

25 YEARS

Hon'ble Prime Minister Narendra Modi Ji's Service and Dedication....

Seva Sankalp Abhiyan

17 September to 17 October 2026



Ashirwad Ka Diya

1



Ashirwad Ka Diya

- At every booth, each family will participate in this resolve by lighting a lamp.
- Each lamp will be a symbol of gratitude for **Shri Narendra Modi Ji's 25 years** of public service and the collective resolve for “Viksit Bharat”2047.

Ashirwad Ka Diya

- The list of beneficiaries of various schemes will be delivered to booth members by the state government.
- On the evening of 17 September, booth members will visit every beneficiary's home and invite them to light the “**Ashirwad Ka Diya.**”





Ashirwad Ka Diya

- Citizens, influencers, ministers, and chief ministers will share photos and videos of their lamps with the hashtag **#AshirwadKaDiya**.
- **Channels of promotion:** WhatsApp, TV ads, special songs, and influencers.



Administration / State Government — Beneficiary List & Coordination

- Every concerned department in every state should prepare a list of beneficiaries of its schemes — beneficiaries can belong to any department, any scheme. Include both worker-beneficiaries and beneficiaries of all schemes. The list should also include COVID vaccination beneficiaries.
- Every state should immediately begin preparing its beneficiary list.
- The “Ashirwad Ka Diya” video should be sent to all selected beneficiaries via WhatsApp.
- The central office will prepare the master video in Hindi.
- Every state should adapt it into the local language — only the language should change; sentiment and visuals stay the same.
- The date and time must be mandatorily shown on the final frame of every video.

Organization / Party — Booth Activation & Implementation

- “Ashirwad Ka Diya” should be ensured at all booths nationwide.
- A worker-in-charge should be appointed for each district, responsible for full implementation there.
- At each booth, a worker should have a designated responsibility, decided in advance.
- Teams and workers should reach each beneficiary's doorstep and facilitate the lamp-lighting.
- Workers should ensure the booth-level event runs smoothly and that its report reaches the district in-charge.
- A theme song and a short informational video should be prepared, easy to share on WhatsApp, available in Hindi and all major languages, with a common hashtag, frame, and campaign identity provided centrally.

25 Crore Children's Dreams of India

Nationwide Drawing & Speech Competition

Duration:

17 September to 7 October

(States will decide any 7–10 days within this window, as per their convenience)

2





25 Crore Children's Dreams of India

Nationwide Drawing & Speech Competition

- Information about the service works carried out by Hon'ble PM Narendra Modi Ji, and the vision of a Developed India, will be shared in all government and private schools nationwide, and a drawing competition will be organized.
- A speech competition for students will also be organized on these same two topics.



25 Crore Children's Dreams of India

Nationwide Drawing & Speech Competition

After the Drawings are Completed

- An exhibition of the drawings should be set up in any available classroom, hall, or suitable space in the school.
- No new or additional expense should be incurred for the exhibition.
- Through children's imagination, the dream of a Developed India should reach every family.
- Prizes should be given to winners of the best drawings and of the speech competition.
- Family members and other villagers should definitely be invited to these competitions.

Government (Education Department) Role

- Issue a circular fixing the competition date and inform schools. The letter's subject should reference “Viksit Bharat Sankalp” and “25 years of service work” — and must not mention the Prime Minister's birthday celebration.
- Send schools written information on the schemes and Developed India, for teachers to explain to children.
- Designate a nodal teacher for the school-level competition, hold a school-level exhibition, and send reels/video to the District Education Officer (DEO).
- The DEO will organize a district-level exhibition and, finally, a state-level exhibition of selected entries.

Organization's Role

- One worker (from various fronts or the main body) will be appointed for every school at the panchayat and ward level.
- Workers will ensure local parents and villagers definitely turn up to see the children's drawings.
- Ensure maximum local turnout at district- and state-level exhibitions.
- A local leader should be present at the district exhibition; a minister should be present at the state level to boost children's morale.
- Winners receive a certificate signed by the Chief Minister; all participants receive a certificate signed by an Education Department official.

