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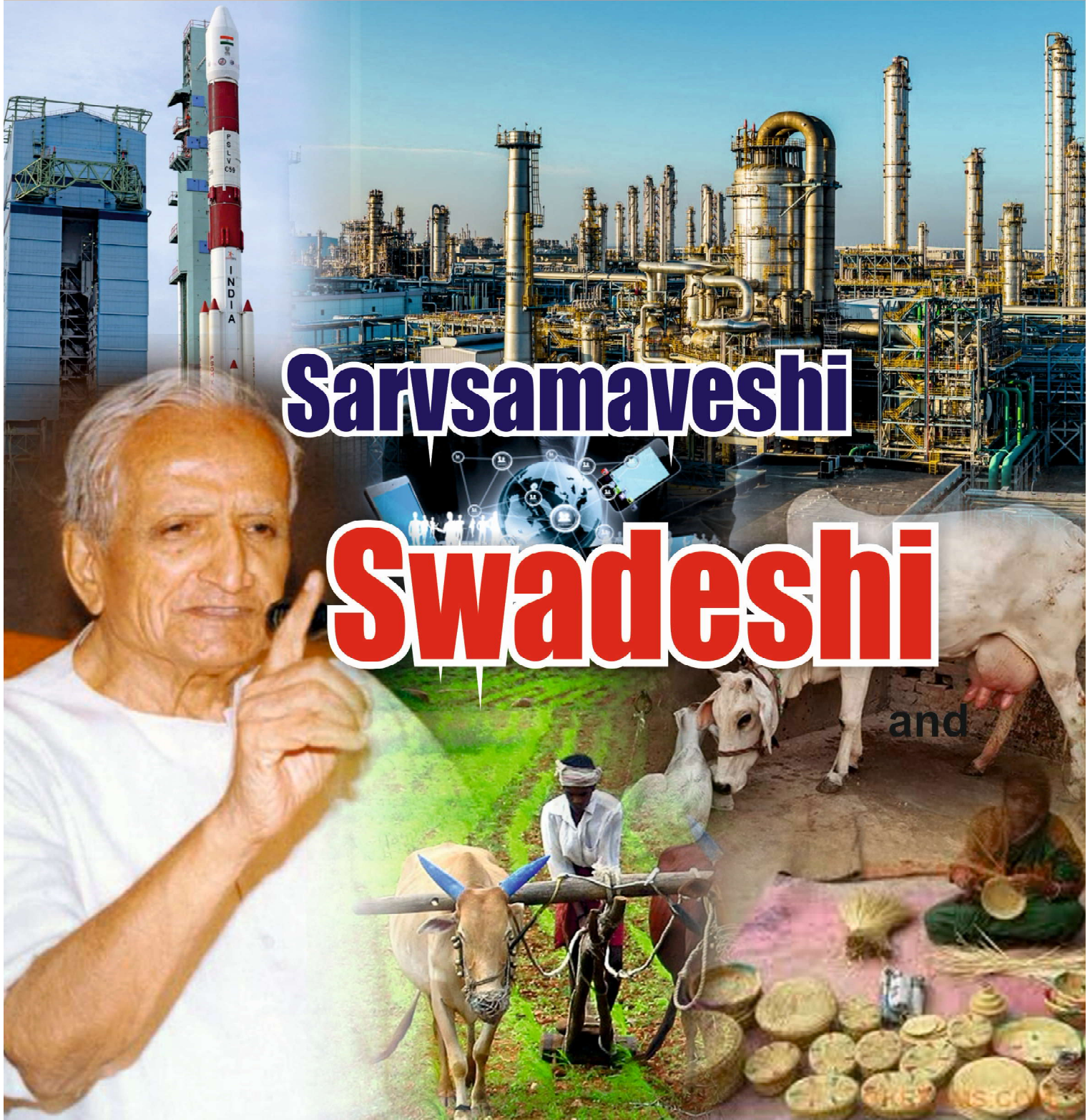
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Swadeshi

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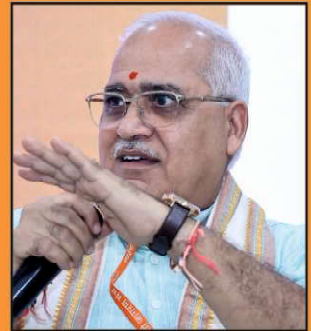
October 2025



Swadeshi Activities Central Working Committee

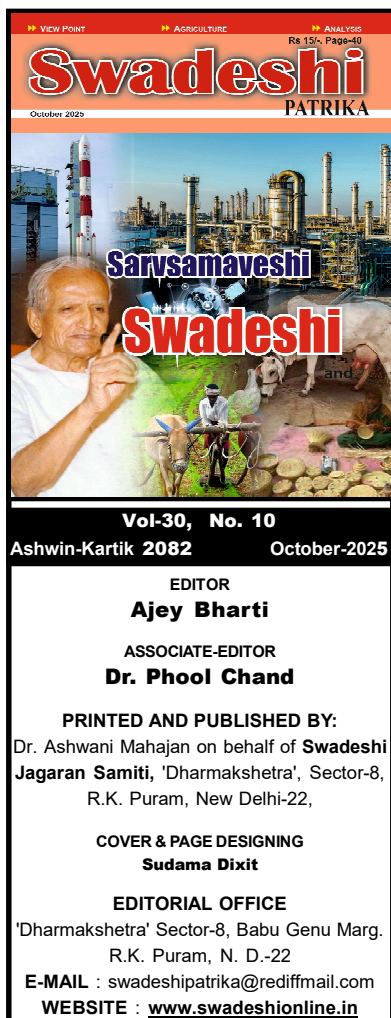
20-21 September 2025 (Hyderabad)

Pictorial Glimpses



Swadeshi Saptah, Bhopal (MP)





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How Navratri Fuels Swadeshi and Small-Scale Industries in India

Shardiya Navratri 2025, celebrated nationally from September 22 to October 2, encompasses diverse cultural practices such as Durga Puja in Bengal, dandiya and Garba dances in Gujarat and Maharashtra, and jagrans (all-night devotional singing) in North India. This widespread observance fuels a significant economic surge across sectors like retail, real estate, gold sales, hospitality, and local crafts.

Economic Impact in India – Gold prices rose over 2% in the opening days of Navratri 2025, driven by the tradition of buying gold for prosperity, benefiting jewelers and traders nationwide. Real estate sees a festive uptick with developers offering discounts, GST waivers, and special financing, pushing housing demand up by 15-20% during the season, especially in major cities. Over 2 crore pilgrims visited prominent temples in Uttar Pradesh alone, boosting pilgrimage-related spending on transport, food, accommodation, and local businesses. Local artisans and MSMEs that produce religious items, festive clothing, decorations, and handicrafts experience increased orders, promoting rural and small-scale industries.

Supporting Swadeshi and Small Industry – Navratri's cultural significance encourages consumers to favor domestically produced goods, helping traditional craftsmen and small manufacturers. This seasonal demand strengthens cash flow and employment in indigenous and micro businesses, contributing to rural prosperity and sustaining age-old crafts.

Global GDP Context in 2025 – India ranks as the 4th largest economy globally with a GDP of \$4.19 trillion, trailing behind the U.S. (\$30.5 trillion), China (\$19.23 trillion), and Germany (\$4.74 trillion). The robust domestic consumption during festivals like Navratri drives part of this growth, channeling billions through sectors integral to India's economic fabric. Thus, Shardiya Navratri acts as a powerful economic stimulant for India, boosting traditional industries and modern sectors alike, while also playing a role in the country's expanding global economic footprint.

— Vijeet Kumar, Delhi

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Quote-Unquote



"We have to decorate every home and every shop with Swadeshi. We have to free ourselves from everyday foreign goods and adopt Made in India so that the prosperity of the country can be strengthened by Swadeshi."

Narendra Modi, Prime Minister, Bharat



From protecting our skies to providing aid during natural disasters and extending assistance in times of need, IAF embodies dedication, discipline, and service to the nation.

CP Radhakrishnan, Vice-President, Bharat



Ethanol blending has transformed the balance sheets of sugar mills. If 20 percent of the earnings are reinvested in expansion, the coming generations will benefit.

Amit Shah, Home Minister, Bharat



India bears a special responsibility because many other nations-especially those of the Global South-they look to us for inspiration, and certainly in the case of the digital public infrastructure.

S. Jaishankar, External Affairs Minister, SJM

US Shutdown: Fragility of US System, Fully Exposed

While the world is currently discussing the unjustified, and anti-multilateral trade rules tariffs imposed by the US President, one important topic that remains largely undiscussed is the US government shutdown that has been ongoing since October 1, 2025 and on 4th November, this shutdown has created a new record beating the last 35 days shutdown of 2018, during last Trump administration. Since October 1, US government functioning has been virtually paralyzed, with nearly 900,000 federal employees having been furloughed, and 2 million others are made to work without pay. Only exceptions are essential services such as healthcare, health assistance, and the Transportation Security Administration. This is the 11th shutdown in US history that has resulted in a halt to government services. In the past longest shutdown occurred in 2018-19, lasting 35 days, during last Trump's tenure, though it was not a complete government shutdown. Imagine, had this happened in India, with all government establishments shut down and government employees forced to go on leave. A multitude of articles would have been written around the world, especially in the United States, criticizing the Indian Constitution and system. Yet, even such a significant incident in America is being reported in a very minimal way.

The US has two major parties: the Republican Party and the Democratic Party. It's worth noting that President Donald Trump belongs to the Republican Party. While the Republican-run House immediately initiated a funding bill, it failed to receive support in the Senate. The Democratic Party claims that health insurance subsidies (specifically those related to the Affordable Care Act) are not covered by the budget. Furthermore, Congress has complained that the presidential administration is encroaching upon Congress's powers in the budget process. Congress fears that unconditional budget approval would infringe on Congress's powers. The shutdown has not only paralyzed government operations, but also threatened the loss of food assistance, particularly the Supplemental Nutritional Aid Program (SNAP), for over 40 million people. Some departments have even secured funding from the private sector to ensure that military personnel are paid. It's worth noting that large-scale elections are scheduled in the United States on November 3, 2026. These midterm elections will see all 435 seats in the U.S. House of Representatives and 35 of the 100 seats in the U.S. Senate up for election, determining the 120th United States Congress. Twenty-nine state and territorial gubernatorial elections, as well as numerous state and local elections, will also be contested. The upcoming midterm elections in the U.S. are indeed posing a barrier to a quick or lasting resolution to the government shutdown. Political calculations are becoming more important than consensus on national interest. Instead of long-term budget proposals, politicians are prioritizing short-term extensions or continuing resolutions to avoid making tough financial decisions before the elections. In conclusion, given the deep partisan divisions and the political calculus driven by the upcoming midterm elections, it is unlikely that the US government shutdown will end anytime soon.

We must understand that continued shutdown in the United States is a symptom of deeper structural and ideological weaknesses in the American economic and political system, rather than merely an administrative failure. Such a prolonged shutdown reflects the inability of the U.S. political system to reconcile competing interests, especially between fiscal prudence and political populism. The failure to approve budgets or raise the debt ceiling (as we saw at earlier occasions) shows a fractured democracy held hostage by vested interests, where short-term political gains override long-term national priorities. Over the years we don't see any reprieve from unsustainable dependence of Western economies on debt and deficit financing. The shutdown, has exposed how the U.S. economic model has become addicted to continuous borrowing, with political leaders unwilling to face the consequences of fiscal indiscipline. Double standards of the US policy makers is fully exposed, because U.S. preaches fiscal responsibility to developing nations through institutions like the IMF and World Bank, it miserably fails to practice it domestically.

We notice that global economic imbalances are in a way linked to the hegemony of the U.S. dollar. We understand that the shutdown and repeated debt ceiling crises undermine global confidence in the U.S. financial system. This, is furthering the process of de-dollarization in the world, and strengthening of the belief in India, to build self-reliant financial mechanisms rather than depending on volatile Western economies. One can easily understand that shutdown is a byproduct of an individualistic and consumption-driven economic order that prioritizes markets over people. The suffering of ordinary U.S. citizens-government workers without pay, delayed services, and social insecurity-would be highlighted as a failure of the neoliberal state to serve its. Though western media in general and US in particular try to paint Indian institutions to be weak, shutdown demolishes that narrative, as we clearly see fragility of western economic system, and much better institutional stability in India. Despite political differences, India has never faced a similar shutdown because budget approval is treated as a matter of national responsibility, not political bargaining. In fact, U.S. shutdown is a moment of opportunity for emerging economies, particularly India, to assert a new global economic leadership based on self-reliance (Atmanirbharta), balanced trade, and cooperative federalism. When the West falters under the weight of its contradictions, India must move forward guided by its own values, not their borrowed models.

Sangh and Swadeshi: Epitome of selfhood



In the centenary year of the RSS, it's time to introspect how Panch Parivartan has been giving a boost to Swadeshi. Swadeshi Jagaran Manch is backing Modi Govt's Atmanirbhar Bharat as it seeks to reduce dependence of foreign capital and tech. The call for boycotting foreign goods was part of the Swadeshi thought process in the past also.

Dr. Ashwani Mahajan

Swadeshi became an instrument of political movement from August 1905, when formal proclamation of the Swadeshi Movement was made. The call for boycotting foreign goods became part of the Swadeshi thought process. This was a practical manifestation of the idea of Swadeshi but the original idea was far beyond boycott of foreign goods. Mahatma Gandhi believed in non-violent industrial development of Bharat. However, after Independence, the Swadeshi movement soon embraced socialism under Jawaharlal Nehru; and got into a phase where terms like 'selfreliance' emerged to discredit the private sector and move ahead with the celebration of state-led development, with nationalisation of private enterprises. The centrality of the state replaced the Swadeshi spirit of local enterprises and their vibrancy.

