



THE CAMPAIGNER

LOVE YOUR NATION, HATE CORRUPTION, DEFEAT TERRORISM

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Contents

1. Editorial
2. Concept paper in brief
Pledge Festival : A Mass Movement Against Terrorism
3. Realising the Big Dream
By Mr. Rakesh Chitkara & Mr. Ashwini Kr. Dubey
4. Big is getting bigger
By Sucha Passi
5. Why Religions sounds in pledge festival
6. Hating Politics is a crime against democracy
By Biraja Mahapatra
7. National Integration and Students
By Bushra Rani
8. Patriotism - Building National Character
By Mr. Manoj Sharma
9. FAQ
10. The India Pledge

Editorial

The decision to recite pledge was a sudden and emotional expression of core committee member Sudha Passi in the first week of January 2008. Core committee members decided that they should get into the action with ceremonial recitation of pledge. The souvenir contains the sequence of events which go to show that Build India Group (BIG) is emerging bigger and has reached almost all parts of the country.. For reasons described in the chronology of events, the pledge festival happens on the third Saturday of January every year.

The festival is intended to promote in every Indian love for the country while unleashing societal contempt against terrorism and corruption. People may ask after pledge what?

Build India Group has undertaken an important activity of creating a pressure group for introducing politics as a subject of management right from the school level so that the country can nourish good statesmen. This is a never ending task for the Build India Group. But unless we cultivate good citizenry, how can we expect result oriented performance from our citizens? The essential element for cultivating good citizenry is to develop a sense belonging in each individual to the country. Never ever in the history such an attempt has been made. In the past Bal Gangadhar Tilak had attempted to use Ganesh Puja as a platform for uniting people against British administration. Faith systems, irrespective of their names – Hinduism, Christianity, Islam or Buddhism, etc, together constitute the most potential forum for promoting love, peace, righteousness and harmony in any given society. Therefore, Build India Group says let sirens and conches be blown from mosques and temples and let church bells chime at the same time alerting the people and urging them to demonstrate their love for the country.

Pledge festival is a proposed nation-wide event to involve each and every Indian. Festivals are created in any given society to subliminally touch the human sentiment and every festival carries a message for a societal correction or commitment of individual. A festival has never been conceptualized to involve all Indians and their faith systems. Build India Group started this. Many takers of this idea have come together in a span of three years... As a step forward in this direction, students will say a pledge of allegiance to the country in their mother tongue and participate in a demonstration of their commitment on small pieces of papers. These papers can be displayed for the public attention in the form of graffiti or in any other manner. It is a small and inexpensive activity that can happen across the country.

Thus Build India Group, founded by journalist turned lawyer Biraja Mahapatra, is just not an organization. It has become a mission and received encouragement from the lawyers' and educators' community at various places across the country.

Advocate Rajeev Saxena made the BIG programme attractive by adding Build India Concert with nationalism as theme last year and this year idea of graffiti is catching up well with educational institutions. We have information that three universities, several colleges and schools across the country are organizing pledge festivals.

Let us join a celebration of our land to promise what we would give to it. Our mission at BIG is to promote, love and commitment for the whole country and also apply this positive energy to control negative forces like corruption and terrorism etc.

Prof. Ranjan Mohapatra

Pledge Festival : A Mass Movement Against Terrorism

The programme : Festival of commitment to the country

1. **The day** : 3rd Saturday of January every year
 2. **The time** : Fixed at 10am across the country
 3. **The target** : Each and every Indian
 4. **The purpose** :
 - (a) Promoting in every INDIAN, a sense of BELONGING to the country
 - (b) Ensuring people repose faith in the RULE OF LAW
 - (c) Fostering PEACE, LOVE AND HARMONY among communities
 - (d) DEMOLISHING HATRED among faiths or religions
 - (e) PROTESTING VIOLENCE against the state and individuals in any form
 - (f) Unleashing a hate campaign against TERRORISM AND CORRUPTION
 5. **The elements of the festival** :
 - (a) **Religious Sound** : Blowing of conches, trumpets or drums from temples, monasteries etc. sirens from mosques, bells from churches and involvement of all other religious institutions across the country in unison at the appointed time.
 - (b) **Pledge Recital in every Indian Language** : Reciting pledge of allegiance to the country by all in their respective mother tongues following the calls from the religious institutions.
 - (c) **Show of Protest** : Putting up a show by displaying white badges or tricolors (national flag) by all as a mark of protest against violence and terrorism.
 - (d) **Cultural Events** : Cultural events with nationalism as theme.
 - (e) **Community Feasts** : Sharing community feasts among people cutting across faiths.
 6. **The Method** :
 - (a) Professional groups like lawyers, doctors, teachers, students, members of civil societies and conscious citizens putting on badges (whether tricolors or white ribbons or through graffiti) or displaying hatred against terrorism take lead in reciting the pledge of allegiance and organize such programmes across the country in unison without hurting any ones' religious sentiment.
 - (b) Government must ensure involvement of all religious institutions to usher in the auspicious moment so that the message reaches village homes where even the radio or newspapers have not reached.
 - (c) Media support to generate awareness.
 7. **The message : India First (Love your nation, hate corruption and defeat terrorism)**

It is a novel method of mass communication towards a positive change. It will be a mass mobilization programme against violence, corruption and terrorism through a festival involving people of all faiths. Thus it is a solution to the ongoing spate of violence by elements from within and outside the country while promoting nationalism and such a step has never been taken in the history.
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Pledge Festival - 2011

Love your country and defeat terrorism is the theme that we want to spread through educational institutions across the country. All educational institutions would be requested to join this movement and say the pledge in unison on January 14 or January 15, 2010. The morning assembly could be ushered in by bells, conch blowing and sirens together. The students as a part of the morning assembly should say the pledge in English or in their mother tongue. (pledge is available in our website www.buildindiagroup.org in 14 Indian Languages). Immediately after the morning assembly, the school authorities should provide each student an A-4 size paper and ask him/her to write by a sketch pen a simple slogan from among the following:

1. Love your nation. 2. Hate Corruption. 3. Defeat terrorism. 4. Country's interest is paramount.

1. Bharat Sarvpratham, 2. Aapne desh se prem karo, 3. Aatankvad ka nash karo etc.

If 2000 students attend the school on the pledge day, it means the school authority can collect 2000 A-4 size posters. Students should also be asked to write their names and class on these A-4 size posters. As a part of this programme we plan to display these posters along with names of schools in a public place where we would like to organize the pledge festival. In Delhi in could be huge graffiti making it a treat for the parents and children to watch. Because if we gather 10,000 posters, we would require 10,000 sq feet space. In our country we have over 20 crore students. Imagine the lasting impact if we can display our commitment to the country and voice angst in unison against terrorism. It would be a huge media event. The purpose is to inculcate in each child a sense of belonging to the country, promote a sense of hatred against terrorism and corruption and thus cultivate good citizenry. The purpose of conch blowing, sirens and bells together is to ensure love and equal respect for all our faith systems whether Hinduism, Islam or Christianity. The purpose of display of white A-4 poster is to ensure there will be uniformity in display across the country as it is not an expensive proposition. Let January 15, 2011 be a day of peace, love and harmony.

What are Going to Achieve from Pledge Festival

1. The biggest campaign to promote Indian-ness.
 2. The first pledge of allegiance to the constitution.
 3. The biggest campaign to hate corruption and terrorism.
 4. The first national festival in the true sense.
 5. The first national event to involve all Indians in unison.
 6. The first national event to involve all religious institutions
 7. The first stepping stone to a cultural renaissance across the country.
 8. The first movement to gives equal importance to all languages, all individuals and all faiths.
 9. It will be the biggest secular festival in the country to be celebrated religiously.
 10. It will be the first major step in the country to demolish the walls of hatred amongst different faiths.
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Our literature :

1. My Call: For the greater glory of this land
2. Pledge in 15 languages (Pledge India)
3. The Campaigner- Annual souvenir

Our Website :

www.buildindiagroup.org

Our discussion forum :

build-india-group@googlegroups.com

***Others who contributed to the activities
of the Build India Group***

In various activities of the Build India Group, valuable contributions were also made by Additional Solicitor General Amarjit Singh Chandihoke, Supreme Court Bar association President Ram Jethmalani, former Supreme Court Bar Association President M N Krishnamani, Supreme Court Lawyers R K Khanna, P H Parekh, Pinaki Mishra, P N Mishra and K K Sharma, former Delhi Bar Council Chairman K C Mittal, Delhi High Court Bar Association Secretary D K Sharma, Advocates Mukesh Anand, H R K Suhel, Rakesh Chitkara, Ramakant Gaur, Ravikesh Sinha, R K Handoo, Dr Umakanta Mishra, former PIO Director of Indian Institute of Mass Communication, Prof B K Kuthiala, Vice Chancellor Makhan Lal Chatturvedi University of Mass Communication, Sanjiv Sanyal, economist and author, Dr Savita Datta, Director Distance learning in Delhi University, Associate Professor Janmejoy Khuntia, Col B K Dargon, Director Amity University, Delhi, Prof P J Naidu and Prof Kris Dev, Madras, Mrs Bushra Rani, Principal Aditya Birla Public School, Hirma, Gupta Prasad Panda, Mumbai, Vandana Arya, BITS Pilani, Priyadarshi Mishra, social activist, Bhubaneswar Sashanka Chudamani, Director, KIITS University, Bhubaneswar, Manas Ranjan Mishra, Principal, College New Age, Bhubaneswar, St Vincent Public School, Berhampur, Orissa, Mrs Pradosh Ku Debi, Principal. City Prince Public School, Sh S L Jain, Mahavir Public School, Delhi, social activist Promod Chawla, Management Guru Ranjan Mahapatra, Poet Raksak Nayak, Journalist Basudev Mahapatra from Bhubaneswar, Journalist Utpal Borpujari and writer Manas Ranjan Mahapatra among others at various programmes. It is because of their support, the programme is spreading across the country.

Realizing the BIG dream

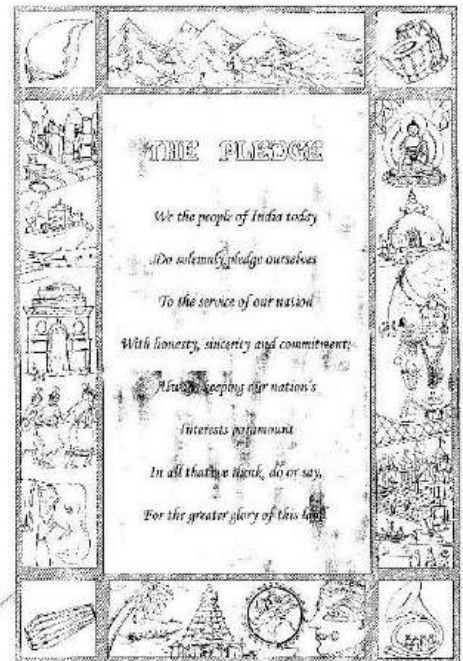
September 2006 : Lawyers Shanmuga Patro, Kiran Kumar Patra, Nishant Datta, journalists Sudha Passi, Gautam Basu and Avtar Nehru met in Delhi High Court to discuss about the issues relating to corruption and terrorism on the call of Advocate Biraja Mahapatra. The organization was initially named as Hate Corruption Campaign and then changed its name to Build India Group as the idea was to get into a character building exercise rather than jumping with slogans. The Book 'My Call', completed on August 14, 2007, by President, Biraja Mahapatra is infact the vision paper for a nation wide movement to promote love for the country and unleash sense of hatred against terrorism and corruption. Pledge first drafted in English was a part of the book. Ms. Sudha Passi then suggested "let us say the pledge on the third Saturday"

Jan 19, 2008 : Pledge was first taken by nine persons at Baijnath School on old Mathura Road near Ashram, Delhi at 10 am following a bell. Those who participated were : Biraja Mahapatra, Nishant Datta, Utpal Borpujari, Sudha Passi, Kiran Patra, Nabajyoti Das, Rakesh Mukhija, Shanmuga Patro and Prasanta Varma. Mahapatra suggested that the pledge day should not be date- specific and it should be day-specific so that it would not coincide with any one's birthday. (One of the core members who did not come amusingly thought it was Biraja Mahapatra's birth day). Country's interest being paramount, no individual can be above the country. It was also resolved that the annual pledge festival should happen across the country on the third Saturday of January every year though there would not be any bar for saying the pledge any day in the morning assemblies, Independence Day or Republic Day celebrations.

Jan 25, 2008 : City Prince Public School at Khichripur in East Delhi first did a field test to see the effect of pledge. Its principal Mrs. Pradosh and the teaching staff and students read the pledge in English along with national anthem immediately after the flag hoisting. It was an electrifying moment in the school. Pledge was appreciated by all including the guest speakers, teachers and the students,

Jan 26, 2008 : Core member Nabajyoti Das got pledge administered to his staff members in South Delhi and said it was a great moment and it would continue.

Feb 16, 2008 : The Book 'MY CALL' by Biraja Mahapatra got released. Mr. M N Krishnamani, then President of Supreme Court Bar Association was the chief guest. Former Vice President of India, late Bhairon Singh Shekhawat, who was to release the book, could not attend the programme on account of his brother's death.



Handwritten signatures and notes are visible below the pledge poster, including names like 'Rakesh Mukhija', 'Sudha Passi', 'Shanmuga Patro', and 'Nabajyoti Das'.



June 12, 2008 : Hating politics is a crime against democracy and creating a pressure group for introducing politics as a subject of management right from the school level, form a major of the Build India Group activity.. This was put to deliberation by Bhubaneswar based NGO Development Task Force at Red Cross Bhawan on June 20, 2008. It was deliberated upon by prominent Writer Abani Baral, Writer Dash Benhur, Professor R K Mohanty, Economist Ambika Nanda, Asst. Professor Dr. Manas Nanda, BJD leader Priyadarshi Mishra and. The Book My Call was also read there.

August 2008 : A discussion forum on the google group came as a great help as friends from various walks of life participated in healthy discussions. Sr. Journalist C S Raj Narain continued to write his inspiring write ups for its greater outreach.

All through the year several sessions on Build India Group workshops were conducted. On a





number of occasions. Meetings were held at Indian Law Institute, India International Centre, and at the Delhi High Court. It was decided at the meeting at India International Centre in September 2008 that pledge festival should be an annual event and pledge in several languages should be put to test across the country. Dr. Umakant Mishra, Dr. Surat Singh and R K Handoo, Advocates extended their support in BIG workshops. (photo)

January 3, 2009: Software Engineer Vandana Arya got the award 'Ace Of The Wase' from Wipro Academy of Software excellence by reciting the pledge in English in Bangalore. She reported that over 4000 students in the gathering felt inspired at the programme. She went on to win the talent hunt as (Vandana Arya- Miss Ace of Wase, 2009),

January 17, 2009: Pledge festival was organized at the Hindi Bhawan, Rouse Avenue, New Delhi. Delhi High Court Bar Association President K C Mittal, Secretary D K Sharma, Senior Advocate A S Chandhiok, economist and author Sanjeev Sanyal and Delhi University Distance Learning Department Director Mrs Savita Datta were guests on the occasion. Our Livewire Rajeev Saxena, Advocate came into the picture from this day onwards to become one of the leading cause promoters. Pledge festival was organized at City Prince Public School, Khichdipur in East Delhi,



Mrs Bushra Rani, Principal, Aditya Birla Public School, Himi, Raipur joined the movement. Students and staff were administered pledge. She did not stop there. All her staff members got into activist mode to spread the work of the Build India Group to other educational institutions in the city and the villages. Today, she is a perfect example of being a cause leader.



Around the same time, Journalist Soumtira Mishra and some local residents on the roadside said the pledge in Vaishali, on the outskirts of Delhi, taking it from a conference room exercise to the street.

January 23, 2009: Delhi High Court Bar Association while holding Independence Day celebrations on the occasion of Netaji's birth day, endorsed the pledge both in Hindi and English. Lawyers and judges present there said the solemn pledge and the rippling effect continued.



August 15, 2009: Engineer Gupta Prasad Panda's efforts helped students and teachers at St Vincent Public School, Berhampur, Odisha say the pledge on the occasion of Independence day. "The programme was electrifying and I will do it wherever I go", says Panda. Others who recited the pledge on this occasion included Manas Ranjan Mishra, Principal New Age College, his teachers and his students. Lawyers of the Central Administrative Tribunal Bar Association also endorsed the pledge in English.



Oct 2, 2009: Pledge in Odiya was introduced at a school in Jaraka in Jajpur district of Odisha in the presence of over 500 youth and students from educational institutions and NGOs at the behest of social worker Manoj Undhia and New Age College Principal Manas Ranjan Mishra. The programme was organized by civil society Fouz India. (photo)

With Best Compliments
from
Jitender Pancharia
(Advocate)
330, Western Wing,
Tees Hazari Courts, Delhi

November 2009 : The dynamic Major Sangeeta Tomar while addressing Kabaddi Mahakumbh at Karnal in Haryana made 400 strong audience from different parts of the state say the pledge. She says "words cannot describe the effect of it. Many people noted down the pledge as recital of the pledge in unison is a different experience"

Pledge in 15 Indian languages was drafted with active support from well known odiya writer Manas Ranjan Mahapatra, Dr. Umakanta Mishra, P S Bindra, Utpal Borpujari, Dash Benhur, Ambika Nanda, A K Roy, V Mohan RAO and G MV Ramanna among others.

January 16, 2010 : Artist-lawyer Rajeev Saxena added a new dimension to the programme with the idea of Build India Concert. "Music is the essence of life and with this we can reach out to people with the message of nationalism", he says. Annual pledge Programme was held at



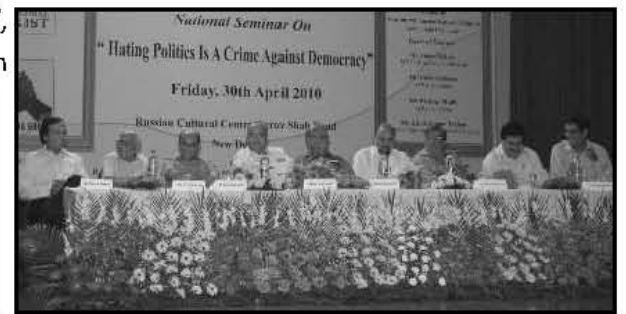
Mavalankar auditorium

with major financial support from Advocate Mr Ramakant Gaur, Mr PH Parekh, Mr Rakesh Khanna, Mr Mohit Mathur and Mr A K Behera. Pledge was released in 15 Indian languages. A colourful souvenir was edited and presented by Dr. Umakant Mishra and Avtar Nehru. Justice Kailash Gambhir was the Chief Guest. The other guests were Sr Advocate R K Khanna, D K Sharma, former Delhi Assembly Speaker Ms Purnima Sethi. While Mr Rajeev Saxena played the anchor role, Mr Mukesh Anand, Mr S K Rout and Mr Manoj Sharma's keen supervision and diligent endeavours (TanManDhan) ensured that the programme was a grand success.



The music by young piano wonder enthralled the audience while the mood was set by Advocate Meghna Shankhla with patriotic number Ae Mere Watan Ke Logon. Young talents Harjyot Kaur and Shirish Soni under the active guidance of Gajal singer Jai Kesharwani made the event memorable.

April 30, 2010 "Once again Hating politics is a crime against democracy", which forms a part of Mahapatra's book My Call, was put to Deliberation



at the Russian Cultural Centre. Participants in the said national seminar Justice A K Patnaik of the Supreme Court, Justice Kailash Gambhir, Justice P K Bhasin, Sh Ram Jethmalani, Sh Govind Mishra MP, Sh Ashok Tandon and Sr Advocate Mr K K Sharma reached a consensus that politics is citizens' responsibility and that this has to be respected as a subject of management.

As the information spread, Makhan Lal Chatturvedi University Vice Chancellor Prof B K Kuthiala, Mewar University Vice Chancellor Prof Ramesh Chandra and KIITS University Director S Chudamani, Delhi Public School Director Rajani Jauhari, Madras based academician P J Naidu, Karmaveer awardee Bibhu Prasad Mohanty and Bhubaneswar based advocate Bibhu Tripathy actively supported the Build India Group activity promoting love for the country in each individual while unleashing societal contempt against terrorism and corruption.

As a part of the pledge festival, members wanted to add some novel method. BIG President Mahapatra suggested the idea of graffiti in October 2010. Lalit Kala Academy Artists Dr Dilip Tripathy and Amarendra Maharana appreciated the concept as it could be done in any educational institution across the country without virtually spending any money. Today over 100 educational institutions across the country are expected to organize pledge festivals in their respective campuses.

Why graffiti : We have got favorable response from educational institutions regarding saying of pledge. To get a commitment from all those who say the pledge, we suggest let the students after saying the pledge write just one line by a sketch pen that “I hate violence against the people/ I love my India/ I hate corruption”. Signatures signify commitment. Commitment is an expression of mind. With a view to cultivating good citizenry towards a healthy India, we have requested educational institutions to display the papers of commitment in graffiti or in a series of flags or in such a prominent manner so that it could be a huge public attraction. Paper is available every where. Thus it can be done across the length and breadth of the country. A child generally shares his experience with his parents and friends. Spread of the message would then be multiplied in geometrical progression. Imagine the impact if the students, the change agents of future, were to step forward in unison to make it a great nation cohesive in its purpose but in a rainbow of diverse identity.