Namo Seva Gatha

Street Play (Nukkad Natak) Performance

3



Namo Seva Gatha

Namo Seva Gatha

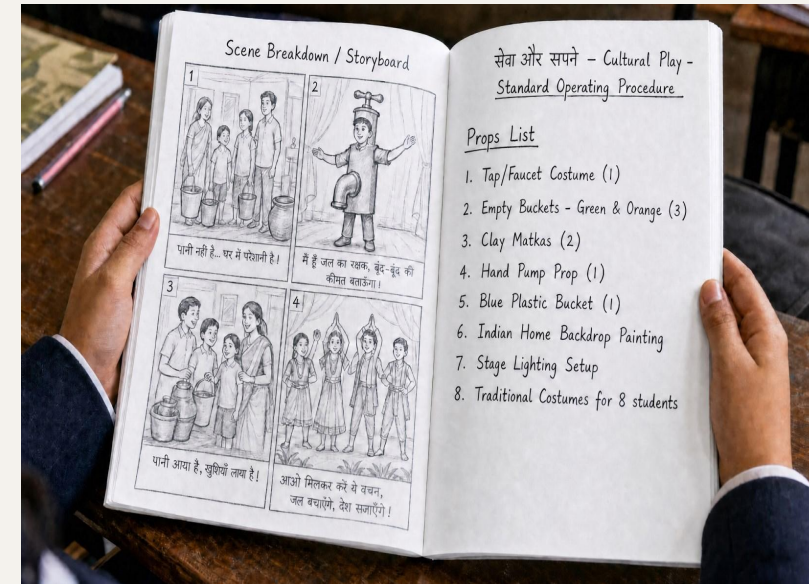
- The story of the past 25 years of service work, major welfare schemes, and the changes that have come to the country should be conveyed village-to-village through a simple, emotional, musical theatrical performance.
- The program should be organized in schools, colleges, panchayats, community centers, and other public venues nationwide.

Materials & Guidance Provided by the Central Office

The full 25–30 minute “Seva Gatha” content will be prepared centrally and provided to each state as a complete master program package by 6 September:

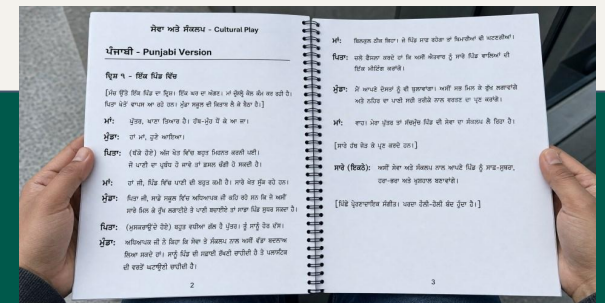
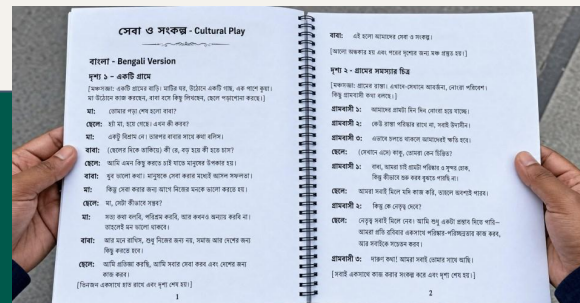
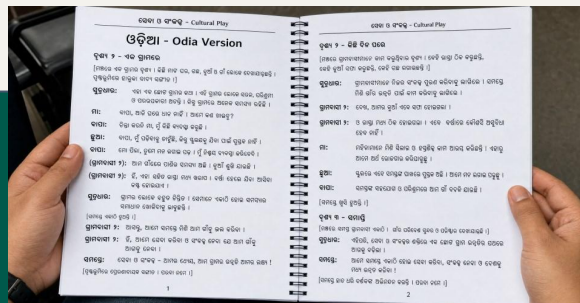
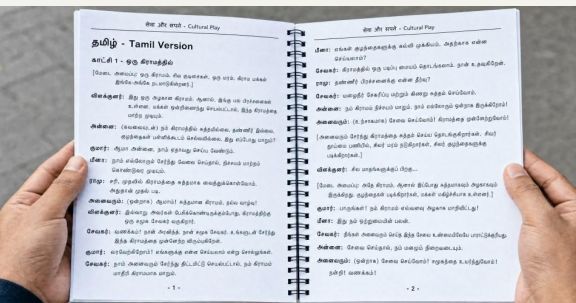
- A pilot video showing the full presentation for reference
- A detailed master script with dialogue
- Pre-recorded Hindi audio including dialogue, voice-over, and music
- Suggestions on stage setup, required props, and costumes
- A detailed breakdown of cast size and characters
- Clear guidelines for rehearsal and stage performance
- Uniform branding and promotional material for the program

Through curated videos and supporting materials, school, college, and local organisers can easily prepare children and local artists to organise an impactful and well-coordinated performance



State's Responsibility

- Convert the Hindi script and audio received from the central office into the local language.
- Prepare the final local-language audio (with music) using local artists, writers, and voice-over talent.
- Do not alter the original story, sentiment, or central message.
- Appoint a Nodal Officer in every district.



State - Troupe Listing & Institutional Rollout

- Every state should compile a list of its **small street-play troupes** (“toli”).
- A minimum of **18–20 talented troupes should be engaged per district**, performing at public locations or venues designated by the state.
- Conversion of the central script/audio into the **local language** happens at the state level; the original story, sentiment, and central message must not change.
- Fine Arts Colleges in all states should also be included.

