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भारत Matters

INDIA'S NARRATIVE OVERSEAS



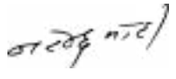
G20 SUMMIT

HIGHLIGHTS

India-CARICOM Summit | PM's visit to Guyana, Brazil & Nigeria | COP 29 | India's Global Healthcare Leadership I Indian Tribal Goods: Rising Global Market



“Through India’s DPI and India Stack, we are revolutionizing every sector of the economy. Countries like UAE, Singapore, France, Sri Lanka, Nepal, and Mauritius have adopted UPI”



- PM Shri Narendra Modi

From MyGov’s Editorial Desk

Dear Readers,

This edition of MyGov Bharat Matters provides a glimpse of India’s dynamic presence on the world stage. From PM Modi’s impactful address at the G20 Summit to his diplomatic visits to Guyana, Brazil, and Nigeria, we dive deep into the milestones defining India’s role in global leadership.

In this edition, read about India’s re-election to the UN Peacebuilding Commission and its initiatives at COP29, shaping the future of global sustainability. Witness India’s influence in the world of cinema at the 55th International Film Festival of India (IFFI), and discover how India is paving the way in global healthcare innovation.

In addition, explore how Indian tribal goods are making waves in the international market, showcasing that tradition and innovation go hand in hand. This edition is a must-read for those who want to stay informed about India’s rising global influence and its cultural renaissance across the globe!

Team MyGov India

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01

India in Global News



PM's visit to Brazil & the G20 Summit, Rio De Janeiro, Brazil

"The main reason for our success is our approach: 'back to basics' and 'march to the future" – PM Modi

This year, the G20 Summit was held in Rio De Janeiro, Brazil on 18th November 2024. PM Shri Narendra Modi participated in the Summit and chaired the session on Social Inclusion and the Fight Against Hunger and Poverty. PM Modi also met Brazilian President Luiz Inácio Lula da Silva on the sidelines of the G20 Summit. Both the leaders discussed enhancing the India-Brazil Strategic Partnership, focusing on agriculture, defense, digital technology, and global issues.

PM Modi's address at the G20 Summit in Rio de Janeiro, Brazil highlighted India's remarkable progress and its commitment to global priorities under the theme 'One Earth, One Family, One Future.' His remarks underscored India's role as a global leader. Here's a comprehensive look at the key takeaways from PM Modi's speech -

Driving People-Centric Growth

PM Modi applauded Brazil's successful G20 Presidency and its continuation of people-focused initiatives initiated at the New Delhi Summit. He emphasized India's transformative achievements over the past decade:

Lifting 250 Million People Out of Poverty: Through targeted initiatives, India has accelerated poverty alleviation.

Food Security for Over 800 Million Citizens: By providing free food grains, India has ensured that its population remains resilient in the face of global challenges.

Healthcare for All: With the world's largest health insurance program, over 550 million citizens now have access to affordable healthcare, now extended to 60 million senior citizens above the age of 70.

Empowering Women and Farmers

India's development model places women and farmers at its core:

Women-Led Development: Over 300 million women micro-entrepreneurs have gained access to institutional credit, fostering financial independence.

Farmers First: India supports its farmers with:

Crop Insurance: Over 40 million farmers have received benefits worth $20 billion.

Direct Assistance: $40 billion has been disbursed to 110 million farmers under the Pradhan Mantri Kisan Samman Nidhi scheme.

Institutional Credit: Farmers have accessed loans worth $300 billion to modernize agriculture.

Combating Hunger and Malnutrition

India's commitment to food and nutrition security stands as a global model:

Integrated Nutrition Support: The Saksham Anganwadi and Nutrition 2.0 campaign prioritizes nutrition for pregnant women, young children, and adolescent girls.



Mid-Day Meal Scheme: School children's nutritional needs are addressed, ensuring their physical and cognitive development.

Global Food Security Contributions: India has provided humanitarian aid to countries like Malawi, Zambia, and Zimbabwe, reaffirming its commitment to the Global South.

