



# call to action

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## India@75: CALL TO ACTION LAUNCHED

India@75 is a movement where diverse stakeholders ranging from government to individuals and community groups to institutions are involved in collaborating, co-creating and realizing the dreams of our country. India@75's vision has evolved through collaborative public reasoning processes that involved Indians from all strata of society to shape the new world order through Economic Strength, Technological Vitality and Moral Leadership. As the first step to propel this movement, on 14th Nov 2013 in Mumbai, distinguished Indian personalities from Industry, Sports, Politics, Celebrities from Bollywood and Academicians joined the movement India@75: Mission 2022 and pledged "COUNT ME IN – Together we shall do it" at the launch of India@75: Call to Action.



The event was anchored by India@75 Apex Council Member and noted Bollywood filmmaker Karan Johar. The India@75 movement was brought alive by India@75 anthem penned by renowned lyricist Javed Akhtar, composed by Lalit Pandit and sung by Sonu Nigam and Alka Yagnik.





Mr. S. Gopalakrishnan, President, CII, stressed upon the involvement of diverse stakeholders in collaborating, co-creating and realizing the dreams of our country.



Mr. Adi Godrej, Chairman, India@75 Foundation, set the momentum as he shared the genesis of the movement, the vision and the key pillars.



Mr. Rajan Navani, Chairman, National Committee, India@75, shared the key avenues of participation viz. Skills & Education, Urbanization & Environmental Sustainability, Volunteerism, Pro Bono & Philanthropy, India Backbone Implementation Network (IBIN) and Communication & Outreach. Significant headway has already been made. Working Groups have been formed for each focus area with clear deliverables and timelines outlined.

### The occasion was graced by the following eminent personalities:

- Abhijeet Pawar
- Arun Maira
- Bhairavi Jani
- Cyrus Mistry
- Dhaval Udani
- Gayatri Prahalad
- Javed Akhtar
- Karan Johar
- Mahesh Jethmalani
- Mukund Rajan
- Pradeep Bhargava
- Priya Dutt
- R.A. Mashelkar
- Radhika Shapoorjee
- Rahul Bajaj
- Sam Balsara
- Sanjaya Baru
- Sanjiv Bajaj
- Shanker Annaswamy
- Srivatsan Rajan
- Sumit Mazumder
- Suresh Prabhu
- Tanya Dubash
- V. Ravichander
- Vikram Kirloskar
- Viren Rasquinha

## India@75 anthem

प्रगति ही प्रगति हो  
उन्नति ही उन्नति हो  
भारत को हम ऐसा बनायेंगे...  
साहस के नये आकाश तले परिवर्तन का ही दीप जले  
ये सपना सच करके  
दिखायेंगे-भारत को हम  
ऐसा बनायेंगे

हर गाँव नगर में पहले  
शिक्षा का उजाला फैले  
जो थोड़ा ज्ञान भी लेले  
वो पाये रोजगार-उत्पादन बढ़ता जाये  
खुशहाली घर-घर आये, सारी दुनिया पर छाये  
भारत का हर व्यापार!  
प्रगति ही प्रगति हो...

खेत और फ़ैक्ट्री दोनों  
लायें खुशियों का राज  
हर एक पाये भोजन पोषण और पाये  
दवा इलाज  
कोई ना हो बेघर  
टूटें वो बन्धन जो हैं  
सदियों से नारी पर  
प्रदूषण का अंधियारा  
ना हो अपनी घरती पर  
उजली नदियों हो साफ  
हवा और सुन्दर गाँव  
नगर—  
भारत के युवा के हाथों  
इक नई चेतना जागे  
और खेल कूद में भी वो  
हो सब दुनिया से आगे  
साहित्य का मान बढ़े  
हर कला की शान बढ़े  
रूँ हिंदुस्तान बढ़े  
हर पल हो चमत्कार



Authored by Javed Akhtar  
Composed by Pandit Lalit  
Sung by Alka Yagnik and Sonu Nigam  
<http://www.youtube.com/watch?v=4pu4CMVX9s>

## India@75 pledge

Over a 100 leaders from different sections of society took the following India@75 pledge: "I pledge my support to the India@75 movement. I will make my best effort to help empower the people of India to be educated, skilled, progressive, safer and healthier by the year 2022. I join hands with over a billion Indians to say "COUNT ME IN" - Together we shall do it!"