Sangh Opposes Nehruvian Model

Later, in early 90s, the widespread balance of payment crisis, which eventually forced opening of the economy in the 1990s, discredited the development model of 'self-reliance' and Swadeshi. Interestingly, Rashtriya Swayamsewak Sangh opposed the Nehruvian model of state sponsored, public sector led self reliance model. Sangh has equally been vocal against the globalisation model, based on excessive reliance on capital and technology of multinational companies. It's no secret that economic reforms and opening up of the economy for foreign capital, goods and services, led to severe stress for local enterprises. The new initiative of Atmanirbhar Bharat from 2020, has had full support of Swadeshi Jagaran Manch (SJM), so far as it is aimed at reducing dependence on and domination of foreign capital and technology.

It's important to understand that the efforts towards self-reliance between 1950 and 1990 were marred with a major problem of minimised role of private sector and individual initiative, which was the major cause of losing international



competitiveness. However, the policies of liberalisation, privatisation and globalisation, LPG, also couldn't do much to make the Bharatiya industrial sector develop, due to excessive reliance on foreign capital and premature opening up of the economy. These policies were vehemently opposed by the Swadeshi Movement of the 1990s onward led by SJM.

In the centenary year of the Rashtriya Swayamsevak Sangh, one of the five key points for social change, called the Panch Parivartan (five transformations), is 'Swadeshi', apart from four others, say 'Samarasta' or harmony, environment, 'Kutumb Prabodhan' that is family values, and 'Nagrik Kartavya' or civic duty have been identified for social change.

The Rashtriya Swayamsevak Sangh has played a unique role in nurturing and propagating the Swadeshi ideology over the past 100 years. Its understanding of Swadeshi has never been limited to economic self-reliance; rather, for the Sangh, Swadeshi has been viewed as a civilisational ethos rooted in India's culture, tradition, and values.

The Rashtriya Swayamsevak Sangh was founded at a time when the Swadeshi movement had already gained momentum as part of the freedom struggle. However, for the Sangh, Swadeshi meant not only boycotting foreign goods but also reviving indigenous industries, rural crafts, agriculture, and cultural pride.

Dr Hedgewar believed that for national resurgence, along with political independence, strengthening society through self-reliance in economy and ideas is also essential. In other words, the Sangh has, from its inception, advocated for the boycott of foreign goods as well as

widespread Swadeshi for the nation's revival.

When the Swadeshi Jagran Manch was founded under the leadership of Dattopant Thengadi ji, inspired by the Rashtriya Swayamsevak Sangh, in response to the issues arising from the resurgence of imperialistic powers, three dimensions were added to the Manch's work. The first dimension was public awareness, which focused on issues of creating awareness about indigenous goods, local products, and foreign threats.

The second dimension of Swadeshi was agitation. The Swadeshi Jagran Manch organised several movements to maintain Bharat's economic independence and sovereignty. Initially, the Swadeshi Jagran Manch launched a nationwide movement against the Dunkel Draft to protect the country's interests in the context of agreements under the GATT. This was followed by a '*Matsya Yatra*' to protest against deep-sea fishing by trawlers owned by foreign companies (and the resulting threat to small fishermen). Following this, a 107-kilometer-long padayatra was organised from Wardha to Alkabar to protest against the mechanised slaughterhouse at Alkabar. During its 34 years of existence, the Swadeshi Jagran Manch has organised numerous campaigns and movements, most of which have been successful.

The third dimension of the Swadeshi Jagran Manch's work has been constructive work. It is organising Swadeshi fairs to promote small industries, especially cottage industries, and the skills of artisans. and providing small loans to help economically weaker women to start their small businesses.

Even after Independence, the Sangh held a clear position that political independence was meaningless without economic self-reliance, that is, Swadeshi. The Sangh always opposed excessive dependence on Western models of development and emphasised that India should protect its traditional strengths in agriculture, small-scale industries, and a community-based economy; and develop its indigenous technologies. During the era of the Green Revolution and industrialisation, the Sangh believed that excessive dependence on foreign technology and capital could harm Bharat's self-reliance. This stand of the Sangh was vindicated, when dependence on foreign capital and technology began to hinder Bharat's development.

With economic liberalisation in 1991, the Swadeshi Jagran Manch and the Swadeshi movement, inspired by the Sangh, launched a nationwide public awareness campaign about the dangers of economic imperialism, through multinational corporations and globalisation.

The Swadeshi Jagran Manch's goals were:

- Promoting self-reliant economic policies.
- Opposing indiscriminate foreign investment.
- Strengthening small-scale and cottage industries, agriculture, and agriculture, including khadi-based industries.
- Protecting farmers, small traders and traditional businesses from global competition.

SJM consistently campaigned against World Trade Organisation (WTO) agreements, Foreign Direct Investment (FDI) in the retail sector and intellectual property regimes

[Continued on page no. 15]

When Tariffs Target Windows, the World Loses Access

For a long time, tariffs served as a crude means to protect jobs at home or punish competitors. Steel, soybeans, and textiles are the most common things that cause tariff disputes. But what if the next front in the trade war was in our digital lives instead of on the farm or in the factory? What if Washington decided to impose tariffs on Windows, the operating system made by Microsoft? This has not yet occurred. To date, the Trump administration has only imposed tariffs on tangible goods. However, taxing an operating system alone begs the more important question: what will happen to developing nations if digital infrastructure is used as leverage in geopolitical conflicts? Tariffs on Microsoft OS could lead to a slight price increase in the US or Europe—annoying, but not particularly crippling. However, these tariffs could have disastrous effects on businesses and consumers in developing nations. Consider that a laptop is already a substantial investment in many Latin American, South Asian, and African nations. The cost of joining the digital economy rises when you include a tariff-driven increase in the price of Windows licenses. It's possible that students won't have the money for computers with genuine operating systems. Small businesses may completely postpone digitisation. Plans for modernisation may stall for governments that are always short on resources. The outcome? a growing digital divide in which everyone else is left behind while the wealthy can afford safe, modern systems.



Tariffs on necessary software would be a barrier across the digital highway in developing nations, not a small annoyance. Everyone else would be left stranded while the elites continued to drive.

Annu Kumari

The WTO's Moratorium and Blind Spot

For a world of tangible goods, the World Trade Organisation was created. The WTO's regulations on digital trade are still unclear, but tariffs on automobiles and agricultural goods are strictly regulated. Members have been exempted from customs duties on electronic transmissions for 20 years, thereby avoiding tariffs on



cloud services, software downloads, and digital commerce. This moratorium, however, is temporary. At each WTO Ministerial Conference, it must be renewed. The moratorium barely survived the 13th Ministerial Conference (MC13) in Abu Dhabi in 2024. India and South Africa were at the forefront of the push by several developing countries to end it. Their quarrel? The moratorium disproportionately benefits Big Tech companies in the Global North while depriving developing countries of potential tariff revenues. India's position is especially noteworthy as it made the case at the WTO that developing nations should continue to have the authority to levy taxes on digital imports. The conflict highlights a broader conflict: developing nations seek both open markets for their own tech competitors and policy latitude to control digital flows.

Exclusionism vs. Protectionism

The cruel twist is that weak domestic industries would not be shielded by tariffs on the Microsoft OS. Instead, they would defend privilege. Wealthy elites and large corporations would still purchase legitimate licenses in developing economies. They always do. Small business owners, educational institutions, non-governmental organisations, and private citizens would all be negatively impacted. Tariffs would stifle innovation at the local level, where digital transformation has the most potential to promote inclusive growth, rather than encouraging it. This isn't really protectionism. Simply put, it is exclusionism.

Tariffs, however, also create opportunities even when they erect obstacles. Zoho, the Indian software behemoth renowned for its afford-

able suite of cloud-based business tools, is one organisation keeping a close eye on these developments. In contrast to Microsoft, which controls the market with its desktop operating system, Zoho has centred its brand on accessibility, affordability, and local relevance. For companies and organisations in developing nations that are unable to pay Microsoft's licensing fees, its software suite provides an alternative. Zoho stands to gain if tariffs ever raise the price of Microsoft's products. At a lower cost and without the licensing hassles of Microsoft's ecosystem, governments could implement Zoho's enterprise solutions, small businesses could use its office suite, and schools could use its educational tools. The South-South digital economy represents a significant geopolitical shift, further highlighted by Zoho's rise. Western businesses have controlled the software market for many years. However, as Latin America, Africa, and India develop their own tech ecosystems, companies like Zoho may end up serving as the mainstay of digital expansion outside of the West.

Local Innovation & Open Source

Tariffs on Microsoft may also hasten a long-overdue discussion about alternatives. Linux and other open-source operating systems are safe, free, and getting easier to use. Although they are widely utilised in servers, cloud computing, and government systems, they continue to hold a niche in consumer markets. A tariff crisis could serve as a springboard for developing nations to encourage the widespread adoption of open-source software. They could increase local capacity, support domestic innovation, and protect themselves from geopolitical trade shocks by lowering their reli-

The issue of whether tariffs on digital goods are feasible has been resolved. It concerns whether we let trade wars determine who is allowed to engage in the digital economy of the twenty-first century and who is left behind for good.

ance on expensive proprietary systems. It wouldn't be simple. Adoption of open-source necessitates infrastructure, training, and a cultural shift. However, it may be more sustainable in the long run than holding onto a monopoly ecosystem that is susceptible to tariff wars.

The Bottom Line

Microsoft OS may never be subject to tariffs from the Trump administration. However, the hypothetical highlights a more significant reality: the regulations governing international trade are woefully out of step with the realities of the digital age. Tariffs on necessary software would be a barrier across the digital highway in developing nations, not a small annoyance. Everyone else would be left stranded while the elites continued to drive. Challengers like Zoho need to scale up, Microsoft needs to step up, and the WTO needs to catch up. The issue of whether tariffs on digital goods are feasible has been resolved. It concerns whether we let trade wars determine who is allowed to engage in the digital economy of the twenty-first century and who is left behind for good. □□

The Author is Assistant Professor, Sri Aurobindo College (Evening), University of Delhi

Thank You, Mr. President

The Swadeshi movement is more than a century old. The contemporary civilization keeps moderating the formats of swadeshi ideology. The swadeshi practices during the initial and final phases of the last century differed significantly.

The international organizations, starting from ITO (International Trade Organization), followed by GATT (General Agreement on Tariffs and Trade), and later WTO (World Trade Organization), were like substituting the bottles for the exact old wine. The issues of ITO, GATT, and WTO, of course, have been continually evolving. But the outcomes were unfavourable, primarily to developing countries. It's like changing the nameplate without changing the occupant's behaviour. These trade policies, masked as a saviour of humanity, actually weakened humanity. The WTO as an institution still exists, but who cares? The economic profile of countries has changed. The agriculture-based economy of yesterday has evolved into today's export-based economy.

The composition of the economy has been in a state of constant change. It has shifted from a majority contribution from agriculture and minerals to manufactured goods and services, and today it's mainly about internet-based activities, including purchasing, education, health services, banking, election campaigning, and more.

The internet-based economic activities and the essential daily activities created an opportunity for data-based research. The data of the internet created a path beyond empirical and analytical research. It paved the way for artificial intelligence, artificial general intelligence, and numerous other variants, including machine learning and deep learning. The internet-based companies that provided free services earned a lot from such research firms, and the end-user consumer remained ignorant about the impact of their personal data being created and used to influence their individual mind, their particular lifestyle, their original eating, dressing, family, and entertainment habits. The owners of such data created an ecosystem where one individual attempted to control the whole civilization. But the data are everywhere, and so are such companies. An individual or a company can't succeed in maintaining the entire civilization, and the stakeholders have accepted this fact. From this acceptance comes the hope that it's not about the best will survive, but those that are sustainable will only survive.

When it's about sustainability, then it's about the sustainability of the environment, climate, human population, varieties of species, including flora and fauna. It's about the sustainability of knowledge and civilization. The knowledge that is running the economy today, i.e., the knowledge economy itself, is unsustainable today. This is because the shelf life of knowledge itself is diminishing. Facebook killed Orkut, the X or Twitter damaged the businesses of media houses, YouTube strained the movie industry, and many more disruptions have happened in various sectors of the economy.

But again, the proper knowledge is always sustainable. True knowledge of the economy fosters a sustainable economy, adequate understanding of medicine



Mr. President, be grateful that all the political leaders, all the political parties, and the ordinary citizens of our country are in rhythm with the swadeshi practices.

Alok Singh

leads to sustainable health practices, and accurate knowledge of entertainment brings genuine happiness, rather than the artificial, joyless replica of joy. The shelf life of real is lengthier than that of synthetic, which is, at maximum, spontaneous.

The original pyramid of civilization is one in which the dharma controls society, society controls the political establishment, and the political establishment controls the economy. But over a period of time, the economy started controlling political establishments, political establishments started controlling society, and society started controlling dharma. The latest arrivals are of big technology companies that control the economy.

The 2024 United States Presidential election demonstrates this dangerous pyramid. The prominent technology company Tesla attempted to influence the president of the world's most powerful country and wealthiest economy. The president of the United States dared to checkmate the big technology company.

So, we should be thankful to President Trump. We should be grateful to Mr. President for providing an opportunity for our indigenous electric vehicles ecosystem to stand on its own feet.

The just imagination of cheap Tesla cars flooding our domestic market and following the money-burning practices would have demanded an enormous awareness campaign to convince our electric vehicle buyers to buy the indigenous brands. We are still struggling to cope up with foreign e-commerce companies that damage our economy by tax theft, damage our Micro Small and Medium Enterprises MSMEs by following money burning business models, damage our



taste for festivals and entertainment, and damage our cultural heritage, damage our food and other life styles, damage our hard and soft power by using our personal data for training their machines and algorithms.

Major technology companies, including Alphabet, Google, Meta, Amazon, and Walmart, along with emerging technologies such as artificial intelligence, have challenged the power of the democratically elected president of the United States of America.

The US president must demonstrate that a democratically elected leader, with a fixed tenure, holds more power than these technology companies. Consequently, the president had no choice but to create the wealthiest person on earth. The technology of blockchain business in general and cryptocurrency in particular provided an opportunity to accomplish the purpose of clipping the wings of Alphabet, Google, Meta, Amazon, Walmart, and others.

Mr. President should be commended for not distinguishing between American and non-American companies controlling the civilization. He wishes to make America Great Again. The first step is to empower democratically elected leaders over the money-printing owners of big

technology companies.

Contemporary big technology companies, along with financial engineering and fintech, do not allow any new idea or company to grow and stand on its own. The loss of Flipkart to foreign hands reflects this.