Sustainable Agriculture and Innovation

India's "back to basics" approach aligns traditional practices with futuristic innovation:

Promotion of Millets: India champions the global adoption of Sri Ann (millets) for sustainable agriculture and nutrition.

Climate-Resilient Crops: Development of over 2,000 crop varieties to combat climate change impacts.

Digital Agriculture Mission: Leveraging technology to transform agricultural practices and boost productivity.



Digital Public Infrastructure: The Game Changer

PM Modi highlighted the transformative power of India's digital public infrastructure in enabling social and financial inclusion. Flagship initiatives like the Aspirational Districts and Blocks project exemplify India's model of inclusive development by focusing on its most vulnerable communities.

Global Governance Reform and Solidarity with the Global South

PM Modi reiterated the need for equitable global governance systems. He lauded the inclusion of the African Union as a permanent G20 member during India's Presidency and expressed support for Brazil's initiative of a Global Alliance Against Hunger and Poverty.

Recognizing the disproportionate impact of global crises on the Global South, PM Modi emphasized collective action to address food, fuel, and fertilizer shortages.

March Towards a Brighter Future

PM Modi's address encapsulates India's dual focus on inclusivity and innovation. By combining grassroots-level interventions with cutting-edge technology, India is creating a development blueprint for the world. As the voice of the Global South, India continues to champion equitable growth, sustainability, and resilience on the global stage.



Together, we march towards a future where no one is left behind.

Ramayana Performance in Brazil



The PM also attended a Ramayana performance in Brazil, appreciating the presentation by Vishwa Vidya Gurukulam students, a Brazilian organization dedicated to promoting Vedanta and Sanskrit. The event underscored the global impact of Indian culture.

Prime Minister Modi's State Visit to Nigeria: Strengthening Bilateral Ties



Prime Minister Shri Narendra Modi visited Abuja, Nigeria, on November 16-17, 2024, at the invitation of Nigerian President Bola Ahmed Tinubu. The visit marked a significant milestone in India-Nigeria relations, with PM Modi receiving Nigeria's highest honor, the Grand Commander of the Order of the Niger (GCON).

Strategic Partnership and Key Agreements

The leaders emphasized the growing Strategic Partnership between India and Nigeria, focusing on trade, defense, and technology. With India being one of Nigeria's largest trading partners, both nations aim to enhance bilateral trade and investment, with agreements on the Economic Cooperation Agreement, Double Taxation Avoidance, and Bilateral Investment Treaty on the horizon.

Cooperation in Key Sectors

Both sides discussed expanding collaboration in agriculture, healthcare, defense, and capacity building. India's support through Indian Technical and Economic Cooperation (ITEC) and Indian Council for Cultural Relations (ICCR) was highlighted. Both the countries also agreed to strengthen defense ties, including anti-piracy operations and counterterrorism cooperation.

Cultural and Educational Links

Cultural exchanges and educational cooperation were prioritized, with efforts to increase Nigerian participation in India's scholarship programs. Both sides also celebrated India's G20 presidency and Nigeria's leadership in ECOWAS, recognizing the broader regional impact.

This visit is a testament to the strong and expanding India-Nigeria relationship, focused on mutual development and strategic cooperation.





PM's visit to Guyana & India-CARICOM Summit

PM Shri Narendra Modi visited Georgetown, Guyana, for a State Visit on November 20, 2024, marking the first visit by an Indian PM in 56 years. He was warmly received by President Dr. Mohamed Irfaan Ali, Prime Minister Mark Phillips, and other key leaders. The visit saw a vibrant welcome from the Indian and Indo-Guyanese community, with the Mayor of Georgetown presenting him the "Key to the City," symbolizing the strong bilateral ties between India and Guyana.

India-CARICOM Summit

In a significant development, the second India-CARICOM Summit was hosted by Prime Minister Shri Narendra Modi, alongside President Irfaan Ali and Prime Minister Dickon Mitchell. The summit aimed at furthering cooperation and addressing shared challenges, particularly in the face of recent natural disasters like Hurricane Beryl.