India@75 is a people's movement. It is by the people; for the people. This Movement has gained momentum thanks to the support from distinguished individuals from various walks of life. I urge every Indian to be a part of this significant initiative. Let's join this movement and achieve an inclusive, sustainable and developed India by 2022, when India completes 75 years of Independence.

Mr. Adi Godrej, Chairman, India@75 Foundation



## Dialogue box



The CII leadership is determined to drive this agenda end-to-end by providing infrastructure support through its 63 offices, 10 centers of excellence, 7 overseas offices, 1000 plus staff as well as 224 counterpart organizations in 90 countries.

Mr. Chandrajit Banerjee, Director General, CII, re-affirming CII's support and commitment to the initiative



The thought behind "Count Me In", that Indians can step up and volunteer, individually or collectively, is a simple but powerful one. The India@75 initiative is as much about the spirit of community and commitment, as it is about the value of the contribution made - a wonderful way to bind the nation's citizens in a common cause.

Cyrus Mistry, Chairman, Tata Group

I extend my support to the India@75 movement and believe that positive participation by every individual will help India realize its latent potential of a progressive, inclusive and developed country by 2022.

Amitabh Bachchan, Bollywood Superstar



India@75 is a forward looking action movement inspiring Indians to shape the future of their country. It inspires Indians to take up a cause they care about, and to work with others to achieve what we want. With many ripples coming together into larger waves of change, we will create a mighty force for change that will accelerate the country's progress towards its vision of inclusive, sustainable, and faster growth.

Mr. Arun Maira, Member, Planning Commission, Government of India,

## App Launch

What makes this campaign unique is that every Indian can join the movement. Citizens can contribute by volunteering one's professional skill and time and/or providing monetary contributions for various India@75 initiatives. As a key call to action, the "Count Me In" Mobile App was also launched to facilitate maximum citizen participation.

This app can be downloaded from various platforms including the India@75 website ([www.indiaat75.in](http://www.indiaat75.in)); from Google Play Store (search India@75 – Count Me In); the India@75 Facebook page ([www.facebook.com/Indiaat75](http://www.facebook.com/Indiaat75)) or by just clicking on this link <http://tinyurl.com/17Inyah>.



# Press Coverage

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## Count Me In, honchos say at the launch of India@75

**by Bureau**

Mumbai, Nov 14: "When India turns 75, I will be at a retirement age," said prominent lawyer Mahesh Jadhav, adding, "I think it will have a great pension plan then." The senior advocate at the Bombay High Court and a leader of Bharatiya Janata Party was speaking at the launch of India@75: Call to Action - a grassroots people's initiative that aims at an inclusive, sustainable and developed India by 2022.

Present at the event were industry stalwarts like Tata Group's Cyrus Mistry, Bajaj Auto's Rahul Bajaj, Godrej Group's Adi Godrej, CII president S Gopalakrishnan, Bryant Javed Akhtar, planning commission member Arun Majumdar, politician Priya Dutt, former Indian hockey team captain Viren Ravichandran, among others, who pledged to support the initiative that envisions an inclusive, sustainable and developed India, when it completes 75 years of independence.

"India@75 is a people's initiative which is by the people and for the people," said Adi Godrej, chairman of India@75 Foundation. "Indians from all walks of life should participate to make this successful."

Conceptualised by late professor CK Prahalad during the 60th year of Indian independence in 2007, India@75 initially articulated the idea of a developed India in three dimensions - robust economic resilience, technological vitality and vibrant moral leadership.

This vision was adapted by the Confederation of Indian Industry in 2008, which has now developed an action plan for the agenda comprising a multi-pronged approach with advocacy, facilitation, aggregation, and undertaking pilot projects for large scale replication with wider reach by leveraging extensive use of technology.

