in early 2024, will become the third-largest Hindu temple in the world. At the same time, the renovation of the Jallianwala Bagh memorial complex in Amritsar, the unveiling of a 216-foot tall statue of equality in honour of Saint Ramanujacharya in Hyderabad and the ambitious Char-Dham project, etc., illustrates India's commitment to preserving its history and culture.

With an impressive sixth position in the UNESCO World Heritage List, India boasts 40 monuments, including 32 cultural, 7 natural, and 1 mixed site. These sites are not only sources of inspiration but also have enormous economic potential to contribute significantly to the economy. According to the Archaeological Survey of India (ASI), the attendance of ASI monuments in 2019–20 reached a staggering 4.82 crores of visitors, generating revenue of Rs. 336.23 Crores.

Under the visionary leadership of PM Modi, India's cultural heritage is experiencing a renaissance beyond restoration. It is a revival, a celebration, and a commitment to embrace India's glorious past and step confidently into the golden future. Through projects that range from ancient temples or historical sites to modern infrastructure, India not only preserves its heritage but also reaps economic and transcendental benefits. PM Modi's heritage preservation legacy is enduring and ensures that the stories of India's glorious journey continue to inspire future generations.

विश्व पटल पर छा रही भारतीय संस्कृति

- पीयूष द्विवेदी, (शोधार्थी, दिल्ली विश्वविद्यालय)

दी

पावली एक ऐसा पर्व है जो भारतीय संस्कृति में निहित अधर्म पर धर्म की विजय की उत्सवधर्मिता को भौतिक अभिव्यक्ति प्रदान करता है। प्रकाश के इस पर्व की उत्सवधर्मिता ऐसी है कि इसका प्रभाव भारत के साथ विश्व के अनेक देशों में भी देखने को मिलता रहता है। आज इस पर्व की चर्चा इसलिए कर रहे क्योंकि हाल ही में अमेरिकी सांसद ग्रेस मेंग ने अमेरिकी प्रतिनिधि सभा में 'दीपावली

दिवस बिल' पेश करते हुए दीपावली के दिन संघीय अवकाश घोषित किए जाने की मांग की है। उनका कहना है कि हिंदू, सिख, बौद्ध और जैन सहित विभिन्न धर्मों के लाखों अमेरिकी दिवाली मनाते हैं। इसलिए इस दिन अवकाश घोषित किया जाना चाहिए। गत वर्ष मई में भी ग्रेस मेंग ने ऐसा ही एक विधेयक पेश किया था, जिसे सकारात्मक प्रतिक्रिया प्राप्त हुई थी। इस विधेयक के पारित होने की स्थिति में अमेरिका में भी दीपावली पर आधिकारिक अवकाश की व्यवस्था शुरू हो सकती है।

यह प्रसंग भले दीपावली का हो, परंतु इसके बहाने व्यापक परिप्रेक्ष्य में देखें तो समझ आता है कि हाल के वर्षों में विश्व पटल पर भारतीय संस्कृति के प्रति स्वीकार्यता का भाव बढ़ा है। 1893 में अमेरिका की शिकागो में आयोजित विश्व धर्म सम्मेलन में स्वामी विवेकानंद ने अपने वक्तव्य के माध्यम से भारतीय संस्कृति के जिस तेजोमय स्वरूप का परिचय विश्व को दिया था, आज वह संस्कृति अपने उसी सनातन तेज के साथ विश्व पटल पर प्रकाशित हो रही है।

प्रधानमंत्री नरेंद्र मोदी के प्रयास से भारतीय ज्ञान-परंपरा की अनुपम थाती योग, आज अंतरराष्ट्रीय मान्यता प्राप्त कर विश्व भर में लोकप्रिय हो रहा है। विश्व



समुदाय 'योगा' कहकर ही सही, भारतीय संस्कृति के इस अद्वितीय आरोग्य-विधान को अंगीकृत करने में लगा हुआ है। कोविड काल में भारत सहित विश्व के अनेक देशों के लिए योग कितना बड़ा सहारा सिद्ध हुआ, यह तो हम देख ही चुके हैं। इसी दौर में शारीरिक दूरी रखने के कारण जब हाथ मिलाने में बाधा आई तो कई वैश्विक नेताओं को अभिवादन हेतु हाथ जोड़कर नमस्ते करते भी देखा गया। यह हमारी संस्कृति का प्रभाव ही था।

भारत की अध्यक्षता में आज जी-20 के माध्यम से 'वसुधैव कुटुम्बकम्' का भारतीय दर्शन विश्व को 'एक पृथ्वी, एक परिवार, एक भविष्य' की राह दिखा रहा है। जलवायु परिवर्तन के संकट का समाधान आज भारत की पारंपरिक जीवनशैली में देखा जा रहा है। अभी गत दिनों चेन्नई में आयोजित जी-20 के पर्यावरण और जलवायु मंत्रियों की बैठक को संबोधित करते हुए प्रधानमंत्री मोदी ने दो हजार वर्ष पूर्व हुए महान कवि तिरुवल्लुवर के बहाने भारत की इस परंपरागत सीख का उल्लेख किया कि न तो नदियां अपना जल स्वयं ग्रहण करती हैं और न ही वृक्ष अपने फल स्वयं खाते हैं। बादल भी अपने जल से उत्पन्न होने वाले अन्न को नहीं खाते। प्रधानमंत्री पूर्व में भी भारतीय तौर-तरीकों में जलवायु परिवर्तन के समाधान की बात कहते रहे हैं। इस रूप में भी आज भारतीय संस्कृति की गूँज विश्व पटल पर देखी-सुनी जा सकती है।

प्रधानमंत्री नरेंद्र मोदी के नेतृत्व में भारतीय सांस्कृतिक विरासतों को सहेजने की दिशा में एक और महत्वपूर्ण कार्य हुआ है, वो ये कि भारत से चोरी और तस्करी करके विदेशों में ले जाई गई हमारी बहुत-सी प्राचीन कलाकृतियों को अब वापस लाया जाने लगा है। विश्व पटल पर भारत की बढ़ती साख के परिणामस्वरूप तमाम देश भारतीय प्राचीन कलाकृतियों को हमें सौंपने लगे हैं। बीते दिनों प्रधानमंत्री नरेंद्र मोदी ने अपने एक भाषण में जानकारी दी कि हाल के कुछ वर्षों में 240 प्राचीन कलाकृतियों को भारत वापस लाया गया है जबकि इसके पहले कई दशकों तक यह संख्या 20 भी नहीं पहुंची थी। अभी पिछले महीने संपन्न हुई प्रधानमंत्री मोदी की ऐतिहासिक अमेरिका यात्रा के दौरान अमेरिका ने भारत से तस्करी करके ले जाई गई 105 मूर्तियों और कलाकृतियों को लौटाने का निर्णय लिया है। इनमें से 12वीं सदी की दो अत्यंत महत्वपूर्ण मूर्तियाँ – भगवान् शिव की लिंगोद्भव मूर्ति और मंजुश्री की मूर्ति – तत्काल ही भारत पहुँच भी गई। इस विषय को लेकर प्रधानमंत्री मोदी की गंभीरता 27 फरवरी, 2022 को 'मन की बात' में कहे गए उनके इस कथन से समझी जा सकती है। उन्होंने कहा था, 'अतीत में बहुत सारी मूर्तियां चोरी होकर भारत से बाहर जाती रहीं। कभी इस देश में, तो कभी उस देश में ये मूर्तियां बेचीं जाती रहीं। न उनको उसके इतिहास से लेना देना था, न श्रद्धा से लेना देना था। इन मूर्तियों को वापस लाना, भारत मां के प्रति हमारा दायित्व है।' मोदी सरकार में सिर्फ हमारी प्राचीन सांस्कृतिक विरासतों को वापस ही नहीं लाया जा रहा, अपितु सरकार के प्रयासों से भारत से सांस्कृतिक कलाकृतियों की तस्करी भी काफी कम हुई है। हम समझ सकते हैं कि प्रधानमंत्री मोदी की दृष्टि में भारतीय संस्कृति के संवर्द्धन का यह विषय लंबे समय से बना हुआ है और वे इसके लिए प्रयास करते रहे हैं। सरकार के ऐसे प्रयासों के फलस्वरूप भी भारतीय संस्कृति का तेज प्रबल हो रहा है तथा वो विश्व को आकर्षित कर रही है। अधिक क्या कहें, मथुरा-वृंदावन-काशी आदि कहीं के भी मंदिरों में पहुँच जाइए और वहाँ मौजूद अलग-अलग देशों के पर्यटकों की संख्या



भारतीय संस्कृति का स्वरूप ही ऐसा है कि जो एकबार इसके निकट आता है, वो इसके प्रभाव में आए बिना नहीं रह पाता।

देखिये, आप सहज ही समझ जाएंगे कि विश्व पटल पर भारतीय संस्कृति का प्रभाव कितना गहरा है। इस्कॉन मंदिरों में विदेशी आपको कृष्ण भक्ति में डूबे भजन गाते मिल जाएंगे तो काशी में संस्कृत की शिक्षा लेने में जुटे विदेशियों से भी आपकी भेंट हो सकती है। ऐसा नहीं है कि यह सब अभी ही हुआ हो, लेकिन यह जरूर है कि हाल के वर्षों में जिस प्रकार भारतीय सांस्कृतिक स्थलों को पर्यटन की दृष्टि से विकसित बनाने पर ध्यान दिया गया है तथा उनका प्रचार-प्रसार हुआ है, उसने विदेशी पर्यटकों का ध्यान इस तरफ खींचा है।

गौर करें तो प्रसाद योजना के तहत सरकार ने सांस्कृतिक स्थलों के विकास के लिए 1200 करोड़ की भारी-भरकम धनराशि आवंटित की है, जिसका असर हमारे सांस्कृतिक स्थलों पर देखा भी जा सकता है। देश के सांस्कृतिक केंद्र वाराणसी में काशी विश्वनाथ कॉरिडोर का भव्य