Let Us Cultivate A Healthy Citizenry Towards A Healthy India

COMPILATION from Build India Group records:

ASHWINI KR. DUBEY

RAKESH CHITKARA

Big is Getting Bigger

Call it the hand of God or sheer coincidence. A non-descript school in the heart of Delhi was the venue from where the Build India Group (BIG) embarked on one of the boldest and arguably the most ambitious drives of uniting independent India: An oath that committed its undertakers to pledge themselves to the service of the nation and keep the nation's interest paramount in all their thoughts and actions. A motley group of eight individuals and a small three-year-old child—who was there by default—braved the morning mist and icy winds on January 19, 2007 to ignite a latent desire of transforming their country into a nation.

The lawns of Vajjnath Middle School in South Delhi, its gong and the pandal of a preceding function provided the modest infrastructure for a solemn ceremony which symbolically reiterated that the best things in life come free. That it does not take money but a strong mind and stronger will power, and impeccable honesty and sincerity to wipe out the corrupt ideas and minds that are the bane of this country. One may choose to call it providence or coincidence but it was only apt that an educational institution provide the sanctity befitting the cause. Although there was no trained educator among the core members, who were predominantly lawyers and communicators, it was their strong belief that educational institutions needed to be involved in this exercise at nation building and integration in a big manner. With broad contours of this road map and a 120-page book 'My Call' describing the BIG dream and vision in black and white, the organization's founder-president Biraja Mahapatra approached one and all even as other core members or campaigners cautiously kept their fingers crossed unable as they were to conquer their inhibitions of rejection. But Mahapatra's efforts bore fruits. Apart from a commendable recognition among his own lawyer community (various bar associations have undertaken the national pledge), there are a good number of educators and social activists who have not only pledged their oral support to the cause but have administered the oath in their respective institutions and are encouraging other schools to join the endeavour.

Bushra Rani is a case in point. The principal of Aditya Birla Public School, Raipur, has been with BIG from its early days. Her school has been celebrating the national pledge festival away from the media glare in the hinterland of Chattishgarh for three years. Her unflinching support for the cause and complete endorsement of the idea of national pledge and festival as an instrument of nation reconstruction, as I prefer to call our exercise, is very encouraging and motivating to campaigners who have not been able to shed their shyness to propagate the pledge for fear of rejection or cynicism.

In Rani's own words "the effect was magical & the response overwhelming. The mood was upbeat, the air was charged with an unalloyed sense of bonding to the nation. & every one felt the rush of pure patriotism with the flow of blood in their veins." Read more in the accompanying article.

Rani's thoughts are echoed by Ms Preeti Goel, principal of Sun Valley International, Ghaziabad, who confirms that more than lip-service is required in the exercise of inculcating the spirit of nationalism among the children. What better place for this than schools, where a child is shorn of all social and religious tags and is just a student. The morning assembly of her school is an exercise in this direction. The emphasis of morning talks in the assembly is aimed at character building and nation building. Students by turn are supposed to talk on the significance of moral values and their role in building a strong society and nation, says Goel. They might find some of the talk boring or even clichéd, nonetheless the values and their significance subliminally sink in and students of today would grow into stronger and mature citizens tomorrow. So receptive is she to the idea of BIG's national pledge that she was mulling how to incorporate it in the school's morning assembly.

Besides catching them young, as the phrase goes, having students undertake this pledge has two more advantages. Each one who undertakes the pledge reaches another three in a family of four and proves to be a propagator for the next generation in their clan. Also, the younger they are the less cynical they are and would be creative enough to generate effective systems and technologies to fight the negative elements breeding in society. With honesty, sincerity and commitment serving as their proverbial 'lakshman rekhas', the tech-savvy gen X may be 'programmed' to 'accept' national interest and 'reject' all actions that negate national interest. For the skeptics among us this may be a utopian dream, but ask some really sincere educators and those already involved in this exercise. They would not only vouch for the change that such nation building instruments like the national pledge can bring about but smile equally wryly at those scoffing at them.

Four years down the line and we have found more believers of the potential of this pledge and the national festival than perhaps we ourselves. Not because of doubting each others integrity but more because of individual self confidence. Today there are scores of people and schools across the country that have undertaken this oath and have been celebrating the national pledge festival on the third Saturday of every year along with the Build India Group on their own. Some who have undertaken the oath and informed us through the Worldwideweb.

In my article last year I wrote that having more join us would be a gift and working more zealously than us would be a bonus. It is really heart warming to see that we are reaping rich dividends by way of such bonus points. While educators like Bushra Rani could well be described as 'cause leaders' — a term coined by Mahapatra— BIG owes its profound gratitude to senior professionals like Pramod Chawla of the National Network Foundation of India who helped BIG reach a wider audience and Rakesh Chitkara, whose presence by itself is an asset. By far the biggest 'cause promoter' rather 'foot soldier' of this campaign other than Biraja himself, has been multifaceted Rajiv Saxena, who has worked towards ensuring that each edition of the national pledge festival is a bigger success than the previous one. It is a matter of pride that the list of BIG cause leaders and promoters is expanding. Welcome one, welcome all let's take the pledge for the greater glory of this land.

Sudha Passi

Why Religious Sounds in the PLEDGE FESTIVAL

organized by BIG (Build India Group)

Prof. Ranjan Mohapatra

President, VISION CONSULTING &

Chairman, VISION FOUNDATION



This question may come to the mind of a thinker, as to the role of religious institutions and religious sounds in promoting Pledge Festival, considering the stigma attached to the religious institutions and the very name "religion" in the contemporary India.

VISION OF BIG (Build India Group) :

The vision of BIG is to build an Indian Society with its complete glory, where every Indian is a complete and true Indian. India is the principal or hero of the BIG programme, so it is essential that character of the hero is comprehended in total. A true India can be built by true and complete Indians. Now, what is a TRUE INDIAN or one may say complete Indian?

The answer to this question in the present context is referring to Indian way of thinking (THOUGHT) and Indian way of life (ACTION), may be called Code of Life. A quick answer may be, he is a true or complete Indian, whose behaviour is based on Indian Thinking. It is common knowledge that, thinking induces behaviour. Thus, the key is Indian way of thinking. Now, what is Indian way of thinking which has evolved over thousands of years?

INDIA – BHARAT :

Comprehending India is a gigantic task. India or Bharat had achieved its peak of glory, not once, but many times in its history. We may not have found many names of Indian Scholars in the world stage in the last century in comparison to the western scholars, obvious because of the western dominance of world affairs. The (Hinduism), as Bharat did not have any religion by name, it had only a way of life.

As in the twenty first century, India is getting its rightful place, may be through its economic glory. The cause of this resurgence essentially, the thought or concept of India, which has evolved about thousands of years of Indian way of living. Why this concept of India is unique? Simply because, when this theory in practice has been able to withstand numerable foreign invasions by Muslim rulers and white rulers, who repeatedly plundered its wealth and made efforts to destroy its belief system, the back bone of the Concept of India.

The result of all these has been in further strengthening of the spirit of India. This has been exhibited through growing power and stature of India globally through its soft power and the unlimited resilience shown during and after the 26/11, Mumbai and many similar attacks.

PILLARS OF INDIAN BELIEF SYSTEM - FEATURES OF INDIAN CULTURE: (ideas which influenced the other countries as said by Philip Rawson above)

The essential features of Indian Culture or Indian Belief System may be summed up as under:

- a) Focus on spirituality, not the religious practices or faiths: Vedic spirituality of rituals, yoga and meditation, based on an understanding of dhamic nature of all life, created the foundation for the great spiritual tradition of India. It emphasizes individual experience of the divine and spiritual practice over dogmas and beliefs.
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They respect all belief systems, all routes, all methods those lead to divinity. Therefore no definite Indian Religion practice existed in ancient India which covered the whole country and which could be genuinely called Indian Religion. Every part of India had their own method of practice and there was respect for each other. The name, Hinduism is only a name given by the west to create an identity.

Apart from the recent examples of Muslims observing Ganesh Puja in Mumbai, Durga Puja in Kolkatta, traditionally Hindus and Muslims being involved in Holi and Diwali, Moharram is a common practice in Indian soil. Most of the religious conflicts are essentially political conflicts being manifested through religion, induced by self centered politicians, acting against the concept and spirit of India, i.e, Respect for spirituality and tolerance & respect for all faiths.

Thus, Indian way of life is secular since its origin.

- b) World is a family (Vashudheiba Kutumbakam) : This belief is reflected in the mindset of average Indian to be tolerant of any culture, alien to itself. This makes Indian Mangers more successful in the world stage, in comparison to other nationals. Even President Obama quoted this aspect of Indian Culture in his address to Indian Parliamentarians in 2010.
- c) Unity in Diversity through respect for Collective Life and love for Non-Violence : Indians had the qualities of collectiveness and non-violence. And these two, certainly, influenced the lives of people. On the basis of collectiveness, the people here faced difficulties collectively and also enjoyed pleasure together. And they were eager to progress on the basis of non-violence.
- d) Respect for elders : Indian Society has a definite tradition and mindset for respecting age and experience, irrespective of position one holds.
- e) Duty (giving) vs Right (receiving) centric social behaviour : Indian way of life is more duty focused, contrary to , rights focused way of the west. It is very elaborated in the Gita (Sloka 9-11, Chapter-3). As per Karma Yoga, Performing the task without attachment is one's Responsibility and focusing on the duties of others is a sin.
- f) Knowledge transfer through Guru-Shisya parampara: Knowledge transfer from who knows (Guru) to one who seeks to know (Shisya) is unique to Indian tradition.
- g) Guest is as good as God (Atithi Devo Bhava) :Guest in India, irrespective of caste, community is treated as God. He is treated with all the luxuries possible, even if the family does not have enough means.

Looking at the above features of India, it may be comprehended that the IDEA or CONCEPT of India is essentially spirituality manifested by actions like, service to the society, universal brotherhood, tolerance and respect for others-faiths of others, respect for elders and non-violence.

INDIA / BHARAT and SPIRITUALITY :

All the above features of Indian culture are integrative in nature and oppose the dis-integrative forces like religion, caste, colour, language etc. If you treat the whole world as your own, you do not have reason to have any conflict with anybody. If you love collective life and non-violence, you do let conflict emerge. If you respect elders and guests, scope for conflict with elders and any outsider as a guest is limited.

The backbone of Indian identity is its spirituality. One may note that, the religions like Buddhism, Sikhism, Jainism have originated in India and along with these Hinduism, Islam, and Christianity are practiced in India. Buddhism, originating from India has spread across many countries in the sub-continent. All these facts confirm that Indian culture is not religion centric, but spirituality centric.

STRATEGY FOR PROMOTION of PLEDGE FESTIVAL

When we reflect on the vision of BIG, the strategy centers around INTEGRATION of all segments of Indian Society of today. For BIG, the goal is to develop every Indian as a complete Indian with all the above qualities like, respect for integrated whole, rather than the dis-integrated part, respect for the unity in diversity, love & togetherness etc. then this very strength can build an India strong enough to make it immune from any negative forces like terrorism and corruption damaging Indian-ness. Pledge Festival is the primary tool with BIG to promote the cause.

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- a) **What is the Pledge Festival :** Taking a pledge, committing his / her commitment to and responsibilities for his motherland as a part of his Karma, duty and a pledge to conduct like a true Indian once a year and repeat the pledge every year, irrespective of any religion, caste or colour etc..

Essentially, Pledge festival is an event to communicate and mobilise the masses around the theme, LOVE YOUR INDIA – IT' SA GREAT COUNTRY.

Thereby, it's an event to communicate with the masses to attract them to be involved and participate.

- b) **Objective of PLEDGE FESTIVAL :**

- a. To make (the target group) every Indian (above 18 yrs (directly) and every Indian (indirectly) love his/her country, more than, religion, state, caste and other affinities.
- b. To promote PATRIOTISM as a religion as good as any religion.

For preparing any communication strategy, we need to understand the psychograph of the target audience and communication needs.

- c) **PSYCHOGRAPH of the target audience :** The broad profile of the target audience is as under.

- i. **Priority of Average India :** Self interest (not national interest) at any cost
- ii. **Priority of youth :** romance / love (Valentine Day) , father's day, mother's day etc. (Independence day is a ritual)
- iii. **Priority of adult and above :** Survival, struggle , growth with system of governance, happiness
- iv. **Intellectuals :** focused on own area of specialization, not holistic understanding of the country / society
- v. **Media :** focused on present problems

- d) **Communication needs :** The primary communication needs of the Pledge Festival are to generate publicity and to make the Festival be a COUNTRY WIDE activity and touch EVERY INDIAN at his most soft point. The most soft point in every human beings is his/ her BELIEF SYSTEM - connected to religion , connected to religious institutions like, Temples, Churches, Masjids etc. The most visible aspect of religious practice is religious sound.

- e) **involvement of religious sounds with the pledge festival :**

The rationale for using religious sound in Pledge Festival are as under :

- Religious Institutions are institutions of faith. Indian values or the features of Indian culture listed above are essentially spiritual values, common to core of all religions.
- Every nation state has stayed close to the prominent religious institution or institutions for influencing public behaviour. This is because the influence of religion on public behaviour in any country is more profound than any other influence. It is validated by the fact that the Church acts as a very powerful role in public policy in western world and same is the case in Islamic world. In comparison, India is religious neutral and secular democratic country and strongly spiritual with equal respect for all religions of the land. Thus, justifying the involvement in a public cause like Pledge Festival.

For BIG, when the communication needs of the Pledge Festival is to generate publicity and to make the Festival be a COUNTRY WIDE activity and touch EVERY INDIAN at his most soft point, involvement of religious sound is obvious to add energy to the mass movement called Pledge Festival expected to to influence the behaviour of the public, making them more committed to the country as the bigger affinity than any other affinity. And, the PLEDG FESTIVAL, being an annual affair, the association of religious sounds is expected to give an image of a Spiritual Festival, supported by all faiths , a true Pan Indian Indian Spiritual Festival.

Thus, for the religious sounds of all religious bodies along with the sound of pledge of all Indians, is expected to be a truly spiritual orchestra, declaring the resurgence of the spiritual India.

Hating Politics Is A Crime Against Democracy

A Concept Paper

Active political awareness and participation of the masses in governance of the state is the key to survival of a vibrant democracy.

The Global Jurist (An NGO) & Build India Group (A Civil Society) have joined hands to promote socio academic and cultural activities in furtherance of the participation the campaigns for a citizen's pledge festival across the country as a model of communication to reach out to each and every citizen by involving all religious institutions, primarily to promote Indianness and unleash a sense of hate against terrorism. While undertaking this work, I had talked about this model to a good number of people from various walks of life. Some people did react saying whether this pledge festival would mitigate poverty, give work to the needy and also solve the problem of regionalism etc? Right to have a decent living is a fundamental right. Although all cannot have the same style of living, the state has a duty to ensure free education, healthcare and opportunity of employment to every citizen. In a democracy, in which people are masters of themselves, why are there problems relating regionalism, poverty, militancy, healthcare and environment? It means we are not managing our resources well at the ground level. At every stage of administration, we have heads elected on the basis of a popular vote. But these political representatives do not stand up to the expectations of their own people like a family head does to the family? This happens because we do not have good efficient and committed people coming to politics.

It makes me ponder why good and committed country lovers are not coming to politics. Why people enjoy when we hurl abuses to the politicians? Why did George Bernard Shaw become so famous for his quote "politics is the last resort of scoundrels". Will it be correct to say that in a democracy like India where citizens participate in the act of governance by exercising their voting rights?

Politics means action pertaining to the state's activity and governance. In India, common men were never connected to the state related activity. Under monarchy, state related activities used to be imperialism, diplomacy, self-protection, protection of the throne and territory, accumulation of wealth and some philanthropic activities like construction of roads, digging ponds or building temples indicating benevolence. Common people used to confine themselves to their home, hearth and the agricultural field unless they were directed to be at the service of the King.

With introduction of the English education after consolidation of British empire, those who studied a bit of English became peons, teachers, darogas, postmasters and postmen and these people were the VIPs in early 19th Century. Literacy and English education became assurance for getting decent employment under the British administration or at the King's palace. Their life style became more comfortable compared to all others who we can safely say, were the weaker sections irrespective of their castes, religions or cultures. Thus a creamy layer came into being.

Whether pre or post Independence era, this creamy layer continued to be the intellectual reservoir of the state. People belonging to this creamy layer used to be status quoists and being the beneficiary of the system, never wanted any change. Accept it or not, most of them had opposed the freedom movement. Many of our freedom fighters were treated as criminals with an adjective of being a "gaddar" (betrayer) or Melia (the one who brings about unlawful assembly). Many officers with proximity to the British Administration had got many leaders arrested or murdered. After independence, those who were in politics, had no experience of administration and governance.

The government employees, who were under the dictates of the Britons, became comparatively free to run their own administration after independence and continued with the "Babu" legacy while their political masters became heavily dependent on them. In a democracy, a leader's life is always uncertain. The bureaucrats, being most methodical in their

attitude and calculative in nature, could not afford to have such uncertainties in their life. Hence people belonging to the creamy layer nourished a sense of hatred against politicians. While they scampered for the comfort, the politicians used to have a bigger field of work, full of challenges and glorious uncertainties. The vision of a politician is much broader irrespective of his or her competence. At least he can think big. We have no dearth of this type of people in India. Even many of our politicians, notwithstanding their party hues and criminal backgrounds (many a time are falsely foisted on them) are excellent performers in the government. It is because when non-politicians think of family, home, building and comfort, a politician has to think much broader constituency and the country. He has to nourish the constituency so that he retains his seat, he has to study or else the bureaucrats will make a fool of him and he has to discharge constitutional obligations as a lawmaker.

It is not just education, intellectual ability or great command over English or Hindi, over and above, a politician has to have broad mindset, patience, ability to work for longer hours, love for the community and people and that he has to be ready to accept the glorious uncertainties in life. I am sure many politicians in India do have such qualities in them. Please ask yourselves, how many brilliant and intelligent people are ready to take such challenge for themselves? It does not mean we must glorify only politics and undermine all other branches of the administration and governance. The argument is that politics has to be respected like other branches of studies i.e medicine, law and engineering etc.

In fact, I believe politics should be a subject of specialized study at the university level or may be we require a university of politics in which the students and teachers should be aspiring and experienced politicians only. The biggest thrust of this study can be management of resources at the lowest unit of administration in such a manner that it should be sufficient to ensure education, healthcare and employment to each citizen at his/her native place without offending the environment and anyone's religious sentiment. India is the largest democracy in the world. It has an unparalleled working Constitution that is constantly evolving. It is a lively treatise on governance that features democratic gems such as the Fundamental Rights, and the principles of Liberty and Equality. It is for us to demonstrate to the rest of the world that politics is not to be loathed since politics in a democracy means the true empowerment of its citizens.

Biraja Mahapatra

President

Build India Group

National Integration and Students

Global Citizens! Future Leaders!!

All Rounded Personalities!!! Holistic Humans !!!

These & many more such sweet sounding adjectives are frequently used for our youth today. Nice, very nice to hear. But this is only one side of the picture.

Let's see the other side.....

Today's youth is frustrated, disillusioned, least bothered about values or character, blindly imitating the west, violent, drawn towards destruction through terrorism, naxalism, regionalism, communalism and so on..... as if sitting on the tip of a volcano.



Why ? Several factors are responsible for it.

- Corrupt leaders, bureaucrats, officials both civil & defence setting a shameful example before the youth.
- Poor governance in most areas.
- No adequate punishment to the defaulters.
- Slow and delayed jurisdiction.
- Rat race & cutthroat competition to get success via short cuts.
- Sense of false pride in following the western life style and culture.

Is there a solution.....? Why not. Certainly. How? By

- Inculcating the right values like integrity, commitment, patriotism and a sense of pride in these values.
- Sabse pehle desh (Nation First) must be our talisman.
- Instilling a true sense of belonging – Not only to one family, region or state but to one big India – most ancient yet most novel, most varied yet most unified, most incredible nation on planet earth.
- Remember how Shahrukh Khan in his block bluster Chak De, disqualifies all those aspiring Women Hockey Players, with an extra baggage of regionalism (I'm from Haryana, I'm from Punjab, I'm from UP and so on) & seeks only Indians from any nook or corner of the country minus their state identity.

The magic works..... each team member feels bonded and focused to a common goal and achieves victory.

- Its high time, our youth rises above petty regionalism, communalism or lingualism & begins on a United front, their

Mission Tomorrow .

You are the hope of tomorrow,

And the dispeller of all sorrow.

With your energy, spirit & conviction,

U can make this land an exemplary nation.

Some evil distracted minds,

Disturb the serenity of this land.

Against those rotten forces,

BIG beckons you hand in hand.

Come one come all,

Build India Group is giving you a call

As the harbinger of one great nation

Standing proud, magnificent and tall.