Proposed Timeline

- After receiving the Master Script, Hindi Audio, and Pilot Video, states get ~15–20 days for local-language conversion and preparation.
- Programs are proposed to begin from 17 September.
- After that, performances should continue steadily at school, college, district, and state levels.

Public Participation & Promotion

- Local citizens should be invited to watch the program.
- Good photo and video recordings should be made of every performance.
- Reels and short videos of selected clips should be shared on state and district social media accounts.
- The best performances should get a chance to perform at the state-level event.
- Outstanding local artists, students, and teachers should be honored locally.

Preparation Period

- After receiving materials and briefing, each state should give professional troupes, schools, and colleges 10 days to prepare.
- This period should cover rehearsal, local-language adaptation, venue selection, and permissions.

Date	Task
6 September	Pilot video, master script, Hindi audio & supporting material sent from center to all states
6–8 September	State-level briefing; distribution of material to troupes, schools & colleges
8–17 September	10-day preparation — rehearsal, language adaptation, venue selection & permissions
Campaign period	Staging of Seva Gatha at public venues and educational institutions

Leadership & Accountability

- In every state, the Minister of Youth & Cultural Affairs will be in charge of the complete implementation of Seva Gatha.
- The state party leadership will be jointly accountable alongside them — governance and organization together.
- Performances must take place at 100 major locations nationwide on 2 October.

This joint leadership will ensure that:

- District-wise appointment of 18–20 trained troupes is completed on time
- Instructions reach schools and colleges via the Education Department
- Public venues are selected and permissions secured in advance
- Local-language conversion of central material happens on schedule
- Each district's progress report reaches the central office regularly

Responsibility Table

Level	Responsible	Responsibility
National	Central Office	Pilot video, master script, Hindi audio & supporting material — by 17 September
State (Governance)	Minister of Youth & Cultural Affairs	Overall implementation in-charge; coordination with Education, Culture, Panchayati Raj depts; venue & permissions
State (Organization)	State party leadership	Troupe listing, district-level activation, public participation & audience turnout
District	District in-charge (Governance + Organization)	Appointment of 18–20 troupes, school/college performances, 30–40 audience per show
Organization & other institutions	Principal/Headmaster	Student preparation & on-campus performance

Aangan Ka Utsav

Duration: 25 September – 7 October 2026

4



Aangan Ka Utsav

- Local Anganwadi centers should invite mothers along with their children.
- Anganwadi workers should be publicly honored at the event, and active participation of children and mothers should be ensured.



Aangan Ka Utsav Program

- Information about the Modi government's nutrition, health, and women-related schemes should be given to children and mothers in very simple, conversational language.
- Local Mahila Morcha workers should be involved in organizing and outreach.
- Small entertaining activities should be organized for children.
- Sweets and fruit distribution should create a festive atmosphere.
- Beneficiary women may, if willing, share brief personal accounts of how the schemes changed their lives.



Aangan Ka Utsav

- Every Anganwadi center will be provided a comic book and a letter from the Hon'ble Prime Minister.
- Translation of all materials into local languages will be arranged centrally.
- The comic book will mainly be about children's nutrition — told through story and dialogue in simple language.

Duration & Coverage

- The program runs 25 September – 7 October 2026.
- Each center's event runs for 3 days.
- Mandatory at every Anganwadi center nationwide.

Program Sequence

Sequence	Activity	Duration
1	2–3 beneficiary mothers share their experiences	10–15 min
2	Honor / felicitation ceremony	15 min
3	Distribution of sweets & fruit to children	—

Before and after the programme, engaging activities for children should be organised at every Anganwadi centre, including games, drawing, singing and short performances.

Recognition

- All ASHA workers and assistants, as well as ASHA Didis and Sahayikas, will be publicly recognised and appreciated. In addition, two to three beneficiary mothers at each centre will be honoured and invited to share their experiences and suggestions.

Awareness

- During the programme, participants will be informed about key policies and schemes related to education, women's welfare, child development and nutrition.
- The information will be presented in simple, conversational language so that every mother can understand it and access the relevant benefits.

Responsibility

Level	Appointee	Responsibility
State	Health Dept + Education Dept officials	Statewide implementation, coordination & monitoring
District	District officials of both departments	District-wise organization, list of centers & arrangements
District (Organization)	A worker in-charge	Accountable for full district implementation
Anganwadi Center	Anganwadi worker/supervisor	Center-level organization & children's participation
School/Center (Org.)	A supervising worker	Monitoring successful implementation & reporting

Key Points to Be Highlighted

Transforming nutrition, maternal support, immunisation and community service into relatable beneficiary stories during the Angan Utsav.



Aangan se Viksit Bharat

Connecting local services, nutrition and community participation with the national resolve.