निर्माण हुआ है, तो उज्जैन में महाकाल लोक की सुंदर संकल्पना को धरातल पर साकार किया गया है। ये दोनों स्थल आज देशी-विदेशी पर्यटकों का मन मोह रहे हैं। राम मंदिर का निर्माण-कार्य तीव्र गति के साथ जारी है, जो कि पूर्ण होने पर भारतीय संस्कृति की शोभा को एक अलग ही स्तर पर ले जाएगा। केदारनाथ धाम का पुनर्विकास कार्य भी चल रहा है। चार धाम एनएच कनेक्टिविटी परियोजना के अंतर्गत 889 किलोमीटर के राष्ट्रीय राजमार्गों को विकसित किया जाना भी प्रस्तावित है। स्पष्ट है, प्रधानमंत्री नरेंद्र मोदी के नेतृत्व में केंद्र सरकार द्वारा भारतीय सांस्कृतिक स्थलों के विकास सहित भारतीय संस्कृति के संवर्द्धन से संबंधित विभिन्न आयामों पर गंभीरतापूर्वक ध्यान दिया जा रहा है। यह प्रमुख कारण है कि आज भारतीय संस्कृति का सूर्य अपने स्वर्णिम तेज से प्रकाशित होकर विश्व को मुग्ध किए हुए है। इस प्रभाव में ही विदेशियों का रुझान भारत और भारतीय संस्कृति की तरफ बढ़ा है। वास्तव में, भारतीय संस्कृति का स्वरूप ही ऐसा है कि जो एकबार इसके निकट आता है, वो इसके प्रभाव में आए बिना नहीं रह पाता। सुखद है कि विश्व पटल पर यह संस्कृति अपनी उचित प्रतिष्ठा अर्जित कर रही है।





धरोहरों की वापसी एवं भारतीय कला-संस्कृति

- अजय प्रताप (शोधार्थी, कला संस्कृति- बीएचयू)

बहुकला कृतियों से समन्वित भारत की कला एवं संस्कृति अपने आप में वैश्विक विरासत समाए हुए है। जब कभी कला, संस्कृति एवं विरासत की वैश्विक स्तर पर चर्चा होती है तो वह भारतीय संस्कृति विरासत के बगैर चर्चा पूरी नहीं हो सकती है। भारतीय कला संस्कृति विशिष्टताओं में प्रधान है। भारतीय कला में वैश्विक कल्याण की भावना, सहिष्णुता एवं अनेकता में एकता निहित है। दुनिया में कोई ऐसा देश नहीं जो भारत के कला संस्कृति से परिचित न हो। भारतीय कला, संस्कृति आत्मज्ञान पर केंद्रित है। यहाँ संकीर्ण आचरण की परंपरा कभी नहीं रही है। भारतीय संस्कृति विश्व के पुरातन धरोहरों में से एक है। भारत की विश्व साहित्य, विज्ञान, कला, शिल्प, स्थापत्य शैली और प्रौद्योगिकी के क्षेत्रों में प्राचीन कला से वर्चस्व है। भारतीय कला संस्कृति का अपने आप में एक क्रांतिकारी पहलू रहा है। यह परिवर्तनशील धारणा की क्षमता को जन्म देती है। यह समय-समय पर विश्व की अन्य समृद्ध संस्कृति के प्रगतिवादी तत्वों को स्वीकार किया है।

यूरोपीय, अरबी, यूनानी, रोमन सभी के कुछ न कुछ तत्व भारतीय कला

संस्कृति में खोजे जा सकते हैं। मानव सभ्यता के विकास के साथ ही भारतीय कला एवं संस्कृति का विकास हुआ। भारतीय संस्कृति ने तमाम देशों को अपनी ओर आकर्षित किया है। भारतीय कला संस्कृति में संरक्षणवाद की भावना निहित है। यही कारण रहा है की विदेशियों द्वारा भारत पर राजनीतिक आर्थिक और संस्कृति हमले किए गए। जब किसी देश द्वारा किसी अन्य देश पर राजनीतिक हमले किए जाते हैं तो सबसे पहले उस देश की सांस्कृतिक पहचान मिटाने का प्रयास किया जाता है। किसी भी राष्ट्र का पहचान उस राष्ट्र की संस्कृति से होता है। विदेशी आक्रांताओं ने भारतीय कला संस्कृति का दोहन आवश्यकता से अधिक किए और दोहन के उपरांत विदेशी आक्रांताओं ने अपने साथ बेशक्रीमत धातुओं से निर्मित मूर्तियों को साथ ही तमाम तरह के कीमती संसाधन को अपने साथ ले गए। ये वे संसाधन और कीमती धातुओं से निर्मित वस्तु थी जिस से भारत की एक अलग पहचान होती थी। भारत अपनी खोई हुई गौरव को वापस पाने के लिए प्रयास करता रहा। किसे पता था की एक दिन काल का पहिया घूमेगा और सब कुछ बदल जायेगा। भारतीय सभ्यता के जो अवशेष विदेशी बाजारों में पहुंचने थे उनका अब घर वापसी का समय आ गया था। प्रधानमंत्री श्री नरेन्द्र मोदी के नेतृत्व में सरकार ने 'विकास भी विरासत भी' के नारे के तहत यह प्रयास किया है। एक अच्छे मार्गदर्शन एवं कुशल नेतृत्व के सफल प्रयासों के चलते विरासत के प्रतीकों की घर वापसी हो रही है। पिछले दिनों प्रधानमंत्री नरेन्द्र मोदी अमेरिका के दौरे पर गए हुए थे। प्रधानमंत्री मोदी की अमेरिकी यात्रा राजनीतिक दृष्टि से महत्त्व तो था ही सांस्कृतिक रूप से भी अहम रहा। अमेरिका भारत की पुरातन वस्तुओं को वापस करेगा। इससे अमेरिका और भारत सांस्कृतिक संबंध और प्रगाढ़ होंगे। पहले भी अमेरिका ऐतिहासिक पुरावशेषों को वापस किया है। ये वे पुरातन वस्तुएँ हैं जो तस्करी के जरिए अमेरिका ले जाया गया था। 105 पुरावशेषों में 50 धार्मिक विषयों से जुड़े हैं। ये सभी दूसरी और 18 वीं शताब्दी की हैं। हमारी पुरातन सभ्यता की प्रतीक हमारे देश का सम्मान है। धरोहर लाना

बना एक बड़ा अभियान बन गया है। इस अभियान के जरिए 2014से 2022 तक 251 पुरातन धरोहरों की वापसी हुई है। धरोहर वापसी की मुहिम आगे जारी रहेगा।

समृद्ध कला से समृद्ध राष्ट्र:

कला संस्कृति और साहित्य राष्ट्र की आत्मा होते हैं। इनके विकास से राष्ट्र का विकास होता है। भारतीय कला भारतवर्ष के विचार, धर्म, तत्वज्ञान और संस्कृति का दर्पण है। इस धरती पर मनुष्य की उदयवेला का इतिहास कला के ही हाथों से लिखा गया। संसार के समस्त पदार्थों में कला का आधार है। जीवन को लयबद्ध और सुसंस्कृत बनाने के लिये कला बहुत जरूरी है। मानव अपने बौद्धिक विकास के सफर को कला के जरिए तय किया है। कला मानव की कल्पनाओं और मस्तिष्क की उपज है। कला जन कल्याण की भावना और विश्व बंधुत्व को बढ़ावा देती है। भारत की समृद्ध कला तो सदैव वैश्विक आकर्षण का केंद्र रहा है। प्राचीन काल में उकेरी गई गुफाओं में चित्रकारी विश्व पटल पर भारत का नाम रोशन कर रही है। भारत की समृद्ध कला विज्ञान और प्रौद्योगिकी में सहायक सिद्ध हो रही है। भारतीय कला समय के साथ खुद को ढालती रहती है। वैश्विक स्तर पर राष्ट्र को पहचाना दिलाने में कला की अहम भूमिका होती है। आज भारत अपने कला कृतियों के जरिए वैश्विक बाजार में अपना नाम कमा रहा है। भारत की कला कृतियों की मांग वैश्विक स्तर है। कला का महत्त्व आर्थिक और सांस्कृतिक दृष्टि से महत्वपूर्ण है। कला रोजगार सृजन का एक बड़ा मंच है। इस लिए किसी राष्ट्र के विकास का आकलन उस राष्ट्र के कला के आकलन से किया जा सकता है। समृद्ध कला ही समृद्ध राष्ट्र का निर्माण करते हैं।

विश्व धरोहर में भारत की हिस्सेदारी

संस्कृति और साहित्य देश की महानतम उपलब्धियों में से एक है। ये हमें हमारे पूर्वजों से मिली अमूल्य धरोहर है। इन धरोहरों को संरक्षित और सुरक्षित रखना सभी नागरिकों का परम कर्तव्य है। विश्व धरोहर में भारत का अनूठा स्थान है। विश्व धरोहर की बात करें तो भारत चीन, इटली, फ्रांस के बाद चौथे स्थान पर है। भारत की विश्व विरासत स्थलों में 32 सांस्कृतिक, 7 प्राकृतिक और एक मिश्रित स्थल शामिल है। हमारे देश की प्राकृतिक धरोहर मानवीय संवेदनाओं की ध्वनित करते हैं और हमारी सांस्कृतिक जीवंतता का अहसास कराते हैं। भारतीय सांस्कृतिक धरोहर में सर्वे भवन्तु सुखिनः सर्वे संतु निरामय जैसी कल्याणकारी चेतना इतने उदात्त रूप विश्व के किसी धरोहरों में नहीं देखने को मिलेगा। पिछले कुछ सालों में भारतीय कला कृतियों का महत्त्व बढ़ा है। भारतीय कला एवं संस्कृति का महत्त्व वैश्विक स्तर पर दिनों दिन बढ़ रहे हैं। राष्ट्रीय एकता और अखंडता को बनाये रखने में कला कृतियों ने अपनी अहम भूमिका निभाई है। प्रधानमंत्री कहते हैं 'भारत एक राष्ट्र ही नहीं एक विचार और संस्कृति भी है'। वर्तमान सरकार भारतीय धरोहर, कला कृतियों, संस्कृति संरक्षण और संरक्षित के लिए अधिक तत्परता दिखाई दे रही है। यह तत्परता तर्कयुक्त और वैज्ञानिक आधार है। जो पाखंड और आडम्बर से मुक्त है। इस में जगत कल्याण की भावना निहित है।