PM Shri Narendra Modi highlighted seven key pillars for future collaboration: Capacity Building, Agriculture & Food Security, Renewable Energy & Climate Change, Innovation & Trade, Cricket & Culture, Ocean Economy & Maritime Security, and Medicine & Healthcare. These initiatives emphasize strengthening partnerships in technology, health, environment, and culture, with India offering increased scholarships, technical assistance, and healthcare solutions to CARICOM countries.

The summit also underscored India's commitment to sustainable development and global cooperation in the Global South.



PM Modi Celebrates Indian Diaspora's Contribution to Guyana's Development

Prime Minister Shri Narendra Modi, during his visit to Guyana, acknowledged the significant role of the Indian diaspora in shaping the nation's development. He highlighted the deep ties between India and Guyana, citing culture, cuisine, and cricket as shared bonds. Speaking at an event in Georgetown, PM Modi emphasized the inclusive and inspirational growth of India over the past decade, noting its advancements in technology, space exploration, and renewable energy. He also praised the Indo-Guyanese community for their contributions and called them "Rashtradoots," or ambassadors of Indian culture and values. PM Modi's address underscored the strengthening ties between the two nations.







"This Century Will Be India's Century"

- PM Shri Narendra Modi at Hindustan Times Leadership Summit 2024

PM Releases Commemorative Stamp Celebrating HT's 100 Years

Prime Minister Shri Narendra Modi delivered a powerful address at the Hindustan Times Leadership Summit 2024 in New Delhi, emphasizing India's transformation and its future trajectory. Reflecting on the country's journey, he stated, "This century will be India's century." He also released a commemorative postage stamp marking Hindustan Times' centenary, praising the newspaper's legacy of 100 years of journalism.

India's Aspirations and Policies for Growth

PM Modi quoted that "The power that has shaped India's destiny, shown direction to India, is the wisdom and capability of the common man of India." He emphasized his government's mantra: "Progress of the people, Progress by the people, Progress for the people." He also outlined the unique approach of his administration—"Spend Big For The People, Save Big For The People"—which focuses on significant public investment alongside saving citizens' money.

Empowering Citizens and Creating Opportunities

The Prime Minister discussed the transformative impact of his government's policies, particularly in creating employment and dignity through investment and development. He referenced achievements like the rise in gas connections, mobile phone access, and the launch of UPI as examples of how investment has translated into employment and better quality of life for millions.





02



18 Civilian Honours From Across The Globe Bestowed to PM Modi

PM Shri Narendra Modi's leadership has garnered global recognition, underscoring his transformative vision for India and its growing influence on the world stage. The numerous prestigious honours awarded to him makes every Indian proud and reflect the profound impact of his diplomatic efforts, reinforcing India's prominence and shaping international partnerships rooted in progress, cooperation, and shared values.

2024 - Guyana's Highest National Award "The Order Of Excellence"

2024 - The Order of Freedom of Barbados

2024 - Grand Commander of the Order of Niger

2024 - Dominica's highest national award, "Dominica Award of Honour"

2024 - Russia's Order of St. Andrew the Apostle (bestowed upon him in 2019)

2023 - Greece's Grand Cross of the Order of Honour

2023 - France's Grand Cross of the Legion

2023 - Egypt's prestigious Order of the Nile

2023 - Republic of Palau's highest honour Ebakl Award

2023 - Papua New Guinea's Grand Companion of the Order of Logohu

2023 - Fiji's prestigious Companion of the Order of Fiji

2021 - Bhutan's esteemed Order of the Druk Gyalpo decoration

2020 - US Government's distinguished Legion of Merit

2019 - Bahrain's esteemed King Hamad Order of the Renaissance

2019 - Maldives' highest honour, the Order of the Distinguished Rule of Nishan Izzuddin

2019 - United Arab Emirates' prestigious Order of Zayed Award

2018 - Palestine's grand recognition, the Grand Collar of the State of Palestine Award

2016 - Afghanistan's highest civilian honour, the State Order of Ghazi Amir Amanullah Khan

2016 - Saudi Arabia's esteemed Order of King Abdulaziz

03



55th International Film Festival of India (IFFI) 2024: Celebrating Cinema & Cultural Unity

The 55th International Film Festival of India (IFFI) was held from 20-28 November 2024, at the Dr. Shyama Prasad Mukherjee Indoor Stadium, Goa. The festival showcased over 200 films from 75 countries, masterclasses by industry experts, and more.

