



Youth, Entrepreneurs, Farmers, Women: The four pillars of Modi's 'New India'

On 16th March 2019 in just one call Prime Minister Narendra Modi has encouraged all common people of the country to proudly call themselves a 'Chowkidar', for the growth, prosperity, and security of the country. The '#MainBhiChowkidar' campaign initiated by PM Modi received an unprecedented response from across the whole country. Those who are born in Independent India have never seen such spirit in the country before.

Driving a 'Mega Vision' for the country's transformation and making the common people a participant in it was earlier seemed an impossible task. Through a gradual and systematic process, the common people of India were made to believe that electing a government is like giving a contract for the next five years to run the country and they were discouraged to take the onus of any single responsibility of the country, other than paying taxes and voting on election days. In a way, the previous governments have deliberately injected a culture of 'Mera Kya' and 'Mujhe Kya' in the minds of the common people, something about which they themselves use to make fun of but never came to realize how that pattern of thinking was damaging their character and hampering the growth of the country. The negligent citizens give more scope for the harboring of a corrupt ecosystem hence previous governments were comfortable with that mindset too as the 'exploitation' of the common people was the idea with which they decided to run the country.

When Prime Minister Narendra Modi came to power, he decided to make common people a stakeholder in the country's transformation journey. A careful observation

of the last five years' initiatives and their successes reflect that PM Modi has established the role of the common people as the key pillar of democracy, and also presented a new example for the other parliamentary democracies of the world. He refreshed the original idea of democracy that only by electing a parliament to run the country, the role of the common people does not end there, a country progress when its people take the responsibility in their hands and everyone should become a 'Bhagidar' in the country's progress and a 'Chowkidar' for the country's interests.

In the mega-vision of 'New India' crafted by Prime Minister Narendra Modi, there is a role for everyone to play. He is infusing a sense of responsibility in our minds, he is enabling us to make a realistic assessment of the present scenario and at the same time inspiring us to have a great ambition for the future.

Youth

From the beginning, PM Modi has inspired the youths of the country to take the charge of 'New India' in their hands as they have the potential to turn our 'Sankalp' into 'Sidhhi.' In one of his 2014 speech, he said: "mother India has 250 crore arms, 200 crores of those arms are younger than 35. It's the youth of India who can help us fulfill our potential." Through Startup India, Standup India, Common Service Centers, Atal Innovation Mission, network of hundreds of 'Atal Tinkering' labs across the country (where school students are learning innovation skills and developing new ideas with state-of-the-art equipment), Skill India, and Village level entrepreneurs kind of initiatives, the youth are now ready to play a much larger role beyond traditional path. Today, a majority of young people see Prime Minister Narendra Modi as their role model and they have a different level of trust and conviction in their own abilities to transform the country's prospects.

Businesses

Businesses are the driver of the economic growth but Prime Minister Modi has made businesses the driver of social transformation too. Today, almost all enterprises, big or small, MSME or Startup, are participating beyond their routine business activities to make government's key initiatives a success such as Swachh Bharat Abhiyan, Sanitation coverage drive, digital literacy, skill India, and by participating in 'Sansad Adarsh Gram Yojana' and adopt a village kind of

schemes. In the month of October 2018, Prime Minister Modi has launched a digital platform "Self4Society" (Main Nahi Hum) to channelize the synergies of IT professionals and organizations for the social reforms by aligning their CSR initiatives with the vision of 'New India.' On the occasion of the 'Self4Society' portal and app launch, Prime Minister Modi has said: "Every effort, however big or small, must be valued. Governments may have schemes and budgets but the success of any initiative lies in public involvement." The trend of CSR initiatives is quite old in India but the leadership vision to align these distributed energies for the country's holistic development and institutionalizing an approach to make those efforts more impactful, was missing. Other than all these moves, we have seen the magic of sense of responsibility during GST launch too, when on one hand some of the small traders were complaining about the short term discomforts which they were facing but at the same time, a majority of them were supporting government's decision to reform country's tax structure in one voice and they were saying if it is good for the long term growth of the country then we are ready to bear this short term pain. That's a huge mindset change!

Women

In New India's Mega Vision, Women have a strong economic role to play. Prime Minister Modi often says that: "India needs not just women development, but women-led development that makes women the leading force of our development trajectory." Throughout the last five years, the government machinery has worked dedicatedly to maximize women's access to education, skill development, and institutional credit. In the financial inclusion of women, Pradhan Mantri Jan Dhan Yojana has played a crucial role. Over 18 crore women, both in rural and urban parts of the country, for the first time, have access to formal banking and financial services. The MUDRA Yojana launched by PM Modi, which provide collateral-free loans has enabled women to convert their skills into entrepreneurial opportunities. Today, women constitute over 70% of MUDRA beneficiaries. And under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) 2.0, almost half of the beneficiaries enrolled are women. All these initiatives are rapidly enhancing the women's participation in the mainstream of economic growth of the country. A few days back at National Women Livelihood Meet 2019, PM Modi has called upon the members of women Self Help Groups to work hard and cooperate in eliminating the poverty from the country by 2022.

Farmers

Agriculture is the driving force of the 'New India.' Prime Minister Narendra Modi has put a target of doubling farmers' income by 2022 before the nation. In the month of September 2017, Krishi Vigyan Kendras (KVKs) of the country organized the pledge taking ceremonies to achieve this target, in 562 districts of the country, where the Central and State Governments representatives, Agricultural officers, Students and a large number of farmers have participated in each district. For the first time, we have seen such kind of ceremonies for a government's commitment. The goal of the government is to turn agriculture into a profitable enterprise and for that the whole machinery is working on a mission mode. From new technologies to crop insurance, from easier credit access to modern irrigation methods, the government is implementing a wide-ranging action plan to empower farmers throughout the complete farming cycle- from Beej to Bazaar. For the new generation of farmers, the farming is now a lucrative profession and they are ready to take the Indian agriculture sector into a new height.

The way small aspects of all government initiatives are linked to each other and yet forming a part of the larger vision of the 'New India,' it has amazed the global community too. PM Modi has set a new example before the world that if the government's intention is right and its goals are clear, then driving a mega vision of transformation with public participation and democratic spirit is possible. During the last five years, we have seen how everyone has cooperated in making some of the bold and courageous moves i.e. Demonetization, GST, Jan-Dhan, Swachh Bharat Abhiyan, Sanitation Coverage Drive, Mudra Yojana, Common Service Centres, Ujjawala Yojana, National Digital Literacy Mission, Skill India etc., a success.

From 2014, on many occasions and through his acts PM Modi has reiterated his message before all of us who are born in Independent India that: "we did not get an opportunity to die for the country but we have the opportunity to live for the country. We should dedicate our life to the nation. We should achieve something of substance for the nation. We should fulfill our responsibilities and also inspire others to accomplish their responsibilities."

A few days back, Prime Minister Narendra Modi through Twitter reached out to a cross-section of prominent people, including some key opposition leaders, and he asked them to encourage the common people to use their voting right and help in strengthening the democracy. A gesture, which no one has expected before, some opposition leaders made fun of it as they have failed to see the power of democratic spirit behind PM Modi's message.

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[Note: As of 11th May 2020, Academics4namo.com domain no longer exist]