Appealed by

Mrs. Bushra Rani (Principal)

The Aditya Birla Public School, Hirni

Patriotism - Building A National Character

To love your Country immensely and in true sense must be the first preaching by the parents to the toddlers and a must first chapter for beginning of a formal education for the child in the school by the teachers. Patriotism, as we all practice and understand is only restricted to follow certain established practice to hoist National Flag on few occasions, pay respect and sing National Anthem and boost and support sport playing team in the International events. To me it is nothing more than a reflection of being a citizen of a particular nationality.

Patriotism is a character which is to be built up and to be inherited since birth and which is to grow stronger and stronger as we grow adult. It is not that we doubt or to point out that we are less patriotic or not love our country in comparison to others but at the same time the patriotism has to be continuously cultivated and nurtured as our national character which could be reflected in all spheres of our life. Least to say, a national character should reflect not in a public life but in a personal life as well.

In today's scenario when we look around we are faced with a peculiar problem which our country is facing today i.e. our own fellow country citizen for their own personal whims and fancies and by their public misconducts, have attempted to damage the economy of the country. The quantum of financial irregularity involved in various reported scams, gives a horrifying picture. As we all know that in today's world the war are not fought by weapons, but by the power of strong economy.

The financial scams and irregularities have far more impact on the stability of any country. Infact, the war against a enemy country unites the whole country which is a great show of highly charged emotion full of patriotism. Therefore such war fought by the army through weapons integrate the nation in the time of distress.

Whereas the economic instability as a result of financial irregularities by our own countrymen disintegrates the country itself. Therefore the result is far more drastic and has a lasting impact on the integrity of the country itself. The impact of such financial irregularities and scams are so severe that it tends to take away the resources and opportunities available for the development of the fellows citizens and the country, which results leaving the country and its citizens in the condition of distress.

We have seen the examples of the recent history that the countries like Russia, once a global power, getting washed away from the map of the world and disintegrating into many countries. Disintegration of a globally powerful country was triggered not because of any war but due to the economic instability of the Russia. Simultaneously, we have seen that a country like China has arisen as a new power center due to its rising economic clout. Historically, therefore the economy strength redefines the power of any country in the global arena.

The world is again looking at India becoming a world leader. India has a great potential. We now require new generational leaders with strong national character who can lead the country to fulfill the high hopes and dreams of its citizenry.

We require an army of strong and credible soldiers who protect our economy along with our conventional soldiers to protect the physical boundaries. Need of the hour is to be patriotic in its true sense to fight all forms of corruption prevailing in the country.

To sum up, Build India Group as I perceive, is not an organization which needs to establish its existence like many for any demonstration but is a concept to realize the need of the present times to develop and carry forward strong national character. Therefore the concept of Build India Group requires each and every citizen to make a beginning by taking a solemn pledge in letters and spirit to build a true national character.

I wish and dream that the time is not far to achieve our cherished dream of a country with a strong National Character.

Frequently asked questions about citizen's pledge in India being propounded by Build India Group

Q. What is National Pledge?

Ans National Pledge is basically a pledge taken by citizens of the country. A pledge is a solemn oath taken by each and every citizen of the country to demonstrate his/her love and loyalty to his nation. He does this by reading out the words of the Pledge or symbolically expressing it in any other fashion, and trying to live up to it in all that he/she does or says in everyday life.

Q. Is there any other country where there is a citizen's pledge?

Ans Many countries of the world have national pledges for their citizens. Some sections of citizens, for example, government employees or the military, may also have special pledges tailor-made for them. The pledge taken by US citizens, called the Pledge of Allegiance, is probably one of the best models of such a mass oath. Every American attaining the age of 18 years recites the Pledge of Allegiance to the Flag with solemn reverence. Countries like Singapore, Sierra Leone and Jamaica, too, have a national pledge of loyalty to the nation for their citizens.

Q. Don't we have a citizen's pledge in our country?

Ans No, we have a National Anthem and a National Song but not a National Pledge.

Q. Many students of English-medium schools take a moral pledge. How is that different from the National Pledge?

Ans Moral or character-building pledges of students are necessary in their own way to develop values in our future citizens. However, such pledges are different from the National Pledge. A National Pledge is meant for citizens across the country, and deals with issues concerning the country and its people.

Q. How should our National Pledge be?

Ans After many long sessions of careful discussion Build India Group's founding members unanimously approved a draft for a citizen's pledge that we hope will one day emerge as India's National Pledge. The final text of the pledge, after considerable deliberation and many a revision, reads as under:

"We the people of India today do solemnly pledge ourselves to the service of our nation with honesty, sincerity and commitment, always keeping our nation's interest paramount, in all that we think, do or say for the greater glory of this land"

This may be termed for the time being a Pledge of Allegiance to the Idea of India. However, we cannot have the audacity to say that this is our National Pledge, but it is only a step forward in the campaign for a National Pledge to the country.

Q. What is Build India Group and what are its aims and objectives?

Ans Build India Group is a civil society initially started by journalist turned lawyer Biraja Mahapatra with a group of eight persons i.e. Nishant Datta, Shanmuga Patro, Kiran Kumar Patra (all lawyers), Gautam Basu, Sudha Passi and Avtar Nehru (all media professionals) and Nabajyoti Das (a management consultant) in September 1996. It campaigns for a citizen's pledge and a pledge festival for the country. It believes the pledge festival, being the festival of commitment to the country, is the most effective, inexpensive and practical way to stop terrorism across the country at one go even as it would continue to be a weapon of hate against corruption. Build India Group also believes that "Hating politics is a crime against democracy" as politics is the finest form of management. It has the intention to establish a university of politics in India.

Q. Does Build India Group have any literature on “Pledge festival” and “Hating politics is a crime against democracy?”

Ans Yes, Mr Biraja Mahapatra, the president of the organisation, has written a book titled *My Call* providing the roadmap to the organisation. The book published by Akshay Media in February 2008 has illustrated the vision of Build India Group and how to realise it. The salient features of the pledge festival are :

- a. The biggest campaign to promote Indian-ness.
- b. The first pledge of allegiance to the constitution.
- c. The biggest campaign to hate corruption and its ugly face called terrorism.
- d. The first national festival in the true sense.
- e. The first national event to involve all Indians in unison.
- f. The first national event to involve all religious institutions.
- g. The first stepping stone to a cultural renaissance.
- h. The first movement which gives equal importance to all languages, all individuals, all faiths.
- i. The biggest secular festival in the country to be celebrated religiously.
- j. The first major step in the country to demolish the walls of hate amongst different faiths.

Build India Group also emphasizes that hating politics is a crime against democracy and campaigns that educated and committed Indians should join politics for better management of the state in accordance with the spirit of fundamental duties as enshrined in the constitution of India.

Q. What has this pledge got to do with the Constitution?

Ans. We as citizens of this country are under moral obligation to discharge our Fundamental Duties as enshrined in Article 51A of the Constitution. The pledge embodies the same spirit. Build India Group believes that only when we are responsible towards our country can we be able to enjoy our Rights to the fullest.

Q. Why should not this pledge begin with “I” in stead of “We”?

Ans Because we are talking of a National Pledge Festival in the foreseeable future in which crores of Indians will take the Pledge together at a given moment across the country.

Q. Why should the Pledge be in English?

Ans The Pledge should be in all recognized Indian languages. We began with English and intend to have it in every major national language so that it can truly become a pan-Indian document. We have already drafted the Pledge in Hindi and Oriya and are getting the same translated in all Indian languages so that it is communicable to every Indian.

Q. How many people will say the pledge?

Ans. Change does not happen overnight, especially change on a national scale. But all good things begin somewhere, and begin very humbly. There is a felt need for emotional integration, promoting Indian-ness and working towards equipping the country to combat the menace of terrorism and rampant corruption sooner than later. Necessity is the mother of all inventions. The need of our times has given us this idea of a Pledge. A National Pledge can be the best possible tool to unite people emotionally and remind them of their duty to the country.

Q. India is a land of diverse cultures. How can we have a pledge across the country?

Ans Across the country, there are nearly 10 lakh lawyers. Can they pledge their love and loyalty to the country in unison? We do not think lawyers can afford to say “no”. Similarly, we have seen students across the country take an active part in the Mandal Commission movement and its aftermath. Can they not join hands for two minutes in a year across the country to affirm their love for the nation? If lawyers and students unite for a cause, it would be a formidable campaign and

governments of the day too will sit up and take notice. So too will the media, and the people in general. Another significant and large step will be to involve all religious institutions in the effort to foster emotional integration of the country.

Q. Why should there be an element of god when India is a secular country?

Ans First, “secularism” does not mean keeping religion away from the people or the country. It denotes equal respect for all religions. The element of “god” actually gives us, irrespective of our faiths, an intangible strength in whatever we do. A religion is essentially centred around an element of Providence. We have so many religions and faiths. These are very powerful and organized institutions. These have their own impact in our day-to-day lives. When it comes to country, these must join together and play an active role for fostering emotional integration. If people are ordained by these religious institutions to commit and practise their love and loyalty to the country, it will usher in a revolution that will have far-reaching benefits for our land. That ultimate consequence is our dream.

Q. Does it mean another ritual for religious institutions? Is it possible?

Ans Yes. We talk of a common ritual for all faiths and a billion hearts beating together for the country. We are talking of a celebration of our commitment to the country. In fact such a thing involving all religions for our country has never happened in India. Religious bodies need not affect their regular temple/mosque/church or other institutional rituals. All that these institutions need to do is to make people alert by beating cymbals or drums from temples, sending out the clarion call from masjids, and through the pealing of church bells, and the like, so that people can be alerted about taking the pledge. Since there are religious shrines in every village and hamlet and city and corner of India, this will take the message to even remotest village in the country and involve each and every household. The Pledge Festival will evolve as a festival of commitment to the country to be reiterated by each and every citizen. Even those who would not like to empathize with or participate in such a festival will get the message and ask themselves about their roles in this sense of belonging to the country.

Q. Will our educated mass appreciate it?

Ans. Many people of all backgrounds and all classes may not approve of such an event. There are skeptics everywhere. Then there are status quoists. Many more Indians are, unfortunately, selfish and self-serving and the country is the last thing on their minds. Many of our nation's woes today can be attributed on account of such people. But an alert from religious institutions may wake some of these apathetic people at least and drive them to think of the country for a moment. Many of them may, and will, join later.

Q. Why should heads of all faiths agree to involve their religious institutions for a nation building programme?

Ans Why not? They shall do it happily. It's our country after all. These institutions wield tremendous power and potential to unite the country emotionally. For thousands of years these institutions have been the source of strength for all people as well as, sometimes, the cause of divisiveness amongst different communities and faiths. They are best suited to play the cementing role in uniting the country emotionally through the spirit of patriotism. Somebody will have to tell them that they need to do it. Build India Group is doing just that. They cannot afford to say “no” to such a proposition. If any religious head says “no” to this idea, history will not forgive him.

Q If such a pledge festival happens as BIG envisages, how does the common-man benefit from this Pledge?

Ans If people get emotionally united for the country and display their love and loyalty to it, they will have a better sense of security, a sense of belonging with other Indians, deeper empathy for social issues and the environment, and an overriding sense of duty towards discharging their responsibilities as citizens.

Q. How is the National Pledge going to protect us from corruption and terrorism?

Ans The Pledge itself can be the best launch-pad for concerted hate against corruption and terrorism. Corruption and terrorism are both behavioral disorders. Laws alone cannot prevent the recurrence and perpetuation of corruption and terrorism. While corruption is a reflection of one's mindset to appropriate something to which he or she is not legally entitled to, terrorism is an outcome of intense hate sowed in the mind of an individual by fanatics against an individual or a group of individuals or society as a whole. To prevent terrorist activity or put a check on corruption, the best method is to launch a hate campaign against such behavioral disorders. If in a village, 90 out of 100 families participate in the pledge festival, then the ten others cannot ignore such a festival. This is how we can get our country sanitized. This, in effect, will not allow outsiders to make our neighbour's house a safe haven to kill and maim us on our own soil.

Q. How will the Pledge help to provide food to the starving millions in the country?

Ans The progress of any nation depends on its management of resources and the collective output of its people. To ensure efficient management and enhance output, thereby enhancing the economic security quotient of the people, all citizens must do whatever they are doing, and contribute in whatever manner they can, with their fullest commitment. Unstinted commitment of every individual to his work is the hallmark of a progressive society. This commitment comes from within, and involves emotional attachment to work as a matter of passion and not merely as a job. In spirit, if we can keep this country's interests paramount, the managerial problems related to our resources can be overcome in large measure or to a great extent. It will give us good leaders, good and responsible citizens and continuously keep reminding us of our duties and responsibilities towards the country.

Q. So when does the Build India Group propose to hold the Pledge Festival?

Ans Build India Group proposes that the Pledge Festival should be celebrated on the third Saturday of every English calendar year at 10 a.m. across the country.

Q. Why third Saturday?

Ans Because the founding members of the Build India Group had taken the Pledge together and ceremonially for the first time at a conclave on the third Saturday of January 2008 (January 19, 2008).

Q. Why should not BIG hold this festival on January 19 every year then?

Ans We fear such an event should not get tied down to a particular date, which eventually may lead to the time overwhelming the occasion or the date being important for the date's sake. We focus on the event, and the idea behind the event. Therefore, the festival should be day-specific and not date-specific.

Q. Is there any bar to take the pledge on occasions like Republic Day or Independence Day Celebrations or in social gatherings?

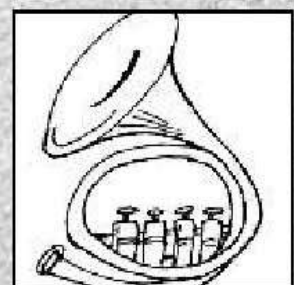
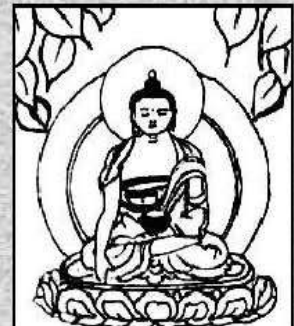
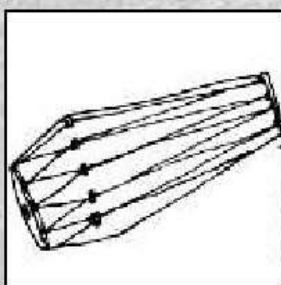
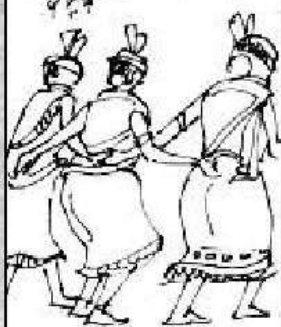
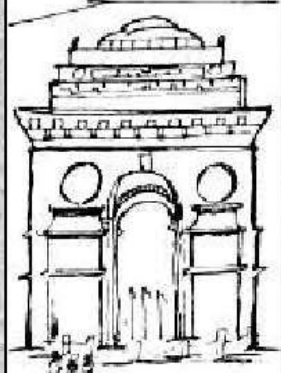
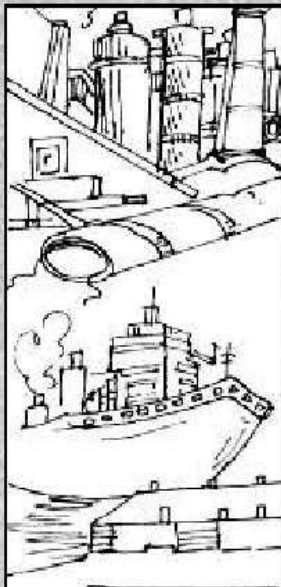
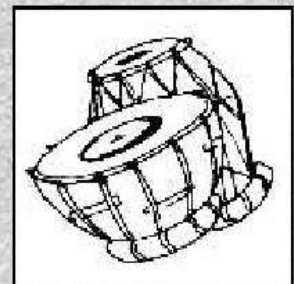
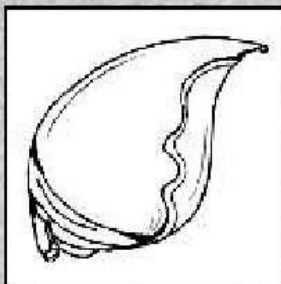
Ans No. There is absolutely no bar to recite the pledge on different occasions like Republic Day or Independence Day celebrations. In fact saying the pledge on such occasions makes our patriotic sentiments more intense and, therefore, people have already started reciting pledge on such celebrations in various educational institutions and many lawyers have joined this move. On January 23, 2009, Delhi High Court Bar Association members did say the pledge in Hindi in their Republic Day Celebrations. On August 15 this 2010 CAT Bar Association members and judges in Delhi, Lawyers of Dwaraka Bar Association and lawyers of Orissa High Court had also taken this pledge.

For queries – please call

Biraja Mahapatra - 9810935526

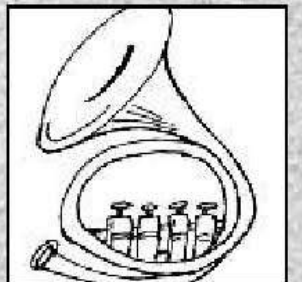
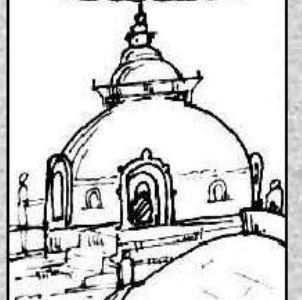
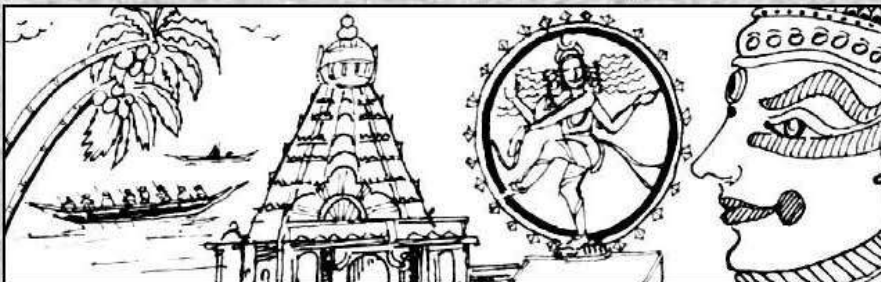
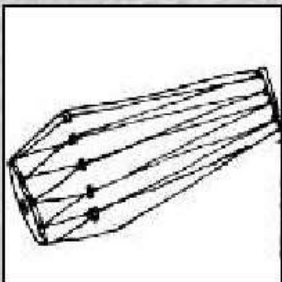
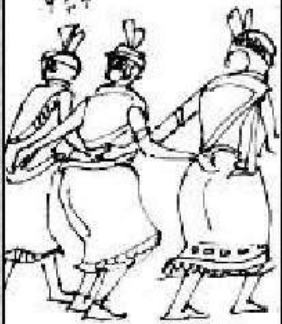
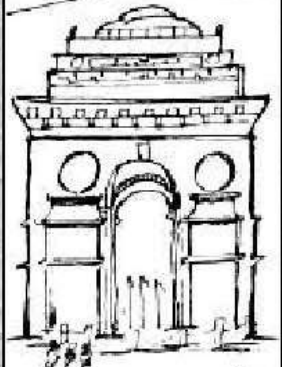
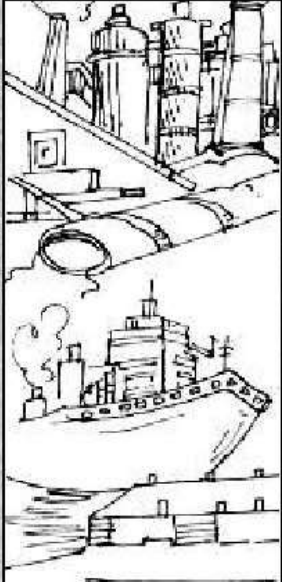
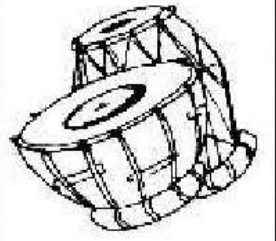
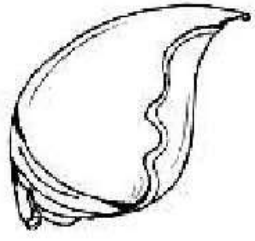
Rajeev Saxena - 9810811180

Pankaj Sukhija - 9810123446



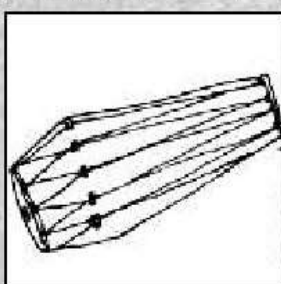
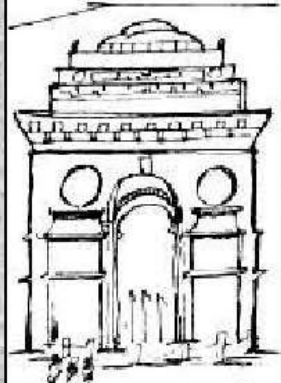
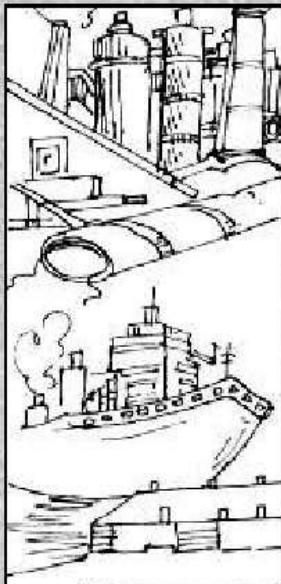
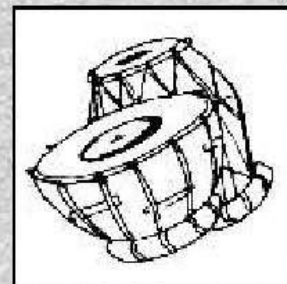
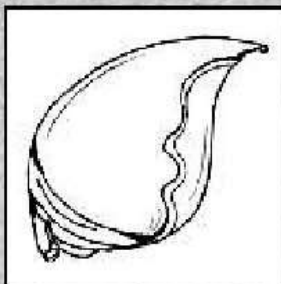
The Pledge