Key Highlights:

Celebration of Indian Cinema: The Festival honored India's vibrant film industry, showcasing its cultural impact on both national and international platforms.

Awards and Recognition: Prestigious honors were awarded, including the Golden Peacock for Best Feature Film, the Silver Peacock for Best Director and Actor, and the ICFT-UNESCO Gandhi Medal for films promoting peace and intercultural dialogue.

Cultural Performances: The grand finale featured a stunning "Rhythms of India" performance, celebrating India's classical dance forms, highlighting the country's rich cultural diversity.

04 29th session of the Conference of the Parties (COP)

COP29 was held between 11-22 November 2024 in Baku, Azerbaijan. COP29, the 29th session of the Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC), is a pivotal global summit focused on addressing climate change and fostering international cooperation. Organized by the UNFCCC, it brings together world leaders, policymakers, scientists, and stakeholders from around the globe to discuss strategies and agreements aimed at mitigating climate impacts, adapting to environmental changes, and advancing the goals of the Paris Agreement. This conference serves as a critical platform for setting climate action priorities, mobilizing climate finance, and fostering collaborative efforts to combat global warming.Key points discussed by India at COP29 include:

Leadership of Developed Nations: India urged developed countries to take the lead in climate mitigation actions, aligning with the Paris Agreement's objectives and supporting developing nations.

Equity and Climate Justice: India emphasized the importance of ensuring that the unique challenges of the Global South are addressed, focusing on the principle of Common but Differentiated Responsibilities, which calls for fair treatment in climate actions based on capabilities.

India's Climate Achievements: India highlighted its progress in surpassing its 2015 Nationally Determined Contributions (NDC) targets ahead



of the 2030 deadline, including reducing emission intensity and increasing renewable energy capacity.

Mission LiFE and Green Initiatives: India showcased initiatives like Mission LiFE (Lifestyle for Environment) to promote sustainable living and the "Ek Ped Maa Ke Naam" tree plantation campaign, aiming to plant one billion trees.

Call for Enhanced Cooperation: India called for increased international collaboration in technology, finance, and capacity building, particularly to help developing countries meet their climate goals.

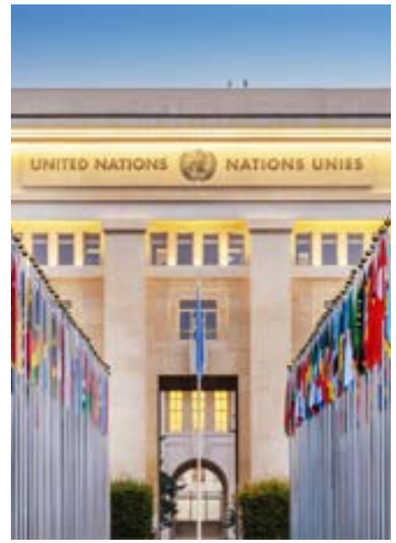
Carbon Space for Developing Nations: India emphasized the need for developed countries to provide sufficient carbon space for the Global South to ensure sustainable growth and development, alongside ambitious mitigation actions.

Future of Climate Finance: India urged the conference to deliver clear outcomes on climate finance, particularly through the New Collective Quantified Goals (NCQG), to support developing countries' climate actions and sustainable development.

05 India's Re-election to the UN Peacebuilding Commission

A Global Commitment to Peace

India has once again secured its re-election to the United Nations Peacebuilding Commission (PBC) for the 2025-2026 term, underscoring its enduring commitment to global peace and stability. This achievement highlights India's active role in shaping international peacebuilding efforts and reflects Prime Minister Shri Narendra Modi's vision of strengthening India's leadership on the world stage.