सरकार के प्रयास

भारतीय सांस्कृतिक धरोहर के संरक्षण और हमारी विराट प्राचीन विरासत एवं कलाकृतियों को वैश्विक पहचान दिलाने के लिए सरकार प्रतिबद्ध दिखा रही है। भारतीय प्राचीन कला कृतियों को संग्रहित करने के लिए अंतराष्ट्रीय संग्रहालय एक्सपो बनाया गया है। इसका उद्घाटन मई, 2023 को प्रधानमंत्री नरेंद्र मोदी के द्वारा किया। सामुदायिक विरासत को संरक्षित करने के लिए भारत सरकार जनजातीय समुदाय के योगदान को अमर बनाने के लिए 10 जनजातीय संग्रहालय बनाने की पहल भारत सरकार ने की है। सभी धरोहर स्थलों, पुरावशेषों, कला कृतियों का डाटा बेस रिकार्ड रखने के लिए 'इंडियन नेशनल ट्रस्ट फॉर आर्ट एंड कल्चरल हेरिटेज' ने एक नई पहल किया है। ये शहरों, कस्बों मौजूद प्राचीन धरोहर को सूचीबद्ध करने का कार्य करेगा। भारत की प्राचीन धार्मिक सभ्यता की विरासत को संरक्षित और लोगों के आस्था की पहचान दिलाने हेतु भारत सरकार ने 1584.42 करोड़ की लगता से 45 परियोजनाएं शुरू की गई है। इस परियोजना के तहत काशी

प्रधानमंत्री श्री नरेन्द्र मोदी के नेतृत्व में सरकार ने 'विकास भी विरासत भी' के नारे के तहत यह प्रयास किया है। एक अच्छे मार्गदर्शन एवं कुशल नेतृत्व के सफल प्रयासों के चलते विरासत के प्रतीकों की घर वापसी हो रही है।

विश्वनाथ कॉरिडोर और वाराणसी के शहर की गलियों, घाटों और मंदिर के परिसरों में बदलाव किया जाएगा इसके अतिरिक्त कई अन्य स्थलों को चिन्हित किया गया है। भारत सरकार ने विविध सांस्कृतिक विरासत को सांस्कृतिक पहचान दिलाने के लिए 76 परियोजनाएं शुरू की है। इस परियोजना में बौद्ध सर्किट को विश्वस्तरीय विकसित करना है। भारत सरकार का धरोहर को संरक्षित करने का उद्देश्य पर्यटकों को बढ़ावा देना है। भारत की विविध सांस्कृतिक धरोहर स्थल पर्यटकों को अपनी आकर्षित करती हैं। जब देश में पर्यटकों के अनुरूप माहौल तैयार किया जाएगा तो विदेशी पर्यटकों का आवागमन तेज होगा। रोजगार सृजन में इजाफा करेगी हमारी सांस्कृतिक धरोहर। पुरावशेषों की वापसी के माध्यम से भारत की सांस्कृतिक विरासत को भी महत्वपूर्ण बढ़ावा मिला है। धरोहर राष्ट्रीय महत्त्व को दर्शाते हैं इसलिए जनभागीदारी निभा कर देश के धरोहर को संरक्षित और सुरक्षित रखने का जिम्मा प्रत्येक नागरिकों को भी लेना चाहिए।



Reimagining the Past: Modi Government's Initiatives for Heritage Preservation

- Dr. Pooja Paswan, C 20 Ambassador, Assistant Professor of Public Administration, Jamia Millia Islamia University.



The “Adopt a Heritage” scheme, launched by the Modi government in 2017, heralds a unique and collaborative approach to safeguarding India's cultural and historical treasures. This pioneering initiative invites public and private sector entities to adopt heritage sites, pooling resources and expertise to ensure their preservation and enhancement. With a focus on responsible tourism and corporate social responsibility, the scheme revitalises iconic landmarks and fosters a sense of ownership and pride among stakeholders. This introduction explores the transformative potential of the “Adopt a Heritage” scheme in nurturing India's rich heritage for generations to come.

The Modi government in India has placed significant emphasis on preserving the country's rich heritage and cultural sites through various initiatives and policies. Recognising the importance of these sites in maintaining India's identity and attracting tourists, the government has taken commendable steps to ensure their conservation and promotion. One notable example of these efforts is the “Swachh Bharat Abhiyan” (Clean India Campaign), launched in 2014, which aims to improve cleanliness and sanitation around cultural sites. This initiative has led to the cleaning and restoration of several iconic landmarks, such as the Taj Mahal and Qutub Minar, enhancing their visual appeal and preserving their historical significance.

Adopt a Heritage

In addition to cleanliness, the “Adopt

a Heritage” scheme introduced in 2017 encourages public-private partnerships to maintain and develop heritage sites. This approach ensures not only financial support but also brings in expertise for effective conservation. The adoption of the historic Red Fort by the Dalmia Bharat Group is a prime example of this collaboration, resulting in enhanced visitor amenities and improved preservation techniques.

Encourages corporate social responsibility

One of the key advantages of the “Adopt a Heritage” scheme is its ability to pool resources from both the public and private sectors. It ensures that financial support, expertise, and management capabilities are combined to conserve these sites effectively. For instance, the Dalmia Bharat Group adopted the historic

Red Fort in Delhi, a UNESCO World Heritage Site, in a partnership that exemplifies the positive impact of such collaborations. Through the “Adopt a Heritage” scheme, companies are contributing to the upkeep of these sites and introducing modern facilities for visitors. It enhances the overall experience while maintaining the site's authenticity. An excellent illustration of this is the partnership between the Ministry of Tourism, the Adventure Tour Operators Association of India, and the Waxpol Industries to improve facilities at the Qutub Minar complex.

This initiative also encourages corporate social responsibility, as companies actively engage in the preservation and promotion of India's heritage. It can be seen in the partnership between the Ministry of Tourism and the Ashok Leyland company, which is working to enhance amenities and accessibility at the popular Ellora Caves complex. The “Adopt a Heritage” scheme is pivotal in raising awareness about the value of heritage conservation among the general public. Companies responsible for promoting these sites are also disseminating information about their historical significance and cultural importance. This knowledge-sharing aspect is crucial for fostering a sense of pride and ownership among citizens.

Modernising visitor facilities and creating engaging experiences

This scheme ensures that the cultural heritage of India remains accessible

and enjoyable for tourists. Modernising visitor facilities and creating engaging experiences attracts more visitors and encourages them to appreciate the heritage. The example of the collaboration between the Ministry of Tourism and the Adventure Tour Operators Association of India for developing amenities at the Jantar Mantar observatory complex illustrates this aspect well.

Sustainable development of local communities

The “Adopt a Heritage” scheme also aids in the sustainable development of local communities. As companies invest in the upkeep and promotion of heritage sites, they generate employment opportunities for residents. This socio-economic impact contributes to the overall welfare of the region while safeguarding its cultural treasures. Through this scheme, the government has established a transparent process for selecting partners to adopt heritage sites. It ensures that responsible and committed entities are chosen to take charge of these sensitive sites. The process exemplifies the government's dedication to preserving heritage with reliable partners. The “Adopt a Heritage” initiative also aligns with India's tourism goals. The enhanced facilities, improved interpretation, and engaging experiences attract both domestic and international tourists, contributing to the growth of the tourism industry. It can be observed in the successful partnership between the Ministry of Tourism and the Yatra

Online company at the Sun Temple in Konark.

In conclusion, the “Adopt a Heritage” scheme introduced by the Modi government in 2017 stands as a commendable effort to preserve and promote India's heritage and cultural sites. Through partnerships between public and private entities, this initiative ensures the conservation of these treasures and, elevates the overall visitor experience, fosters awareness, and supports sustainable development in local communities. By forging partnerships between public and private entities, the scheme ensures the conservation and maintenance of precious heritage sites, enhances visitor experiences and promotes responsible tourism. This innovative approach to heritage preservation showcases the power of collaboration in safeguarding the nation's historical treasures for present and future generations.

The “Adopt a Heritage” scheme exemplifies the government's commitment to fostering corporate social responsibility and public-private cooperation. Through these partnerships, heritage sites have received much-needed infrastructural upgrades, modern amenities, and expert management, all while respecting the authenticity and integrity of these cultural landmarks. As a testament to the success of this scheme, it has encouraged greater involvement from corporate entities in preserving India's rich cultural heritage, fostering a sense of collective ownership and pride.

Looking ahead, the “Adopt a Heritage” scheme serves as a blueprint for innovative conservation efforts that transcend traditional government-led approaches. Its impact goes beyond financial contributions, demonstrating the synergy between public and private sectors in revitalising historical sites and promoting sustainable tourism. As the initiative continues to evolve and expand, it has the potential to rejuvenate lesser-known cultural gems, stimulate local economies, and further engrain the appreciation of heritage in the heart of India's socio-economic fabric.

the “Adopt a Heritage” scheme introduced in 2017 encourages public-private partnerships to maintain and develop heritage sites. This approach ensures not only financial support but also brings in expertise for effective conservation.



Reviving Ancient Wisdom: The Role of Yoga in Modi Government's Cultural Renaissance Initiative

- Gourav Lama, Assistant Professor, Presidency University, Kolkata & Vice-President, BJYM, West Bengal

India is home to a vast tangible and intangible heritage. It is a vast country and home to numerous heritage monuments and ancient sites. The Government of India has acknowledged the importance of preserving the nation's timeless and rich cultural heritage under the Prime Ministership of Sri Narendra Modi. Under the slogan 'Vikas bhi Virasat bhi', the government has made significant efforts to preserve its timeless tangible and Intangible heritage. Tangible heritage refers to those heritages like that of the monuments and ancient sites in physical form. On the other hand, intangible heritage refers to traditions and cultural practices that have been passed down to us. Prime Minister Narendra Modi, therefore, has given importance to protecting and promoting Indian knowledge systems, traditions and cultural ethos both at the national and international levels. From the redevelopment of the neglected sites, we can see that as of May 2023, a total number of 45 projects amounting to Rs 1584.42 Crores have been approved under PRASAD (pilgrimage rejuvenation and spiritual augmentation drive), which is dedicated to safeguarding India's ancient civilizational heritage.