We should be thankful to President Trump as he has immunized many countries from the repercussions of violating the rules and regulations of the WTO. It is a blunt announcement that no one cares about the WTO. Mr. President, we thank you for providing a clean slate to all countries, enabling them to revise their trade policies. Mr. President, be thankful that homegrown companies like Zoho are being welcomed by all, including those who previously criticized our talents and policies. Mr. President, be grateful that all the political leaders, all the political parties, and the ordinary citizens of our country are in rhythm with the swadeshi practices.

Mr. President truly deserves the Nobel prize if he succeeds in setting the pyramid right, i.e., society should control politicians, and politicians should control the economy. The knowledge should have a sacred place that is not associated with the act of printing money. □□

(Alok Singh has a doctorate in management from the Indian Institute of Management Indore and is a promoter of Transition Research Consultancy for Policy and Management.)

The Politics and Pride of India's Digital Self-Reliance

The recent announcement by India's Union Minister of Home Amit Shah on X (formerly Twitter) about his switch to Zoho Mail wasn't just any ordinary administrative Update. It was more of an act of resistance and pride in the face of imperious decisions taken by the US administration recently. Home Minister Shah was not alone in this initiative, several other Ministers, such as IT Minister Ashwini Vaishnaw, Education Minister Dharmendra Pradhan and Industry Minister Piyush Goyal voiced similar opinions.

This initiative, by the Indian Ministers, falls in line with Prime Minister Narendra Modi's call for Atmanirbhar Bharat, as was clear during his 12th consecutive Independence Day speech from the Red Fort. The word 'self-reliance' or 'self-reliant' was mentioned 20 times during the Prime Minister's Independence Day speech, while he used the word 'Swadeshi' 2 times. The number of times PM Modi used these words was in stark contrast to his previous Independence Day Speeches, where these words found little to no mentions (self-reliance/self-reliant were used 5 times during his 2024 I-Day Speech, while in 2023 it wasn't used at all).

The notable increase in the number of mentions of these words clarifies the seriousness of this government's objective of achieving self-reliance. During his 103-minute-long address to the nation (his longest ever from the ramparts of Red Fort), Prime Minister emphasised that a self-reliant Bharat is the bedrock of a Viksit Bharat and the call of Swadeshi should never come from a place of desperation but of strength. In the same speech, he had exhorted the countrymen, youth especially, about building our own social media and or any other platform where we are still dependent on others.



The recent rise in tension with the US has surprisingly stirred up the debate of Swadeshi among the ordinary Indians.
Dhruv Jha



Founded in 1996 by Sridhar Vembu and Tony Thomas as AdventNet, it changed its name to Zoho Corporation in 2009. Simply put, the Chennai-headquartered Zoho is a software company that mainly provides business organisations with an ecosystem of business tools for their streamlined functioning. It offers everything from email to document editing to finance and HR. Arattai, an instant messaging application that has recently become the talk of the town, is also a product of Zoho. Though launched in 2021, Arattai (which means banter in the Tamil language) recently got the required impetus thanks to the Indian government's push for self-reliance in every domain of an individual's life. As per the report published by the Market Intelligence firm Sensor Tower, till August, its downloads were even less than 10,000. But recently, its downloads have witnessed a sharp surge, crossing the 7 million mark.

Additionally, on October 3, the Union Ministry of Education, through an order, encouraged the officials to use the Zoho Suite. It added that this is in alignment with the Indian government's broader vision of building a self-reliant ecosystem in technology, hardware, and software solutions.

In light of the recent push by the Indian Government, Arattai is being touted as a home-grown challenger to Meta-owned WhatsApp, which has more than 500 million users in the country. For some Indians, Arattai came as a beacon of hope, a pride and an assertion of digital sovereignty. Using a homegrown swadeshi product, which they think is capable of taking on foreign tech giants, is their

way of contributing to the Prime Minister's vision of Self-reliance. Especially after the recent tensions with the US over Trade, the call for Swadeshi has become even more profound. Because for an ordinary citizen, it is not just about signing in on a new messaging platform, it's something way bigger than that. For them, it's a step towards Atmanirbhar Bharat.

On expected lines, there was a section within the society that started ridiculing these sentiments by terming the platform as a primitive & obsolete version of global platforms. Though some of the observations, like the absence of End-to-End encryption in text messages and others may not be unfounded. But this in no way should imply that India is incapable of building such platforms that have the potential to take on global giants. In fact, India has proved its mettle in the digital landscape by pioneering platforms such as UPI, which has completely transformed the way transactions are done. It has won praise worldwide and has set a benchmark even for the developed nations.

Such criticism not only brings down the morale of the users at large but also kills the aspirations of the innovators who want to experiment and create. Every single innovation or platform begins with an imperfect version of itself, it becomes better by revisions, feedback and support. If we continue to ridicule and dismiss homegrown initiatives prematurely, then it might discourage an entire generation of innovators and entrepreneurs from taking bold steps in the future. Rather, we should be the ones providing constructive criticism, feedback on how they can improve, because

then only we will be able to turn the potential into real progress and move forward to attain self-reliance. No nation can become self-reliant overnight, it needs decades of relentless efforts from every section of society and this is what India also requires. It is a process that requires steadfast belief, resilience and a conducive ecosystem to create and experiment.

The recent rise in tension with the US has surprisingly stirred up the debate of Swadeshi among the ordinary Indians. Be it his claims about the imaginary mediation during Operation Sindoor or the comments by his commerce secretary Edward Lutnick predicting that India will soon apologise and negotiate the Trade deal with the US, nothing has gone unnoticed. All of this has triggered a sense of national pride and realisation that the dependency on others can tremendously weaken the negotiating power of the country. And when people see the Ministers leading the way to adopt homegrown alternatives, it not only provides visibility but also credibility as well. Such initiatives send a clear message to all that India's technological future will not be in the hands of people sitting abroad but will be built at home.

This is exactly what was reflected in Home Minister Shah's recent announcement, where he ended the post with the phrase 'thank you for your attention to this matter', a phrase that is often used by US President Trump on his social media platform Truth. □□

The writer is a communications strategist and a Freelance writer with expertise in political communication and geopolitical developments.

Amma and her mission boundless love for humanity and a global spiritual light



A super-specialty hospital with 1,100 beds in Kochi, Kerala. Another, located 2,500 km away in Faridabad, Haryana, with 2,600 beds, in a massive 3.6 million square feet structure. Free medical care, heart and brain surgeries for more than 4 million people who wouldn't afford it. And for others, for what they can afford to pay.

A government project or corporate charity? No.

A pension scheme for widows and destitutes now benefitting 1,00,000 families and counting. A state welfare scheme? No. A free meal scheme for 10 million annually. A public welfare scheme? No. Over 47,000 houses built and given to the homeless, and racing to-

wards a target of 1,00,000 houses. A housing scheme of any government, state, or Union? No.

Over 80 schools, colleges, and institutions of excellence with 4,100 teachers and 86,000 students, with a scholarship scheme benefitting 50,000 students across India. A big corporate CSR project? No.



Her divinity has transformed the lives of millions of people of all races, countries, and religions. Her love, rooted in ancient Bharat's Sanatana Dharma, transcends all divides and harmonises all humans she touches.
S. Gurumurthy

An aggregate of \$75 million for disaster relief for 2001 Gujarat Earth Quake, 2004 Tsunami, Katrina Hurricane, 2005 Gujarat Flood, 2005 Maharashtra Flood, 2008 Bihar Flood, 2009 Cyclone Ala, 2010 Haiti Earth Quake, 2011 Tohoku Earth Quake, Tsunami, 2013 North India floods, 2013 Typhoon Haiyan, 2014 Pakistan India floods, 2015 Nepal Earth Quake 2015 South Indian floods 2016 the Puttingal Temple fire 2017 Hurricane Maria 2017

Cyclone Ockhi 2018 Kerala floods, 2019 Kerala floods. Any multilateral agency relief programme? No.

A Rs 100 crore donation to the Swachh Bharat Mission of the Indian Prime Minister, Narendra Modi. Any billionaire's philanthropy? No.

This massive work is only the headline of the humanitarian services of Mata Amritanandamayi Math, whose body and soul is "Amma", as Mata Amritanandamayi is reverently called by millions.

The postal address of the international headquarters of the Math is not in any posh building in any metropolis. It is in Vallikkavu, a small hamlet in Kerala. An island of just 80 acres surrounded by the sea and backwaters. How come a village is the international headquarters of massive humanitarian services worldwide, spanning the Americas, Africa, Europe, Asia, and Australia?

That is the birthplace of Sudhamani, a simple, smiling girl from the fishing community in that small patch of land disconnected from modernity, who emerged, through decades of penance and boundless love for humanity, as the Hugging Saint and as a global spiritual light. It is she who powers this monumental movement of spirituality and service.

Vallikkavu was where the little-known Sudhamani was born and now lives as the famous Amma. She never shifted out to any more accessible, comfortable, or famous place. Living where she was born, where she crawled, played, and also suffered ill-treatment because the ignorant around her could not understand the mystic in her, her life has been an open book from birth until now.

The size of her massive humanitarian services pales into insignificance compared to the magnitude of the alienated, suffering, and depressed humanity needing love that she has hugged and reconnected to their spiritual roots. Artificial Intelligence estimates she has hugged and comforted over 40 million people. Her divinity has transformed the lives of millions of people of all races, countries, and religions. Her love, rooted in ancient Bharat's Sanatana Dharma, transcends all divides and harmonises all humans she touches.

Thanks to Swargiya P Parameshwaranji, one of the tallest intellectuals of Kerala and the President of Vivekananda Kendra, I had my first darshan of Amma almost three decades ago. After that, I had her unfailing grace and guidance. She immensely supported my effort to bring all Hindu spiritual and service organisations together to showcase their services and promote the environment, respect for parents, elders, and women through samskaras inherent in the Hindu way of life.

As my interactions with Amma became increasingly intense, I realised, to my shock, that she was a spiritual master and more. I had heard that her understanding of structural engineering would awe

the architects and engineers building her massive hospitals and centres of excellence, and her intricate knowledge of science would floor the researchers in her nanoscience laboratories.

However, personally, I was stunned when she explained to me one night, till late hours, the entire gamut of the finances of the organisation, its income and expenditure, depreciation, cash surplus, current and future plans, and its budget with numbers at her fingertips! The vastness of knowledge is neither acquired nor acquirable. It is beyond human. It is cosmic.

Amma is a divine mystic. A phenomenon beyond comprehension. A question came to mind. Does she sleep at all? If she does, when? I asked a Sanyasi disciple

close to her. He told me, "I don't know. One day, I got up at midnight. I saw her moving around the Ashram. Another day, I got up at 2 am. I saw her walking around. Another day at 4 am. She was around." She is the sentinel of the Ashram and the society – always awake within and outside.

Sri Krishna said in the Bhagwat Gita:

या निशा सर्वभूतानां तस्यां जागर्ति संयमी।

यस्यां जाग्रति भूतानि सा निशा पश्यतो मुनेः॥

It means: That which is, night to all beings, in it the sage is awake; where all beings are awake, that is the night for the sage who sees. That is what Amma is. □□

S Gurumurthy - Editor, Thuglak Tamil Magazine, Chairman, Vivekananda International Foundation Strategic Think Tank.
<https://www.newindianexpress.com/opinions/columns/s-gurumurthy/2025/Sep/26/amma-and-her-mission-boundless-love-for-humanity-a-global-spiritual-light>

[Continued from page no. 7]

Sangh and Swadeshi: Epitome of selfhood

that harmed Bharat's interests. The Sangh articulated Swadeshi not only as an economic idea, but also as a cultural and spiritual one. Deendayal Upadhyaya's Integral Humanism (1965), a fundamental philosophy espoused by the Sangh, links Swadeshi to holistic human development rooted in Bharatiya ethos. In contrast to consumerist globalisation, Swadeshi is seen as a way to preserve family, community, and environmentally friendly lifestyles.

For a long time, the Sangh has been striving for a self-reliant India, which resonates with Swadeshi principles. Local production and consumption chains (farm-to-market, khadi, and village industries) are

at the core of the Sangh's thinking. Sangh firmly believes that technological innovation should be based on Indian needs rather than imported models. GDP growth is not important in itself; growth must be balanced with sustainable development, ecology, and tradition. This means that GDP growth must be accompanied by environmental balance, while simultaneously preserving traditions and reducing economic disparities. In recent years, union-affiliated organisations have protested the excessive reliance on imports from China, calling for boycott movements and strengthening indigenous alternatives. □□

<https://organiser.org/2025/10/08/319948/bharat/sangh-and-swadeshi-epitome-of-selfhood/>

Rewinding the Voice of the Voiceless



No foreign conspiracy should dare to intimidate the country and its integrity and sovereignty of Bharat. Not just our security forces, the whole of the country must understand the deep-rooted stratagem in destabilising our motherland, Bharat Mata. Those who are accomplice to such conspiracies, must be severely punished as traitors.
Vinod Johri

When the layers of recent violent agitation in Leh, Ladakh are peeling off, the Central Investigation Agencies have found foreign conspiracies through funding the perpetrators of unrest in Leh. Whether the outcome of the investigations may be publicly disclosed, will always remain a question loaded with diplomatic expediencies and public interest and the larger interest of the country.

Before we discuss Leh violence led by Sonam Wangchuk, an activist on agitation for quite long time, we should know the background of Chinese aggression in Tibet and Ladakh. Who else will be interested in unrest in Ladakh for its strategic interest?

China is in illegal occupation of approximately 38,000 square kilometers of territory in India's Union Territory of Ladakh, according to the Government of India Ministry of External Affairs. This disputed area is known as the Aksai Chin region, and it has been under Chinese control for decades. In addition to the 38,000 sq. km of Aksai Chin, China illegally acquired another 5,180 sq. km of Indian territory through the 1963 China-Pakistan "Boundary Agreement," which India does not recognize. The border remains undemarcated, and disputes persist over the Line of Actual Control (LAC). The bulk of the territory of Aksai Chin, around 38,000 sq km, was seized by China following the 1962 Sino-Indian War. In total, India asserts that China illegally occupies more than 43,000 sq km of its land in the Ladakh region.