*We the people of India today
Do solemnly pledge ourselves
To the service of our nation
With honesty, sincerity and commitment
Always keeping our nation's
Interests paramount
In all that we think, do or say,
For the greater glory of this land.*



Hindi

*Hum Bharat Ke Log Aaj
Imaandari, Kartavyanishtha
Aur Pratibadhata Ke Saath
Apni Soch, Karm Aur Kathni Me
Desh Ke Hit Ko
Sarbopari Rakhte Hue
Iis Bhumi Ke Yash Hetu
Rashtra Ke Seva Me
Antah Karanse
Atmarpit Karte Hein.*

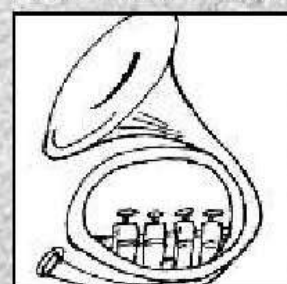
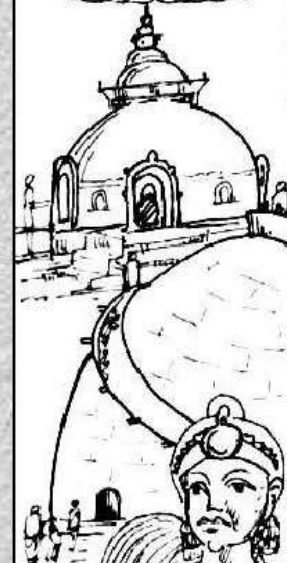


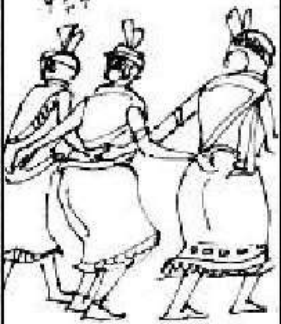
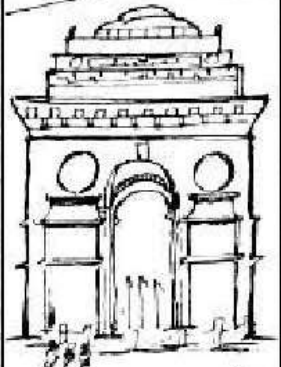
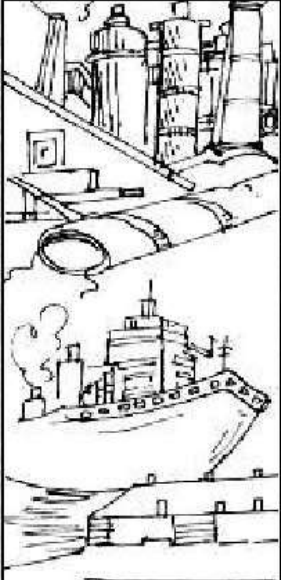
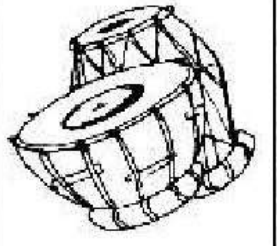
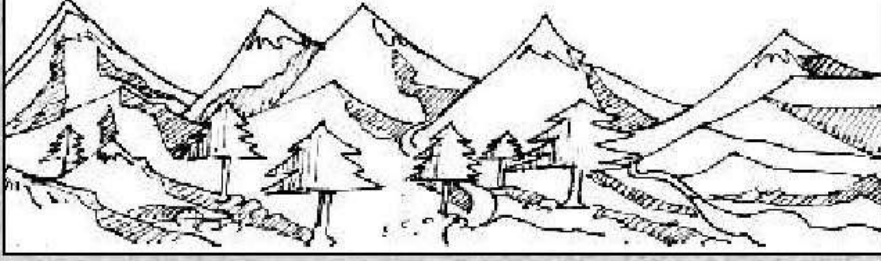
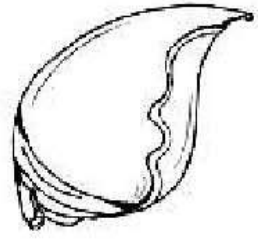
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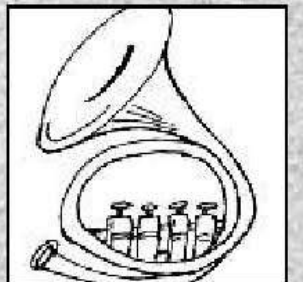
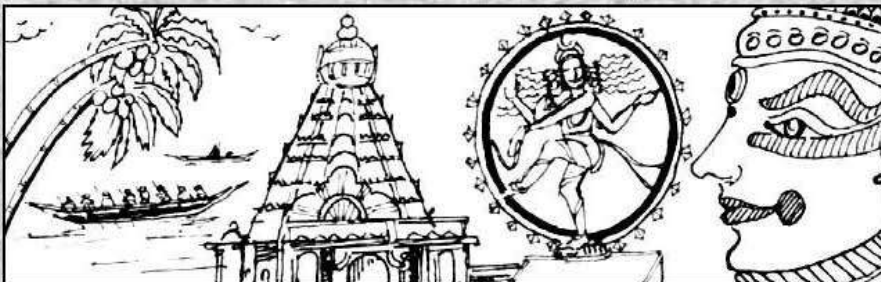
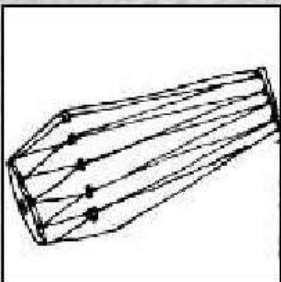
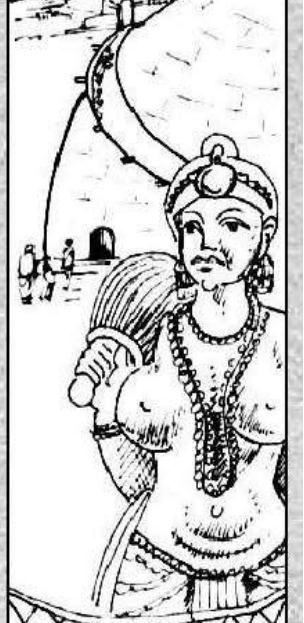


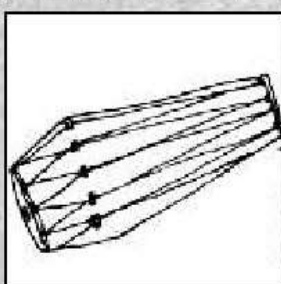
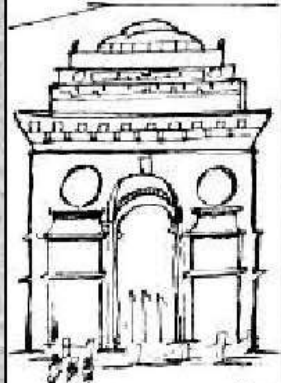
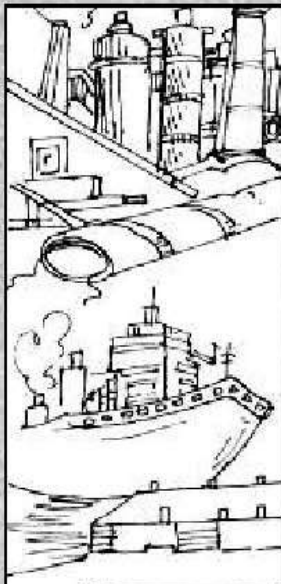
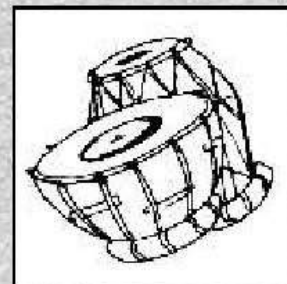
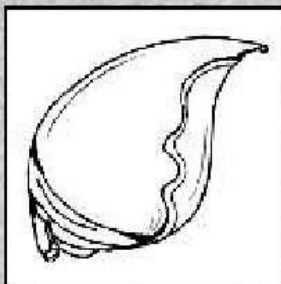
Sanskrit

*Bayam Bharaityah Adya
Satyanisthaya, Kartavyanisthaya
Pratibadhataya Cha*

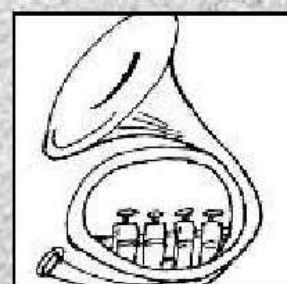
*Manasa, Bacha, Karmana Cha
Rashtrahitam Sarvopari Sthapayantah*

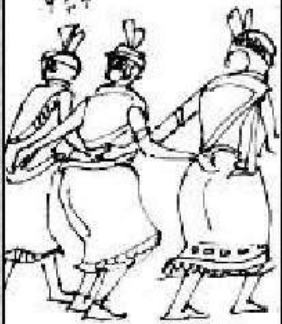
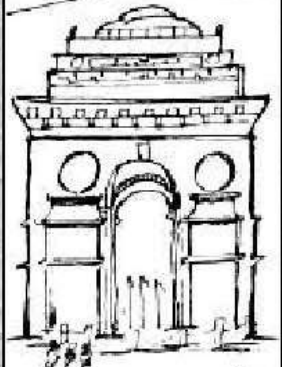
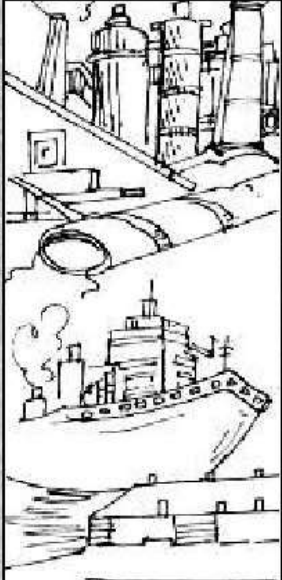
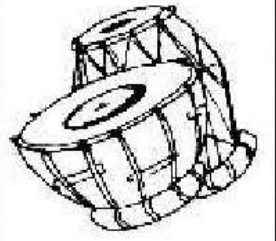
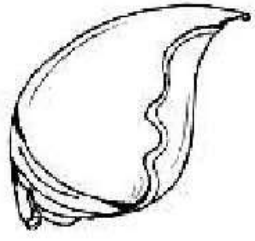
*Ashya Bhumei Yashashi
Rashtra Sevaye Cha
Antakaranena
Atmanam Arpayamahi*





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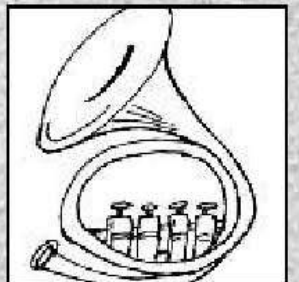
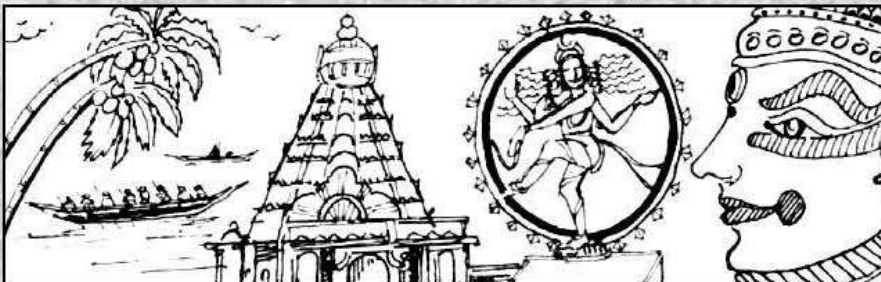
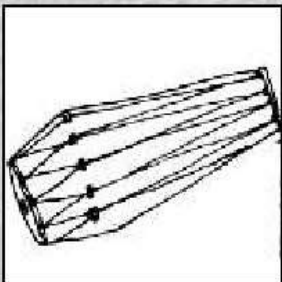


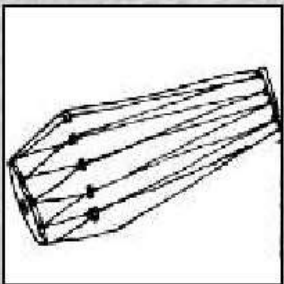
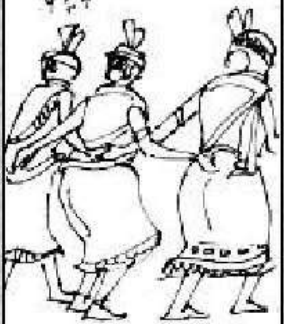
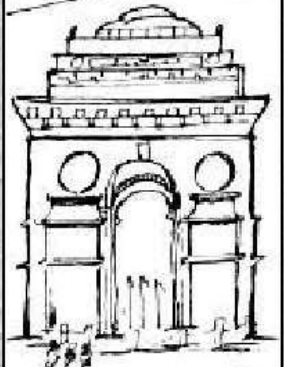
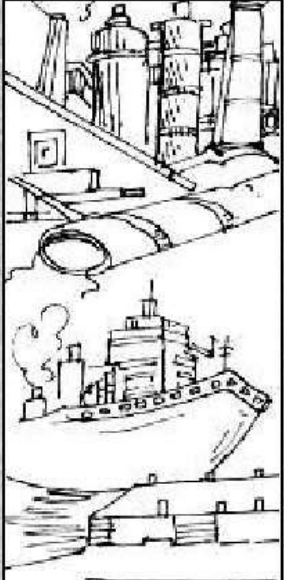
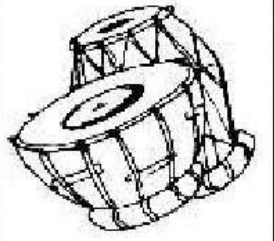
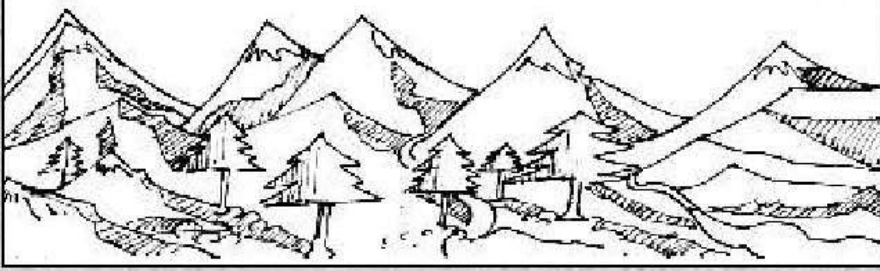
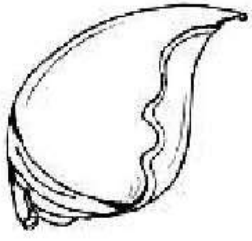
Urdu

*Hum Bharatiya Awam Aaj
Yeh Ahad Karte Hain
Imanari, Khaloos Aur Lagan Sey
Karengi Aur*

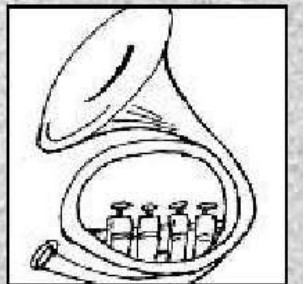
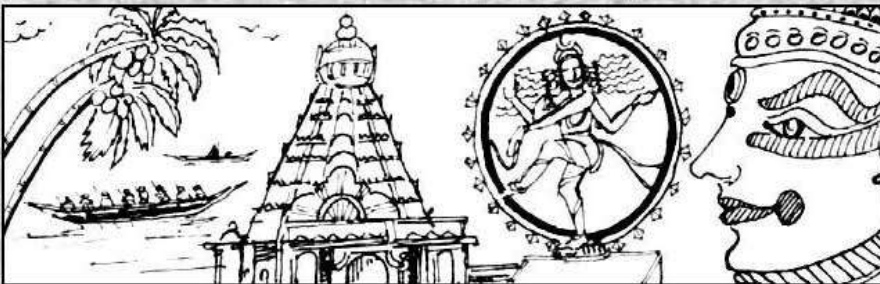
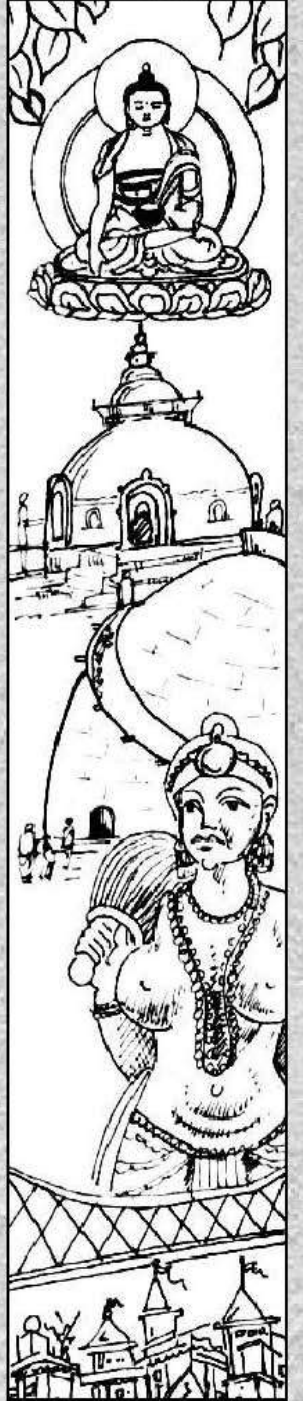
*Aapne Har Soch, Amal Aur Quol Mein
Mulki Mufadat Ko
Aalah Darjay Par Rakhte Hurway*

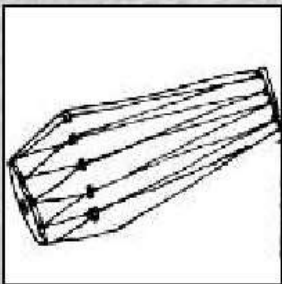
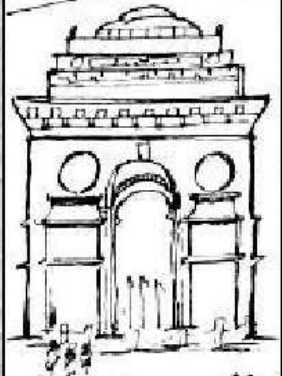
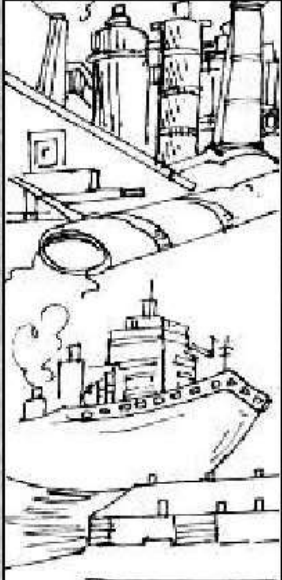
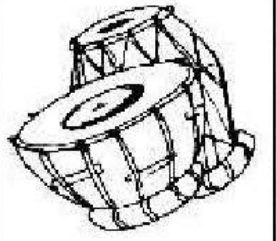
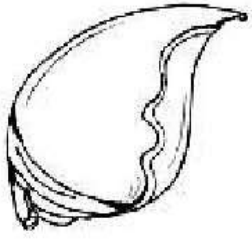
*Es Sar-e-zameen Ke Azmat Key
Bulandi Key Liyay Waqf Ho Jayen |*





ہم بھارتیہ عوام آج
یہ عہدہ کرتے ہیں
کہ ہم اپنے وطن کی خدمت
ایمانداری، خلوص اور نکلن
سے کریں گے اور
اپنی ہر سوچ، عمل اور قول میں
ملکی مفادات کو اعلیٰ درجہ دیتے ہوئے
اس سرزمین کی عظمت کی
بلندی کیلئے وقف ہو جائیں۔