One intangible Heritage that Prime Minister Modi has dedicated is Yoga. It is one of the ancient knowledge-based systems that has indeed played a significant role in India's cultural expansion under the leadership of Prime Minister Narendra Modi.

The origins of Yoga can be traced back to the Indus Valley civilization, where archaeologists have found artefacts depicting Yoga-like postures and figures. The early forms of meditation and ritual practices were likely developed during the pre-classical period. 500 BCE to 200 CE saw the emergence of early yogic text, including the 'Yoga Sutras' of Patanjali. His systematization of Yoga introduced the eight limbs of Yoga or a comprehensive framework that includes Postures or 'asanas' breathing techniques or 'pranayama' ethical principles, meditation, and others. During medieval times we see the emergence of hatha Yoga, a branch of Yoga that focuses on physical postures, breath control, and energy flow. Hatha yoga texts like 'Hatha Yoga Pradipika' and 'Shiva Samhita' laid the foundation for modern physical yoga practices. Buddhism also played a key role in propagating Yoga and Meditation throughout Asia, spanned from modern-day Indonesia to modern-day Korea and Japan. Initially, Yoga gained attention in the West in the

late 19th and early 20th centuries. Indian teachers like Paramahansa Yogananda introduced yoga philosophy and practices to Western audiences. However, this great intangible heritage was not given a proper direction until Prime Minister Narendra Modi took the initiative to revive and showcase it to the world.

The International Day of Yoga was proposed by PM Modi and was adopted by the United Nations in the year 2015, which has led to its global recognition of Yoga's cultural and health benefits. The annual International Day of Yoga event is held on 21st June and celebrated worldwide, showcasing India's cultural heritage and promoting



wellness. Yoga also serves as a powerful tool for cultural diplomacy, as many events, workshops and festivals are held worldwide. India has showcased its traditions, philosophy, and spiritual practices through it. This cultural outreach fosters connections and has enhanced India's soft power on the global stage through Yoga.

Yoga has also helped us strengthen cultural ties with other countries through bilateral agreements that promote cultural exchanges. These agreements also aim to facilitate the sharing of cultural practices, heritage and artistic expressions. For example, the Indian Embassy in the Sultanate of Oman introduced an innovative video called 'Soulful Yoga, Serene Oman' on the eve of the International Day of Yoga 2023. The Indian embassy partnered with 'Visit Oman', a part of Oman's Ministry of Tourism, and this is the first instance of a government using Yoga to promote its own country. At the same time, PM Modi's administration has also emphasized the importance of traditional Indian systems of medicine, such as Ayurveda, which promotes holistic health practices and India's ancient medical knowledge. The ministry of AYUSH was founded in November 2014 and was for the aforementioned purpose.

Yoga's emphasis on holistic health, both physically and mentally, has resonated with people globally. India's promotion of Yoga as a way to achieve well-being has significantly contributed to its cultural expansion among the individuals seeking to incorporate the ancient practices into their modern lifestyles.

The popularity of Yoga has led to an increased number of visitors to India seeking to experience Yoga in his birthplace.

It has significantly increased the country's economic benefits and contributed to cultural exchange and understanding. States like Uttarakhand, which is famous for Rishikesh and Haridwar, is famous for retreats, and Yoga centres have seen a rise in number of visitors.

To further facilitate this, the Indian government has also sought the support of various institutions. It has also established yoga centres and universities offering courses on philosophy, history and tradition. Prime Minister inaugurated the First Yoga University, the Lakulish Yoga University, in Ahmedabad Gujrat in 2013 when he was the then Chief Minister of Gujrat. In 2019, he inaugurated 10 AYUSH centers. In December 2022, the Prime Minister inaugurated three National Ayush institutes - All India Institute of Ayurveda in Goa, the National Institute of Unani Medicine in Ghaziabad, and the National Institute of Homoeopathy at Delhi. The University Grants Commission has also approved a curriculum incorporating Yoga not as a Vocational program but into mainstream education.

With the help of the digital India campaign and social media platforms, the technology has also enabled India to share information about Yoga with a global audience, reaching individuals who might not have otherwise been exposed to this cultural practice. We all know that Yoga's popularity aligns with the global trend towards holistic wellness, mindfulness, and stress reduction. The advocacy of yoga taps into this trend and positions the country as a source of ancient wisdom in a modern context.



Revival and Preservation of Cultural Heritage in Ladakh

- Dr. Shashi Bhushan (The author is Meteorologist, and Scientist at The Institute of Environmental Research and Rural Development, Patna)

Background: Constitutional Justice by the Modi Government

B

Ladakh, hidden amid an expansive and breathtaking terrain, got its real independence on 31st October 2019 when PM Modi corrected an extreme

historical and far-reaching mistake of the past and declared Ladakh as the ninth union territory of India in the Indian Parliament on 5th August 2019. Before it, Ladakh, full of its unique cultural heritage, could not even become the subject matter of discussion on the national horizon.

Cultural Heritage

With such a fascinating natural landscape, the cultural heritage of Ladakh has also been vibrant and multifaceted. Buddhism was propagated in Tibet and China from this very land. Buddhism was not only spread in Ladakh, but this land had been a living laboratory of Buddhist culture since time immemorial. The most attractive and distinct feature of the Cultural landscape of Ladakh is the Buddhist monasteries situated on the isolated hillock in the vicinity of villages. These aesthetically pleasing, architecturally interesting monasteries provide the focus for the faith of the Buddhist people. These monasteries are

places of worship, isolated meditation, and religious instruction for the young. Many monasteries celebrate their annual winter festivals, marked by mask dances.

The government of India has declared some historical monuments in Ladakh as national importance under the Archaeological Survey of India, which include Sculpture at Drass, Rock Cut Sculpture at Mulbekh, Lamayuru Monastery, Likir Monastery, Alchi Monastery, Phyang Monastery,

Hemis Monastery, Leh Palace, Old Castle Tsemo Hill, Stupa at T- Suru and Shey Palace.

The 'Sowa-Rigpa', entirely based upon the Buddhist philosophy of life, originated on this very land. It is sufficient to confirm that the natural periphery of Ladakh has been the most vibrant laboratory of Buddhist Culture and has been its eternal ascetic land, i.e., the tapobhoomi. 'Sowa-Rigpa' is the oldest among the living systems of medicine in the world. Apart from



Ladakh, this system of medicine has also been prevalent in Lahul-Spiti of Himachal Pradesh, Sikkim, Arunachal Pradesh, and the Darjeeling region of West Bengal.

Along with the inclusion of this medical system under AYUSH, the Union Government of India has also claimed to get the status of 'Intangible Cultural Heritage' in UNESCO. In this method, the doctor is called 'Aamchi'. This system of medicine had been transferred and developed in the form of folk tales, folk knowledge, folk songs, folklores, folk music, folk drama, etc. In this unique medical system, the healing process is a little longer due to the emphasis on 'eradicating the disease from the root'. Most medicines used are prepared from herbs available in the Himalayan region. In this, the extracts of medicinal plants are used to prepare tablets and syrups.

Government Initiatives, Programmes and Policies

To preserve such cultural heritage of the ascetic land 'The National Institute of Sowa Rigpa' was established under the Societies Registration Act, 21/1860 at Leh, the capital of the Union Territory of Ladakh. It is an autonomous institution under the Ministry of AYUSH, Government of India. The institute is dedicated to high teaching, training, research, and patient care standards. It has been established as a model institute with the mission to protect, promote, and develop the scientific approach of Sowa-Rigpa.

In January 2023, The Ministry of Home Affairs, Govt. of India established a High Powered Committee (HPC) to address issues related to the protection of Ladakh's Culture and its language, land, and employment opportunities. Language, land, and employment opportunities revolve around culture and heritage in general and with special reference to Ladakh in particular. The 17-member HPC has been constituted under the chairmanship of Minister of State for Home Affairs Shri Nityanand Rai. The committee will include the Lieutenant Governor of the Union Territory of Ladakh, the Member of Parliament for Ladakh, the Chairmen/Chief Executive Councilors of the LAHDCs

of Leh and Kargil, and several other officials from the MHA and the Department of Jammu, Kashmir and Ladakh Affairs.

Representatives from both Leh and Kargil have also been invited to participate in the committee. From Leh, the committee will include members of the Apex Body, a group representing the interests of Ladakh's Buddhist community, and representatives of other religious and community organizations. From Kargil, the committee will include members of the Kargil Democratic Alliance, a political group, and other community leaders.

The establishment of the HPC reflects the Indian government's commitment to addressing the concerns of the people of Ladakh and ensuring that the region's unique culture and way of life are preserved.

The committee has been formed to promote inclusive development and employment generation in the region, as well as empower the Ladakh Autonomous Hill Development Councils (LAHDCs) of Leh and Kargil.

Possibilities

Union Territory of Ladakh is dotted with many such natural tourist destinations, including numerous heritage sites in the form of monasteries, which are connected to transport routes to attract tourists on a large scale. It will promote tourism and act as the vehicle of its economic development.



Thus, Ladakh has immense potential for recreational tourism and endless possibilities for medical tourism as the culture and heritage of the land have prepared it much more suitable for the same. Along with government efforts, the participation of the people will also play an essential role in its fruitfulness.

The present BJP-led Union Government of India is firmly committed to reviving and preserving the culture and heritage of the land of high passes, i.e., Ladakh.

From Ancient to Modern: How Modi Government is Facilitating India's Cultural Renaissance

- Akanksha Umashankar Singh, Public Policy & Research MA (Pol Science) & LLB

"आत्मा नैकेति वेदान्ते, वसुधैव कुटुम्बकम्।
अहिंसा परमो धर्मः, भारतीय संस्कृति अद्वितीयम्॥"

"The soul is one in Vedanta; the world is one family. Non-violence is the highest virtue; Indian culture is unparalleled."

India, a land steeped in history and cultural diversity, is adorned with a treasure trove of ancient sites and heritage monuments that reflect its rich and timeless heritage. Recognising the value of preserving this legacy, the government of India, led by Prime Minister Shri Narendra Modi, has taken remarkable strides to rejuvenate and promote the nation's cultural heritage. This article delves into the confluence of India's cultural essence, the wisdom of its greatest philosophers, and the endeavours of the Modi government to revive and preserve the nation's cultural tapestry.