I had an occasion to tour Ladakh and drive from Leh to Pangong Tso about two years ago and stay in Nubra Valley overnight and travel along the river Shayok which passes on from Ladakh to Pakistan occupied Kashmir. It was a tough drive on boulders as the highways were under construction. Thus, I was



travelling close to Jinjiang, old Sinkiang and POK. I could not go to Chushul, the nearest army post to China. I was told by the local people and driver that it would be the hazardous drive up to Chushul. This brought me close to local people's miseries, atrocities and extreme violence faced by them by virtue of the Chinese army incursions up to Nubra valley and earlier the marauders from Pakistan in 1947-1948 there. I travelled across Khardungla pass and Changla Pass, both under snow fall and rains at that time.

None else than Dalai Lama in his memoir can describe the events of those times more authentically. So, I thought that some contents of his book 'Voice of the Voiceless' should be brought to the notice of the esteemed and avid readers. His memoirs are presented honestly. Peeping into the past helps understand and helps address the issues and disputes more comprehensively and pragmatically.

The then Prime Minister Shri Jawahar Lal Nehru agreed with Dalai Lama that it was useless to fight against the Chinese (at that time). He was emphatic, however, that Bharat could not support us and said that the Dalai Lama should go back to his country and try to work with the Chinese on the basis of Seventeen-point Agreement. When the Dalai Lama protested that the Chinese authorities had broken his trust and that he did not believe that the agreement was workable any longer, Shri Jawahar Lal Nehru said he would speak personally to the Chinese Premier Zhao Enlai. At one of the Dalai Lama's meetings with Shri Jawahar Lal Nehru, he actually brought a copy of the agreement in his hand. Going through it point by point, he demonstrated

how it could be the basis for a genuine model of autonomy and self-rule. Nehruji reported on his own conversations with Zhao Enlai and especially the unambiguous assurance Zhou had given him with respect to the autonomy of Tibet within the People's Republic of China.

Even though Nehruji had not been able to come to the capital, he did end up putting a foot on Tibetan soil on his way to and back from Bhutan, which he visited in September 1958. He spent a night at Yadong, the very town where the Dalai Lama had fled in the 1950 when the Chinese communist army invaded from the eastern Tibet. A high-level Tibetan delegation was sent to formally welcome the Prime Minister and his daughter Indira Gandhi when they arrived. It was during this visit to Bhutan that Nehruji gave a strong assurance that it was Bharat's wish to see Bhutan remain an independent country, with its own people choosing their own way of life and taking a path of progress according to their own will. This contrast between how Bhutan's giant neighbour Bharat was treating it and how Tibet was being treated at that very moment by our giant neighbour to the east was, of course, too painfully striking to miss.

The cost of the conquest of Tibet for Tibetan nation and its people was obvious. But it is worth thinking more broadly about the geopolitical effects in the region. To begin with, for the first time in the history, the world's two most populated nations had a long border that had to be increasingly militarised. Up until the invasion of the Tibet, there was only an Bharat-Tibetan border, and no such thing as Bharat-Chinese border. In his letter to the Prime Minister Shri Jawahar

At one of the Dalai Lama's meetings with Sh. J.L. Nehru, he actually brought a copy of the agreement in his hand. Going through it point by point, he demonstrated how it could be the basis for a genuine model of autonomy and self-rule.

Lal Nehru on November 7, 1950, shortly before his death, India's Deputy Prime Minister Sardar Ballabh Patel lamented 'the expansion of China almost up to our gates. Throughout history, we have seldom worried about our North-East Frontier. The Himalayas have been regarded as an impenetrable barrier against any threat from the north. We had friendly Tibet which gave us no trouble'.

Just as Sardar Ballabh Patel worried, there was a Sino-Indian war in 1962, followed by another conflict in 1967. Sardar Ballabh Bhai Patel was more of a realist and pragmatist. Shri Jawahar Lal Nehru was worried about the world becoming too polarised between the North Atlantic Treaty Organisation (NATO) and the Warsaw Pact and, economically, between the north and the south. His dream of a non-aligned collaboration led to the signing of the Panchsheel Agreement, literally 'five principles agreement' between Bharat and China in 1954 - which set out a plan for mutual respect for each other's territorial integrity, mutual non-aggression, non-interference in each other's

er's internal affairs, equality and mutual benefit, and peaceful coexistence. In brief, the invasion and the forcible occupation of Tibet had created long term instability on the Tibetan Plateau affecting a host of nations that traditionally relied on peace at their northern border – Bharat, Nepal, Bhutan and Myanmar. It is with this concern for peace and security in Asia in mind that the Dalai Lama later made the suggestion in his five-point piece plan of September 1987, that the Tibetan plateau be turned into a demilitarized buffer zone between Asia's two largest military powers.

Ecologically speaking the Tibetan Plateau houses the source of many of the Asia's greatest rivers including the Yarland Tsangpo (Brahmaputra), the Senge Khabab (Indus) which flow southwards and Dzachu (Mekong), Machu (Yellow River) and Driчу (Yangtze) which run east. The Communist Chinese occupation of Tibet has had a devastating effect on the health of these rivers with significant environmental consequences to many countries in Asia. In the future too, unless responsible custodianship of the sources of these major rivers is ensured, there may be significant conflicts in connection with the access to water, indispensable for the survival of the hundreds of millions of people in Bharat, Pakistan, Bangladesh, Myanmar, Laos, Thailand, Vietnam and Cambodia. Some environmental specialists refer to the Tibetan Plateau as the third pole to add to the north and south poles for the reasons including it being the largest repository of fresh water. In addition, the ecosystem of the plateau plays a crucial role in the regulation of the monsoon across South Asia.

Historically, with our cultural

and religious practises that emphasise living in harmony with the nature, the Tibet's natural environment, including flora and fauna, had never suffered excessive abuse at the hands of the human inhabitants of the vast plateau. Very worryingly, there were many reports that Communist China had installed nuclear missiles in a high altitude of the Tibetan plateau. Setting aside the implications for regional and international stability, the risk of the leaks of the mistakes carries a devastating threat to the fragile ecology. Were the waters of the rivers to be polluted, the destructive impact of the lives of many millions dependent on these rivers cannot be calculated.

When you take all these issues together, the militarization of the Tibetan plateau, which includes the stationing of nuclear weapons; an increasing security face-off between the two of the Asia's largest armies across more than three thousand kilometres of border, of which some crucial parts remain disputed; and ecological destruction of the plateau through the deforestation and extensive mining, as well as unpredictable management of the sources of some of the Asia's greatest rivers on whom the livelihoods of hundreds of millions depend - the invasion of Tibet has been truly tragic, not just for Tibetans but for the whole of the humanity too. It is the tragedy of historic proportions whose destructive fallout will continue to reverberate through the centuries.

Had Tibet been able to remain free, these geological and ecological problems would not exist. This is the plain truth¹.

Volumes have been written on Bharat – China wars by the

Army Generals and the Historians.

In the fall of 1962, not long before the onset of winter, the danger, Gyalo Thondup had been warning Bharat about for almost a decade, finally came to pass. The Chinese army attacked Bharatiya troops high in the mountains along the disputed borders of Aksai Chin and the North-East frontier agency, presently Arunachal Pradesh. The war did not last long. The Bharatiya forces were roundly defeated and badly humiliated. The Chinese troops quickly withdrew. The Indian Defence Minister Krishna Menon was forced to resign and the country's national defence forces began a thorough reorganisation. Nehru's stalwart efforts to appease the Chinese bending over backwards to please them, had come to naught. The Panchsheel Treaty was null and wide, and the days of Chinese-Indian Brotherhood were over. Nehruji's rosy view of China had been an illusion. His policy of non-alignment had failed. The American strategy of provoking conflict between the two giants had worked².

No foreign conspiracy should dare to intimidate the country and its integrity and sovereignty of Bharat. Not just our security forces, the whole of the country must understand the deep-rooted stratagem in destabilising our motherland, Bharat Mata. Those who are accomplice to such conspiracies, must be severely punished as traitors. □□

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Vinod Johri - Former Addl. Commissioner of Income Tax, Delhi

Smartphones to Pharma, India's Key Exports to US Take a Hit

India's export engine to its largest market, the US, is sputtering under the weight of tariff shocks. In just three months — from May to August 2025 — merchandise exports to the US have plunged 22.2%, sliding from \$8.8 billion to \$6.9 billion. This is not a one-off slump but a sustained decline coinciding with the steep escalation of US tariffs — from 10% until early August, to 25% from August 7, and a punishing 50% by the end of the month. A detailed GTRI analysis shows that the pain is uneven: some tariff-free products are collapsing despite facing zero duties, while several highly-taxed sectors are showing surprising resilience, exposing a complex mix of demand slowdown, price sensitivity, and shifting US consumer preferences.

Tariff Categories

GTRI divided India's merchandise exports to US into three tariff categories based on the tariff imposed by the US to evaluate the product-level impact:

Category A – Tariff-Exempt Items See the Deepest Decline

Tariff-free products, which account for 28.5% of India's August exports, posted the sharpest contraction of 41.9%, falling from \$3.37 billion in May to \$1.96 billion in August. Smartphone exports (HS 85171300) – India's largest export to the U.S. – plunged 58%, dropping from \$2.29 billion in May 2025 to \$964.8 million in August. The fall was steady month by month: June \$2.0 billion, July \$1.52 billion, and then the sharpest drop in August. In 2024-25, the US remained India's top smartphone market with \$10.6 billion imports (44% of India's global \$24.1 billion exports), followed by the EU at \$7.1 billion (29.5%).

Foxconn and Tata electronics account for most exports of smartphones to US. We need to find out reasons for falling exports to US. Is production shifting back to China or Vietnam for newer models or Component shortages has hit Indian assembly plants. Pharmaceuticals also weakened, with exports dropping 13.3%, from \$745 million in May to \$646.6 million in August 2025. Petroleum oil rose 0.6% to \$292.6 million, supported by firm crude prices and steady energy demand. Tariff-exempt exports collapse is a puzzle. It is alarming and counterintuitive — these products face zero US tariffs, yet they have seen the steepest decline. This demands urgent investigation to uncover the real reasons that are driving the fall.

Category B – Mild Decline Despite High Tariffs

Products under Category B — metals and auto components— fell only 4%, from \$630 million in May to \$600 million in August.

- Aluminium (HS 76): Down 19% to US\$ 83.1 million
- Iron & Steel (HS 72): Down 13.1% to US\$ 43 million
- Copper (HS 74): Down 10.2% to US\$ 28.5 million
- Auto Components (HS 8708): Down just 2% to US\$ 179.6 million

Because tariffs are equal for all suppliers, India's competitiveness has not been uniquely harmed — the drop is mainly due to weaker U.S. industrial demand, not loss of market share.



Some tariff-free products are collapsing despite facing zero duties, while several highly-taxed sectors are showing surprising resilience.

Ajay Srivastava

Impact of U.S. Tariffs on India's Exports to USA (May vs. Aug 2025)

Description	Share in Aug-25(%)	Monthly export data-US\$bn			Key Products
		May-25	Aug-25	Growth(%)	
A Tariff-Exempt Items	28.5	3.37	1.96	-41.93	Smartphone, Pharmaceuticals, APIs, petroleum products
B High Uniform Tariffs (All Countries)	8.8	0.63	0.60	-04.04	Iron, steel, aluminum, copper (Tariff @50%), Auto Component (Tariff @50%)
C High 50% Tariff on India (Lower on Others)	62.7	4.82	4.30	-10.80	Remaining Products (Textiles, gems & jewelry, agricul., machinery, chemicals etc.)
Total	100	8.83	6.87	-22.22	

Category C – 50% Tariffs Hit Labour-Intensive Exports

Category C accounts for 62.7% of India's exports to the US and faced the sharpest tariff disadvantage. Exports fell 10.8%, from \$4.82 billion in May to \$4.30 billion in August 2025. The decline is concentrated in labour-intensive sectors, which are most exposed to price competition.

1. Gems & Jewellery

Jewellery exports fell 9.1% to \$228.2 million. Of this, diamond-studded gold jewellery dropped sharply by 25.5%, and cut and polished diamonds fell 15.2% to \$164.2 million, putting pressure on Surat's diamond industry. Interestingly, lab-grown diamond jewellery rose 8.5%, while lab-grown diamonds surged 40.7%, reflecting a shift in US consumer preference toward affordable, sustainable alternatives.

2. Solar Panels

Exports of solar panels fell 34.6%, from \$202.6 million to \$132.4 million. India risks losing market share to China, which faces only 30% tariffs, and Vietnam, which enjoys even lower tariffs at 20%.

3. Seafood (Shrimp)

Seafood shipments plunged 43.8%, from \$289.7 million to \$162.7 million. Vannamei shrimp, India's largest seafood export, dropped 52.2% to \$98.6 million, severely impacting employment in coastal processing clusters.

4. Textiles, Garments & Made Ups

India's textile, garment, and

made-up exports to the US fell 9.3%, sliding from \$943.7 million in May 2025 to \$855.5 million in August 2025. Garments were the hardest hit. Apparel exports to the US fell 14.3% to \$441.9 million. Knitted apparel declined 6.7%, while non-knitted apparel dropped a sharper 22.2%. Within this, girls' suits plunged 45.4% and cotton dresses collapsed 66.7%, pointing to a major demand contraction in fashion retail.

Home textiles were the only bright spot, rising 14.2% to \$263 million, driven by steady demand for furnishings, towels, and bedding.

Fabric, yarn, fibre and carpets fell 23.9%. While carpets dropped 18.3%, and technical textiles collapsed 56.7%, signalling a severe loss in high-value and specialised exports.

Chemical exports fell 15.9% to \$451.9 million between May and August 2025. The sharpest contraction was seen in agrochemicals, insecticides, and herbicides, which plunged 26.7% to \$77.5 million. Exports of essential oils, cosmetics, and related products also declined 8.8% to \$42.2 million.