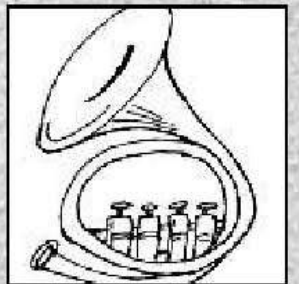
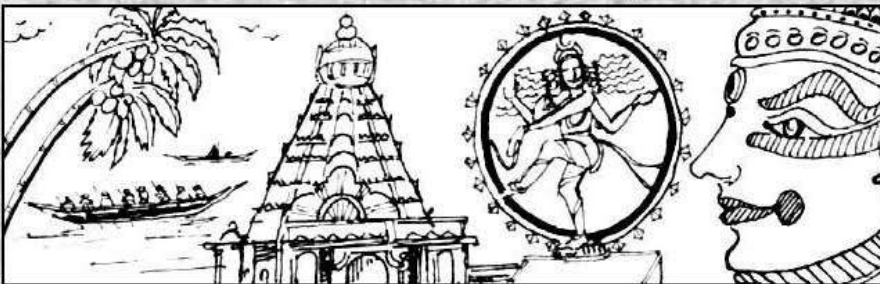
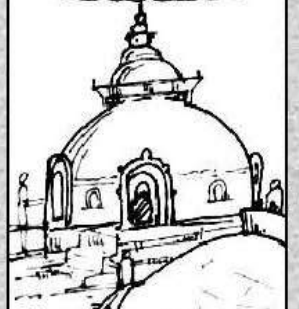


Assamiya

Aami Xakalo Bharatiyai Aaji
Xatata, Kartavyanishtha Aaru
Pratibadhatare

Amar Chinta, Karma Aaru Kathanat
Dexar Hit Xarbopari Rakshi
Ehi Dexar Yaxar Hetu
Rasthrar Xewat Nijake
Uxargita Karibalai

Antarara Pura Pratigyabadha Haicho



প্ৰতিজ্ঞা

আমি সকলো ভাৰতীয়ই আজি

সততা, কৰ্তব্যনিষ্ঠা

আৰু প্ৰতিবদ্ধতাৰে

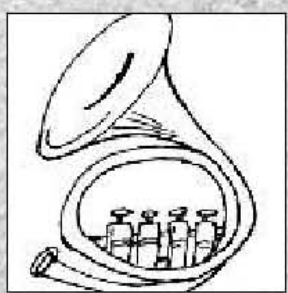
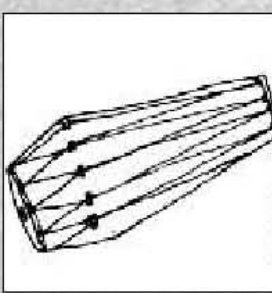
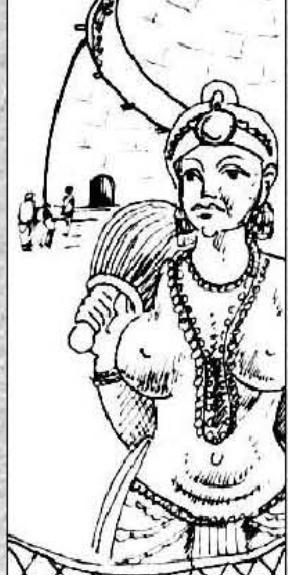
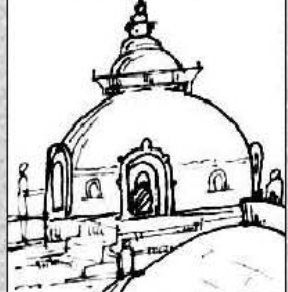
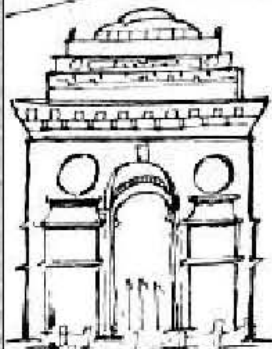
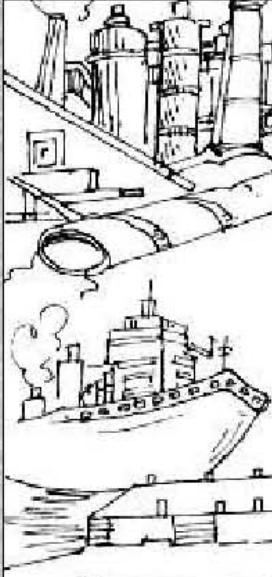
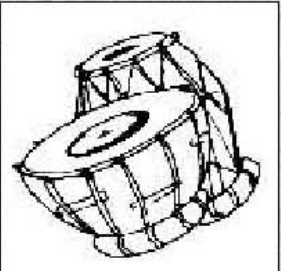
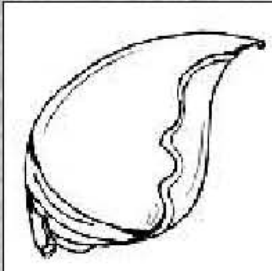
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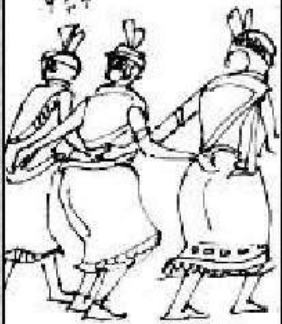
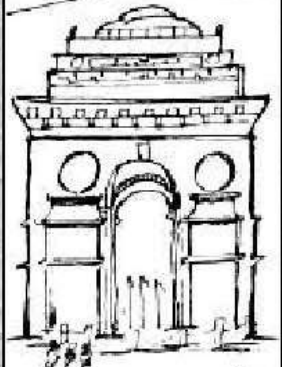
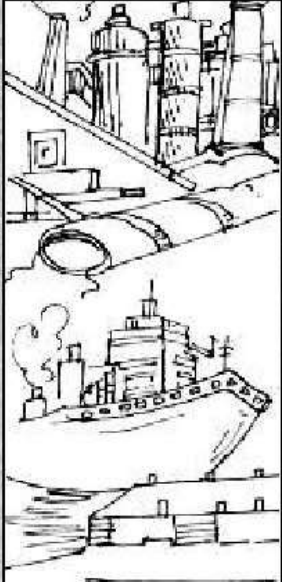
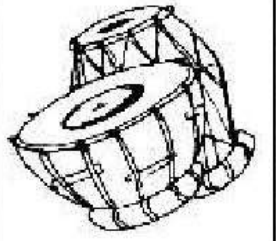
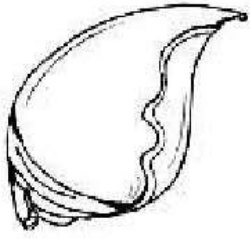
দেশৰ হিত সৰ্বোপৰি ৰাখি

এই দেশৰ যশৰ হেতু

ৰাষ্ট্ৰৰ সেৱাত নিজকে উৎসৰ্গিত কৰিবলৈ

অন্তৰৰ পৰা প্ৰতিজ্ঞাবদ্ধ হৈছো।

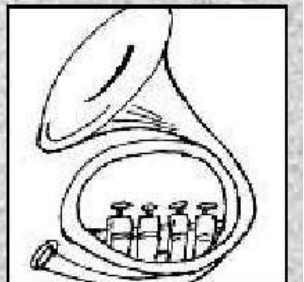
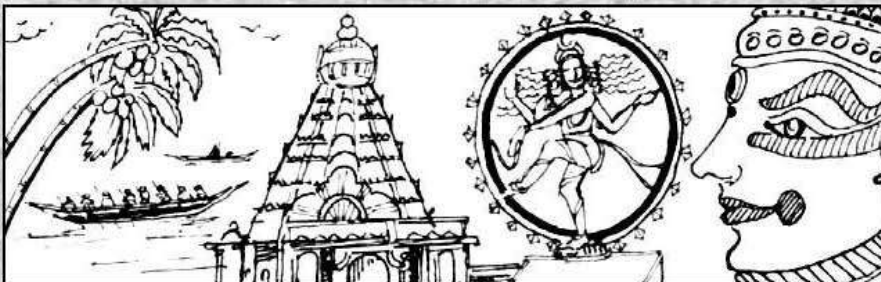
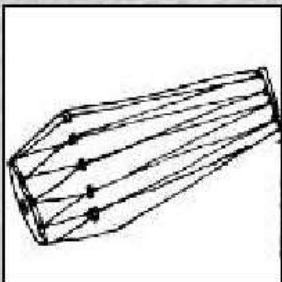


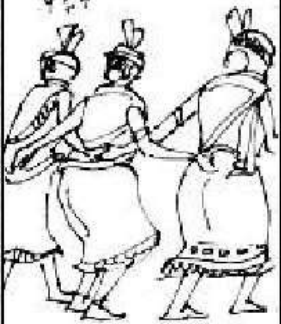
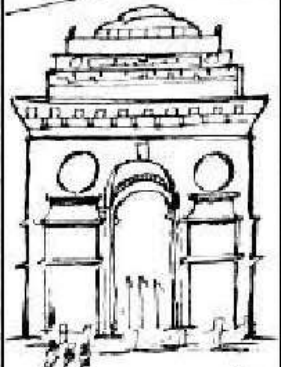
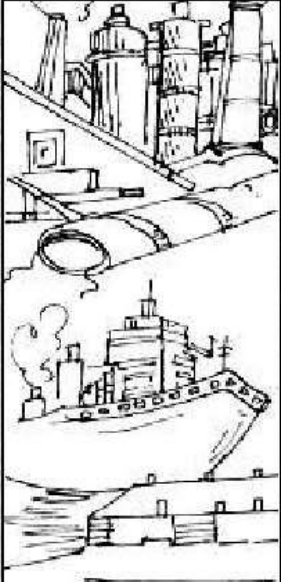
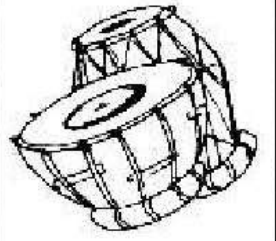
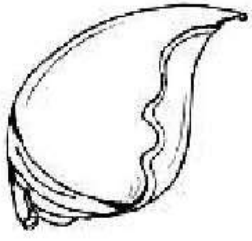


Bengali

*Aamra Bharater Janagana Aaj
Satata, Ekonishtota
Evam Pratibadhatara Sange
Amader Chintai, Kaaje-o-kathae
Desher Gaurab Ke
Mohottar Karar Jonyo*

*Ei Desher Shebai Attoniyoger
Sapath Graham Kari |*





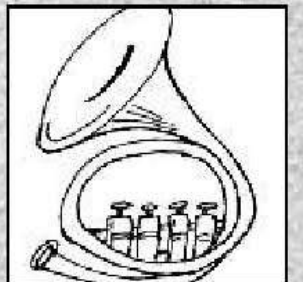
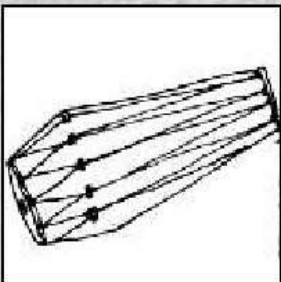
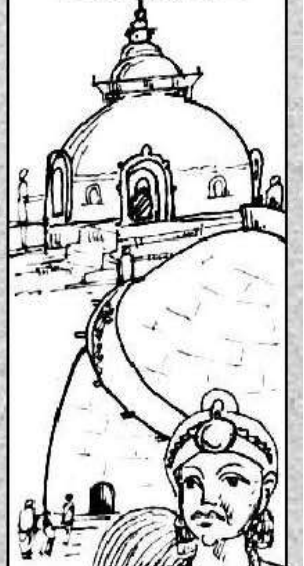
শপথ

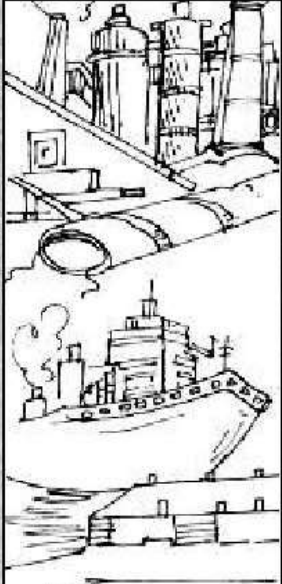
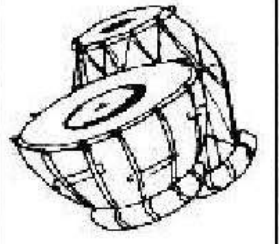
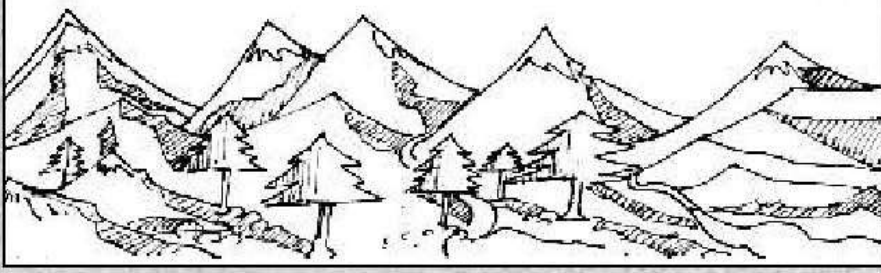
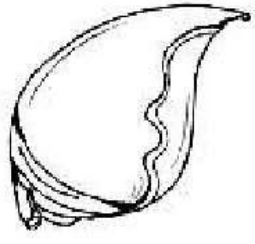
আমরা ভারতের জনগণ আজ
সততা, একনিষ্ঠতা এবং প্রতিবদ্ধতার সঙ্গে

আমাদের চিন্তায়, কাজে ও কথায়
দেশের গৌরবকে মহত্তর করার জন্য

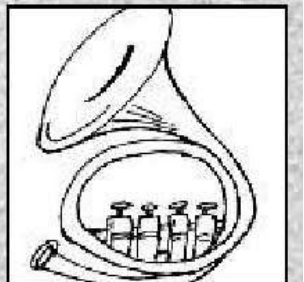
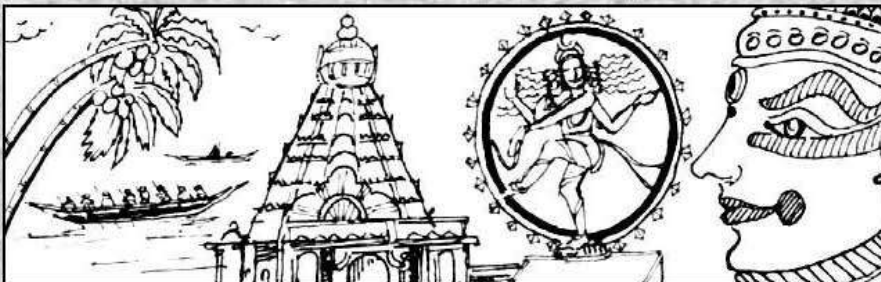
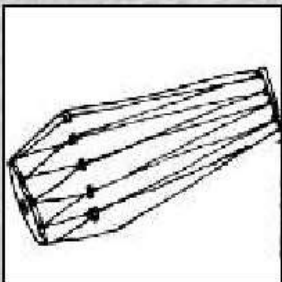
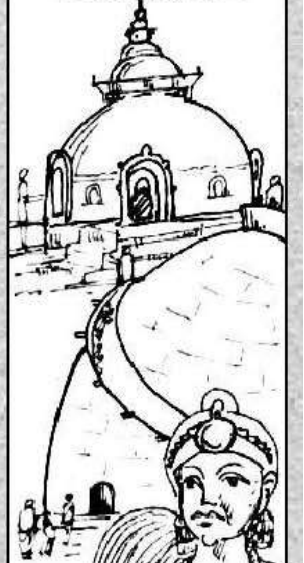
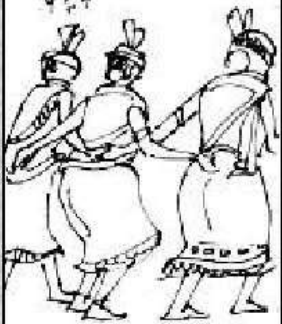
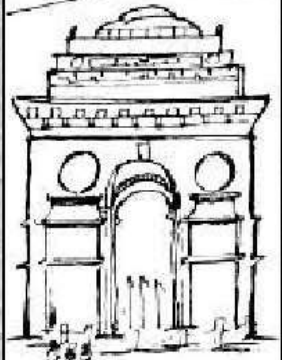
এই দেশের সেবায় আত্মনিয়োগের

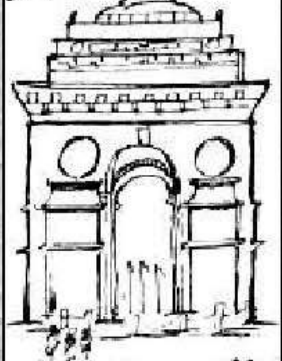
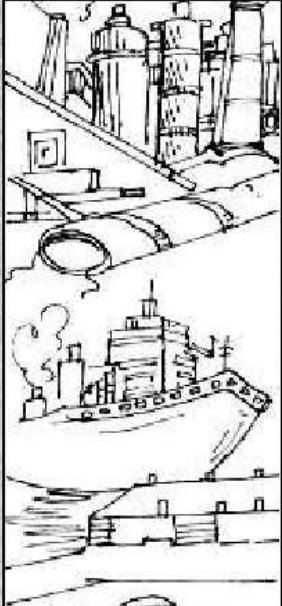
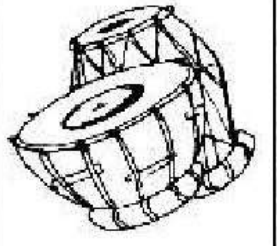
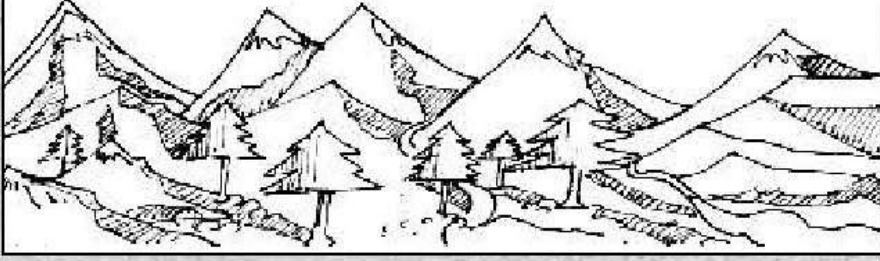
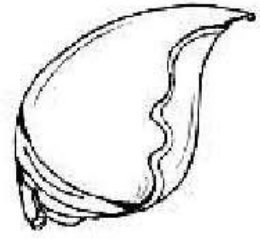
শপথ গ্রহণ করি।





Telegu
Bharateeyulamaina Manamu
Desham Patla Nijayati,
Pratibadhata Mariyu
Ankītabhabam Kaligi Vuntamani
Kartavyanisthato, Shuddha Antakaranato
Desha Gauravami
Samagratanu Kapadatamami
Ei Rojuna Pratigna Chestunnamu