In the modern era of global politics, the fusion of culture and pragmatism has emerged as a powerful tool to shape foreign policy and foster international relationships. This synergy is vividly showcased through the leadership of Prime Minister Narendra Modi in India, who has adeptly harnessed culture for diplomacy. Modi's approach stands as a remarkable departure from past administrations and

has significantly impacted India's foreign relations, especially in the Asian context.

Ancient Wisdom: The Cultural Essence of India

India's cultural heritage is deeply rooted in its philosophy and ancient wisdom. Great thinkers and philosophers like Adi Shankaracharya, Chanakya, and Swami Vivekananda have guided the country's cultural evolution from the Vedas to the Upanishads. Their teachings encapsulate the essence of Indian culture, emphasising values like unity in diversity, respect for all life forms, and the pursuit of knowledge. Proverbs like "Vasudhaiva Kutumbakam" (The world is one family) and "Ahimsa Paramo Dharma" (Non-violence is the highest virtue) continue to resonate across generations, embodying the spirit of Indian culture.

Modi Government's Cultural Revival

Under the visionary leadership of Prime Minister Narendra Modi, the government has placed cultural preservation and promotion at the forefront of its agenda. The slogan "Vikas Bhi Virasat Bhi" underscores the commitment to fostering development



while upholding the nation's cultural inheritance. One remarkable aspect of this effort is revitalising neglected sites with immense civilisational significance.

Under the Modi Government's transformative initiatives, India's historically significant sites are experiencing a renaissance through meticulous conservation, restoration, and development projects after years of neglect. The transformation is evident in projects such as the Kashi Vishwanath Corridor in Varanasi, the Mahakaal Lok Project in Ujjain, the Ma Kamakhya Corridor in Guwahati, and the monumental Ram Mandir construction in Ayodhya.

The Kashi Vishwanath Corridor and various other initiatives in Varanasi have breathed new life into the city's intricate bylanes, serene Ghats, and majestic temple complexes. These projects are not only preserving the city's cultural heritage but also enhancing the overall experience for pilgrims and tourists. Similarly, the

Mahakaal Lok Project in Ujjain and the Ma Kamakhya Corridor in Guwahati are set to elevate the pilgrimage experience, providing modern amenities while stimulating the local economy through increased tourism.

A monumental milestone was reached in August 2020 when the Bhoomipujan for the Ram Mandir in Ayodhya marked the beginning of the construction of a grand temple. This historic endeavour carries profound cultural significance and is a testament to the government's dedication to preserving India's heritage.

Another impressive feat is the Chardham Road Project, a colossal 825 km endeavour to establish all-weather road connectivity to the four revered Dhams. This project aligns with Prime Minister Modi's earlier foundation stone laying for reconstruction and development projects in Kedarnath, including the restoration of Shri Adi Shankaracharya's samadhi. In a moment of significance, the Prime Minister inaugurated the Shri Adi

Shankaracharya Samadhi statue at Kedarnath. Planned ropeway projects connecting Gaurikund to Kedarnath and Govindghat to Hemkund Sahib will further facilitate the spiritual journey for devotees.

The government's commitment to preserving cultural heritage is vividly seen in the projects in Somnath, Gujarat, where the Prime Minister inaugurated key developments, including the Somnath Promenade, Somnath Exhibition Centre, and the reconstructed temple precinct of Old Somnath. The Kartarpur Corridor and Integrated Check Post have opened a new chapter, simplifying access for devotees to the revered Gurudwara Kartarpur Sahib in Pakistan.

The Himalayan and Buddhist cultural heritage also holds a special place in the government's endeavours. Through the Swadesh Darshan scheme, the government has launched 76 projects to create thematic circuits showcasing India's diverse cultural heritage. Notably, the Buddhist circuit is receiving a boost with enhanced infrastructure and connectivity. The Kushinagar International Airport, inaugurated, has eased access to the Mahaparinirvana Temple. The Ministry of Tourism is actively developing Buddhist circuit destinations in multiple states. The foundation stone for the India International Centre for Buddhist Culture and Heritage in Lumbini, Nepal, laid by Prime Minister Modi, further underscores the government's dedication to preserving and promoting Buddhist heritage and India's cultural diversity.

PRASAD Scheme: A Tribute to India's Spiritual Heritage

The Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) scheme is a testament to the government's unswerving dedication to safeguarding India's ancient civilisational heritage. As of May 2023, an impressive 45 projects have been approved under this initiative, with a financial allocation of Rs 1584.42 crore. These projects span pilgrimage sites scattered across the country, restoring their historical and cultural significance.

The revival of these sites echoes the



sentiments of India's philosophers and sages, who emphasised the interconnectedness of spirituality, culture, and knowledge. The PRASAD scheme restores physical structures and revitalises the spiritual and cultural ethos associated with these sites.

Cultural Diplomacy: India on the Global Stage

Quoting the words of Chinese philosopher Hu Shih, "India conquered and dominated China culturally for 20 centuries without ever having to send a single soldier across her border" reflects the historical influence India has wielded through its culture.

The Modi government's efforts extend beyond domestic boundaries. The rejuvenation and promotion of India's cultural heritage are not confined to its geographic limits; they are projected on the global stage. The International Day of Yoga, an initiative proposed by Prime Minister Modi and adopted by the United Nations, is a striking example. It showcases India's ancient wisdom in promoting physical, mental, and spiritual well-being, resonating with the philosophy of holistic living that underpins Indian culture.

Buddhism as a Bridge: The Pivot of India's 'Look East' Policy

Central to Modi's strategy is India's 'Look East' policy, reinvigorated as the 'Act East' policy, which capitalises on culture to forge connections with Asian nations. With its transcendent appeal, Buddhism has emerged as a vital bridge for India's diplomatic endeavours. It was exemplified in hosting the International Buddha Purnima Diwas, a celebration initiated by PM Modi himself. By leading the prayers during the event, PM Modi echoed the sentiment that the 21st century cannot be Asia's century without the influence of Buddha. This proactive cultural diplomacy seeks to project India as the spiritual nucleus of Buddhism, fostering a sense of unity and connectivity among Asian nations.

PM Modi's diplomatic efforts are not solely directed at Buddhism. The preservation and promotion of Hinduism, Sanskrit, and India's ancient ties with the region play an important role. Modi's visits to countries like Japan, South Korea, and Mongolia, where he gifted a sacred Bodhi tree sapling, highlight his efforts to embrace these cultural connections.

"Preserving the Past, Enriching the

Present is PM Modi's Cultural Revival Strategy."

From Neglect to Renovation: Transforming India's Cultural Landscape

India's cultural heritage is an intricate tapestry woven with threads of philosophy, spirituality, and tradition. The efforts of the Modi government to preserve and promote this heritage stand as a tribute to the ancient wisdom that has guided the nation through centuries. The PRASAD scheme and initiatives like the International Day of Yoga exemplify the government's commitment to upholding India's rich cultural legacy. As India strides confidently into the future, it does so with its past firmly rooted in its heart, guided by the words of its greatest philosophers and the visionary leadership of Prime Minister Narendra Modi.

The Modi government's commitment to reviving India's cultural heritage is evident through many transformative projects that preserve historical sites and enhance the pilgrimage experience, boost tourism, and nurture the local economy. These efforts are a tribute to India's rich legacy and cultural diversity, showcasing a harmonious blend of tradition and modernity.



Guardians of the Past: How Modi Government is Revitalizing India's Cultural Prowess

- Pratyush Singh, Media In-Charge, BJYM West Bengal

In an era of globalisation and rapid change, preserving cultural heritage remains paramount. Prime Minister Narendra Modi, a visionary leader who deeply understands India's diverse tapestry, has taken steps to rejuvenate and preserve the country's cultural heritage. Through his unapologetic efforts, Prime Minister Modi is revitalising historically, culturally, and religiously rich sites and reinforcing the core values that define Bharat.

One of the most remarkable achievements in this endeavour has been dismantling linguistic divisions that have

persisted for centuries. The Kashi Tamil Sangam and the Saurashtra Tamil Sangam are potent symbols of this unification. Prime Minister Modi has underlined the importance of cultural unity by bridging the gap between regions that historically spoke different languages. As Home Minister Shri Amit Shah aptly put it, these events are a testament to the revival of India's cultural harmony, dismantling the barriers that were exploited by divisive forces. These initiatives demonstrate the Prime Minister's commitment to creating bridges between diverse cultures and fostering a sense of national identity.

Beyond linguistic unity, Prime Minister Modi's efforts delve into India's cultural and religious heritage. A deep-rooted connection between cultural symbols, Hindu identity, and development characterises his approach. The unveiling of the 'Sengol' during the inau-

A deep-rooted connection between cultural symbols, Hindu identity, and development characterises his approach.



guration of the new Parliament serves as a vivid example of this approach. Rooted in ancient traditions, the 'Sengol' symbolises power and sovereignty and serves as a beacon of cultural resurgence. This initiative resonates with Bharatiyas across the nation, reflecting the revival of deeply embedded cultural values. Prime Minister Modi's endeavours also extend to restoring historically significant temples. By revitalising temples such as Kashi Vishwanath, Mahakal, Shree Kalika Mata, and the Kedarnath Temple, he is preserving sacred spaces and rekindling a sense of shared history and spir-

ity. These temples, often marred by historical tumult, are being resurrected as symbols of Bharat's resilience and unwavering faith. Through these efforts, Prime Minister Modi is breathing life into ancient edifices, underscoring the importance of preserving the cultural fabric that has defined the nation for centuries.

Furthermore, the focus on museums at pilgrimage sites, like Kashi, Kedarnath, and the Panch Kedar circuit, is an ingenious initiative to propagate cultural awareness and

The monk highlighted Prime Minister Modi's message at the United Nations, where he emphasised India's role in spreading Buddhism as a means to save the planet from conflict and violence.

stimulate religious tourism. These museums are poised to become windows into India's rich history and spiritual heritage. Prime Minister Modi's commitment to these projects showcases his determination to present India's multifaceted past in a manner that resonates with its citizens and global visitors.