Agricultural exports saw a broad-based decline between May and August 2025. Processed food, sugar, and cocoa preparations fell 13.9%, dropping from \$89.7 million in May to \$77.2 million in August. Cereal exports contracted 7.2% to \$32.5 million, while dairy products saw a sharper 31.1% fall to \$16.8 million. The steepest drop was recorded in edible oils, which plunged 69.7% to just \$8.2

million, reflecting lower US buying and possibly higher tariffs or competition from cheaper suppliers.

September Outlook

August data only partly reflects the impact of higher tariffs — India paid 10% tariffs until August 6, 25% until August 27, and 50% only after August 28. September will be the first full month where all Category C exports face 50% tariffs, meaning the declines in textiles, gems and jewellery, shrimp, chemicals, and solar panels could deepen further.

India's exports to the US have fallen for a third straight month — a predictable outcome of steep tariffs

More worrying is the unexpected crash in tariff-free exports like smartphones and pharmaceuticals, threatening to derail India's flagship PLI success story. Policymakers and industry must urgently probe the causes and act before this slide deepens. Industry bodies are urging New Delhi to act. They want interest subsidies under the interest equalisation scheme, faster duty remission, and liquidity support.

The govt has cut GST rates to boost consumption, but export-specific relief is still missing. On trade negotiation front, India must firmly protect its red lines on agriculture, dairy, GM feed, and regulatory sovereignty — US demands will keep escalating & can never be fully met. □□

https://basipointinsight.com/Story/smartphones-to-pharma-india-s-key-exports-to-us-takes-a-hit_366af9f518a2.html

Census, if equated with caste census is destructive

(A cause for division and conflict among castes and sub-castes)



The census is not merely a statistical exercise, but a profound reflection of a nation's social and economic health. It is both a mirror and a map—revealing where we stand and guiding where we must go.
Mahadevyya Karadalli

Preface: A census forms the cornerstone of people-centric governance and welfare-oriented planning. It provides the empirical foundation upon which national policies are framed, enabling the government to assess population trends, socio-economic conditions, and developmental needs. Far beyond being a mere enumeration of people, the census reflects the living realities of citizens and serves as a vital instrument for inclusive progress.

The Purpose of the Census: Equality of Opportunities, Not Outcomes

The fundamental objective of any census is “to ensure equality of opportunities”, not equality of outcomes. While equality of outcomes remains an unattainable ideal, history demonstrates that equal opportunities can indeed be achieved through thoughtful governance and social reform.

Over centuries, caste and sub-caste divisions overshadowed the philosophical intent of varna, causing deep societal fissures. The British administration, supported by colonial academicians, institutionalized these divisions for political gains. Tragically, post-independence India inherited and perpetuated this divisive framework, expanding caste classifications under the banner of “social justice or secular”. In the process, the spirit of “Dharmic equality” was sidelined by political expediency.

Post-Independence Continuation of Colonial Thought

After 1947, India's intellectual and political leadership failed to evolve an indigenous understanding of its own social fabric. Influenced by Marxist and Western academic paradigms, scholars continued to view Indian society through the “oppressor–oppressed” lens.

The Political Use and Misuse of Caste Census

The idea of a caste census was first championed by the Indian National



Congress, ostensibly to promote social equity but effectively serving as a strategy to fragment its political opposition. By dividing larger caste blocs into sub-castes, it sought to consolidate electoral influence. Even today, some state governments those are ruled by Congress party continue this divisive agenda under the guise of “surveys” rather than censuses—most notably Karnataka, which has expended enormous public funds and manpower on a politically motivated caste survey lacking transparency and scientific rigour.

Equal Opportunities: The True Path to Social Justice

True social justice does not emerge from categorizing citizens into ever-narrower identities but from enabling every individual—irrespective of caste or creed—to access education, healthcare, and economic opportunity. By addressing “economic deprivation” and “lack of access” other than caste identity, the state can correct historical imbalances without reinforcing social barriers. Well-designed economic programs, based on accurate data, can uplift the disadvantaged while preserving social cohesion and cultural integrity.

Objectives and Significance of the Census

The census serves multiple vital objectives for a modern state:

1. **Population Analysis:** To determine the total population, density, and growth rate.
2. **Demographic Profiling:** To analyze age, gender, education, occupation, and economic conditions for effective policy formulation.
3. **Regional Planning:** To identify disparities between rural and urban areas and assess the avail-

ability of civic amenities.

4. **Service Delivery:** To guide planning for essential services such as healthcare, education, nutrition, housing, water, and electricity.
5. **Administrative Utility:** To serve as a factual basis for delimitation of constituencies, allocation of government funds, and creation of employment opportunities.

Applications Across Key Sectors

1. **Education:** Census data inform policies on school–student ratios, teacher recruitment, and educational infrastructure planning.

2. **Healthcare:** It aids in analyzing birth and death rates, determining the distribution of various medical services through agencies, professionals, and planning healthcare facilities across regions.

3. **Economic Planning:** Data on workforce participation, unemployment, and skill levels help shape industrial and employment policies for sustainable growth. Further Census Data provides valuable insights for students and skilled workers about the availability of employment opportunities and the sector which is facing shortages. It serves as a guiding indicator, helping the students to decide which subject or skills they should learn while pursuing their graduate and post-graduate studies. It also shows direction to choose research avenues after completing of their education.

4. **Social Welfare:** Insights provided Census figures guide targeted welfare schemes for women, children, the elderly, and economically weaker sections, ensuring inclusive development.

Census and People-Centric Development

Accurate census data helps to frame people-centric and welfare-

oriented schemes, including Ayushman Bharat, Anganwadi, Public and Government Schools, and Rural Development Projects. Urban planning relies on population density and housing data to design roads, drainage systems, and civic infrastructure. In rural regions, information on agricultural labor, irrigation, and women’s participation guides investment and development programs. In essence, the census is the heartbeat of effective governance, a prerequisite for data-driven policy and equitable growth.

Conclusion

When we observe the system and methodology of conducting ongoing caste census or surveys in Karnataka, it becomes clear that the Central Government must take precautions and undertake thorough preparations for ensuring voluntarily participation by public in the forthcoming all India level census. Citizens should be made aware of the importance and distinction between Census and a Caste Census. A well-structured and essential questionnaire must be prepared for the Census.

To avoid misunderstanding and socio-political controversies regarding Census, discussion, consultation can be conducted with Experts and Scholars having nationalistic thoughts and having concern for country unity and integrity.

A suggestion for the consideration of Union Government. Irrespective Caste, Religion, Sect or community Nationality shall be Bharatiya. As those residing in America are Americans, Japan are Japanese, France French, China Chinese like wise the people born in Bharat and the People have permanently settled with genuine

Aadhar Card, Pan Card, Voter ID their nationalist by default is Bharatiya. It shall be automatically recorded as Bharatiya by default in the nationality Column.

There shall be provision for 4 does. First code shall be based on their faith or mode of worship Viz Hindu, Muslim, Christian etc. One unique code be assigned. Secondly a separate codes for caste Thirdly code for sub caste & sub groups within communities and Fourth Code for others. Within these main codes there may be sub codes viz a, b, c, d, etc with provision to mention their sub caste.

People should be encouraged to participate voluntarily in Census. Teachers and other government employees involved in the census process should be given proper technical training. The cooperation of local bodies must also be ensured.

Overall, the Central Govern-

ment as incase of voter awareness campaign shall undertakes awareness initiatives at various levels and dimensions to educate both enumerators and the general public about the significance of the census. Then only one can gather accurate and reliable data. That data can be used effectively in coming years for People-Centric Development. Every citizen's participation in this process is an act of national responsibility. Yet, censuses must remain constructive, not divisive. When reduced to a tool for political mobilization or caste-based fragmentation, they endanger the unity and integrity of the nation.

Now a days for political reasons and reservations Census is like a knife that is sharp on both edges i.e. sensational and sensitive. The Central Government must ensure that censuses are conducted scientifically, transparently, and purpose-

fully—free from political influence. A line of caution to State governments, especially Karnataka where Census cum survey is going to end. It should refrain from publishing flawed caste-based surveys masquerading as economic assessments.

In the final analysis, As Census is the Heart of Welfare and People-Centric Planning it shall be handled with care. Census must serve as an instrument of national integration, not division. The census is not merely a statistical exercise, but a profound reflection of a nation's social and economic health. It is both a mirror and a map—revealing where we stand and guiding where we must go.

It should strengthen the bonds of unity, foster equality of opportunity, and enable Bharat's continued march toward holistic and inclusive development for Smruddha and Sashakta Bharat. □□

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Is India Under A Geo-Engineered Climate Attack?



Hopefully, Indian defence establishments will invest time and effort in future so we are better prepared with early warning systems, ground preparations and attack capabilities.
Indra Shekhar Singh

India for the past few years has been experiencing unprecedented blows from the weather. The vagaries of the weather seem to be quite rebellious, breaking all conventional patterns and predictions. From repeated extreme floods, cloud bursts to facing usual cyclones like Biparjoy (2023), India has been thrown off-track weather-wise. So, what's the cause? Is it all Nature or perhaps something man-made?

Let's review the eerie weather again. Himachal Pradesh reported 45 cloudbursts and 95 flash floods this year. Punjab got 75 per cent more rainfall than it does annually, while the floods are being compared to

the great flood of 1988 in the state. India had the rainiest June and the second wettest monsoon in the past 50 years, with rainfall surpluses at 37 per cent. There were floods in Rajasthan killing hundreds and displacing thousands more, and even Gujarat received the highest rain in past 10 years. Uttarakhand and Jammu and Kashmir have the worst track record when it comes to erratic monsoon, cloudbursts and flash floods. Kedarnath in 2013 was only a disastrous beginning yet a good example to elucidate this.

The monsoon has been acting in a queer way. India endured its driest August for over 120 years in 2023. Himachal Pradesh saw the driest October in 2024 and the Southern Peninsular its sixth driest October in 123 years in 2023, with rainfall over 60 per cent below normal, attributed to factors like a weak northeast monsoon onset and the Cyclone Hamoon. Meghalaya's Sohra, considered the wettest place on earth, received about 1/3rd of the rainfall it recorded in June 2025 vs June last year. One hopes it's clear with all these examples that there is something strange happening around us.

Next come the usually warm winters in the Himalayan regions and shifting of heat and cold seasons in India. Telangana, Andhra Pradesh, Rajasthan, UP, etc reported over 50 degrees Celsius for the past couple of years. The winters have been getting shorter and warmer, which is not only confusing humans but plant life too. As a result, we experienced major crops losses in Punjab in the last few years. The wheat crop was damaged due to excessive heat, meanwhile erratic rains all across the country are bringing their share of diseases and pests to the farmers' fields, heavily impacting our food security. Should the climate be changing so fast and so strangely?

Man-made or made in heaven?

Natural or anthropogenic climate change has also been a topic of huge discussion. Fossil fuels emissions, industrial agriculture, deforestation, etc add signifi-

cantly to the warming of the planet, but when one looks at specialised weather events like the El Niño effect and mass increases in temperatures, one questions if they too are natural reactions to human activity. Fortunately, the Modi government has answered the question for us.

Former environment and climate change minister late Anil Madhav Dave in 2016 clearly stated in a written reply to a parliamentary question that “the USA has developed a type of weapon called the High Frequency Active Auroral Research Program (HAARP). HAARP strikes the upper atmosphere with a focused and steerable electromagnetic beam. HAARP is an advanced model of a super-powerful ionospheric heater which may cause the globe to warm and have global warming effect”. The US Air Force & Navy project HAARP was developed by Defence Advanced Research Agency (DARPA).

Surprisingly, the treaty convention on the prohibition of military or any other hostile use of environmental modification techniques has existed since 1978, with India and the USA as signatories. The conventions clearly prove that nations have the technology to modify the weather and potentially also weaponise it. Here we must look at the case of China, which is also a partial signatory. It says that the convention shall only apply to Hong Kong and Macao and not the rest of China.

And therefore, it spends billions in creating a cutting-edge weather modification technology and control centre that could change the weather of 5.5 million square kilometres (2.1 million square miles)—about 1.5 times the total

landmass of India. China spent US\$ 1.34 billion in the period 2012-2017 to support weather modification programme, launching the largest weather-control machine to be installed in the Tibetan Plateau in 2018, and others. It also claimed to have a fully functional weather modification system by 2025.

Now, if one is thinking weather modification only means cloud seeding, today’s technology is far more advanced. Even nations like Dubai are cloud seeding, whereas nations like China are already allegedly using weather modification as weapons. Dubai also showed us when cloud seeding goes wrong, it can result in cloudburst and flash floods.

The India-China clashes in Galwan Valley also had an alleged weather modification component. It was believed that China attempted to artificially create flash floods in the Galwan river to disrupt Indian infrastructure projects and military operations. It’s not the first time a nation has used weather weaponisation. The USA, during the Vietnam War, started Operation Popeye, which increased rainfall during the monsoon season to make the terrain muddy and difficult to traverse for enemy fighters.

China is already very capable as it has a functional Tianhe (Sky River) project, which is diverting water vapour and creating an air corridor making massive weather modification possible. It is estimated that this project alone can increase rainfall by 10 billion cubic meters annually. Furthermore, it plans to expand her weather modification and cloud seeding program.

There are rumours of cloud stealing, whereby diverting water vapour and making artificial rain,

China could potentially take more than its share of rain and snow from neighbouring countries like India. The weather-modification machine in Tibet region is also a bigger security threat for India’s agriculture, rivers and water security as it could silently bring devastation in India.

Hence, in tactful words, India’s defence minister Rajnath Singh in 2024 said, “Climate change in the country [India] is not just a weather-related phenomenon, but the matter is related to national security”. He hinted at China without naming it in the next statement, “Certain [Indian] border states like Uttarakhand, Himachal Pradesh, Sikkim, and Union Territories (UT) like Ladakh have noticed an increase in the number of natural disasters in recent years. The Himalayas extend to other states as well, but such incidents are confined to certain states only, and we cannot ignore that.”