36 States/UTs: Nationwide coverage of nutrition and Anganwadi services	14 lakh+: Anganwadi Centres delivering services
9 crore+: Beneficiaries registered on the Poshan Tracker	₹14.33 crore: Allocation for the 8th Rashtriya Poshan Maah 2025
4.26 crore: Beneficiaries covered under the Pradhan Mantri Matru Vandana Yojana	₹20,060 crore: Direct Benefit Transfers provided as maternity assistance
5.46 crore: Children registered through Mission Indradhanush	1.32 crore: Pregnant women vaccinated under Mission Indradhanush
13 lakh+: Anganwadi workers trained through the Poshan Bhi Padhai Bhi initiative	25 September–7 October: Service and resolve promoted through local stories

Sources: PIB; advertisements and factsheets of the Ministry of Women and Child Development and the Ministry of Health (2025–26); Poshan Tracker; PMMVY; Mission Indradhanush; Rashtriya Poshan Maah 2025.

Kahani Badlav Ki

5



Kahani Badlav Ki

Kahani Badlav Ki

- The real stories of 25 lakh citizens whose lives and localities have seen positive change through the Modi government's schemes will be brought before the nation.



Kahani Badlav Ki

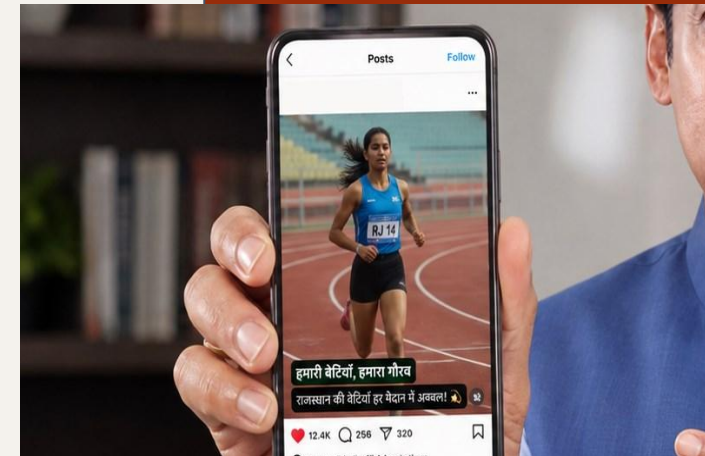
How the Program Will Run

- Launch a nationwide competition inviting citizens and beneficiaries to submit their inspiring stories.
- Party workers should personally contact beneficiaries in their area.
- Record short, simple, authentic videos of beneficiaries; log name, location, district, scheme, and life-change.
- Build a state- and district-wise digital data bank of all videos.
- Shortlist about 25,000 good stories from those received; professionally develop and present around 250 of the most impactful.

District & State Level Promotion

- Selected reels posted daily on each district's official party social media account.
- State ministers should share at least 2 good stories daily on social media for one month.
- The Chief Minister should share a 2–5 minute compilation video of the best stories, daily or regularly, and periodically make videos with beneficiaries.
- Centrally, the most impactful stories should be compiled into a national compilation, thematic films, and special digital episodes — with a consistent hashtag, frame, and identity.

Responsibility: A State In-charge and District In-charge for beneficiary outreach, video production, data collection, selection, approval, and regular social-media publishing.



Organization — “Har Shakti Kendra 10 Reel”

- **“10 Reels from Every Shakti Kendra”**—the organisation will conduct this campaign across all Shakti Kendras in the country.
- Each Shakti Kendra will create and upload at least ten authentic stories in the form of reels.
- Shakti Kendra-level workers will personally connect with beneficiaries in their areas and record their stories.
- Each reel will include details such as the beneficiary’s name, location, district, government scheme and the transformation it brought to their life.

Workers—Content Creation and Participation

Each worker will create a reel and actively participate in the campaign, serving not only as a content collector but also as a contributor.

Prescribed duration:

- **YouTube:** 60 seconds
- **Instagram:** 60 seconds

The use of uniform hashtags, frames and campaign branding will be mandatory.

State — Selection & Publication

- Select the best stories received at the state level.
- States should prepare a district-wise compilation so each district's participation is clearly visible.

Viksit Bharat Sankalp Yatra

Connecting influencers to transformative sites to bring real stories of development to the nation.

6



Viksit Bharat Sankalp Yatra

Viksit Bharat Sankalp Yatra

Taking the country's influencers and digital content creators to places that have seen major, real, and clear change in recent years. Participants will witness the change, meet local people, and tell India's story from experience.

Examples:

- Transformation in security, development, and public life in Bastar
- Gujarat's GIFT City
- Innovation & entrepreneurship hubs like iCreate
- Other transformative projects/areas across each state



Viksit Bharat Sankalp Yatra

Mandatory Tasks

- Every state must send a list of its most impactful transformative sites, projects, and changes to the central office within the next 3 days.
- Ordinary buildings, halls, or purely formal venues should not be included.
- Select sites where real change is visible in people's lives, safety, economy, infrastructure, or opportunities.
- The central office will select ~50 major national sites from the proposals received.