PM Modi's Vision for Global Stability

Under Prime Minister Modi's leadership, India has not only focused on domestic development but also made strides in global diplomacy and peace initiatives. His vision for a "New India" goes hand-in-hand with a commitment to ensuring a peaceful and stable world. As India continues to engage with the Peacebuilding Commission, it aims to promote nationally led peace processes, fostering collaboration among humanitarian, development, and peace-focused actors worldwide.

India's continued membership in the PBC reaffirms its dedication to global peace, amplifying its growing influence in international peace efforts.



06



India's Global Healthcare Leadership:

A Vision of Transformation

India's healthcare sector has emerged as a global leader, driven by strategic government initiatives, technological advancements, and a vision of universal health access. Under the leadership of Prime Minister Shri Narendra Modi, India is reshaping its healthcare infrastructure and digital systems, positioning itself as a model for emerging economies worldwide.

PM Modi's Vision: Healthcare for All

At the core of India's healthcare transformation lies Prime Minister Shri Narendra Modi's vision of "healthcare for all" through strategic public health initiatives. His administration's focus on enhancing healthcare access, improving health indicators, and leveraging technology has garnered international recognition.

Strategic Government Initiatives

The Government of India (GoI) has been at the forefront of numerous healthcare reforms aimed at strengthening both the physical and digital healthcare infrastructure. Key initiatives such as Ayushman Bharat, which provides health insurance to over 100 million families, and the Ayushman Bharat Digital Mission have played pivotal roles in the ongoing transformation. By focusing on inclusive access, the government has reduced the financial burden on citizens and made healthcare services more equitable.

The implementation of the Co-WIN platform during the COVID-19 pandemic is a prime example of India's capacity for large-scale digital innovation. The platform administered over 2.2 billion vaccine doses in record time, ensuring equitable vaccine distribution across the nation, especially in underserved rural areas. This initiative has been lauded globally for its scale, efficiency, and integration with India's national identity systems like Aadhaar.



India as a Global Healthcare Hub

India's pharmaceutical sector is another pillar of its healthcare dominance. As the world's third-largest producer of pharmaceuticals by volume, India accounts for 60% of global vaccine production and manufactures 20% of the world's generic medicines. This not only strengthens India's position as a global healthcare provider but also ensures affordable access to essential medications in developing nations.

Moreover, India's medical tourism industry has witnessed rapid growth, positioning the country as a preferred destination for high-quality, cost-effective medical treatments. With a growing number of internationally recognized hospitals, India continues to attract medical tourists seeking affordable healthcare solutions.



The Future: Digital and Sustainable Healthcare

The next phase of India's healthcare evolution lies in the integration of digital platforms to enhance healthcare delivery. U-WIN, a platform designed to track immunizations for mothers and children, aims to become the world's largest electronic immunization registry. India's digital health infrastructure, including initiatives like eVIN (Electronic Vaccine Intelligence Network), showcases how technology can enhance vaccine distribution and ensure timely access to healthcare services.

India's healthcare sector is increasingly recognized as a model of innovation, inclusivity, and sustainability. By focusing on infrastructure, digital health solutions, and global leadership in pharmaceuticals, India is reshaping healthcare not just for its own citizens but also for the global community.

07

Impact Stories:
At A Glance

India continues to expand its global educational footprint with the inauguration of the Dubai campus of Symbiosis International University. This milestone reflects India's dynamic approach to internationalizing its education system, providing students with global opportunities and fostering deeper ties with the UAE. The initiative is poised to strengthen India's role in shaping a future-ready workforce for the world.



The 3rd ASEAN-Indian Music Festival (29 Nov-1 Dec 2024) at Purana Qila, New Delhi, organized by the Ministry of External Affairs, India to mark 10 years of the Act East Policy. The event featured diverse performances by artists from India and ASEAN nations, promoting shared values, mutual understanding, and strengthening ties.