Geo-engineering and weather modification are a real thing, and unfortunately, our neighbour China has a huge edge over us. We have no defence against this technology currently nor first-attack capabilities. The USA and China are far advanced in the weaponisation process too. Whether this current disaster is geo-engineered climate or not, it is hard to verify because India has no metric to measure it. But one does hope that in the future, Indian defence establishments invest time and effort so we are better prepared with early warning systems, ground preparations and attack capabilities to defend our nation from geo-engineered climate events. □□

*The author is an independent agri-policy analyst & former director – Policy and Outreach, National Seed Association of India.
<https://www.news18.com/opinion/opinion-is-india-under-a-geo-engineered-climate-attack-ws-kl-9578431.html>*

Downturn in India-US ties

New Delhi has received the news of the appointment of Sergio Gor (né Sergey Gorokhovskiy) as the American ambassador to India with restraint. The 38-year-old Gor has simultaneously been appointed as Special Envoy for South/Central Asia; the implications of this stunning development remain to be seen. Suffice to say that never since 1947 has India shared an envoy with responsibility for such a vast region.

A close associate of President Donald Trump, Gor is currently the head of Presidential Personnel Appointments Office (PPO). Here, he clashed with Elon Musk, who described him as a “snake.” Gor had previously helped create a publishing venture that paid millions of dollars to Trump to produce his books when he was out of office; he ran a super PAC supporting Trump in 2024.

Though not a career diplomat, Gor can be expected to clear the US Senate confirmation process. Some have hailed his appointment as offering India “a rare back channel” to Trump, but Gor’s mandate, as former foreign secretary Kanwal Sibal observed, appears to overlap with the jurisdiction of the State Department’s Bureau of South and Central Asian Affairs.

He will have a huge responsibility managing US relations and interests in Afghanistan, Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan, and Sri Lanka (South Asia) as well as in the formerly Soviet states of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan in Central Asia. He may be tempted to manage the inter-relationships between these countries to promote US interests in the region. This could create tensions between and within the countries of that vast and heterogeneous area, and with Russia, China and India, that have vital interests in the region. There are fears that the new envoy could exploit India’s internal political fault lines.



The author argues that as Cold War 2.0 deepens, Trump seems to favour some of the alignments of the post-World War II era; however, he disapproves of the European Union and is undermining the consolidated NATO-centric Western bloc of Cold War days.
Sandhya Jain



Previously, in January 2009, then-President Barack Obama had appointed Richard Holbrooke as special envoy to Pakistan and India. However, when the news was leaked by the New York Times, New Delhi lobbied extensively, and Holbrooke's mandate was eventually confined to Afghanistan and Pakistan. New Delhi adamantly refused to be hyphenated with Pakistan.

Coming close on the heels of Operation Sindoor (May 7-10, 2025) wherein India decisively destroyed the terrorist training camps in Pakistan and consistently denied President Trump's claims of having mediated a ceasefire between the two countries, the appointment suggests Trump's conscious hyphenation of India with Pakistan. The reaction of the nations of South and Central Asia to the appointment remains to be seen.

The core issues behind the tensions in Indo-US ties include India's purchase of Russian oil and Washington's punitive tariffs on India. Former US envoy to the United Nations, Nikki Haley urged India to "take Trump's point over Russian oil seriously, and work with the White House to find a solution." She added that, "Navigating issues like trade disagreements and Russian oil imports demands hard dialogue. But, we should not lose sight of what matters most: our shared goals. To face China, the United States must have a friend in India."

The advice expectedly raised hackles in India. Observers point out that President Trump has chosen friendship with terrorism-sponsoring Pakistan, an action reminiscent of Washington's embrace of Islamabad in the early years of the Cold War, when Pakistan joined the Baghdad Pact in 1955. As the Cold

New Delhi has previously identified its redlines. First, on trade, there will be no compromise on farmers' and small producers' interests. Second, India will continue to buy Russian crude as it is a stabilizing factor for global markets. Third, there will be no third-party mediation in bilateral ties with Pakistan.

War 2.0 deepens, Trump seems to favour some of the alignments of the post-World War II era; however, he disapproves of the European Union and is undermining the consolidated NATO-centric Western bloc of Cold War days.

New Delhi has previously identified its redlines. First, on trade, there will be no compromise on farmers' and small producers' interests. Second, India will continue to buy Russian crude as it is a stabilizing factor for global markets. Third, there will be no third-party mediation in bilateral ties with Pakistan.

Obliquely hinting at the problematic nature of Gor's appointment, Dr. Nishchalnath Pandey, Director, Centre for South Asian Studies (CSAS), recalled the tenure of Carol Laise, the first woman US envoy to Nepal, who got married on active duty to the influential Ellsworth Bunker, the US envoy to South Vietnam during the war. "Amb. Bunker used to come regularly to Kathmandu on a military plane!" he tweeted.

Kanwal Sibal also pointed out that the Special Envoy mandate blurs the focus on the Indo-Pacific dimension of US-India ties. As New Delhi deepens its relationship with Moscow and Beijing and the BRICS community of which all

three are founding members, it has little interest in serving as a US proxy against China. The Quadrilateral Security Dialogue (QUAD), comprising the US, India, Japan and Australia, has been downgraded by the churn in international strategic, diplomatic, technological, and commercial alignments triggered by President Trump.

According to the Times of Malta and the Organized Crime and Corruption Reporting Project* (OCCRP) International Center for Journalists, the little-known Gor was born Sergio Gorokhovskiy, on November 30, 1986, in Tashkent, Uzbekistan, then part of the Soviet Union. Records indicate that he spent at least five years of his childhood in Malta where his mother created a Maltese company in 1994, listing her nationality as Israeli.

Between 1996 and 1999, he studied at a Catholic school for boys, De La Salle College, in Vittoriosa, a town near Cospicua in Malta. The family emigrated to the U.S., where he became a citizen. He got a job with Republican Senator Rand Paul, which he quit in 2020 to work as chief of staff on the Trump Victory Finance Committee for the failed re-election campaign.

□□

<https://chintan.indiafoundation.in/articles/downturn-in-india-us-ties/>

Higher learning, brighter future: Next South slogan

The peninsular states have achieved per capita incomes well above the national average, eliminated extreme poverty, and made laudable progress in human development. They are manufacturing and modern service hubs, with low-quality jobs increasingly outsourced to migrants from poorer parts of India. The peninsula needs a massive increase in productivity and growth in the size and employment-generating potential of the formal sector. A virtuous nexus of high wages and high productivity is the next aspiration.

This will require a significant increase in the volume and quality of higher education offered in the peninsula. Improving the quality of school education is a necessary priority; however, in the peninsula, there is every reason to simultaneously double down on higher education.

This focus on higher education is both achievable and essential. The peninsular states already have a foundation in quality private higher education institutions, such as medical and engineering schools at Suratkal and Manipal, as well as the evolution of GITAM University, Vellore Christian Medical College, and the Vellore Institute of Technology, among other pioneers. These institutions, along with newer entrants such as SRM University and Azim Premji University, offer a practical starting point for scaling up the quality of higher education to boost productivity.

This is a partial list of higher education institutions that have established an outstanding track record of delivering quality higher education. The success of their placement activities also demonstrates the employment “fit for purpose” delivery of these universities.

These are not babalog universities. The students I teach come from a variety of backgrounds, many of whom are from tier three towns and rural areas. They are curious, eager to learn, and aware that their generation needs to struggle far



Southern stakeholders must jointly deliver the next phase of the peninsula's development transformation—a productive and high-income society driven by prosperity & capability.
Rathin Roy



harder than mine to survive in an increasingly fractious and partitioned global market. They have, through their higher education journey, seen only stagnation in entry-level salaries and a shrinking of economic opportunities in stark contrast to every generation that came to adulthood since 1991.

Even so, they have embraced three core ideas. First, that their economic future, and that of the country, is critically dependent on rapidly increasing productivity in services and manufacturing. Second, there is work to be done to reform the rotten and collapsing socio-economic ecosystem that we have bequeathed to them. Third, and most importantly, a successful career is a byproduct of a holistic and well-rounded education, and it is key to building productivity-enhancing ecosystems.

As I have taught and interacted with students, educators, founders, and leaders in private university campuses across the peninsula, I see these three core ideas both internalised and embraced.

Doubling down on higher education is desirable because:

1. Public higher education institutions in the peninsula have atrophied, as have most in the rest of India. Most of them are now intellectual dead zones occupying desirable real estate, providing subsidised food and housing to those taking competitive exams. And political interference is throttling even the successful outliers.

2. Switching public money to funding school education makes fiscal sense. This need not mean obstacles for financially or socially challenged students—Azim Premji University provides a template for addressing societal, caste, and ethnic

Public-private partnerships to revive public universities and higher education institutions ringfenced from low-level political meddling should be seriously considered as a cost-effective, productivity-enhancing intervention.

barriers to entry. GITAM offers significant means-tested scholarships. I have also worked on a model where every student finances their education through a loan to cover the entire cost of their education. Repayment is calibrated to the student's employment and remuneration trajectory. Thus, a lawyer who chooses to defend the poor and weak could have her loan written off eventually, while a corporate lawyer would have it paid back with interest at market rates.

3. Founders and faculty realise that a univariate focus on “job prospect” fields—engineering, law, medicine and architecture—should not be a pretext to deprive students in these fields of a rounded social science and humanities education, or to discourage students with aptitudes in the humanities and social sciences from gaining an education that gives them the skills to navigate the job space. A high-productivity ecosystem requires thinking, cognitive, and ethical skills, as well as shared values. Especially in the age of AI, we need a thinking workforce, and that requires a first-rate 360-degree education, not an as-

sembly line of glorified technicians. (There is a need to fix this problem at the school level also; in Chennai, Hyderabad, and Bengaluru, only a fraction of schools offer a Humanities (even with Math) higher secondary option.

4. Public-private partnerships to revive public universities and higher education institutions ringfenced from low-level political meddling should be seriously considered as a cost-effective, productivity-enhancing intervention.

A grand bargain—a privately run and managed affordable and holistic higher education ecosystem that delivers knowledge, productivity, and modern thinking skills, with public money then freed to quadruple per student spending on school education—is, in my view, an exceptionally good deal. However, achieving this is no trivial task. It requires jointness in thinking, across the peninsular states and between Samaj—the society that is bringing their children into adult life, Sarkar—the governments of the peninsula, and Bazaar—private founders, industrialists and leaders of the modern economy—to come together to deliver a mutually beneficial political settlement that delivers the next phase of the peninsula's development transformation—a high productivity high income society that is driven by prosperity and capability, not rents and nepotism.

Peninsular India is fortunate to have the base from which to springboard to achieve this vision. It is up to our generation to have the passion to reverse the declining fortunes of the young by coming together to make it happen. □□

Rathin Roy / PENINSULA / Distinguished professor at Kautilya School of Public Policy, Hyderabad; visiting senior fellow, Overseas Development Institute, London.
<https://www.newindianexpress.com/opinions/2025/Sep/14/higher-learning-brighter-future-next-south-asian>

Bharat's Critical Mineral Strategy:

Recycling for Self-Reliance and Sustainability

In the twenty-first century, the world's race for critical minerals has become as defining as the oil boom of the last century. These minerals — the building blocks of electric vehicle (EV) batteries, smartphones, solar panels, and advanced defence technologies — now underpin the global shift toward clean energy, digital infrastructure, and strategic security.

For Bharat, they represent both a challenge and an opportunity. As the country strives for 30% EV penetration by 2030 and a net-zero target by 2070, while simultaneously pushing for indigenous defence production and rapid digitalisation, access to critical minerals will determine whether Bharat can achieve these ambitions on its own terms.

The Foundation: National Critical Mineral Mission

Recognising this urgency, the government launched the National Critical Mineral Mission (NCMM) in early 2025 to build a framework for self-reliance in the exploration, processing, and recycling of these vital resources. The mission identifies 30 minerals — from lithium, cobalt, and nickel to rare earth elements (REEs) like neodymium and dysprosium — as essential for the nation's economic transformation.

Yet, merely identifying them is not enough. Challenge lies in the accessibility and processing of these minerals. China dominates almost every stage of the global supply chain, from mining and refining to magnet manufacturing. This not only distorts global markets but also gives Beijing substantial geopolitical leverage.

To counter this, Bharat is moving on multiple fronts — expanding overseas partnerships, accelerating domestic exploration, and now focusing on recycling and recovery.



Bharat, with its forward-looking policies and rising industrial capacity, stands poised to be one of them.

Jatin

A Rs. 1,500 Crore Recycling Push

In a landmark move, the Union Cabinet recently approved a Rs. 1,500 crore incentive scheme to establish domestic recycling capacity for the extraction of critical minerals from secondary sources such as e-waste, lithium-ion batteries, and catalytic converters.

Spanning six years (FY2025-26 to FY2030-31), the scheme targets the creation of 270 kilotons of recycling capacity, which could produce around 40 kilotons of critical minerals annually. The initiative aims to attract Rs. 8,000 crore in private investment and generate 70,000 direct and indirect jobs.

Beyond the numbers, the scheme signals a shift in mindset — from dependence on primary imports to a circular model of resource efficiency.

Why Recycling Matters

Recycling critical minerals serves multiple goals:

1. It provides an alternative domestic supply amid uncertain global markets.

2. It reduces the environmental footprint of mining.
3. It supports the transition to a circular economy, where valuable materials are reused rather than discarded.

Bharat's EV revolution illustrates this need vividly. With over 5.6 million electric vehicles already on the road, the demand for lithium, cobalt, and nickel is expected to surge.

While Bharat has pursued lithium and cobalt exploration projects with Australia, Argentina, Chile, and several African nations, domestic recycling can create a second source of supply that is less vulnerable to geopolitics and logistics bottlenecks.

In the renewable energy sector too, recycling can play a transformative role. Bharat's ambition to achieve 500 GW of renewable capacity by 2030 will require millions of tonnes of solar panels, wind turbines, and grid-scale batteries — all dependent on REEs, copper, and nickel.

Strategic Depth: Defence and Digital Infrastructure

Critical minerals are not just about clean energy — they are core to national security. Advanced fighter jets, missile systems, naval platforms, and drones depend on specialised alloys and magnets made from rare earths. Similarly, Bharat's growing digital infrastructure — semiconductors, 5G networks, AI processors, and quantum computing systems — require gallium, germanium, and other rare elements.