Dual Role of Every State

Sending State — sending its own participants	Host State — hosting outside visitors
Build a list of good influencers & digital creators	Prepare complete, authentic info about the selected site
Select 150/100/50 people per category	Arrange arrival, local travel, food & other needs
Brief participants on purpose & content	Arrange interaction with experts, officials & local beneficiaries
Coordinate with the relevant Host State	Ensure a well-organized, effective site visit
Orient participants before the trip	Assist with photo/video/media/content creation
Ensure expected digital content post-trip	Arrange security, permissions & a local nodal officer

State Categories and Number of Participants

Approximately 300–500 participants may be selected from across the country. A separate decision may be taken to include additional participants from locations that demonstrate exceptional and wide-ranging transformation.

State Category	Number of Participants
Category A	150
Category B	100
Category C	50

Operational Arrangements

- Every state appoints a State Nodal Officer; a local facilitation team is formed at every selected site.
- Participants get accurate facts, key changes, and local “before and after” context before departure — not just a site visit.
- An organized data bank of photos, videos, reels, and experiences is prepared after each trip.

Immediate Action Points

- Instruct all states to send their list of transformative sites within 3 days.
- Finalize the list and participant count for Category A, B, and C states.
- Provide states a one-page SOP for Sending-State and Host-State responsibilities.

State — Selection & Arrangement of Development Sites

- Every state maintains a ready list of its major development sites and plans a 3–4 day trip.
- Selected sites should show change achieved during the Hon'ble PM's tenure that is directly visible, with complete before/after context pre-prepared.
- Most states may serve as both Host state (hosting) and Sending state (destination).

Organization — Expanding Participation

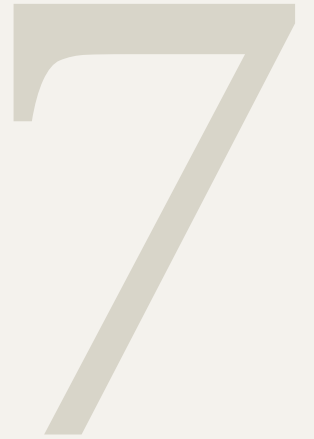
- The organization may include the Akhil Bharatiya Vidyarthi Parishad (ABVP) in this campaign.
- This will ensure active youth/student participation and multiply the campaign's reach.

Responsibility Summary

Level	Responsible	Responsibility
Central	Central Office	National site selection, coordination, common identity & guidelines
State (Sending)	State unit	List of its influencers & travel arrangements
State (Host)	State unit	Selection of development sites, information, hospitality & local arrangements
Organization	State leadership + Social Media Cell + Youth Wing	Youth/student participation, promotion

Seva Jyoti Yatra

Village, district, and state-level public participation journey





Seva Jyoti Yatra

Seva Jyoti Yatra

- Expressing gratitude for 25 years of service and taking the collective resolve for Developed India 2047. The flame will symbolize service, dedication, commitment, and national resolve.
- The journey will be conducted in every district and village. Small journeys will start from different directions and converge at a fixed point — nearby residents walking in groups, others arriving as a bike rally.

Local Organization & Responsibility

- Where the journey starts, its route, and where it converges — decided by the local party organization.
- Where it ends: a stage, speaking arrangements, and standing/seating space.
- Discussion will focus on Modi Ji's major works and welfare schemes; local beneficiaries share experiences directly.
- At the end, all participants together take the “Developed India 2047” resolve.

Seva Jyoti & Torch

- A continuously burning *Seva Jyoti* or ceremonial torch may accompany the journey.
- One person at the front of the walking group will carry the *Seva Jyoti* or torch.





Seva Jyoti Yatra

Safety Arrangements for the Flame

- No lit torch or gas cylinder will be carried on any bike.
- A specially designed small vehicle (“mini truck”) will lead the journey, holding the eternal flame with full safety measures.
- A standard vehicle-and-flame design will be provided centrally.



Seva Jyoti Yatra

Conclusion of the Journey

- Journeys from different directions converge at a designated location for a large public event.
- Necessary technical arrangements (LED screens, live video conferencing, internet, sound system) should be pre-planned in case the Prime Minister or another senior leader addresses the event via recorded video.
- The format should stay simple, clear, and organized so it can be easily replicated across all states.
- Major service/development achievements of the past 25 years will be highlighted, and all citizens present will take the collective “Developed India 2047” resolve.