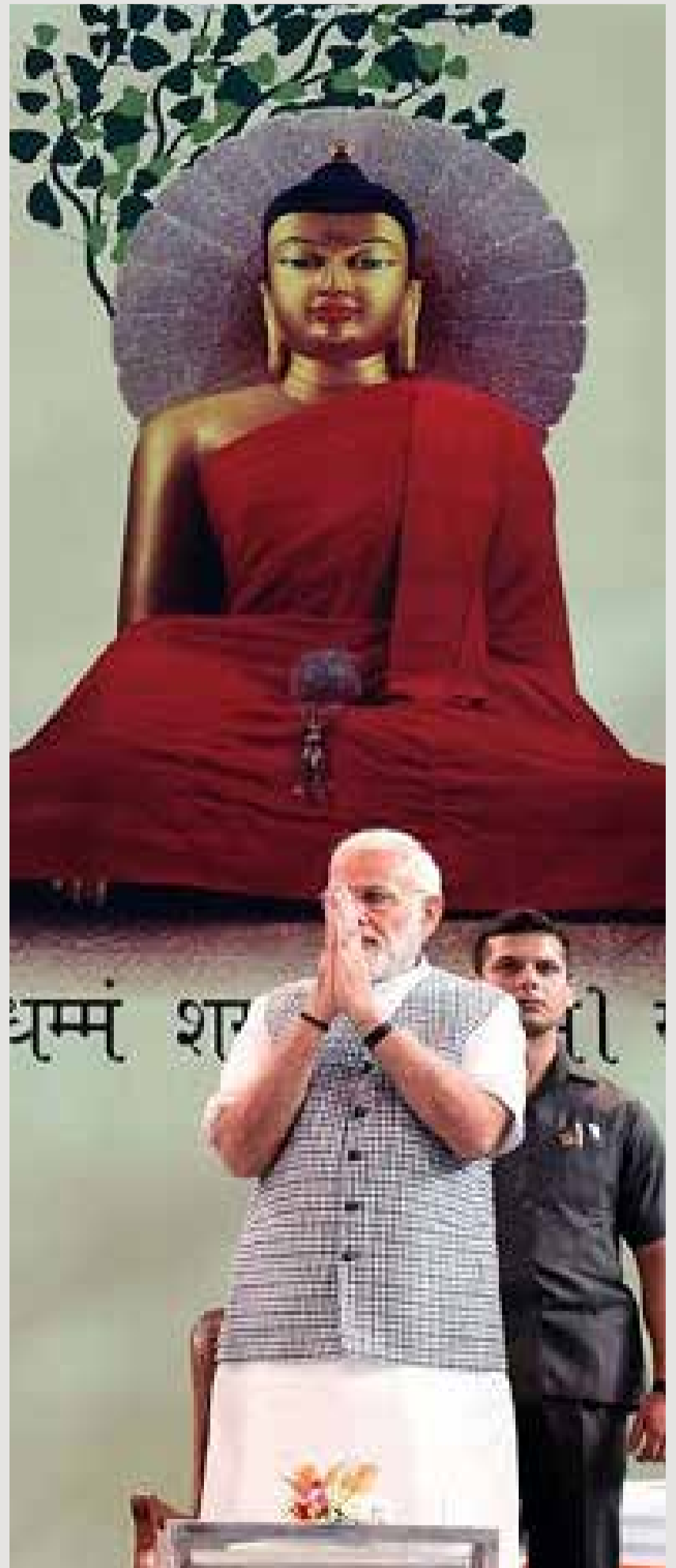
Hindu clerics and leaders of other faiths have lauded Hon'ble Prime Minister Shri Narendra Modi's efforts. Abhidhamma Day celebrated on the full moon of the seventh month of the Burmese lunar year, holds great significance in the Buddhist calendar. To mark this auspicious occasion, the International Buddhist Confederation (IBC), in collaboration with Gautam Buddha University (GBU), Greater Noida, organised the International Abhidhamma Divas. This event brought together Buddhist leaders, including Buddhist monk Waskaduwe Mahindawansa Mahanayake Thero of Sri Lanka, who lauded Prime Minister Modi's efforts in revitalising Buddhism in India.

The monk highlighted Prime Minister Modi's message at the United Nations, where he emphasised India's role in spreading Buddhism as a means to save the planet from conflict and violence. This global mission resonated deeply with the international Buddhist community, appreciating India's commitment to the principles of compassion and happiness that Buddhism represents.

Prime Minister Modi's dedication to revitalising Buddhism is evident in various initiatives. He participated in the "Shilanyas" ceremony for the construction of the India International Centre for Buddhist Culture and Heritage in Lumbini. Additionally, the Ministry of Tourism's Buddhist Circuit under the Swadesh Darshan Yojana has seen the development of 5 projects worth Rs.325.53 crore. IRCTC has also introduced the "Buddha Purnima Express" special train to facilitate travel within the Buddhist Circuit.

Prime Minister Narendra Modi's leadership stands as a beacon of hope for preserving and reviving India's cultural heritage. His endeavours, whether through linguistic unity, cultural revitalisation, or temple restoration, reflect an unapologetic commitment to the essence of Bharat. As India

steers towards its goals for 2047, these initiatives stand as a testament to Prime Minister Modi's dedication to fostering unity and celebrating the mosaic of cultures that define the nation. Under his guidance, the nation is on a transformative journey that aims to preserve its rich past while charting a dynamic path to a vibrant future. Through these efforts, India is not only reconnecting with its roots but also reaffirming its identity on the global stage as a cultural powerhouse that draws strength from its history and traditions.



Make in India: A Catalyst for Cultural Revival and Preservation

- Rahul Singh, Department of Buddhist Studies, University of Calcutta

Introduction:

In 2014, the Narendra Modi-led Indian government unveiled a visionary initiative called "Make in India." The program was designed to transform India into a global manufacturing hub by promoting domestic production and attracting foreign investment. However, the impact of this initiative extended beyond the economic realm; it played a pivotal role in rejuvenating India's rich cultural heritage and preserving its traditional practices.

Reviving Traditional Art and Crafts:

One of the cornerstones of the Make in India initiative was the emphasis on reviving and promoting traditional Indian art and crafts. Recognising the cultural significance of these crafts, the government took proactive steps to support artisans and craftsmen. By providing them with training, financial assistance, and a platform to showcase their creations, the program helped rejuvenate fading art forms like pottery, weaving, and handloom textiles.

Establishing dedicated craft clusters and markets provided artisans with a steady income and encouraged younger generations to continue their artistic traditions. With increased demand for authentic, handcrafted products both domestically and internationally, the Make in India project breathed new life into these ancient crafts, contributing to preserving India's diverse cultural heritage.

The Make in India initiative also harnessed the power of the digital age to connect cultures and promote cultural exchange. The program facilitated technological advancements and innovation, opening avenues for global collaboration.

Preserving Cultural Landmarks:

The government's vision is not limited to just economic growth; it also recognises the importance of preserving India's cultural landmarks. Various initiatives facilitated the restoration and conservation of historical monuments, temples, and heritage sites. Through partnerships with the public and private sectors, funding was allocated to protect

these invaluable pieces of history.

Projects such as the restoration of the 15th-century Humayun's Tomb in Delhi and the ancient city of Hampi in Karnataka showcased the government's commitment to safeguarding India's cultural heritage. By preserving these landmarks, Make in India played a vital role in ensuring that future generations could connect with their roots and gain a deeper appreciation for the country's history.

Promoting Cultural Tourism:

Cultural tourism received a significant boost due to the Make in India initiative. With a renewed focus on promoting India's diverse cultural experiences, the country witnessed a surge in tourists seeking to explore its rich history and traditions. The campaign's outreach efforts highlighted India's architectural wonders, vibrant festivals, and traditional cuisine, enticing travellers from around the world to immerse themselves in the nation's cultural tapestry.

As cultural tourism flourished, local communities were empowered, and efforts to preserve indigenous traditions gained momentum. Traditional performances, dance forms, and indigenous practices were showcased to international audiences, leading to a sense of pride and renewed interest among Indians in their heritage.

Revitalizing Rural Economy:

Make in India's impact extended to rural areas, where a significant portion of India's cultural heritage resides. By promoting manufacturing and entrepreneurship in rural regions, the initiative generated employment opportunities and improved the socio-economic conditions of rural communities. It, in turn, contributed to the preservation of traditional knowledge and practices passed down through generations.

Industries such as agro-processing, textiles, and handi-crafts received a fresh lease of life, providing rural artisans and farmers a means to sustain themselves while preserving age-old customs. Make in India empowered these communities to participate in the modern economy without compromising their cultural identity.

Digital Revolution and Cultural Exchange:

The Make in India initiative also harnessed the power of the digital age to connect cultures and promote cultural exchange. The program facilitated technological advance-



ments and innovation, opening avenues for global collaboration. The internet and social media played a crucial role in showcasing India's cultural heritage, allowing for cross-cultural interactions and appreciation.

Through digital platforms, artisans gained access to global markets, enabling them to share their creations and stories with a wider audience. It led to economic growth and fostered a sense of cultural pride and identity. By leveraging technology, Make in India contributed to preserving India's intangible cultural heritage.

Initially envisioned as an economic driver, the Make in India initiative evolved into a catalyst for India's cultural revival and preservation. By focusing on the revival of traditional arts, the preservation of cultural landmarks, the promotion of cultural tourism, the revitalisation of rural economies, and the digital transformation of cultural exchange, the program has left an indelible mark on India's rich and diverse heritage.

PM Modi showcased a holistic approach through Make in India that recognised the intrinsic connection between economic development and cultural preservation. As India continues its journey towards progress, the legacy of this initiative serves as a testament to the power of combining economic growth with the celebration and preservation of its vibrant cultural tapestry.

Rekindling the Flame: How Modi Government is Igniting a Cultural Renaissance in India

- Adv. Rushikesh Dhawale (Legal columnist in Daily PunyaNagari and practising Advocate at Chhatrapati Sambhajnagar, Maharashtra)

Despite the propaganda-oriented deterioration of our glorious history for the last 7 decades, Prime Minister Narendra Modi has regained and reclaimed the same with profound commitment. India, known for its vast history and cultural diversity, has undergone many setbacks. Some were institutional, more focused on mass aspects, while some were personal, focusing on demeaning an individual's beliefs. The arrival of the Modi government significantly contributed to preserving and recapturing the same lost Indic glory.