China's near-monopoly in refining and magnet production gives it strategic leverage over global supply chains. To insulate itself, Bharat must strengthen domestic recycling and refining capabilities for:

Rare earth magnets from defence and automotive sectors.

Semiconductor components recovered from electronic waste.

Specialised alloys from decommissioned equipment.

Such efforts would directly bolster Atmanirbhar Bharat's vision in defence and technology, ensuring that supply constraints never undermine strategic autonomy.

A Parallel Initiative: Rare Earth Magnet Ecosystem

In a complementary move, the government has also cleared a Rs. 7,300 crore scheme to establish rare earth magnet processing units and domestic supply chains. Of this, Rs. 6,500 crore is allocated for capital expenditure and Rs. 800 crore for operations.

The proposal, likely to be titled the Scheme to Promote Sintered Rare Earth Permanent Magnet Manufacturing in Bharat, seeks to create an indigenous ecosystem capable of producing up to 6,000 tonnes of magnets annually — nearly matching India's domestic demand, which is expected to rise from 4,010 tonnes today to 8,220 tonnes by 2030.

The timing is critical. In April 2025, China imposed export restrictions on seven rare earth elements and finished magnets, requiring export licences and strict end-use declarations. This move sent shockwaves through global manufacturing, underscoring the risks of over-dependence. Bharat's rare earth initiative is thus a strategic countermeasure.

Challenges on the Road Ahead

While policy intent is strong, execution will determine success. Three key challenges stand out:

1. Technological Readiness — Bharat must invest in advanced sep-

aration, refining, and recovery technologies. Most high-end processes today are concentrated in a handful of countries. Building domestic R&D capacity and forming global technology partnerships will be essential.

2. E-Waste Management — The informal sector still handles a majority of Bharat's e-waste, often under unsafe and inefficient conditions. To realise high recovery rates, Bharat must formalise collection networks, introduce incentives for organised recyclers, and ensure environmental compliance.

3. Policy Certainty and Financing — The recycling industry requires long-term policy visibility, clear quality standards, and access to affordable finance. Without these, large-scale private participation will remain limited.

If these issues are addressed, Bharat's recycling ecosystem can evolve from a niche activity into a pillar of industrial strategy.

Towards a Resilient and Circular Future

Bharat's critical mineral journey is unfolding on three complementary tracks: overseas partnerships, domestic exploration, and recycling-driven circularity. Together, they offer a path to resilience, sustainability, and economic leadership.

As the world moves deeper into the clean energy transition, those nations that can secure their critical mineral supply chains — not through dominance, but through innovation and circularity — will define the next industrial era.

Bharat, with its forward-looking policies and rising industrial capacity, stands poised to be one of them. □□

The Author is Treasury professional with working expertise in Currency, money and capital markets.



Swadeshi Jagran Manch Central Working Committee Meeting Bhagyanagar, Hyderabad (20-21 September 2025)

The two-day Rashtriya Karyasamiti Meeting of Swadeshi Jagaran Manch was successfully held on 20–21 September 2025 at Osmania University, Bhagyanagar. The meeting was attended by 65 senior officials, including representatives from Swadeshi Jagaran Manch, Kisan Sangh, Vidya Bharati, Sahakar Bharati, Bharatiya Janata Party, Seva Bharati, Kaneri Math, and the large business organization CAIT.

The meeting began with Maalyaarapan, Deep Prajwalan, and chanting of Bharat Mata ki Jai by Sh. R. Sundaram (Akhil Bharatiya Sanyojak), Sh. Kashmiri Lal (Akhil Bharatiya Sangathak), Prof. Bhagwati Prakash Sharma (Akhil Bharatiya Sah-Sanyojak), Prof. Ashwani Mahajan (Akhil Bharatiya Sah-Sangathak), Sh. Satish Kumar (Akhil Bharatiya Sah-Sangathak), Prof. Rajkumar Mittal (Akhil Bharatiya Sah-Sanyojak) and Mahila Pramukh Smt. Archana Meena, before the portraits of Bharat Mata, Pandit Deendayal Upadhyay Ji and Shraddheya Dattopant Thengadi Ji. At the beginning, Akhil Bharatiya Vichar Vibhag Pramukh Dr. Rajeev Kumar introduced the dignitaries on stage and representatives from organizations collaborating in the Swavalambi Bharat Abhiyan, including Sh. Kumar Swami (Bharatiya Kisan Sangh), Sh. Vinod Bidla (Seva Bharati),

Sh. Vinay Khatawkar (Sahakar Bharati), Sh. H. Raja (BJP), Sh. Jwala Prasad (Vidya Bharati), Shri B. L. Bhartiya (CAIT) and Sh. Ravindra Singh (Kaneri Math).

In his inaugural address, Sh. R. Sundaram described the post-Pahalgam and Sindur Operation situations as challenging for Indian entrepreneurs, exporters, and traders—comparable to the COVID period—creating both difficulties and opportunities. He expressed confidence that Indian entrepreneurs and exporters would overcome challenges and continue to lead the nation toward development.

Sh. Satish Kumar reviewed activities from various regions following discussions on the ideological aspects of campaigns and movements. Reports from all 11 regions were presented, detailing outreach, rallies, contact programs, and campaign expansion under Swavalambi Bharat Abhiyan and Swadeshi Suraksha Evam Swavalamban Abhiyan.

Reports were presented by - Sh. Satyanarayan (Dakshin Kshetra), Dr. S. Liggamurthy (Dakshin Madhya Kshetra), Sh. Vinay Khatawkar (Pashchim Kshetra), Sh. Sudhir Date (Madhya Kshetra), Sh. Satish Acharya (Rajasthan Kshetra), Sh. Rajesh Goyal (Uttar Kshetra), Sh. Amitesh Amit (Pashchimi Uttar Pradesh),

Sh. Anupam Srivastava (Purvi Uttar Pradesh), Sh. Amarendra (Bihar-Jharkhand), Sh. Ashutosh Mukherjee (Purvi Kshetra) and Dr. Tarni Deka (Poorvottar Kshetra).

Dr. Rajeev Kumar elaborated on the background of the Swadeshi Suraksha Evam Swavalamban Abhiyan, highlighting the terrorist incident in Pahalgam and India's firm response, as well as the support received from over 500 organizations across the nation. He noted the formal launch of the campaign on 12 June 2025 at NCUI Cooperative Bhawan, Delhi across all 45 provinces.

Sh. Satish Kumar discussed ways to accelerate the campaign, leading to the consensus that it will henceforth be known as the Swadeshi Swavalambi Bharat Abhiyan.

Key suggestions included:

- Organizing Swadeshi Sankalp Yatras and motor-cycle rallies in every district.
- Promoting Swadeshi through fairs, events, and awareness campaigns.
- Encouraging use of Swadeshi products and holding monthly meetings with traders.
- Each volunteer inspiring five nearby families to join the Swadeshi cause.
- Opening Swadeshi Stores in every district.

He also emphasized five focal points:

1. Making small and large traders the carriers of the campaign.
2. Connecting educational institutions.
3. Involving religious and spiritual leaders.
4. Taking the campaign to society through social organization heads.
5. Turning the campaign into a mass movement through publicity.

Highlights from Participants

Dr. Sarbjit Kaur (Swadeshi Shodh Sansthan Secretary) shared details about the institute's research work since 2018 in agriculture, manufacturing, and service sectors, with chapters in Haryana, Chandigarh, Chennai, and Punjab.

Sh. Satish Chawla (Chairman, Swarnim Bharat Foundation) explained that the organization, registered under Section 8, now operates in 38 provinces, with donors receiving immediate online tax exemption receipts.

Sh. Himanshu Joshi presented financial management updates via PPT and shared that 30 of 45 provinces have full-time workers.

Sh. Batukeshwar Jha (Bengal) described the Udyamita Sangam in Kolkata, attended by 480 entrepreneurs and 950 youth, with participation from IIT Kharagpur's Director.

Sh. Balkrishna Bhartiya (CAIT) shared insights from the Swadeshi Vyapari Jutan in Nagpur, where 46 organizations were invited, and 43 attended. Issues like hawkers' problems, e-commerce regulations, and trade credit cards were discussed.

A joint resolution was passed to take the campaign to tehsil and town levels, appoint full-time workers, create a Swadeshi Fund, and form a regulatory board for online trade.

Sh. Radheshyam Choyal introduced the digital My SBA website for jobs, careers, Swadeshi stalls, and upcoming projects.

Dr. Rajkumar Chaturvedi (Akhil Bharatiya Sampark Pramukh) discussed India's fertility rates and youth population trends via PPT, followed by the release of two books — *Yuva Jansankhya: Samriddhi Ka Aadhar* by Dr. Chaturvedi himself and *Swadeshi Pariwar: Viksit Bharat Ka Adhaar* by Dr. Sunita Barthwal.

Sh. Vinod Bidla (Seva Bharati) described 4 main areas of work — Education, Health, Self-Reliance, and Service — managing over 1000 tailoring centers, 222 mehndi centers, computer centers, and self-employment initiatives.

Sh. Kumar Swami (Bharatiya Kisan Sangh) shared data on 742 FPOs and ongoing food processing and training programs across 10 states.

Sh. Jwala Prasad (Vidya Bharati) stated that Swadeshi is one of 27 major subjects and that Vidya Bharati has signed an MoU with NCVET for skill development.

Sh. Ravindra Singh (Kaneri Math) explained 20–25 initiatives, including organic farming, natural medicine, Vedic studies, and women empowerment.

Sh. Vinay Khatawkar (Sahakar Bharati) spoke about fostering entrepreneurship through cooperative societies and startup support.

Sh. Prashant Deshpande emphasized on the need to encourage the entrepreneurs of MSMEs under the Entrepreneurship Sangam and focus on mentoring and solving problems through discussions.

Prof. (Dr.) Bhagwati Prakash Sharma (Akhil Bharatiya Sah-Sanyojak) highlighted the importance of local value addition, agricultural productivity, and reducing import dependency.

Prof. (Dr.) Ashwani Mahajan (Akhil Bharatiya



Sah-Sanyojak) spoke on “The Indian Model of Development,” emphasizing dharmic balance in economics and the need to support small industries and natural farming.

Sh. Siddharth Sharma (Bharat Global Industries Forum) emphasized connecting MSMEs and large industries under the “Nation First” ideology.

Sh. Shachindra Bariyar and **Sh. Saket Rathore**, stated that Swadeshi Mela is a brand in the society that can be expanded as a big model for grassroots entrepreneurs to be able to lead the society and that it would be organised not only in almost every district of the country but also it shall be organised abroad.

Sh. H. Raja (BJP) briefed about the party’s Swadeshi and Atmanirbhar Bharat Abhiyan from September to December.

Sh. Anandashankar Panigrahi (Akhil Bharatiya Sangharshvahini Pramukh) called for sustainable practices, nature tours, and events on Amrita Devi Balidan Diwas.

Dr. Pratibha Chaturvedi (Akhil Bharatiya Sah Mahila Pramukh) reported that 38 out of 45 provinces participated in the Akhil Bharatiya Mahila Sammelan with 14 research papers presented.

Sh. Satish Kumar (AB Sah Sangathak) reiterated that Swadeshi Jagaran Manch, founded in 1991 against GATT and WTO, is a people’s movement symbolizing India’s economic transformation.

He urged volunteers to study global trade policies deeply and engage in informed discussions.

Sh. R. Sundaram (Akhil Bharatiya Sanyojak) and **Sh. Kashmiri Lal** (AB Sangathak) announced new responsibilities.

Sh. Kashmiri Lal called for expanding the campaign to village levels within six months and organizing Swadeshi Sankalp Yatras before Diwali.

Sh. R. Sundaram concluded by highlighting government and societal support for Swadeshi, Prime Minister’s endorsement of local products, and India’s growing self-reliance after COVID-19.



The meeting ended with Vande Mataram sung by Smt. Deepti Payasi.

Newly Announced Responsibilities (Declared at Hyderabad Meeting)

Akhil Bharatiya Level

- **Prof. Somnath Sachdeva** - Now Executive Chairman, Swadeshi Shodh Sansthan.
- **Smt. Amita Patki** : Rashtriya Sah Pramukh (Paryavaran Aayam).
- **Sh. Jagdish** - Member, Rashtriya Swadeshi Mela Toli and Dakshin Madhya Kshetra Sangathak.

Madhya Kshetra

- **Sh. Alok Singh** - Now Kshetriya Karyakarini Sadasya.
- **Sh. Kapil Malaiya** - Prant Sanyojak.
- **Sh. Rajesh Goyal** - Kshetra Sanyojak.

Dakshin Madhya Kshetra

- **Sh. Ramesh** - Kshetra Samanvayak.
- **CA Harish Babu** - Prant Sanyojak and Kshetra Sampark Pramukh.
- **Sh. Racha Srinivas** - Prant Sangathak (Telangana) and Andhra Pradesh Sampark Pramukh.
- **Sh. Indrasen Reddy** - Prant Samanvayak.
- **Sh. Manjunath** - Kshetra Paryavaran Pramukh and Karyakarini Sadasya.

Pashchim Kshetra

- **Sh. Bhushan Vaidya** - Kshetra Sampark Pramukh.
- **Sh. Ishwar Sajjan Singh** - Sah-Kshetra Sampark Pramukh.
- **Sh. Sambhaji Rachure** (Sahakar Bharati) - Prant Sah Samanvayak, Devgiri Prant.
- **Sh. Sharad Bhai Thakkar** - Prant Sah Samanvayak, Gujarat.
- **Dr. Seema Ben Gala** (Vapi) - Prant Mahila Karya Pramukh.
- **Smt. Neena Ben Bhatt** - Prant Mahila Karya Sah Pramukh and Prant Sah Samanvayak (Mahila).



Using 'Make in India' products will ensure vertical growth for Bharat: Former CM Arjun Munda



Former Jharkhand Chief Minister and former Union Minister Arjun Munda inaugurated the 18th Swadeshi Mela at Gopal Maidan in Bistupur, Jharkhand. It is noteworthy that the Swadeshi Mela was first organised in 2001 by the Swadeshi Jagran Manch with the aim of promoting indigenously manufactured goods and providing recognition to local employment. This year's Mela features stalls showcasing products from 22 different states across the country.