Vadnagar to Varanasi

Jal, Jan aur Seva Sankalp Yatra

8



Vadnagar to Varanasi

Collection of Holy Water & Program in Vadnagar

- Sacred water will be collected from different holy rivers across Gujarat.
- A group of 500 pilgrims riding 250 motorcycles will carry the sacred water to Vadnagar.
- Each motorcycle will carry two pilgrims.
- Upon reaching Vadnagar, the pilgrims will perform the ceremonial water offering (*Jalabhishek*) and offer prayers to Lord Hatkeshwar Mahadev.
- Prominent saints and spiritual leaders from Gujarat will be invited to participate in the programme.
- Following the ceremony, the pilgrims will collect sacred water from Sharmishtha Lake.
- A grand gathering will be organised in Vadnagar for all 500 pilgrims travelling onward to Kashi.
- After the gathering, ten separate groups will depart for Kashi along designated routes.



Vadnagar to Varanasi

Collection of Holy Water & Program in Vadnagar

- A portion of the sacred water collected by the pilgrims from different holy rivers will be used to perform *Jalabhishek* of Lord Hatkeshwar Mahadev. The remaining water will be poured into vessels containing water from Sharmishtha Lake and carried to Kashi, where it will be used to perform *Jalabhishek* of Lord Kashi Vishwanath.



Vadnagar to Varanasi

Journey from Kashi to Vadnagar

Similarly, in Kashi:

- Sacred water brought from different holy rivers will be used to perform *Jalabhishek* of Lord Kashi Vishwanath.
- After the ceremony, the vessels will be filled with the sacred water of the River Ganga.
- A total of 500 pilgrims riding 250 motorcycles will depart for Vadnagar in ten separate groups.
- Upon reaching Vadnagar, the Ganga water will be used to perform *Jalabhishek* of Lord Hatkeshwar Mahadev.

All Groups Will Take Separate Routes

- The ten groups travelling from Vadnagar to Kashi will follow different routes.
- Similarly, the ten groups travelling from Kashi to Vadnagar will also follow different routes.
- No two groups will stop in the same village or at the same overnight location.
- This route plan is intended to reach the maximum number of villages, towns and citizens.

Each group will conduct programmes at approximately three to four villages or locations every day.



Estimated Daily Outreach

The ten groups travelling in one direction will collectively:

- Conduct programmes at approximately 30–40 locations each day.
- Require separate overnight accommodation arrangements for all ten groups.

Together, the groups travelling in both directions can reach approximately 60–80 locations every day.

LED Vehicle with Every Group

Each group is accompanied by a special LED-equipped vehicle

LED Vehicle Arrangements

- A large LED screen will be installed on the exterior of the vehicle.
- The vehicle will carry the pilgrims' luggage, publicity materials and other essential supplies.
- A specially produced 15-minute film and other short videos will be screened on the LED display.
- The Government of Gujarat will provide ten LED vehicles for the groups departing from Vadnagar.
- The Government of Uttar Pradesh will provide ten LED vehicles for the groups departing from Kashi.
- The central office will produce and provide the films and other digital content.

Program at Every Village or Halt

- The programme at each location will be interactive rather than overly formal or limited to speeches. Its format will promote open dialogue and meaningful engagement with local residents.

Proposed Programme Schedule

1. Local welcome for the group
2. Screening of a 15-minute film on the LED screen
3. Brief introduction to the objectives of the journey
4. Interaction on local government schemes and development initiatives
5. Testimonials from three to four local beneficiaries
6. Suggestions and feedback from local residents
7. Distribution of pamphlets and informational material
8. Photo and video documentation of the programme
9. Departure for the next stopover

The entire programme can be completed within approximately 45–60 minutes

Approach to Community Engagement

The group will ask local residents:

- “Which government schemes and development initiatives have brought the most significant change to your area in recent years?”
- “Which government scheme have you benefited from, and how has it changed your life?”
- “What suggestions would you like to offer for the development of your village and the surrounding area?”

This approach will transform the programme from a one-way speech into a meaningful two-way dialogue driven by active participation from local communities.

Participation of Local Beneficiaries

The concerned district or local organisation will identify and prepare at least three to four beneficiaries in advance for each programme.

Beneficiaries of different government schemes may be included, such as:

- Pradhan Mantri Kisan Samman Nidhi
- Har Ghar Nal Se Jal
- Pradhan Mantri Awas Yojana
- Ayushman Bharat
- Ujjwala Yojana
- MUDRA Yojana
- Swachh Bharat Abhiyan
- Schemes for women, youth and self-employment

The beneficiaries will share their stories in simple, relatable language.

As the journey passes through different regions, each interaction and presentation will focus on the schemes relevant to that particular area and the changes they have brought. At every stop, local beneficiaries, region-specific schemes and visible examples of transformation will be highlighted, helping each village connect with and embrace the journey as its own.