India strengthens its partnership with Zambia by supplying medical equipment, including hospital beds and anaesthesia machines, to bolster Zambia's healthcare system. The consignment departed Mumbai's Nhava Sheva port today.



As a part of India's humanitarian support, the first consignment of approximately 425 MT of food grains and edible items was dispatched to Suriname. This initiative underscores India's commitment to aiding Suriname's Social Welfare Programme.

In a landmark development, Nepal's electricity will now reach Bangladesh through the Indian grid, marking South Asia's first trilateral power transaction. India's critical role in facilitating







this initiative underscores its commitment to strengthening regional energy cooperation and connectivity.

IRCTC and the Ministry of External Affairs GoI have signed an MoU to launch the Bharat Gaurav Tourist Train, "Pravasi Bharatiya Express," showcasing India's cultural heritage to the Indian diaspora. Starting on 9 January 2025, the 15-day journey will cover heritage and pilgrimage sites across seven states under the Pravasi Teerth Darshan Yojana.

On 17 November 2024, Indian Coast Guard chased down Pakistan Maritime Security Agency to rescue 7 fishermen detained near the India-Pakistan maritime boundary, showcasing their swift action and unmatched commitment

The Kids Yoga Awards ceremony hosted by Mindful Meditation Yoga in Naperville, Chicago saw a vibrant celebration of young minds embracing yoga. Attended by the members of the Indian diaspora, the event highlighted the role of yoga in fostering peace and mindfulness.

The "Glimpses of India" painting competition was held on 11 November 2024, with around 7,500 Egyptian students from over 500 schools in Cairo, Giza, and Qalyubia participating. This enthusiastic turnout highlights the vibrant cultural ties and people-to-people exchanges between India and Egypt.

08

Indian Culture Celebrated across the Globe

Bali Jatra Cuttack Utsav - 2024

Ambassadors, High Commissioners, and Heads of Mission from 14 countries, along with other diplomats, attended the Bali Jatra Cuttack Utsav 2024, which gained international prominence this year, marking a decade of India's Act East Policy. The festival, inaugurated on November 15, 2024, continued until November 22, celebrating Odisha's maritime history and India's historical ties with Southeast Asia, with cultural performances from ASEAN, BIMSTEC, and Pacific Island nations.

India International Folk Festival

The 8th India International Folk Festival, organized by ICCR, commemorated the 150th birth anniversary of Bhagwan Birsa Munda. Celebrating India's rich folk heritage, the event highlights cultural pride under PM Narendra Modi's leadership.





India Fest 2024

India Fest 2024 is being celebrated globally, serving as a vibrant platform to showcase India's rich cultural heritage abroad. The festival featured a variety of performances including classical and folk dances, and musical traditions from different Indian states. Visitors also enjoyed regional cuisines, explored Ayurveda, yoga, and handloom exhibitions, etc.

09

78th Know India Programme











The participants of 78th Know India Programme (KIP), a flagship initiative by MEA, GoI that connects young Indian diaspora members with their cultural roots, have been engaging in a series of enriching activities during their visit to India, aimed at fostering deeper connections with their heritage and understanding the nation's progress. Participants interacted with Antar Rashtriya Sahayog Parishad in Delhi, visited the Ministry of Electronics and Information Technology (MeitY), visited IIT Madras and explored the iconic Red Fort and the vibrant Dilli Haat. This immersive program has given participants a comprehensive understanding of India's heritage, innovation, and global impact.

Bharat Ko Janiye Quiz

The Bharat Ko Janiye Quiz is LIVE NOW! Organized by the Ministry of External Affairs, GoI, this exciting quiz competition is your chance to test your knowledge of India's rich history, culture, and achievements. If you're a young Overseas Indian, PIO, NRI, or Foreign National, in the age group 18-35, don't miss the opportunity to compete for Gold, Silver, and Bronze medals, with top winners getting a chance to join the exclusive Bharat Ko Janiye Yatra — a cultural tour of India!