Speaking on the occasion, Arjun Munda said that the Swadeshi Mela is inspired by national ideals. "Bharat achieved independence, but our economic independence can truly be understood by observing the condition of a rural person," he said. To make the country self-reliant, it is essential to understand and respect the market for indigenous goods.

He explained that while foreign companies doing business in India contribute to the country's horizontal growth, it is only when domestic companies thrive and citizens wholeheartedly use indigenous products that the nation experiences vertical growth.

He further urged Indian entrepreneurs to foster a spirit of research and innovation. Munda added that every Indian must remember three things, what we were, what we are, and what we can become as these reflections chart the path toward true development.

Recalling the historic meeting between Jamsetji Tata and Swami Vivekananda, Munda said it laid the foundation for Bharat's first fully indigenous steel company. He noted that the Union Government is implementing several policies to accelerate the nation's progress and that indigenously manufactured goods are finding increasing recognition in the market. He emphasised that further promotion is needed so Bharat-

made products gain a distinctive identity globally, fulfilling the vision of a self-reliant Bharat.

Jamshedpur East MLA Purnima Sahu, Tata Steel Vice President of Corporate Services DB Sundara Ramam, Jharkhand State Cricket Association Secretary Saurav Tiwari, and members of the Swadeshi Jagran Manch were also present at the inauguration.

It is also worth noting that a ten-day Swadeshi Mela is being organised across all 75 districts of Uttar Pradesh from October 9 to 19, aimed at promoting local products ahead of Diwali. The initiative seeks to support MSMEs, as well as khadi, handloom, and handicraft sectors, providing them with a robust platform at the district level.

<https://organiser.org/2025/10/09/320093/bharat/swadeshi-mela-2025-using-makes-in-india-products-will-ensure-vertical-growth-for-bharat-former-cm-arjun-munda/>

On Dussehra, Trump's Ten-Headed Effigy goes up in Flames in Ferozepur



District Pracharak Sh. Tarun Jain of the Swadeshi Jagran Manch said that while Ravan's effigy is traditionally burnt across the country, the current global economic environment has made Donald Trump no less than a modern-day Ravan, constantly conspiring against India's interests and damaging its economy through tariff wars. Before being set on fire, the effigy was also beaten with slippers as a mark of public anger.

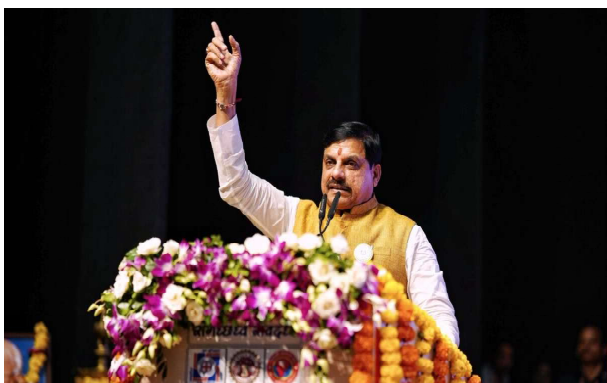
Jain further emphasized that the Swadeshi movement has now gained strong momentum in the country, urging people to shun foreign products and online shopping platforms in favor of supporting local busi-

nesses and entrepreneurs. “Just as Lord Ram, with the help of the Vanar Sena, defeated Ravan, Indians too can counter the arrogance of foreign powers by embracing Swadeshi,” he remarked.

Interestingly, the ten-headed effigy of Trump, which took over fifteen days to build, became a major attraction for city residents. Measuring seven feet in height and symbolically carrying ten heads, it served as a powerful reminder of the growing resentment against economic domination and a renewed call for self-reliance.

<https://www.face2news.com/news/102964-on-dussehra-trump%E2%80%99s-ten-headed-effigy-goes-up-in-flames-in-joragpur.aspx>

CM Mohan Yadav to Launch Swadeshi Jagran Week in Bhopal



Chief Minister Dr. Mohan Yadav will launch the state-level Swadeshi Jagran Week at Ravindra Bhavan in Bhopal. This mega-campaign will be run across the state under the joint aegis of the Madhya Pradesh Jan Abhiyan Parishad and Swadeshi Jagran Manch. On this occasion, a massive rally will be held from the Chief Minister's residence to Ravindra Bhavan in the presence of the Chief Minister, with over 300 participants from the Madhya Pradesh Jan Abhiyan Parishad and Swadeshi Jagran Manch participating.

This rally will spread the message of raising awareness about Swadeshi products and encouraging their use. Swadeshi Jagran Week will be organized in 313 development blocks across the state, with the primary objective of promoting Swadeshi products and inspiring people towards a self-reliant India. During this campaign, the importance of Swadeshi products will be conveyed to the public through various programs.

Chief Minister Dr. Yadav stated that this campaign will not only promote Swadeshi products but will also empower local artisans, entrepreneurs, and

small businesses. Representatives of Swadeshi Jagran Manch said that this week will be an important step towards creating awareness about Swadeshi in the state and reducing dependence on foreign products.

<https://english.dainikjagranmpg.com/states/madhya-pradesh/cm-mohan-yadav-to-launch-swadeshi-jagran-week-in-bhopal/article-5403>

Through Swadeshi push, RSS body aims to lift GDP

Following PM Narendra Modi's clarion call for self-reliance, the Swadeshi Jagran Manch (SJM), has said that it would intensify its ongoing Swadeshi campaign across the country — a move it claimed could potentially lift the national Gross Domestic Product (GDP) by at least three percentage points in the coming years.

SJM's renewed push for Swadeshi coincided with the Goods and Services Tax (GST) overhaul rolled out on the very first day of Navratri on Monday. India's GDP grew 7.8% in the first quarter of 2025–26, up from 6.5% a year earlier.



“We are going to carry out the campaign for Swadeshi, Suraksha, Swavlamban with greater vigour. We believe this can add three percent to GDP,” said SJM's national co-convenor Ashwini Mahajan. He argued that greater domestic manufacturing would spur allied sectors and strengthen the economy.

Experts, however, viewed SJM's claim as more about mobilising sentiment than hard economics. Analysts noted that by dovetailing Swadeshi with GST reforms, the organisation sought to signal the need for moving policy and cultural-economic mobilisation in tandem.

Mahajan, a former professor economics in Delhi University, said that an increase in manufacturing would lend a thrust to an array of allied sectors and thus scaling up the economic activity and the GDP.

“There are sectors and services like defence and

renewable energy where efforts are required to boost production,” he asserted.

SJM said that the country has been losing a part of GDP because of heavy dependence on imports. He said that this was the best time for the youth to realise and understand the concept of swadeshi by taking concrete steps towards entrepreneurship.

The SJM had launched the campaign in June earlier this year after US president Donald Trump announced imposition of additional tariff on India accusing it of buying fuel from Russia eventually helping it in war against Ukraine. “The auspicious occasion of Navratri is very special. Along with the GST savings festival, the mantra of Swadeshi (Made in India) is going to receive a new energy during this period,” PM Modi posted in Hindi on X on Sunday. “Let us come together in collective efforts for the fulfilment of the resolve for a developed and self-reliant India,” SJM said.

SJM recalled the time when global liberalisation kicked in the 1990s. “The general feeling was that development can happen only when we globalise and open our economy for foreign goods. That has been proved wrong. We have lost enough, especially in terms of small scale industry,” SJM said, adding that the country’s dependence on foreign goods, capital and technology kept on increasing.

Mahajan said that before globalization, the share of manufacturing in the national GDP was around 19%, which eventually came down to around 14% over the years. “We realize that wherever development has taken place is all because of indigenous efforts and not because of MNCs,” he said, adding that the call of swadeshi has thus become much more significant.

<https://timesofindia.indiatimes.com/city/lucknow/through-swadeshi-push-rss-body-aims-to-lift-gdp/articleshow/124073799.cms>

“Entrepreneurship is the Driving Force of Aatmanirbhar Bharat,” S.K. Behera

A seminar on the theme “Entrepreneurship: The Foundation of Aatmanirbhar Bharat” was organised today at the Swadeshi Mela auditorium in Gopal Maidan, Bistupur. The event aimed to inspire youth toward self-reliance through innovation and enterprise.

The seminar was graced by S.K. Behera, Vice Chairman and Managing Director, RSB Group, as the chief guest. Other dignitaries present included Prab-



hakar Singh, Chancellor, Sona Devi University; Amit Srivastava, Director, Arka Jain University; Prof. (Dr.) S.N. Singh, Vice Chancellor, Shrinath University; Manoj Kumar Singh, Member, National Council of Swadeshi Jagran Manch; Amitabh Senapati, Co-convenor, Swadeshi Mela; and Amresh Jha, District Co-convenor, Swavalambi Bharat Abhiyan.

The programme began with the lighting of the ceremonial lamp and floral tribute to Bharat Mata. Addressing hundreds of students, youth, and teachers, chief guest S.K. Behera said that the idea of Aatmanirbhar Bharat means a self-reliant India capable of meeting its own needs through its resources, technology, and youthful energy. He highlighted that entrepreneurship is the driving force that enables individuals to transform ideas into enterprises, creating employment and contributing to national growth.

He added that when a young person uses their skills to start a new venture, they not only become self-reliant but also help others by generating jobs. “A successful entrepreneur can change the destiny of many unemployed people,” he said. To realise the vision of Aatmanirbhar Bharat, the spirit of innovation and entrepreneurship must be encouraged, local industries promoted, and Indian products adopted in daily life. “Aatmanirbhar Bharat is not just a government slogan but a national commitment,” he emphasized.

Addressing the gathering, Prabhakar Singh, Amit Srivastava, and Prof. (Dr.) S.N. Singh stated that India stands at a decisive stage where its youthful population, supported by technological progress and innovation, can usher in a new era of development. Entrepreneurship, they said, acts as a dynamic engine of economic growth, addressing unemployment and fostering a resilient economy through empowerment and job creation.

Keynote speaker Manoj Kumar Singh said that the journey towards a developed India is a collective effort that requires active participation from individuals, institutions, and policymakers. Entrepreneurship, he noted, serves as a bridge that transforms dreams into reality by nurturing innovation, resilience, and self-reliance. By investing in entrepreneurship education and creating a supportive ecosystem, India can unlock the potential of millions and accelerate its economic progress toward 2047.

Convenor Amitabh Senapati, former Senate and Syndicate member of Kolhan University, highlighted that under the leadership of Prime Minister Narendra Modi, the central government has launched several initiatives—to encourage youth to become job creators instead of job seekers.

Students and faculty members from Jamshedpur Women's University, Arka Jain University, Shrinath University, NTT, Rambha College of Institutions, IDTR, Sona Devi University, and various colleges under Kolhan University—including Jamshedpur Cooperative College, Graduate College for Women, LBSM College, Workers College, and ABM College—were present in large numbers.

<https://avenuemail.in/entrepreneurship-is-the-driving-force-of-aatmanirbhar-bharat-says-s-k-behera-at-swadeshi-mela/>

WhatsApp rival Arattai is about self-reliance, not just messaging: Sridhar Vembu

Zoho CEO Sridhar Vembu in an interview with NDTV said that Arattai app aims to build India's self-reliant tech ecosystem rather than depend on foreign platforms. He explained that global technology can be “weaponized” in adverse geopolitical situations, stressing the need for India to master its own core technologies for secure communication, manufacturing, and daily digital needs.

With its promise of a privacy-first approach and strong local backing, the Chennai-based company has positioned Arattai as a trustworthy alternative in a market where over 500 million people already rely heavily on Meta-owned WhatsApp.

We are proudly ‘Made in India, Made for the World’ and we mean it,” Sridhar Vembu wrote a few weeks back in a post on ‘X’.

However, as the buzz around Arattai grows, privacy-conscious users have raised a crucial red flag. Despite its branding as a secure, privacy-driven app,



Arattai currently does not offer end-to-end encryption (E2EE) by default for text chats—a safeguard that competitors like WhatsApp, Signal, and even parts of Telegram already provide across chats, calls, and video messages.

India's homegrown messaging app Arattai has surged past prominent global rivals to claim the top spot in app store rankings. This is a milestone that highlights both its growing appeal and the pressure that comes with it.

Why the Sudden Surge? Originally launched in 2021 by Zoho, Arattai (the Tamil word for “chat” or “chit chat”) was until recently, considered an experimental project. But in the current climate with rising concerns about data privacy, global surveillance, and “tech sovereignty”. Arattai's positioning as a “spyware free, made in India” messenger has resonated with Indians.

The momentum gained traction when India's Union Education Minister, Dharmendra Pradhan, publicly urged citizens to favour local digital platforms, citing Arattai among the recommended apps. Simultaneously, high profile tech voices such as Vivek Wadhwa tried it out and praised its polish even calling it “India's WhatsApp killer” in messaging feel.

Growing Pains: Infrastructure Under Strain - With its sudden rise, Arattai is facing challenges typical of overnight sensations. Zoho has acknowledged issues such as delayed OTPs, slower contact sync, and occasional lag during sign ups, all due to the surge in server load. The company says it is “working hard to expand servers” and hopes to mitigate these glitches within a few days.



<https://www.financialexpress.com/life/technology-zoho-founder-sridhar-vembu-says-whatsapp-rival-arattai-is-about-self-reliance-not-just-messaging-4011560/>

Swadeshi Activities

Swadeshi Udhamita Vikas Yatra

Picture Gallery



Delhi



Madhya Pradesh



Bikaner



Baurkela, Odisha



Moradabad



Meerut



Mainpuri



Rajkot, Gujarat



Lucknow



Shamli



Haldwani, Uttarakhand



Hapur

Vyapari Jutaan

15-16 September 2025 (Nagpur)



Swadeshi Activities

Swadeshi Udhamita Vikas Yatra

Pictorial Glimpses



Avadh



Budaun



Muzaffar Nagar



Odisha (W)



Odisha (E)



Shahajahanpur (Brij)



Sikkim



Tamil Nadu



Vikramdev University, Odisha



Uttar Assam



Uttarakhand



Kandhala, UP (W)



Guwahati, Assam



Gonda, Avadh



Kanpur



Jodhpur



Jhansi



Tripura