Speaker & Senior In-Charge in Every Group

Each group will include:

- One senior group coordinator
- One effective speaker or dialogue facilitator
- One organisational coordinator
- One photo and video documentation team
- One technical operator for the LED vehicle
- Essential medical and support personnel

The speaker's role will be to facilitate meaningful interaction, rather than deliver a lengthy speech. The speaker will:

- Explain the purpose of the journey
- Initiate the discussion after the film screening
- Encourage local residents to speak freely
- Invite beneficiaries to share their experiences
- Seek suggestions and feedback from citizens
- Deliver a brief concluding message within five to seven minutes

Promotional & Informational Material

Each group will carry sufficient quantities of materials in Hindi and, wherever required, the relevant local language:

- A booklet highlighting major public-service and development initiatives undertaken over the past 25 years
- Information on key government schemes
- A concise booklet explaining the objectives of the journey
- A form or QR code for citizens to submit suggestions
- Posters and other publicity materials for local distribution

Organizational Arrangement

State Journey In-Charge

- A senior State Journey In-Charge and a dedicated team will be appointed in each participating state.

District In-Charge

- A District In-Charge will be appointed for every district through which the journey passes.

Route In-Charge

- A separate Route In-Charge will be appointed for each group and will oversee its entire designated route.

Seva Mera Yogdan

9

Introduction to the Campaign

- Campaign duration: 17 September – 17 October.
- Every citizen will contribute to social service.
- The central office will release a list of 25 major service activities; participants may choose any one, or take up other work tied to the “Seva” theme.
- Service may be performed at home, neighborhood, village, school, workplace, or any public space; record before/after photos or a short video.
- At least two locations in every Vidhan Sabha (assembly constituency) should show real, clearly visible change.
- **Public Call:** “Choose one of the 25 service activities marking 25 years, and contribute to social service.”



Wide Public Participation

- Ensure participation from youth, women, senior citizens, social workers, and all age groups; give the campaign a non-political, broad social character by involving respected figures from society.
- Renowned personalities from sports, art, religion, literature, media, education, and social service should specifically participate; Padma Award winners should take a leading role.
- NGOs, spiritual organizations, educational/government institutions, and My Bharat Volunteers should be made institutional partners.
- Public representatives and office-bearers at the booth, mandal, district, state, and national levels should perform service themselves to set an example.

Digital Process & Dissemination

1. Choose a Service

Pick one of the 25 activities

2. Perform the Service

Contribute at least 25 minutes

3. Record

Quality video reel and before/after visuals

4. Upload

To the My Bharat Portal in any of its 22 available languages

5. Get a Certificate

A digital certificate is generated after participation.

6. Inspire Others

Share the reel and certificate on social media with the common hashtag and campaign frame.

Send digital invitations via WhatsApp, Facebook, Instagram, and X to bring your acquaintances into the service campaign too.

Phase 1 — Cleanliness

- In cities with a riverfront, one designated stretch of the riverbank will be selected for cleaning.
- The selected stretch will be cleaned thoroughly, covering the river water, ghat steps and surrounding areas.
- The cleanliness drive will be conducted through voluntary participation by young people, students, local residents, the boating community, and saints and seers.
- Photo and video documentation of the site before the commencement of the drive will be mandatory.

Phase 2 —Development & Beautification

- After the cleanliness drive, the same stretch will be developed and beautified through suitable infrastructure and landscaping.
- Facilities such as lighting, seating arrangements, information boards, greenery and sanitation amenities will be installed.
- Local art, culture and the river's heritage will be incorporated into the beautification theme.
- The project will be implemented in coordination with the state government, local administration and urban local bodies.



Phase 3 — Identity & Continuity

- Uniform branding/identity across all states; a local committee and nodal arrangement for maintaining each ghat with regular cleanliness programs.
- Digital expansion via before/after visuals, drone coverage, and a common hashtag; lamp-lighting, aarti, and a collective resolution ceremony at the ghat on inauguration day.

Participation of States:

- All states with river ghats/riverfronts participate;
- major sites like Varanasi's Ganga Ghats get special, grand-scale programming.



25 Service Activities

1. Blood donation camp
2. Orphanage/old-age home visit
3. Tree plantation drive
4. Cleanliness as Service
5. Health check-up camp
6. “Adopt a Village” service work
7. Yoga & meditation session
8. Plastic-free awareness
9. Women's health & hygiene
10. Educational support for underprivileged children
11. Career counseling session
12. Digital literacy for seniors
13. Organ donation pledge drive
14. Drug-Free India awareness
15. Nutrition & anemia awareness
16. Road safety awareness
17. Water conservation & source cleaning
18. Waste segregation & composting
19. Cyber security awareness
20. Fit India sports session
21. Veer Gatha & soldier honor
22. Support for persons with disabilities
23. Voter awareness & registration
24. “Vocal for Local” support
25. Government scheme awareness

Participants may choose any one of the above;

Other activities aligned with the “Seva” theme may also be included, based on local need.