ప్రతిజ్ఞ

భారతీయులమైన మనము

దేశంపట్ల నిజాయితీ,

ప్రతిబద్ధత మరియు

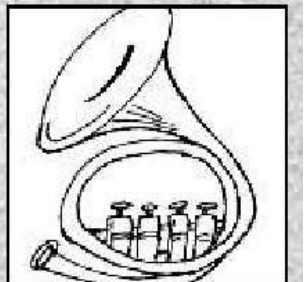
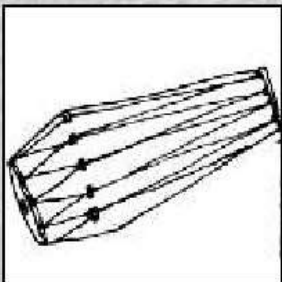
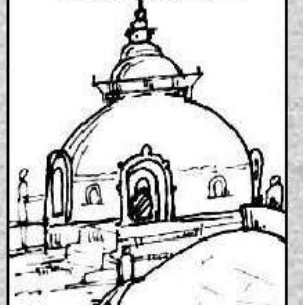
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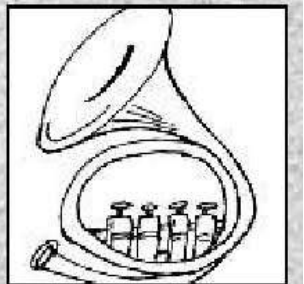
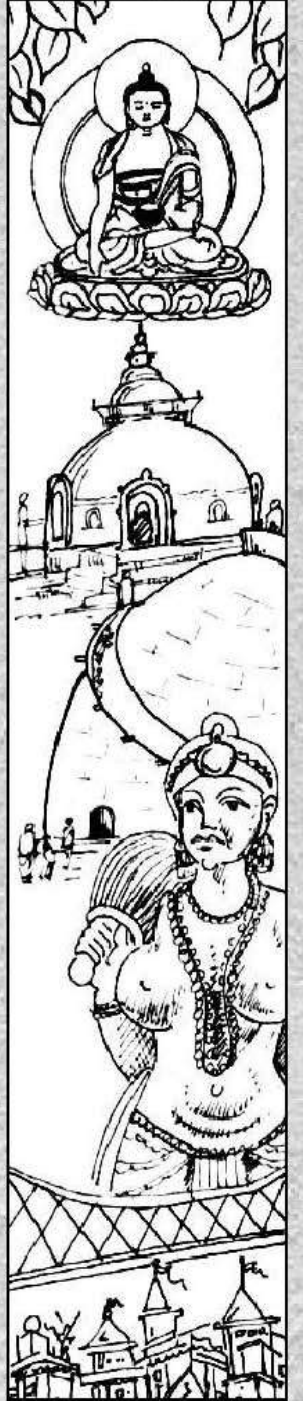
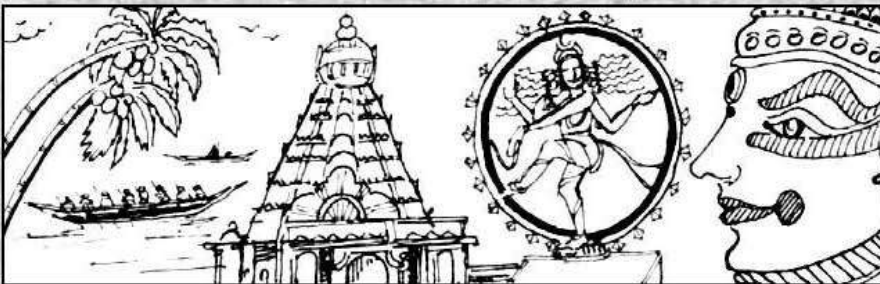
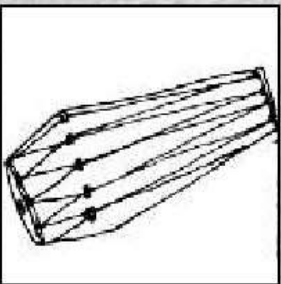
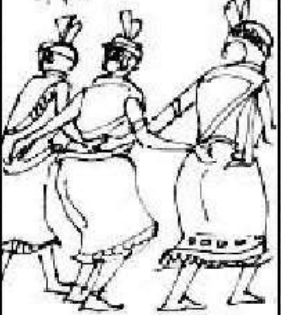
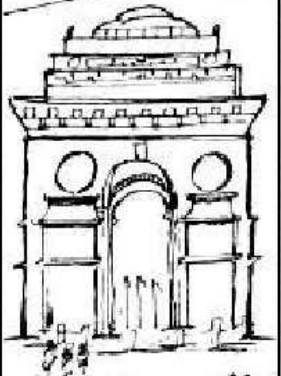
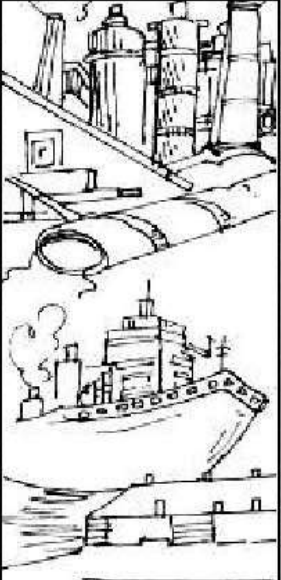
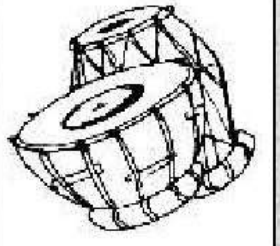
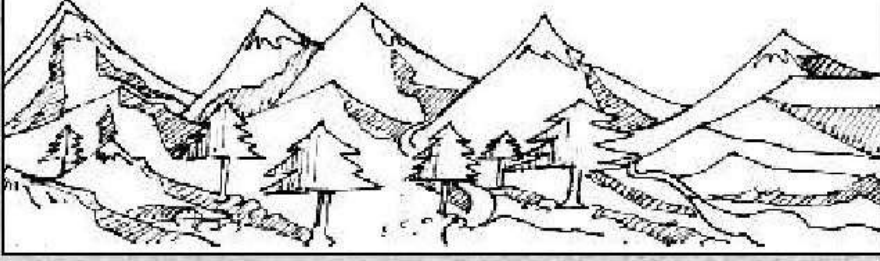
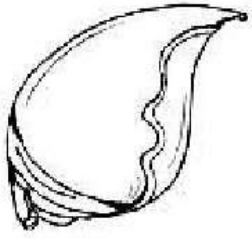
కర్తవ్యనిష్ఠతో, శుద్ధ అంతఃకరణతో

దేశ గౌరవాన్ని

సమగ్రతను కాపాడుతామని

ఈ రోజున ప్రతిజ్ఞ చేస్తున్నాము





Kannada

Nabhu Ella Bharateeyaru

Ei Dina

Pramanikate, Kartavyanishthate

Haagu Baddhategalondige

Naama Vichara, Nade Nudiyalli

Deshada Hitavanu

Sarvashrestha Endu Tilidu

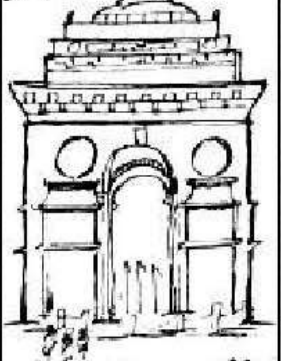
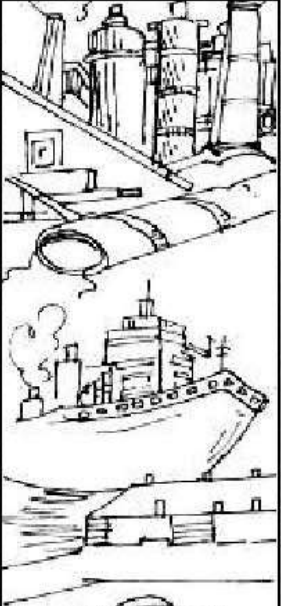
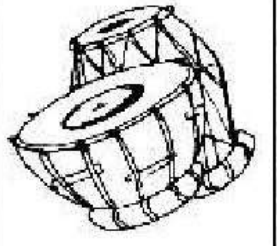
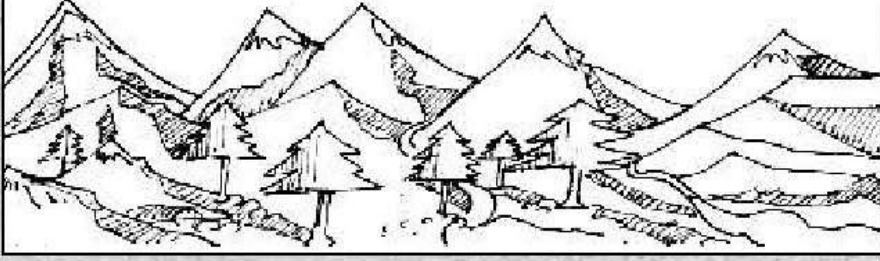
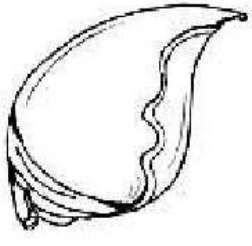
Ee Nelada Hirimegagi

Rashtra Sevege

Santoshadinda Aatma Samarpane

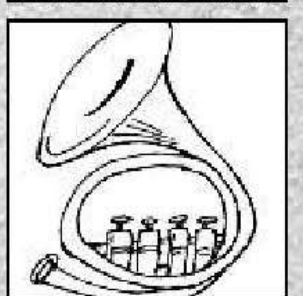
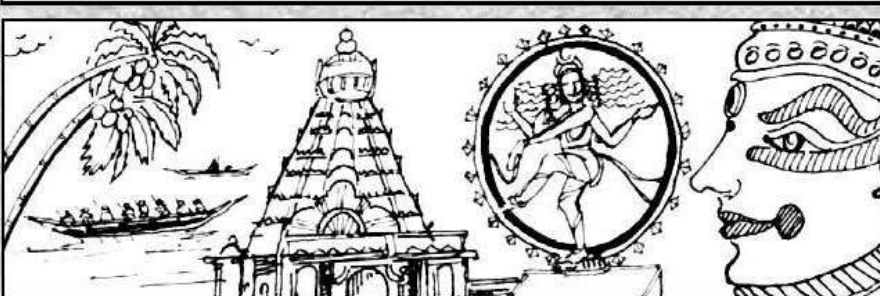
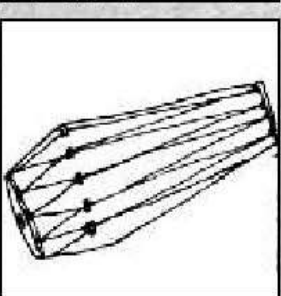
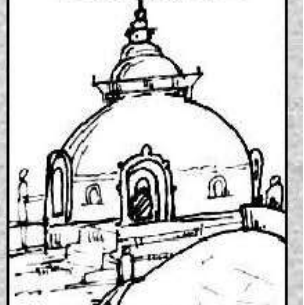
Madutteve Endu

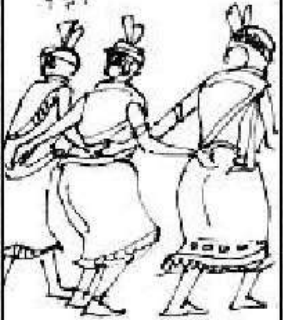
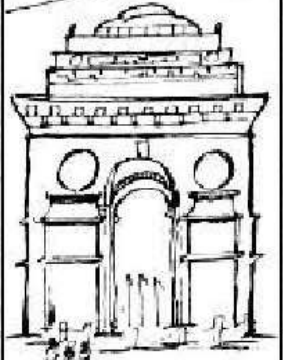
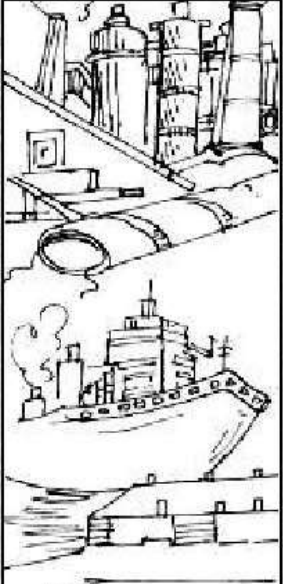
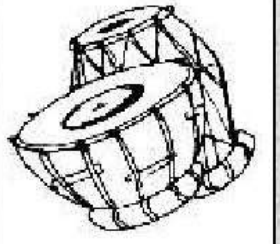
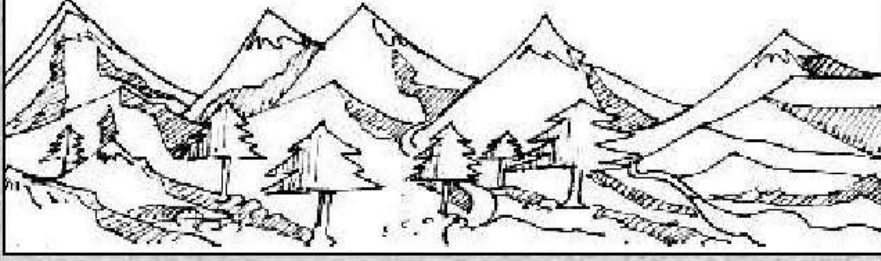
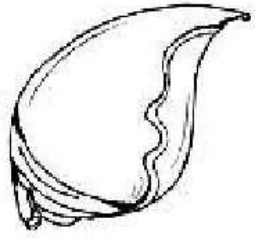
Pratijne Madutteve



ಪ್ರತಿಜ್ಞೆ

ನಾವು ಎಲ್ಲ ಭಾರತೀಯರು ಈ ದಿನ
ಪ್ರಾಮಾಣಿಕತೆ, ಕರ್ತವ್ಯನಿಷ್ಠೆ
ಹಾಗೂ ಬದ್ಧತೆಗಳೊಂದಿಗೆ ನಮ್ಮ ವಿಚಾರ,
ನಡೆನುಡಿಯಲ್ಲಿ ದೇಶದ ಹಿತವನ್ನು
ಸರ್ವಶ್ರೇಷ್ಠ ಎಂದು ತಿಳಿದು
ಈ ನೆಲದ ಹಿರಿಮೆಗಾಗಿ
ರಾಷ್ಟ್ರ ಸೇವೆಗೆ ಸಂತೋಷದಿಂದ
ಆತ್ಮಸಮರ್ಪಣೆ ಮಾಡುತ್ತೇವೆ ಎಂದು
ಪ್ರತಿಜ್ಞೆ ಮಾಡುತ್ತೇವೆ.





Tamil

Bharat Desha

Makalana Naam Indru

Indha Urudi Mojhiyai Yerkiram

Deshasevayiyai Unmaiudanum

Nermaiudanum Matrum

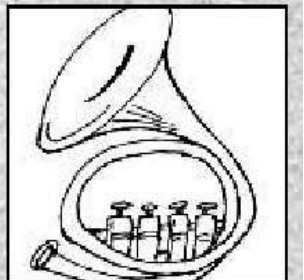
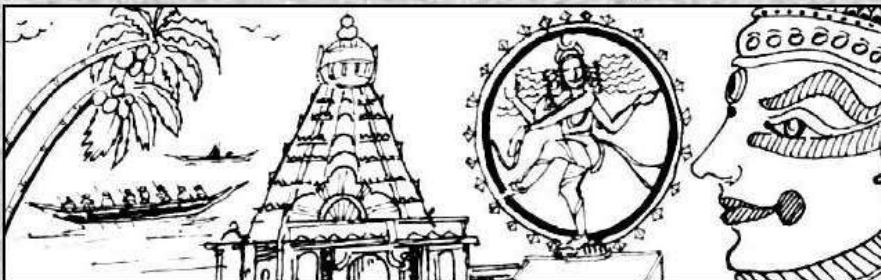
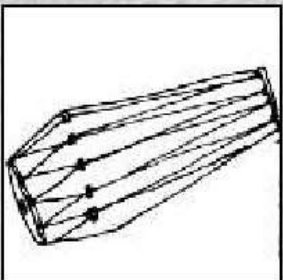
Visvasa Thudanum

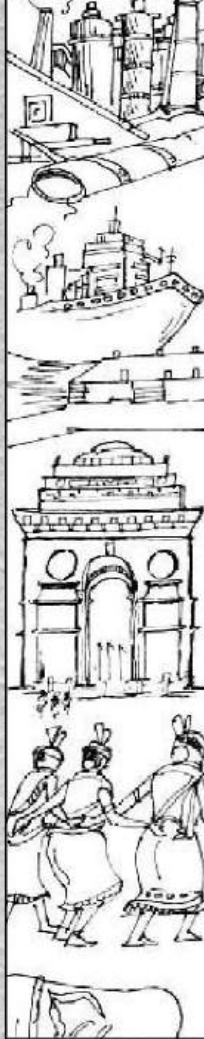
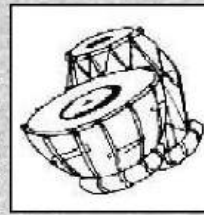
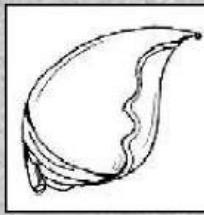
Eppozhudum Desha Nalanai

Munvaithum

Ninaipathe Llam Solvathellam

Indha Desha Menmaikke

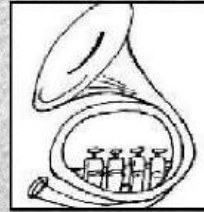
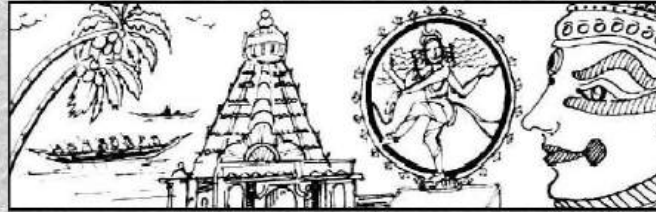
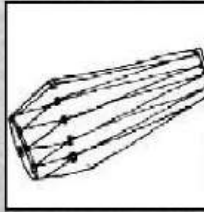


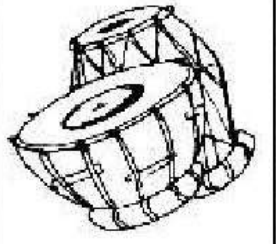


உறுதி மொழி

பாரத தேச மக்களாகிய நாம் இன்று இந்த உறுதி மொழியை ஏற்கிறோம்:

தேச சேவையை உண்மையுடனும், நேர்மையுடனும் மற்றும் விசுவாசத்துடனும் எப்பொழுதும் தேச நலனை முன்வைத்தும் நினைப்பதெல்லாம், செய்வதெல்லாம், சொல்வதெல்லாம் இந்த தேச மேன்மைக்கே.





Malayalam

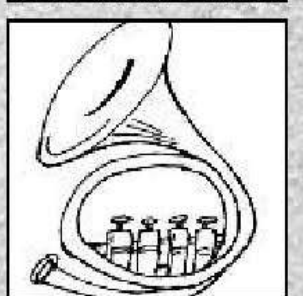
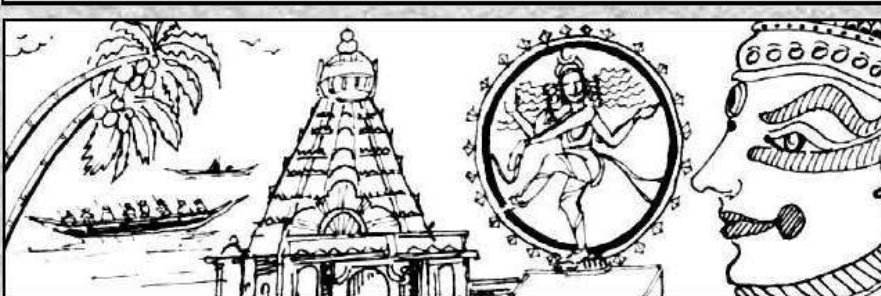
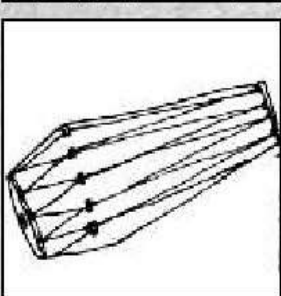
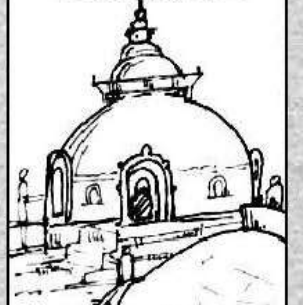
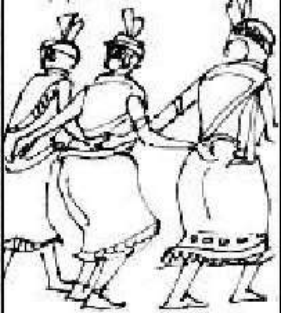
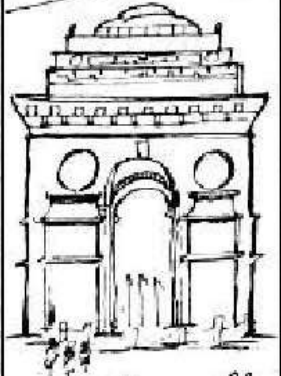
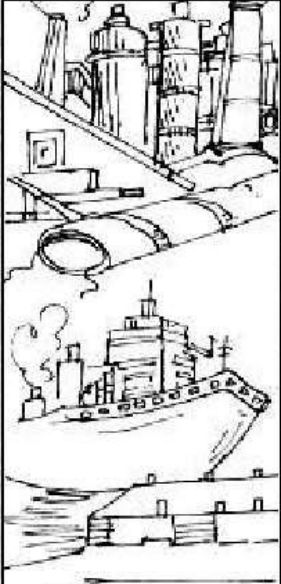
*India Rajyathe Janangalaya Njangal
Rashtra Sevenathinai Atmarthatayodum*

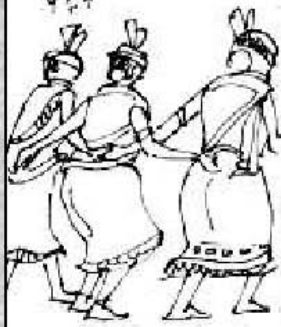
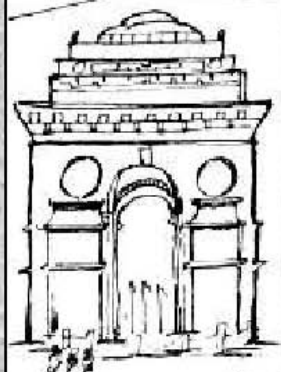
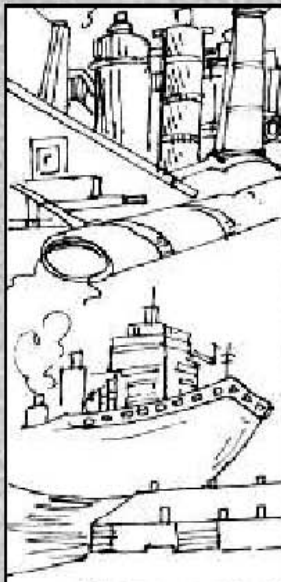
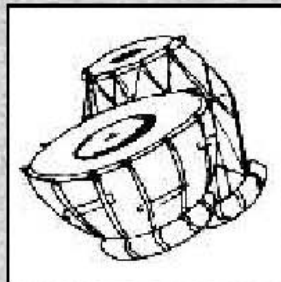
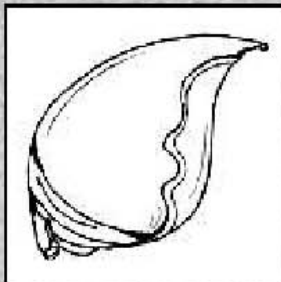
Satyasandatayodum, Pratibeddatayodum