10



Indian Tribal Goods

Rising Global Market

India's tribal communities, with their deep-rooted traditions and artisanal brilliance, are making a mark on the global market. From handwoven textiles to eco-friendly bamboo products, Indian tribal goods are experiencing a surge in demand worldwide.

Tribal Handicrafts: A Canvas of Culture

Indian tribal handicrafts, including exquisite handwoven textiles and vibrant artwork, are in high demand across countries like the United States, United Kingdom, Japan, and Australia. Famous products like Kalamkari, Madhubani paintings, and Warli art have gained international acclaim for their intricate designs and rich cultural narratives. With the government's push through initiatives like TRIFED (Tribal Co-operative Marketing Development Federation of India), these unique arts have been marketed globally.

Eco-Friendly Bamboo and Cane Crafts

Sustainability is a key driver in today's market, and bamboo and cane products from India's tribal regions are meeting this demand. Countries such as Germany, France, the United States, and Italy are increasingly drawn to bamboo furniture, baskets, and decorative crafts. The Van Dhan Yojana, a government scheme aimed at empowering tribal entrepreneurs, has supported these eco-friendly products by promoting sustainable harvesting and adding value to minor forest produce (MFP).

Handmade Jewelry: Unique and Intricate

Indian tribal jewelry, especially from tribes like the Gond, Munda, and Siddi, is another product experiencing booming demand in markets like the United Kingdom, United States, Canada, and the Middle East. Known for their silver designs, beaded necklaces, and tribal adornments, these pieces are sought after for their distinct beauty and

Tribal Herbs: Natural Healing Products

Herbal products and traditional medicines from India's tribal communities are catching the attention of health-conscious markets in the United States, United Kingdom, Germany, and Japan. Products like tulsi, neem, and turmeric-based items are valued for their therapeutic properties. Through initiatives like the National Sickle Cell Anaemia Elimination Mission, launched by PM Modi in 2023, the government is not only improving health outcomes but also promoting the use of indigenous medicinal knowledge globally. These efforts are helping tribal communities maintain their traditional healing practices while benefiting from modern health-conscious markets.

Artifacts & Sculptures: Preserving History

Tribal artifacts and sculptures are being prized in international art markets, particularly in the United States, Australia, France, and Japan. Handcrafted wooden carvings, statues, and figurines from Indian tribes are regarded for their cultural significance and artistic value. The Pradhan Mantri Janjatiya Adivasi Nyaya Maha Abhiyan (PM-JANMAN), launched in 2023, aims to improve access to government schemes and provide infrastructure for tribal communities, ensuring that artisans and their products reach wider markets.

Tribal Spices: A Taste of Tradition

India's tribal spices and food products, including organic honey from the Siddi tribes and tribal pickles from the Gond and Korku communities, are gaining popularity in food markets across the United States, United Kingdom, the Middle East,