"It is a forward looking action plan inspiring Indians to shape the future of the country," said Arun Majumdar, member of the planning commission, adding, "With many ripples coming together into larger waves of change, we will create a mighty force for change that will accelerate the country's progress towards its vision of inclusive, sustainable and faster growth."

It envisions key elements of progress in the form of moral leadership, good governance, and public administration, education and skills development, business and economic strength, urbanisation and environmental sustainability, technology and innovation, agriculture, food security and health, arts, literature and sports.

"The initiative is as much about the spirit of community and commitment, as it is about the value of the contribution made - a wonderful way to bind the nation's citizens in a common cause," said Cyrus Mistry, chairman of Tata Group, who is also one of the founding trustees of the initiative. "I am looking forward to this platform to work as a catalyst of change."

Bajaj Auto chairman, Rahul Bajaj, another founding trustee said that many of the developmental works that is needed to be carried out in the country in the near future will need strong support from the government. "The private sector has to play an important role in carrying out these developments," he added.

Politician Priya Dutt agreed with the businessmen adding that often those working for the political system have to struggle when initiatives don't work out leading to frustration. "Let us must go on and install individual social responsibility in people," she said.

Released at the inaugural event were the India@75 emblem designed by Bryant Javed Akhtar and an application, India@75 Count Me In, that enables the citizens to join the initiative.



Business leaders at the launch of CII's India@75 initiative in Mumbai

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## THE HINDU

### An initiative for a better India

**Special Correspondent**

MUMBAI: After four years of extensive work, India@75, a grassroots people's movement, has been launched with an objective to make the country a far better place to live in by 2022 when India completes 75 years of independence. Among other objectives, there is a comprehensive plan to create skilled workforce of 100 million through a multi-agency initiative.

The national initiative was launched in Mumbai on Thursday. The national initiative was launched in Mumbai on Thursday. The national initiative was launched in Mumbai on Thursday.

Godrej Group Chairman Adi Godrej (left) and Tata Group Chairman Cyrus Mistry at the CII India@75 launch in Mumbai on Thursday. PHOTO: SHASHI ARUNAL

Adi Godrej, Chairman, India@75 Foundation, said, "Count Me In, that Indians can do, will be the motto of India@75, which is a people's initiative to make India a better place to live in by 2022. The motto is to be inclusive, sustainable and developed India by 2022. The motto is to be inclusive, sustainable and developed India by 2022. The motto is to be inclusive, sustainable and developed India by 2022."

People's movement India@75 is a people's movement to make India a better place to live in by 2022. The motto is to be inclusive, sustainable and developed India by 2022. The motto is to be inclusive, sustainable and developed India by 2022. The motto is to be inclusive, sustainable and developed India by 2022.

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## नवभारत

### इंडिया ऐट 75 की शुरुआत

मुंबई, सं. कनफेडरेशन ऑफ इंडियन इंडस्ट्री (सीआईआई) से जुड़े सदस्यों द्वारा 14 नवंबर को दोपहर 3.45 बजे ताज क्रिस्टल रूम में नई संस्था 'इंडिया ऐट-75' का शुभारंभ किया जाएगा.

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## भारताच्या उत्तुंग भारीचा निर्धार

### 'इंडिया अँट सेवेंटीफाइव्ह' चळवळीची सुरवात

मुंबई, नो. १४ - भारताच्या ७५ व्या जन्मदिनाच्या निमित्त, 'इंडिया अँट सेवेंटीफाइव्ह' चळवळीची सुरवात झाली आहे. या चळवळीचा उद्देश आहे, भारताला २०२२ पर्यंत विकसित देश बनवणे. या चळवळीचा उद्देश आहे, भारताला २०२२ पर्यंत विकसित देश बनवणे. या चळवळीचा उद्देश आहे, भारताला २०२२ पर्यंत विकसित देश बनवणे.