*Nilakollumenne Innu Drida Prainja
Cheyyunnu Njangalude Chinthaayilum*

*Vakillum Pravartiyilum Rajyatapariya
Thinum Rajyathinte Unnmanathinum*

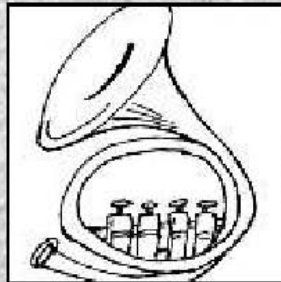
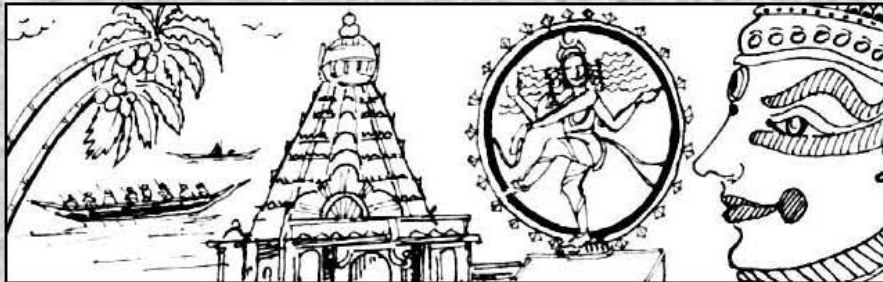
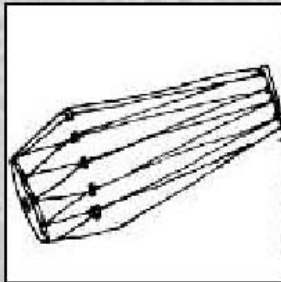
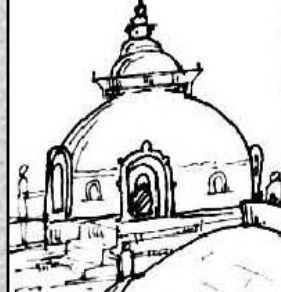
Pradahannyam Nalkum

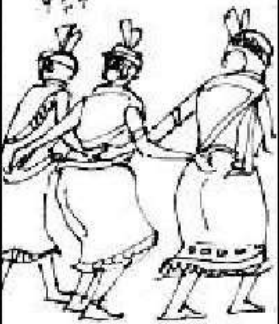
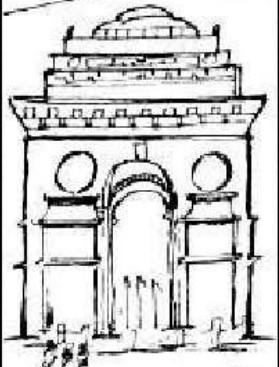
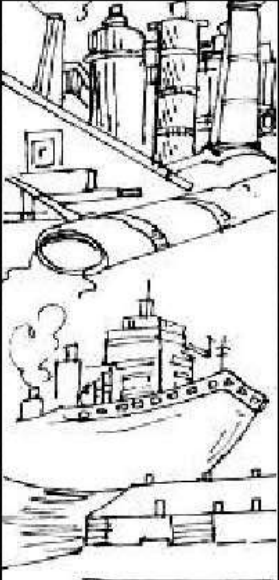
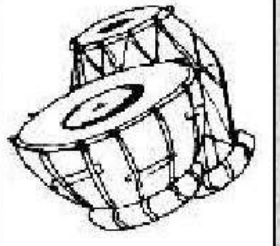
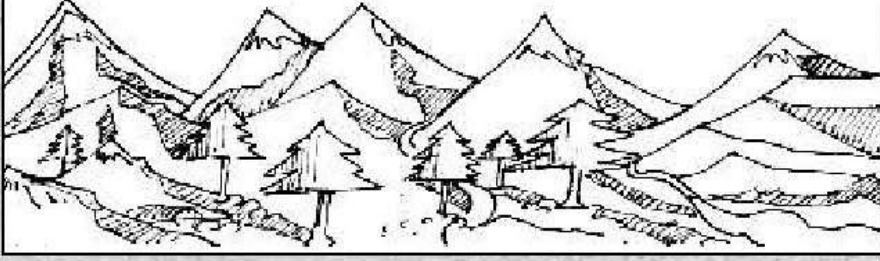
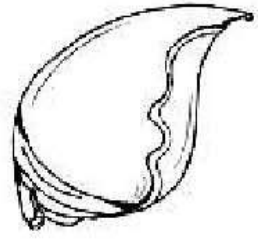




പ്രതിജ്ഞ

ഇന്ത്യാ രാജ്യത്തെ
ജനങ്ങളായ ഞങ്ങൾ
രാഷ്ട്രസേവനത്തിനായി
ആത്മാർഥതയോടും
സത്യസന്ധതയോടും
പ്രതിബദ്ധതയോടുംകൂടി
നിലകൊള്ളുമെന്ന്
ദൃഢപ്രതിജ്ഞ ചെയ്യുന്നു.
ഞങ്ങളുടെ ചിന്തയിലും
വാക്കിലും
പ്രവർത്തിയിലും
രാജ്യതാത്പര്യത്തിനും
രാജ്യത്തിന്റെ
ഉന്നമനത്തിനും
പ്രാധാന്യം നൽകും.



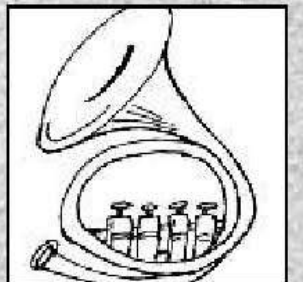
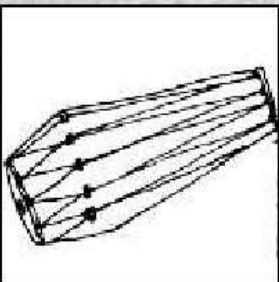
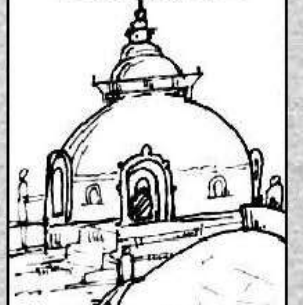


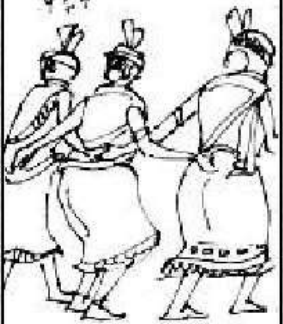
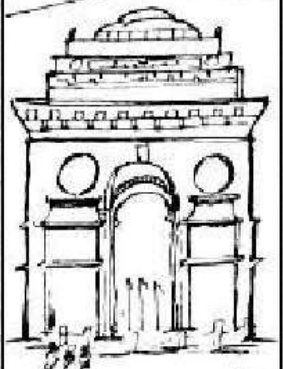
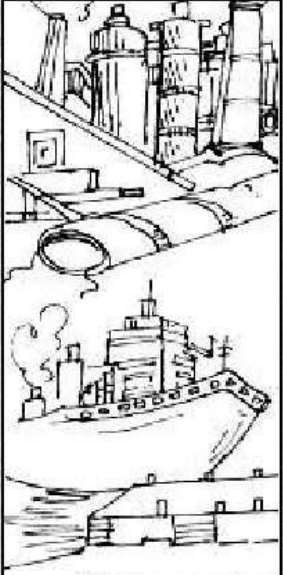
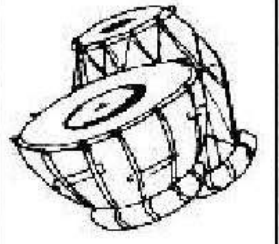
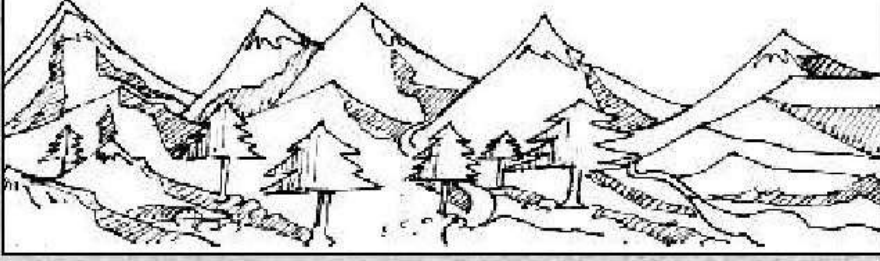
Maratha

*Aamhi Sare Bharatiya Aaj
Pramanik Pana, Karthavyanishtha
Ani Katibadhatesaha*

*Aapne Vichar, Karya Ani
Vaani Madhye
Rashtra Hitala Agrabhagi Theoon
Ya Bhumichya Utkarshasathi*

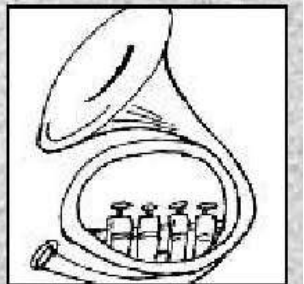
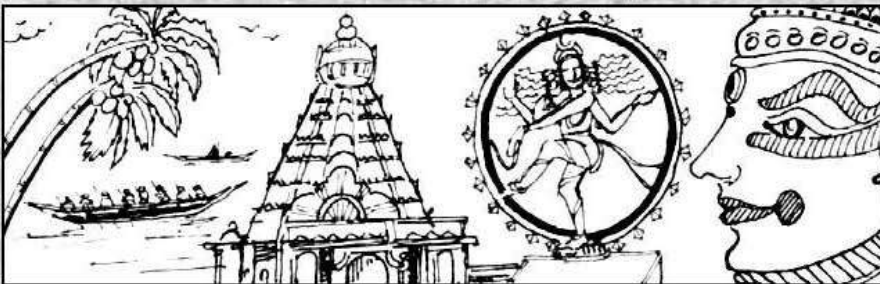
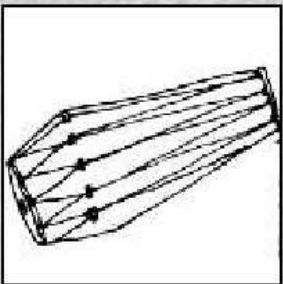
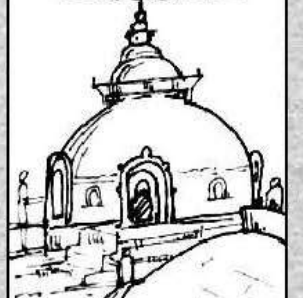
*Rashtrasevet Swatahla
Samarpit Karat Aahot*

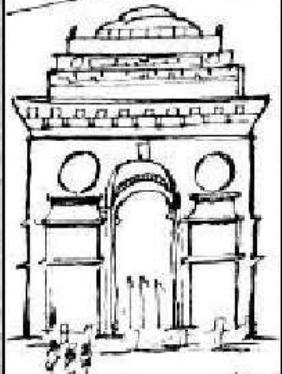
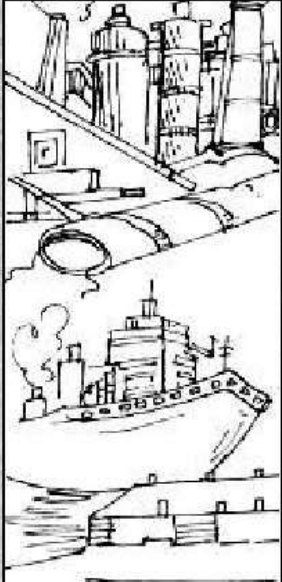
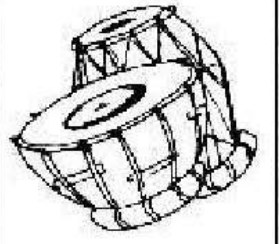
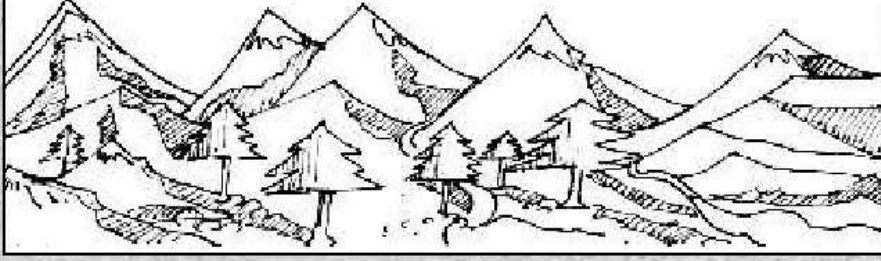
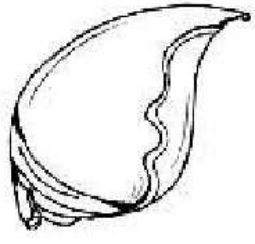




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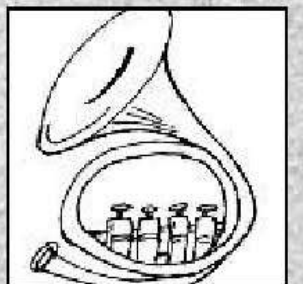
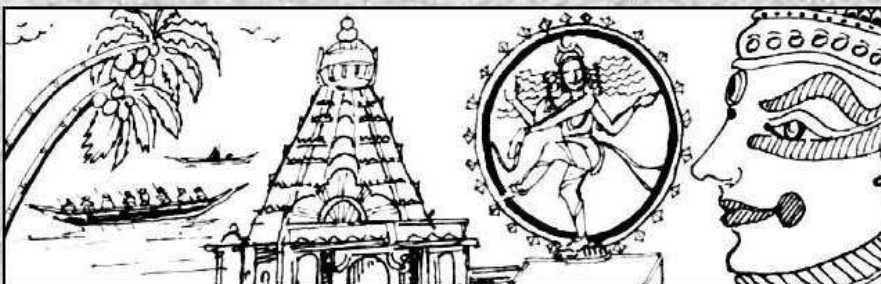
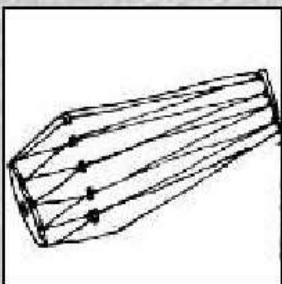
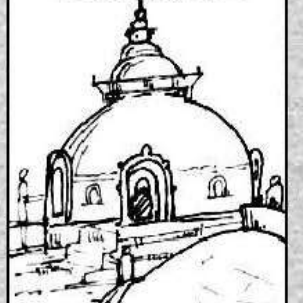
आम्ही सावे भारतीय आज
पामाणिकपणा. कर्तव्यनिष्ठा आणि
कटिखडतेसह
आपले विचार. कार्य आणि जाणिमध्ये
राष्ट्रहिताला अवभागी ठेवून
या भूमिच्या उत्कर्षासाठी
राष्ट्रसेवेत स्वतःला
अर्पित करत आहोत

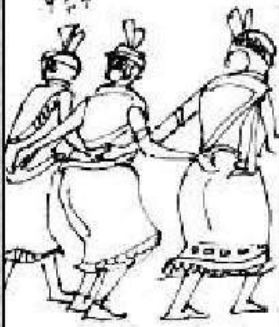
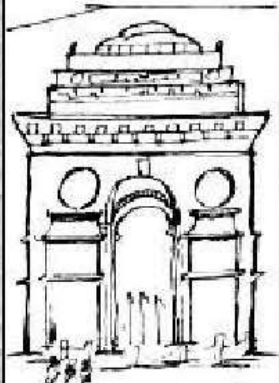
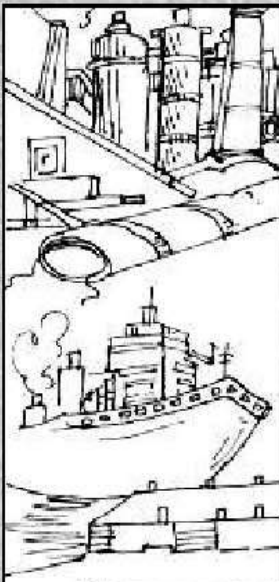
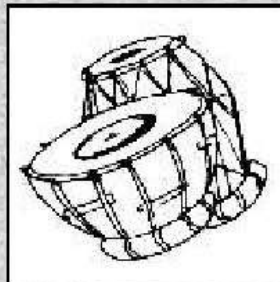
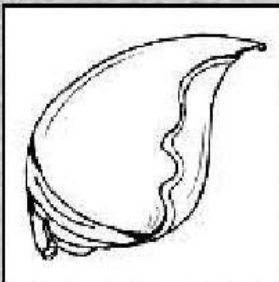




Odiya

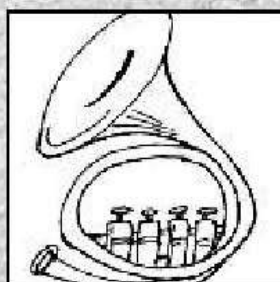
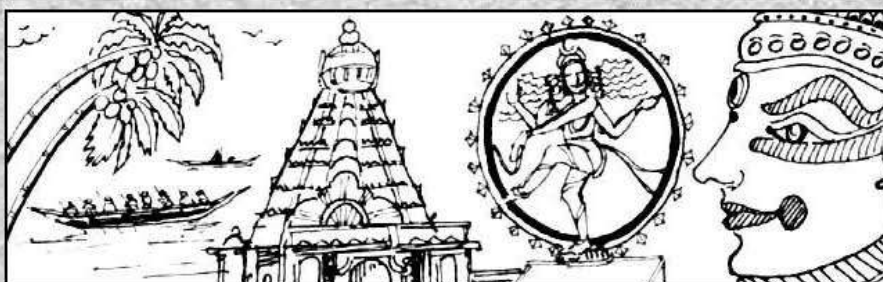
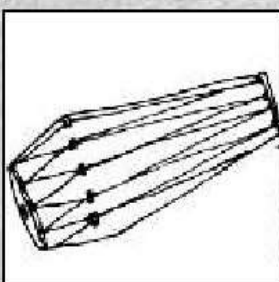
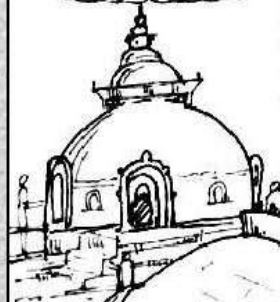
Desham Patla Nijayati,
Pratibadhata Mariyu
Ankītabhabam Kaligi Vuntamani
Kartavyanisthato, Shuddha Antakaranato
Desha Gauravami
Samagratamu Kapadatamani
Ei Rojuna Pratigna Chestunnamu

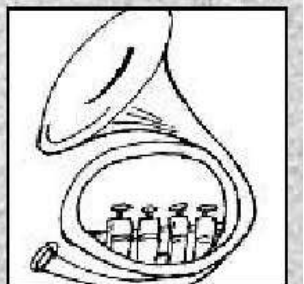
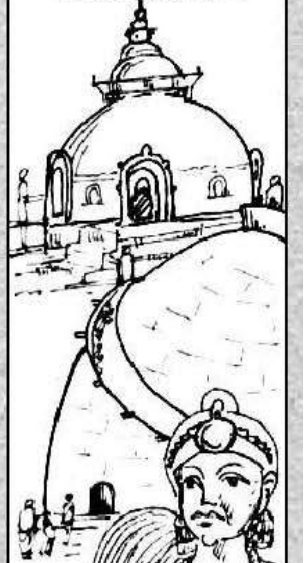
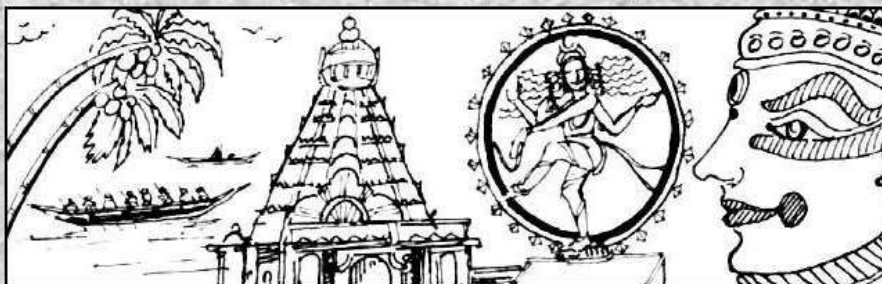
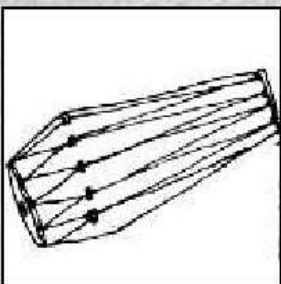
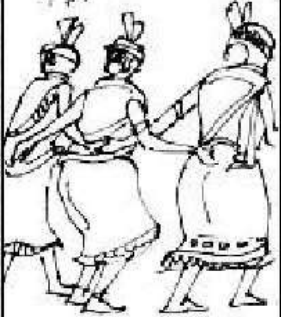
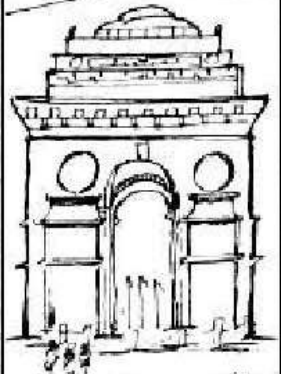
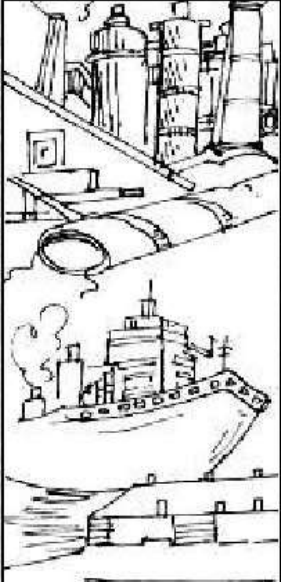
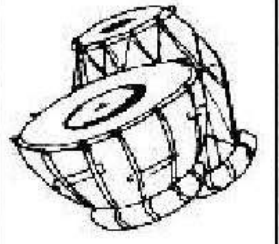
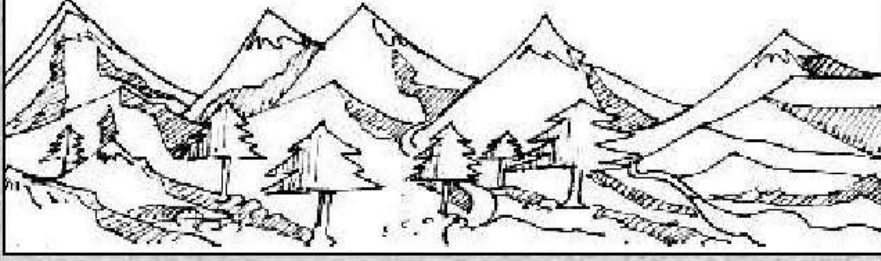