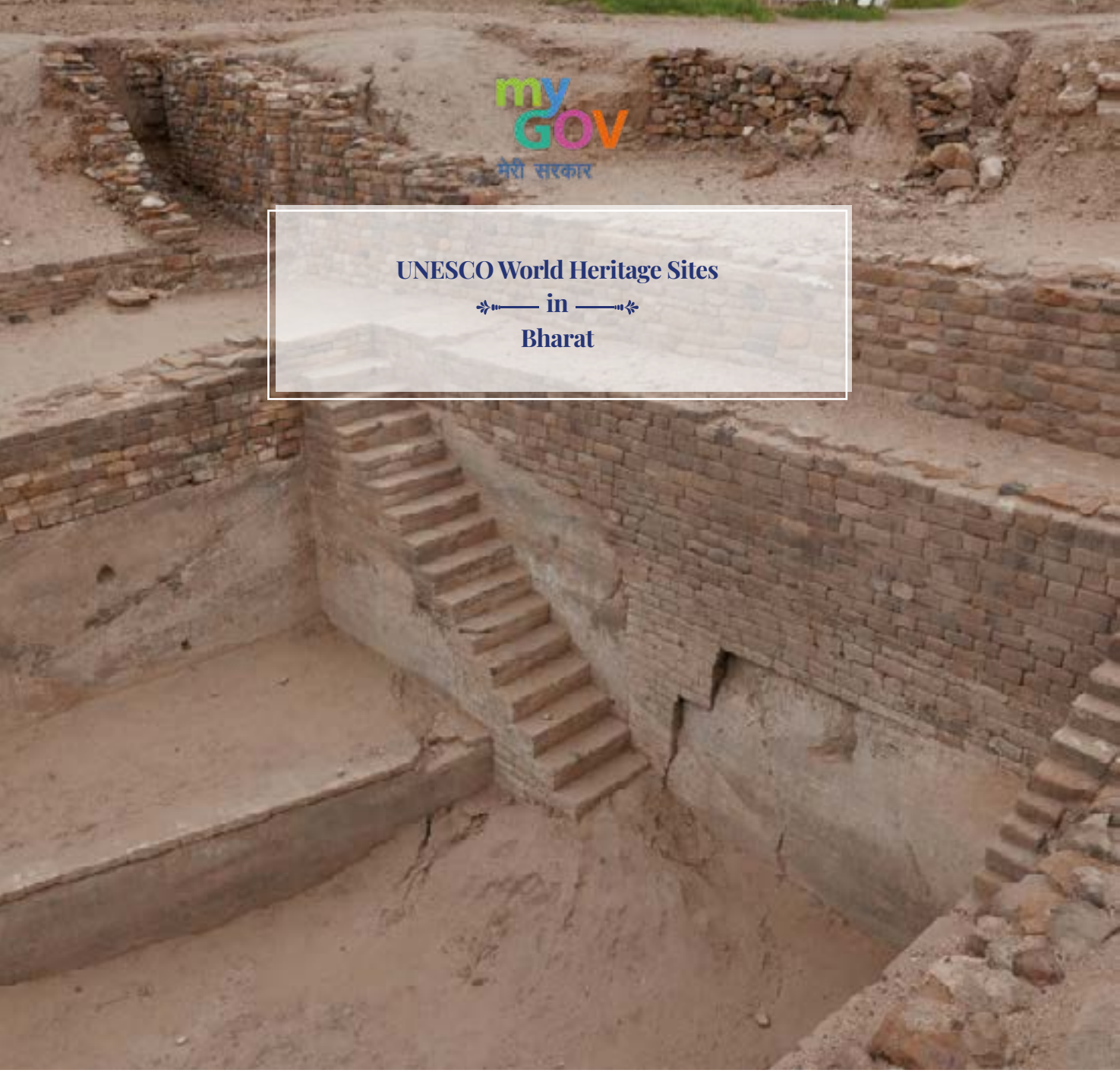


and Canada. These exotic products offer a taste of India's diverse culinary heritage, satisfying a global appetite for authentic and organic food products. The Van Dhan Yojana also supports these tribal food entrepreneurs by helping them enhance the value of their indigenous produce, creating an international market for these products.

Government Initiatives Fueling Global Demand

The Government of India (GoI) has played a crucial role in empowering tribal communities, ensuring their products reach global markets. Key initiatives like the Tribal Cooperative Marketing Development Federation of India (TRIFED), the Van Dhan Yojana, The Pradhan Mantri Janjatiya Vikas Mission (PMJVM), The Eklavya Model Residential Schools (EMRS), Sickle Cell Anaemia Elimination Mission, and the Dharti Aaba Janjatiya Gram Utkarsh Abhiyan demonstrates a comprehensive approach to uplifting tribal communities. By focusing on education, health, and economic development, the government is creating an environment where tribal products can thrive globally.

By embracing these products, the world is becoming a more inclusive, sustainable, and culturally rich place. India's tribal artisans are not just preserving their heritage—they are shaping the future of global trade.



UNESCO World Heritage Sites in Bharat

Dholavira: A Harappan City, Bharat's 40th World

PM INDIA

Transforming India

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