The Indian Constitution calls our nation "India, that is Bharat", but so far, the "Indian" aspect has been glorified and highlighted against the term "Bharat". And looking at the Modi government's policies and groundwork, its efforts seem promising towards reviving lost cultural aspects and the actual Renaissance of Indic heritage!

India has a vast history and cultural diversity and is home to various ancient places and heritage monuments that speak on their own. The conservative efforts of the government led by Shri Narendra Modi highlight his mission of revival and renaissance under the slogan "Vikas Bhi, Virasat Bhi". The slogan deliberately speaks about the rejuvenation of different cultural and traditional aspects. The current G20 conference, being held at 50 different locations, already paved the way for the government's commitment to highlighting cultural ethos nationally and internationally.

Mark Twain says, "Banaras is older than history, older than tradition, older even than legend, and looks twice as old as all of them put together!" What Mark Twain, a foreigner, had understood about Kashi was ignored by previous governments. After years of ignorance, the Modi government has achieved Kashi's conservation, restoration, and development through "The Kashi Vishwanath Corridor" and Guwahati's "Ma Kamakhya Corridor" is another example of sheer commitment! The development of such corridors not only revisited our culture but also immensely helped local

tourism and the economy.

The Chardham Project ensures seamless all-weather connectivity for pilgrims of the holy four dhams of Sanatan temples. The Prime Minister had also laid the foundation stones for the reconstruction and development of Kedarnath Dham, including Shri Adi Shankaracharya's samadhi, which was devastated in the catastrophic flash floods of 2013. Another important achievement of PM Modi's leadership is opening the Kartarpur Corridor with Integrated Check Post. It was a momentous occasion and the bold-

est decision, enabling easier access for devotees to pay their respects at the revered Gurudwara Kartapur Sahib in Pakistan.

Swadesh Darshan Scheme initiated more than 80 projects to develop thematic circuits that will make a strong

statement about India's diverse heritage by preserving the Himalayan and Buddhist culture. Here, the agenda is to extend world-class infrastructure for the Buddhist circuit, ultimately benefiting the pilgrims. The Ministry of Tourism is actively developing destinations under the Buddhist circuit in various states, including Uttar Pradesh, Madhya Pradesh, Bihar, Gujarat, and Andhra Pradesh.

HRIDAY (Heritage City Development and Augmentation Yojana) scheme enshrines the commitment of the government towards cultural revival. Under the PRASAD Scheme, As of May 2023, 45 projects at a cost of Rs.1600 crore covered pilgrimage sites across the country. In the last nine years, 10 new sites have been added to the World Heritage list, taking the total to 52 in 2022. It indicates global recognition of India's cultural heritage and international tourism.

"Kashi Tamil Sangamam", organized at Kashi, celebrates the age-old linkage between Tamil Nadu and Kashi. New Delhi will soon be home to the world's largest museum, "Yuge Yugeen Bharat". It will be housed in the old Parliament building, covering 1.17 lakh sq meters of space. It will exhibit several khands or sections tracing rich Indian civilization.

Swadesh Darshan Scheme initiated more than 80 projects to develop thematic circuits that will make a strong statement about India's diverse heritage by preserving the Himalayan and Buddhist culture.

काशी तामिल संगमम् KASHI TAMIL SANGAMAM

The government is trying to promote the idea of inclusiveness through Ek Bharat Shreshtha Bharat, which covers a wide range of persons to monuments, perspectives to facts, Guru Granth Saheb to Lumbini, Personal stick to Sengol and Ram Mandir to New Parliament.

After decades of independence, India has finally witnessed profound leadership under Prime Minister Modi, who drives his foreign diplomacy with great pride and commitment through the meeting of the Chinese President at Mahabalipuram, making the monument the most visited tourist spot in the same year. Through all these ambitious projects and impactful initiatives, the Government of India, guided by the vision of Prime Minister Shri Narendra Modi, is not just reviving culture and lost heritage but bringing Cultural renaissance!



Modi Government's Role in India's Cultural Renaissance

- Yash Kalbhor, Advocate, Bombay High Court

Introduction

India, a land of diversity and heritage, is characterised by its rich cultural tapestry that has evolved over millennia. Preserving and promoting this cultural heritage is crucial for fostering a sense of identity, pride, and unity among its people. Under the leadership of Prime Minister Narendra Modi, the Indian government has embarked on a journey to revive and rejuvenate the nation's cultural essence. Since taking office in 2014, the government has introduced various initiatives focusing on various aspects of cultural revival.

Preservation of Monuments and Heritage Sites

India boasts an awe-inspiring array of historical monuments and heritage sites that reflect the country's rich past. Recognising the urgent need to protect these treasures for future generations, the Modi government launched the 'Adopt a Heritage' scheme in 2017. This pioneering program involves collaboration between the government and private and public sector companies to maintain and promote these sites. The scheme has not only injected much-needed funds for restoration but has also generated awareness among corporations and citizens about their responsibility towards cultural preservation.

In tandem with the heritage adoption initiative, the Swachh Bharat Abhiyan (Clean India Campaign) has transformed the surroundings of monuments and heritage sites. The effort to enhance cleanliness and sanitation enhances the aesthetic appeal of these sites and encourages greater public participation in preserving the cultural legacy.

Promotion of Traditional Arts and Crafts

India's traditional arts and crafts are a testament to the country's rich cultural diversity. Under the aegis of the Modi government, these art forms have received a significant boost through initiatives like the "Hunar Haat." These events provide a platform for skilled artisans from various regions to showcase and sell their handicrafts, textiles, and artworks. The Hunar Haat empowers these artisans economically and facilitates the

transfer of traditional skills and knowledge to the younger generation.

Complementing these efforts is the "Make in India" campaign, which encourages the creation of contemporary products that incorporate traditional aesthetics. This approach revives fading art forms and positions them as unique offerings in global markets, strengthening India's soft power on the international stage.

Reviving Ayurveda and Yoga

India's ancient systems of wellness, Ayurveda and Yoga, have experienced a renaissance under the Modi government. The International Day of Yoga, celebrated annually on June 21st, has transcended geographical boundaries, with millions of people across the globe participating in yoga sessions. This international embrace of yoga rejuvenates a time-honoured practice and showcases India's cultural heritage and commitment to holistic health.

Similarly, Ayurveda has regained prominence, emphasising natural remedies and holistic healing. The establishment of the Ministry of AYUSH has paved the way for more profound research and integration of Ayurveda, Yoga, and other traditional practices into modern healthcare. This holistic approach addresses physical ailments and revitalises the connection between the individual and their cultural heritage.

Digital Preservation and Promotion

Recognising the power of technology in disseminating information, the Modi government has harnessed digital platforms to preserve and promote cultural heritage. The "Digital India" campaign has been instrumental in digitising historical archives, manuscripts, and artefacts, ensuring their accessibility to a global audience. Through initiatives like the "DigiLocker" app, individuals can securely store and share important documents, safeguarding personal and cultural records for posterity.

Additionally, the National Virtual Library of India (NVLI) project aims to digitise an extensive collection of books, manuscripts, and historical documents, making knowl-

The Indian government has embarked on a journey to revive and rejuvenate the nation's cultural essence. Since taking office in 2014, the government has introduced various initiatives focusing on various aspects of cultural revival.

edge easily accessible and fostering cultural awareness. This endeavour aligns with the government's commitment to combining traditional wisdom with modern tools to ensure cultural continuity.

Revitalising Indigenous Languages

India's linguistic diversity is a hallmark of its cultural richness. The Modi government recognises the importance of preserving indigenous languages as repositories of unique cultural expressions. The "Ek Bharat Shreshtha Bharat" campaign fosters collaboration between states to celebrate linguistic diversity, enabling people to learn about and appreciate different cultures.

In conjunction with this, efforts have been made to promote education in regional languages, ensuring that younger generations remain connected to their cultural roots.

This approach safeguards languages from extinction and strengthens the interwoven fabric of Indian culture.

Conclusion

The Modi government's commitment to cultural revival and rejuvenation is multi-faceted and comprehensive. From preserving monuments and promoting traditional arts to reviving ancient wellness systems and integrating technology for digital preservation, these initiatives collectively underscore India's determination to cherish and celebrate its cultural heritage. As India modernises, these efforts bridge the past and the future, forging a path where cultural legacy thrives in harmony with contemporary progress. The legacy of these initiatives will not only impact the present generation but also serve as a beacon guiding future generations toward a more culturally vibrant and enriched nation.





सांस्कृतिक पुनरोद्धार का श्रेष्ठ कालखंड

- वृंदा काल्हेर, प्रांत कार्यकारिणी सदस्य, भाजयुमो, हरियाणा

सांस्कृतिक विरासत किसी समूह या समाज की मूर्त और अमूर्त संपत्तियां हैं, जो पिछली पीढ़ियों से विरासत में मिलती हैं। पीढ़ी दर पीढ़ी प्राप्त हुई यह विरासत किसी भी समाज व देश का एक बेशकीमती हिस्सा होती है, और ऐतिहासिक व भावनात्मक रूप से प्रत्येक जनमानस से जुड़ी रहती हैं। सांस्कृतिक विरासत में मूर्त (जैसे इमारतें, स्मारक, परिदृश्य, पुरालेख सामग्री, किताबें, कला के कार्य और कलाकृतियाँ), अमूर्त (जैसे लोककथाएँ, परंपराएँ, भाषा और ज्ञान), और प्राकृतिक विरासत (सांस्कृतिक रूप से महत्वपूर्ण परिदृश्य) शामिल हैं। सांस्कृतिक विरासत को वर्तमान में भविष्य के लिए संरक्षित रखने के उपलक्ष्य से किए गए कार्य को संरक्षण के रूप में जाना जाता है, जिसे सांस्कृतिक और ऐतिहासिक संग्रहालय और सांस्कृतिक केंद्र बढ़ावा देते हैं। वर्तमान में संरक्षित सांस्कृतिक विरासत वैश्विक पर्यटन उद्योग का एक आधार बन गई है, जो स्थानीय नागरिकों व देशों के लिए अर्थ अर्जन का एक प्रमुख साधन भी है। विश्व की प्राचीनतम सभ्यता व संस्कृति की धरोहर को समेटे भारत यूं तो अपने आप में ही समस्त विश्व के लिए एक सांस्कृतिक विरासत है। भारत, अपने विशाल इतिहास और सांस्कृतिक विविधता के साथ, कई प्राचीन स्थलों और विरासत स्मारकों का घर है जो अत्यधिक महत्व रखते हैं। समस्त विश्व की मानव सभ्यता को देने के लिए भारत के पास अपने धार्मिक ग्रंथों के शाश्वत ज्ञान से लेकर ऐतिहासिक इमारतों