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## THE FINANCIAL EXPRESS

### Godrej Group chairman Adi Godrej, Tata Group chairman Cyrus Mistry and CII president and Infosys vice-chairman Kris Gopalakrishnan at the Confederation of Indian Industry's India@75 launch in Mumbai. A detailed report on Page 6



Godrej Group chairman Adi Godrej, Tata Group chairman Cyrus Mistry and CII president and Infosys vice-chairman Kris Gopalakrishnan at the Confederation of Indian Industry's India@75 launch in Mumbai. A detailed report on Page 6.

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## THE ECONOMIC TIMES

### CII Launches India@75 to Take Country into Developed Club

**We are so weighed down by current issues that we forget about the future. We have to make the future happen**

**RAHUL BAJAJ**  
Chairman, Bajaj Auto

**OUR BUREAU MUMBAI**

Corporate India, amidst the current gloom and doom of an economic slowdown, acknowledged that more collaboration is required amongst the key stakeholders in the country to achieve inclusive and sustainable development going forward.

The Confederation of Indian Industry (CII) publicly launched its India@75 programme, which aims to chart ways to catapult India into the order of developed nations within its 75th year of independence, on Thursday. It hopes to achieve this through skill development, urbanisation and environmental sustainability, philanthropy and volunteerism.

"We are so weighed down by current issues that we forget about the future. We have to make the future happen," said Rahul Bajaj, chairman of Bajaj Auto. He also added that he was

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## Bullish about India

If this movement lives up to its ambitious premise, we'll have Adi Godrej to thank for it. As the chairperson of India@75, he has initiated a campaign that will bring together leaders from across disciplines to engage in and support an action plan for development with the year 2022 as the deadline. In 2008, the CII had adopted eminent business thinker, the late C.K. Prahalad's vision for development, which he had shared during the Incredible India celebrations in New York a year earlier. This new initiative takes off from Prahalad's blueprint and incorporates ideas and inputs from industry leaders. On November 14, Cyrus Mistry, Rahul Bajaj, S Gopalakrishnan, K V Kamath, Deepak Parekh among others will share the stage with leaders from entertainment, media and sports to show their support for the movement. We hear Karan Johar will anchor the event while Javed Akhtar has composed a song which has been set to tune by Lalit Pandit and sung by Sonu Nigam and Alka Yagnik. We had a sneak preview of the vision document, which spells out the task at hand in the sectors of education, governance, business and economy who are charting individuals to become stakeholders in the country's growth story. What we also liked, was the creative - an emblem with the charkha in the heart. While it all looks very inspiring on paper, we hope it is able to stoke the right passion in the people it seeks to rosete.

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## INDIA @ 75

### अयोवन

मुंबई : इंडिया अँट ७५, या महत्वाकांक्षी मोहिमेच्या पायाभूताने भारतच्या सर्वांगीण विकासाची प्रगती घेता येणार, प्रशासन, समाजकारण, प्रशासन, कला, श्रद्धा, साहित्य अशी क्षेत्रांत वायावळ.

### 'इंडिया अँट ७५' मोहिमेस दिमाखदार प्रारंभ

कृषी, अन्नसुरक्षासह सात क्षेत्रांच्या विकासासाठी होणार प्रयत्न

मुंबई (प्रतिनिधी) : भारत २०२२ पर्यंत स्वयंपूर्ण देश बनवण्याची मोहिम 'इंडिया अँट ७५' या महत्वाकांक्षी मोहिमेच्या पायाभूताने भारतच्या सर्वांगीण विकासाची प्रगती घेता येणार, प्रशासन, समाजकारण, प्रशासन, कला, श्रद्धा, साहित्य अशी क्षेत्रांत वायावळ.

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## MUMBAI MIRROR

### STALWARTS TAKE A PLEDGE

Business leaders at the launch of India@75 initiative in Mumbai.

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## Business Standard

### India Inc takes pledge to build a better nation

Business leaders at the launch of India@75 initiative in Mumbai.

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## Business Line

### India@75 vision: 30 firms in Fortune 100 list by 2022

Business leaders at the launch of India@75 initiative in Mumbai.