Seva Setu Abhiyan

Sarkar Aapke Dwar (Government at Your Doorstep) — from citizen to beneficiary, at one single place

10

Seva Setu Abhiyan

- The state government should organize ‘Seva Setu’ camps at the block level of every Vidhan Sabha, including state and central government schemes that directly apply to ordinary citizens.
- As soon as a citizen arrives at the camp, they should, on the spot, be enrolled as a beneficiary of relevant schemes based on eligibility.
- The central office should give states clear guidance — how to organize the camp, which schemes to include, and the process for on-the-spot approval of benefits.
- Ensure a ‘Seva Setu Kendra’ (Service Bridge Center) is established in every block and assembly constituency, where citizens get complete information about welfare schemes and benefits in one place — no rounds of government offices, no hassle. Full support for enrollment, applications, and assistance.
- Every state should prepare a Vidhan Sabha block-wise calendar, a nodal officer, and a beneficiary data bank.



Rangoli Rashtra

From home to nation — a rangoli of gratitude and resolve

11



Rangoli Rashtra

Rangoli Rashtra

- On a single fixed date, a Human Rangoli will be organized at the country's most prominent public site.
- Themes: Modi Ji's major welfare schemes, national symbols, and the dream of a Developed India.
- Drone and aerial coverage will make this the state's main visual highlight.



Rangoli Rashtra

Rangoli Rashtra

- Digital: Citizens will share photos of their rangoli on the Namo App and social media with a common hashtag.
- The central office will provide common design themes, hashtag, and frame; full creative freedom on local colors and style.

Bharat Mandala

- On a single day, a “Bharat Mandal” (Circle of India), 108 meters in diameter, will be created in selected cities.
- “Bharat” sits at the center, surrounded by tradition, nature, culture, development, and Developed India 2047; each state keeps its own art style.
- Only natural materials — flowers, soil, sand, rice, seeds, leaves, natural colors. No plastic or waste material.
- City selection based on artistic tradition, open spaces, tourism significance, public participation, and administrative support.
- Artists, women, self-help groups, students, NCC, NSS, NYKS, institutions, and senior citizens will all participate; responsibilities clearly defined nationally down to local volunteers.
- The women who keep this tradition alive will lead as master artists, trainers, and cultural ambassadors.



Rashtriya Innovation Challenge

National Innovation Challenge

12



Rashtriya Innovation Challenge

Rashtriya Innovation Challenge

Five major regional innovation challenges will be organized to connect the country's youth, students, startups, professionals, corporate innovators, and grassroots solution-builders.

▪ Proposed Five Centers:

1. Maharashtra 2. Gujarat 3. Bengaluru 4. Delhi 5. Kolkata

Event Framework

- Leading innovators and promising new ideas from the region will be invited to each centre.
- Educational institutions, start-up networks, incubation centres and private companies will be engaged as programme partners.
- The most promising participants will be selected through an online application process.
- Selected innovators will present their solutions before a panel of invited experts.
- The best innovations from each centre will advance to the final round at the national level.
- The programme will include exhibitions, live demonstrations, youth interactions, expert sessions and awards.

Special Local Attraction

- Instead of repeating the same format at every centre, a distinctive public attraction may be designed according to local conditions—for example, a large-scale human formation, a youth participation activity or an impactful group presentation.
- The design and execution plan for these activities will be developed separately so that the main presentation remains simple, focused and easy to understand.



Jansevak Mahakumbh

17 October 2026 — Delhi / Gurugram / Ghaziabad / Surajkund / Varanasi

13

Jansevak Mahakumbh — Panchayat se Parliament

- Sarpanches and other public representatives from across the country will gather, marking 25 years of good governance and service by Hon'ble PM Shri Narendra Modi Ji.

Estimated attendance: 1.25 lakh public representatives

#	Program Outline
1	Collective singing of all six stanzas of Vande Mataram by all 1.25 lakh representatives — recorded for the Guinness World Records
2	Video presentation on Hon'ble Narendra Modi Ji's 25 years of service
3	Resolution presented on 25 years of service and the resolve for a Developed India
4	Resolution moved by a senior leader (e.g. Shri Amit Shah or Shri Rajnath Singh Ji); all representatives support it with one voice
5	~10 representatives — Sarpanch to MP — give experiential statements, ensuring participation from women, youth, OBC, SC, ST communities
6	Hon'ble PM honored by Sarpanches, including women, youth, and OBC/SC/ST community Sarpanches
7	Address by the Prime Minister
8	Under the PM's leadership, all attendees together take the Developed India resolve, concluding the program

Coordination & National Leadership

- Coordination with the Ministry of Railways, Ministry of Rural Development, and Ministry of Panchayati Raj will be necessary to make this initiative a success.
- Proposed National Head: Shri C.R. Patil, Hon'ble Minister of Jal Shakti (Water Resources).

THANK YOU