ଶପଥ

ଆମେ ସବୁ ଭାରତୀୟ ଆଜି
ସଙ୍ଗେପଶିଆ, କର୍ତ୍ତବ୍ୟନିଷ୍ଠ
ଓ ପ୍ରତିବଦ୍ଧତା ସହିତ
ଭାବନା, କର୍ମ ଓ ବଚନରେ
ଦେଶର ହିତକୁ
ସବୁଠାରୁ ଉର୍ଦ୍ଧ୍ୱରେ ରଖି
ଏହି ଭୂମିର ସେବା ଓ ଯଶପାଇଁ
ନିଜକୁ ଅର୍ପଣ କରୁଛୁ ।





Gujarati

Ame Badha Bharaityo

Aajne

Pramanikta, Kartavyamishtha Ane

Laganpoorvak

Potana Vichar, Karma And Vaaniman

Deshna Hitne

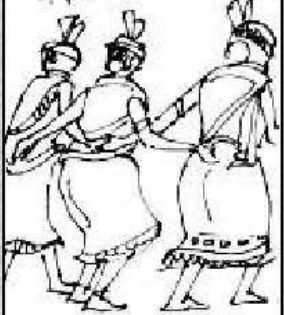
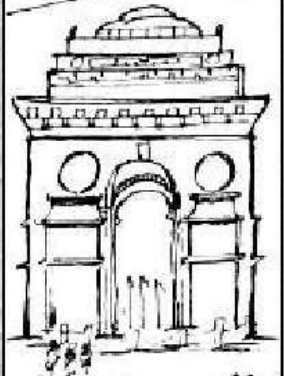
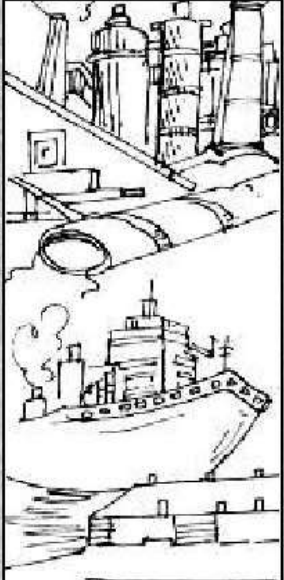
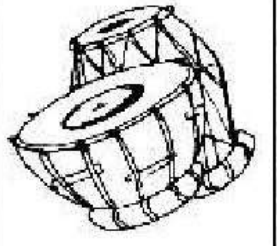
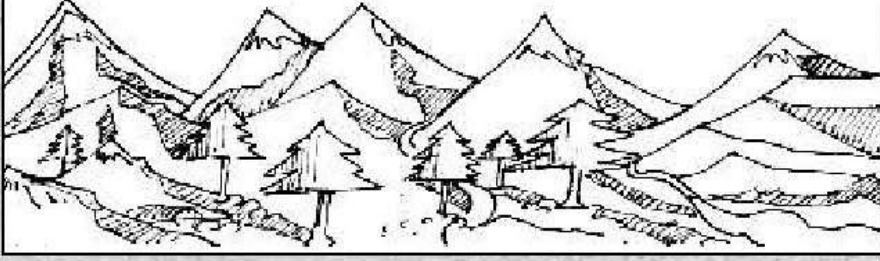
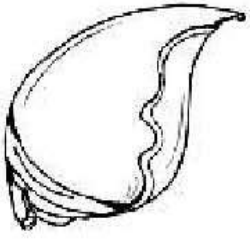
Sarvopari Rakshine

Aabhumina Gaurav Kaaje

Rashtraani Sevaman

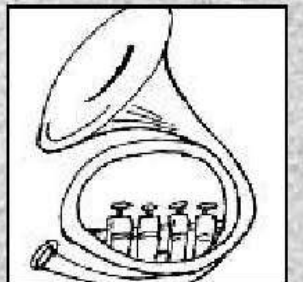
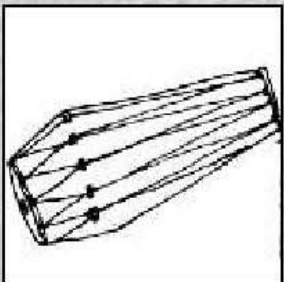
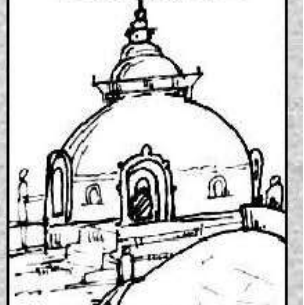
Antahkaranpoorvak

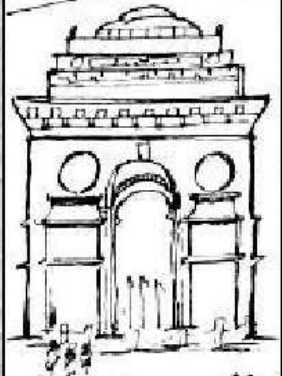
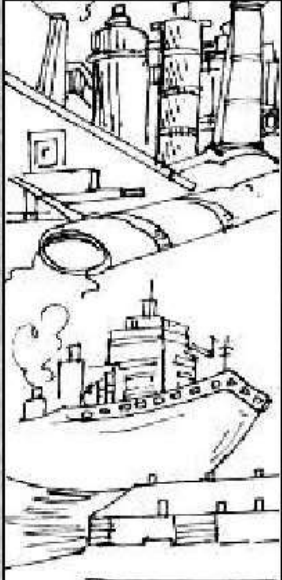
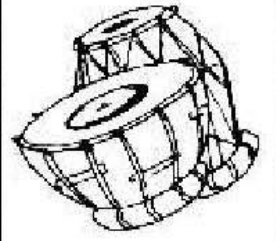
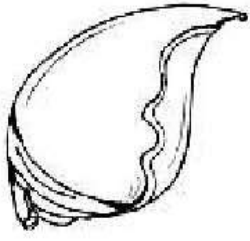
Aatmarpita Karie Chhie



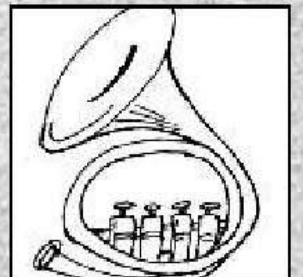
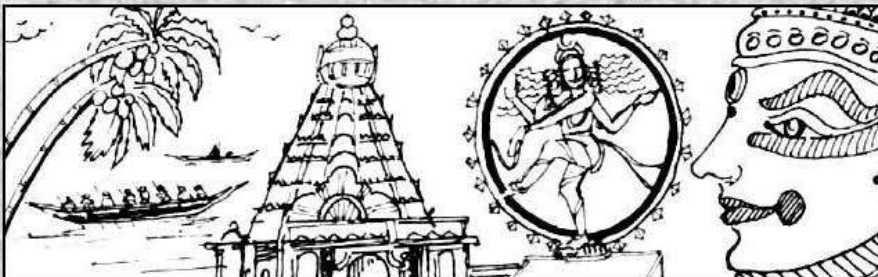
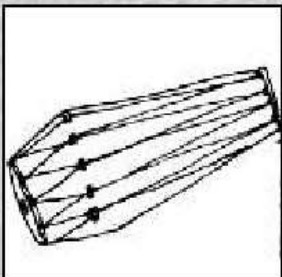
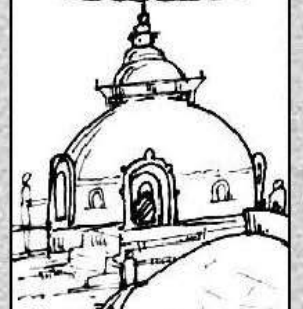
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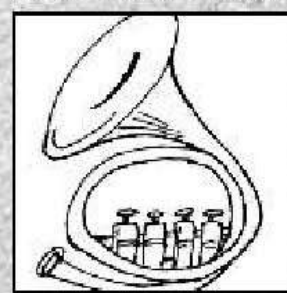
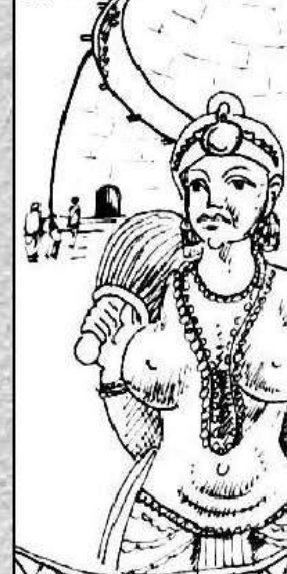
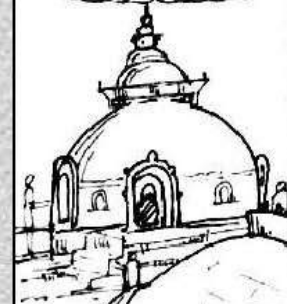
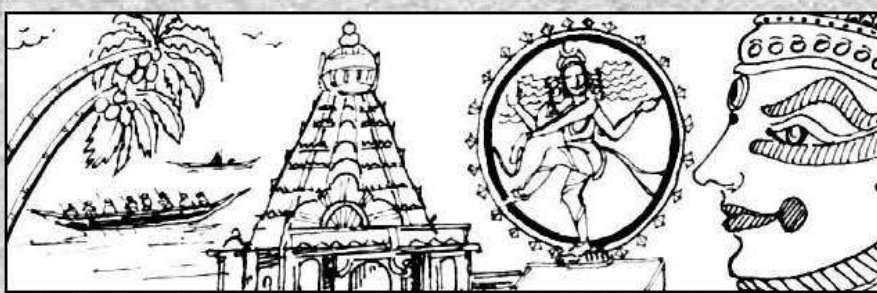
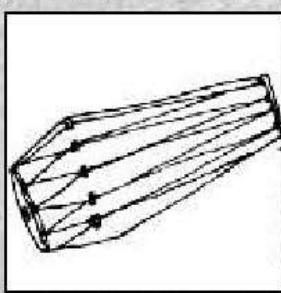
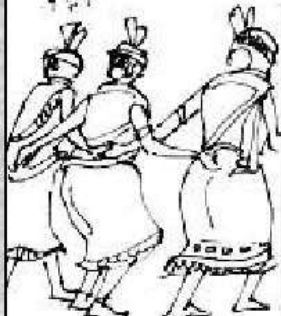
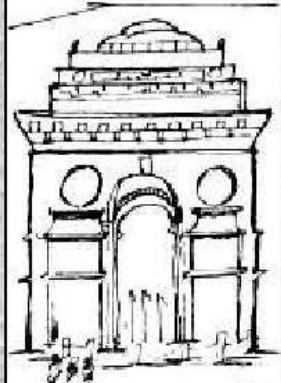
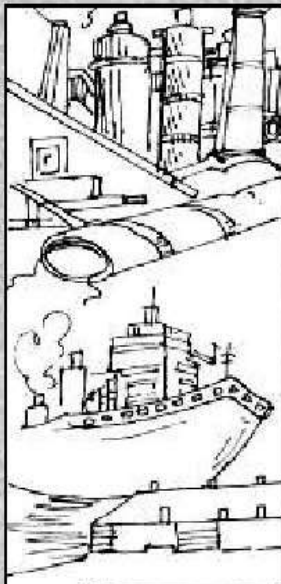
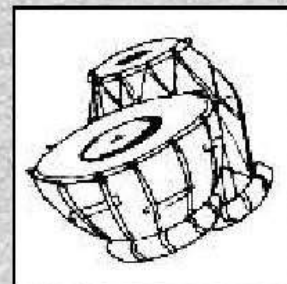
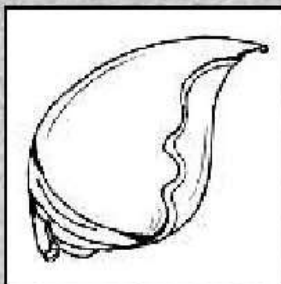
અમે બધા ભારતીયો
આજના દિવસે
પ્રામાણિકતા કર્તવ્યનિષ્ઠા
અને લગનપૂર્વક
પોતાના વિચાર, કર્મ અને
વાણીમાં દેશના હિતને
સર્વોપરી રાખીને
આ લૂમિના ગૌરવ કાળે
રાષ્ટ્રની સેવામાં
અંતઃ કરાણપૂર્વક
આત્માર્થિત કરીએ છીએ





Punjabi
Aeen Sarey Bharatiya
Aj Dey Din
Emandari, Ashe Dil
Atey Vachanbadhta Naal
Aapni Soch, Karam Ate Kathami
Vich
Desh De Hit Nu
Sarabuch Rakhide Hoyey
Iis Dharati Di Mahima Layee
Rashtra De Seve Vich
Aatam Arpit Karday Haan |





SpQ

Asll swryBwrqle

Aj dyidn

elmwndwrl, scyid l

Aqy venbDqw nwl

Awpxl se, krm AqykQnl ivc

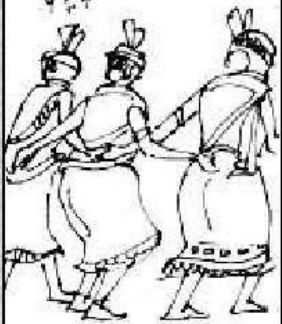
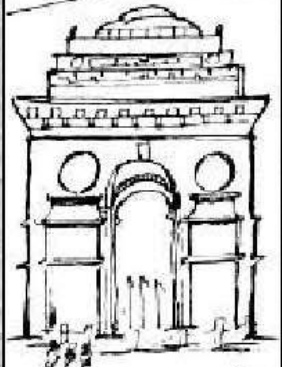
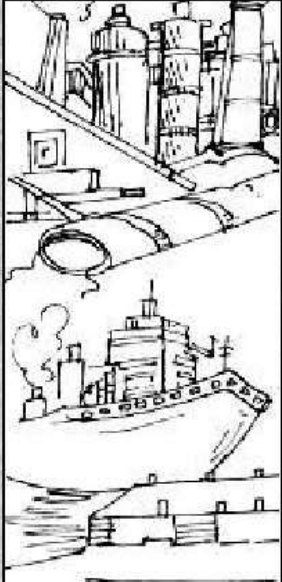
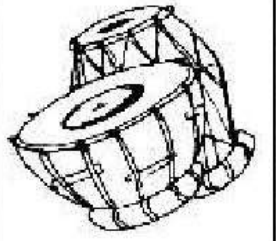
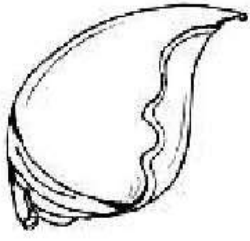
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srbac rKdyhey

ies Drql dl minmw iel

rwStr dl syw ivc

Awqmw Aripq krdayhll



Kashmiri

Aasi Bhartik Luck Chay

Aaj Ahad Karan

Ze Asi Karo Mulkech Khadmad

Imandari, Saaf Dilli Te

Chike Saam

Te Pranth Koni, Kami

Sochas Te Katha Maanj

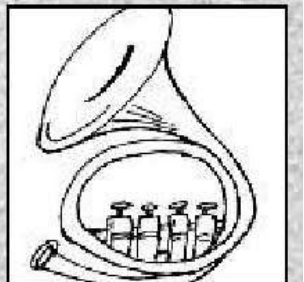
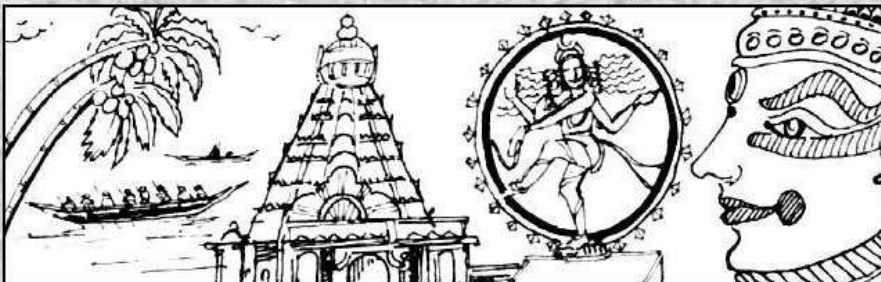
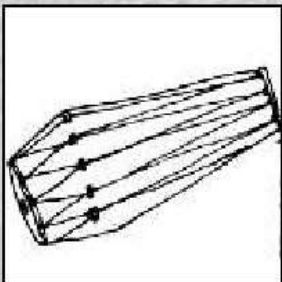
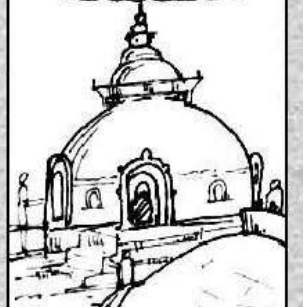
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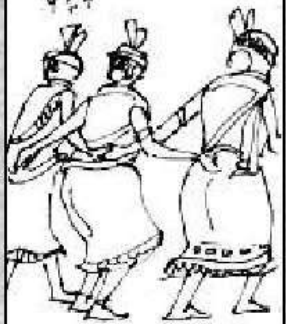
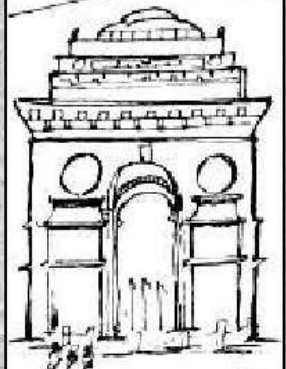
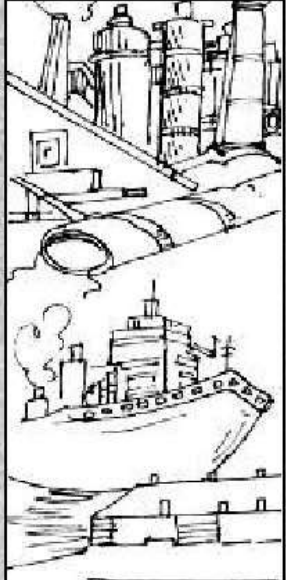
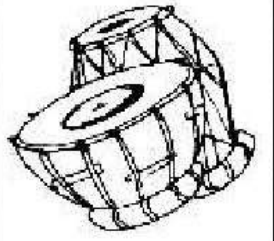
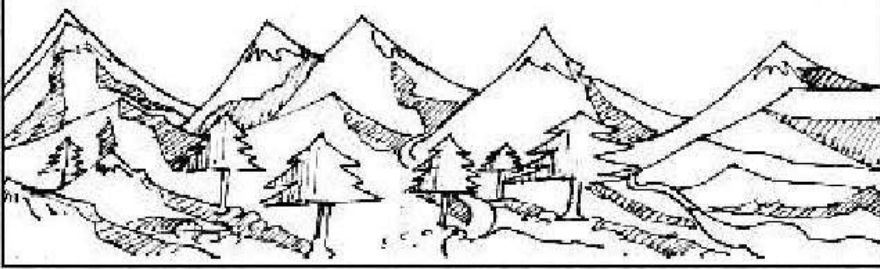
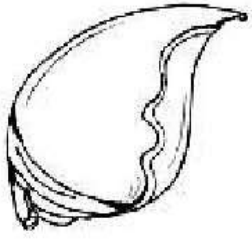
Sare Firist

Yeme Seethe Yeme Sarzaminikis

Bajras Menz Huvayar

Sarp De |





قسم
اے عبارت تو لکھ چھ
از عہد کراں
نہ اے کرو ملکے خدمت
ایمانداری، صاف دینی تہ
پڑیکہ سان
پہ پڑتھ کڈی کاٹھو
سوچس تہ کھنڈہ منن
تھا تھ، ہمیشہ ملکی مفادات
سیر فرمات
یہ پڑتھ تھی سر زمین کس
بھر رس منن تھو ریر سپر تھ ..