व स्मारकों तक सब कुछ है और भविष्य के लिए ऐसी संपन्न विरासत का संरक्षण अति आवश्यक है और इसका दायित्व समस्त नागरिकों के साथ-साथ उनके द्वारा चुनी गई सरकार पर है। स्वतन्त्रता मिलने के पश्चात यूं तो विभिन्न सरकारों ने देश की सांस्कृतिक विरासत के संरक्षण पर कार्य किया है। परंतु जो कार्य मोदी सरकार ने गत 9 वर्षों में किया है, वह अपने आप में ही अभूतपूर्व है। प्रधानमंत्री श्री नरेंद्र मोदी ने अपने दिए नारे 'विकास भी विरासत भी' के तहत राष्ट्रीय और अंतरराष्ट्रीय स्तर पर भारतीय ज्ञान प्रणालियों, परंपराओं और सांस्कृतिक लोकाचार की रक्षा और प्रचार को महत्वपूर्ण स्थान दिया है।

ऐतिहासिक इमारतों का संरक्षण व जीर्णोद्धार:

दशकों की उपेक्षा के बाद, भारत के लंबे सभ्यतागत इतिहास वाले विभिन्न स्थलों को संरक्षण, पुनर्स्थापन और विकास परियोजनाओं के माध्यम से पुनर्जीवित किया गया है। काशी विश्वनाथ कॉरिडोर और वाराणसी में कई अन्य परियोजनाओं ने शहर की गलियों, घाटों और मंदिर परिसरों को बदल दिया है। इसी तरह, उज्जैन में महाकाल लोक परियोजना और गुवाहाटी में माँ कामाख्या कॉरिडोर जैसी परियोजनाओं से मंदिर आने वाले तीर्थयात्रियों के अनुभव को समृद्ध करने, उन्हें विश्व स्तरीय सुविधाएं प्रदान करने के साथ-साथ पर्यटन और स्थानीय अर्थव्यवस्था को बढ़ावा मिलने की उम्मीद है। एक ऐतिहासिक क्षण में, अगस्त 2020 में अयोध्या में राम मंदिर के लिए भूमिपूजन हुआ और एक भव्य मंदिर का निर्माण

जोरो पर है, जो कि सन् 2024 तक पूर्ण हो जाएगा। सांस्कृतिक विरासत को संरक्षित करने के प्रति समर्पण के एक और उदाहरण में, प्रधान मंत्री ने सोमनाथ, गुजरात में कई परियोजनाओं का उद्घाटन और शिलान्यास किया, जिसमें सोमनाथ प्रोमेनेड, सोमनाथ प्रदर्शनी केंद्र और पुराने (जूना) सोमनाथ के पुनर्निर्मित मंदिर परिसर शामिल हैं।

हिमालयी और बौद्ध सांस्कृतिक विरासत का संरक्षण:

हिमालयी और बौद्ध सांस्कृतिक विरासत का संरक्षण भी सरकार के प्रयासों में विशेष स्थान रखता है। स्वदेश दर्शन योजना के हिस्से के रूप में, सरकार ने भारत की विविध सांस्कृतिक विरासत को प्रदर्शित करने वाले विषयगत सर्किट विकसित करने के उद्देश्य से 76 परियोजनाएं शुरू की हैं। बौद्ध सर्किट के लिए विश्व स्तरीय बुनियादी ढांचे के विकास पर ध्यान केंद्रित किया गया है, जिससे भक्तों के लिए आध्यात्मिक अनुभव में वृद्धि होगी। 2021 में, कुशीनगर अंतर्राष्ट्रीय हवाई अड्डे का उद्घाटन किया गया, जिससे महापरिनिर्वाण मंदिर तक पहुंच आसान हो गई। पर्यटन मंत्रालय उत्तर प्रदेश, मध्य प्रदेश, बिहार, गुजरात और आंध्र प्रदेश सहित विभिन्न राज्यों में बौद्ध सर्किट के तहत सक्रिय रूप से गंतव्य विकसित कर रहा है। इसके अलावा, नेपाल के लुंबिनी में तकनीकी रूप से उन्नत भारत अंतर्राष्ट्रीय बौद्ध संस्कृति और विरासत केंद्र की आधारशिला मई 2022 में श्री नरेंद्र मोदी द्वारा रखी गई थी, जो बौद्ध विरासत और भारत की सांस्कृतिक विविधता के संरक्षण और प्रचार के लिए सरकार की प्रतिबद्धता को उजागर करती है।

आध्यात्मिक यात्रा मार्ग:

एक और उल्लेखनीय प्रयास 825 किलोमीटर लंबी चारधाम सड़क परियोजना है, जो चारों पवित्र धामों को हर मौसम में निर्बाध सड़क कनेक्टिविटी प्रदान करती है। प्रधान मंत्री ने इससे पहले 2017 में केदारनाथ में पुनर्निर्माण और विकास परियोजनाओं की आधारशिला रखी थी, जिसमें श्री आदि शंकराचार्य की समाधि भी शामिल थी, जो 2013 की विनाशकारी बाढ़ में तबाह हो गई थी। नवंबर 2021 में, प्रधान मंत्री श्री नरेंद्र मोदी ने श्री आदि शंकराचार्य जी की प्रतिमा का उद्घाटन किया। केदारनाथ में आदि शंकराचार्य समाधि। इसके अतिरिक्त, गौरीकुंड से केदारनाथ और गोविंदघाट से हेमकुंड साहिब को जोड़ने वाली दो रोपवे परियोजनाएं पहुंच को और बढ़ाने और भक्तों की आध्यात्मिक यात्रा को सुविधाजनक बनाने के लिए तैयार हैं। इसी तरह, करतारपुर कॉरिडोर और इंटीग्रेटेड चेक पोस्ट का उद्घाटन एक महत्वपूर्ण अवसर था, जिससे भक्तों के लिए पाकिस्तान में प्रतिष्ठित गुरुद्वारा करतापुर साहिब तक मत्था टेकना आसान हो गया।



पुरावशेषों की स्वदेश वापसी:

पुरावशेषों की स्वदेश वापसी से भारत की सांस्कृतिक विरासत को भी महत्वपूर्ण बढ़ावा मिला। 24 अप्रैल, 2023 तक, भारतीय मूल की 251 अमूल्य पुरावशेष विभिन्न देशों से वापस लाए गए हैं, जिनमें से 238, सन् 2014 के बाद से वापस लाए गए हैं। ये प्रत्यावर्तन भारत के सांस्कृतिक खजाने की सुरक्षा और पुनः प्राप्त करने के लिए सरकार की प्रतिबद्धता के प्रमाण के रूप में खड़े हैं। जिनमें चोल साम्राज्य के समय की नटराज की मूर्तियां, महिषासुरमर्दिनी मां की मूर्ति, श्री गुरु हरगोविन्द साहिब जी का नाम अंकित तलवार प्रमुख हैं।

हेरिटेज सिटी डेवलपमेंट एंड ऑगमेंटेशन योजना:

HRIDAY (हेरिटेज सिटी डेवलपमेंट एंड ऑगमेंटेशन योजना) योजना के तहत 12 विरासत शहरों का विकास एक असाधारण विरासत के संरक्षक के रूप में खुद को स्थापित करने की सरकार की प्रतिबद्धता को दर्शाता है। भारत प्रभावशाली 40 विश्व धरोहर स्थलों का दावा करता है, जिनमें से 32 सांस्कृतिक हैं, 7 प्राकृतिक हैं, और 1 मिश्रित श्रेणी के अंतर्गत है, जो भारत की विरासत की विविधता और समृद्धि को प्रदर्शित करता है।

यूनेस्को विश्व धरोहर: गत वर्ष भारत की 3 सांस्कृतिक जगहों को यूनेस्को के विश्व धरोहर (Unesco World Heritage) की संभावित लिस्ट में शामिल किया गया है। इसमें मोढेरा का सूर्य मंदिर, गुजरात का ऐतिहासिक वडनगर शहर (पीएम मोदी का जन्म स्थान) और त्रिपुरा में उनाकोटी की चट्टानों को काटकर बनाई गई मूर्तियां शामिल हैं। भारत के पास अब यूनेस्को की अस्थायी लिस्ट में 52 जगह हैं। गुजरात का वडनगर यू तो एक छोटा सा शहर है। परंतु पुरातत्व विशेषज्ञों की माने तो ये शहर 2 हजार साल पुराना है। वडनगर में खुदाई में बौद्ध काल के अवशेष मिले हैं। जिसमें गुप्त काल की बुद्ध की एक प्रतिमा, खोल चूड़ियां, कलाकृतियां और स्तूप मिले हैं। वडनगर नगरपालिका एक बहुस्तरीय ऐतिहासिक शहर है, जिसका इतिहास लगभग 8वीं शताब्दी ईसा पूर्व तक फैला हुआ है। शहर में अभी भी बड़ी संख्या में ऐतिहासिक इमारतें हैं, जो मुख्य रूप से धार्मिक और आवासीय प्रकृति की हैं।

इस प्रकार भारत के सांस्कृतिक गौरव को संरक्षित व विश्व पटल पर स्थापित करने के लिए मोदी सरकार ने सराहनीय कार्य किया है। गुलामी के चिन्हों व प्रतीकों को नष्ट कर भारतीय संस्कृति के प्रतीक चिन्हों को उभारने से लेकर तुष्टीकरण की गोद में खेल रहे विदेशी आक्रांताओं के झूठे महिमामंडन की जगह भारतीय नायकों को उचित स्थान देना मोदी सरकार का सराहनीय कार्य रहा है।



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