

CHANGESPEAKE

India@75 brings you #CHANGESPEAKE, a series of conversations with people who are creating the language of change. These individuals are shaping India@100 by the dint of their perseverance and vision. We hope these conversations leave you encouraged about the India in the making and inspire you to act on your beliefs.

“Very few things can lift the spirit of a nation the way six grammes of Olympic gold can.”

— Vivek Singh Co-Founder and Jt. Managing Director, Procam International



Procam International is a pioneer in the Sports Management industry in India. Since its inception in `1988, Procam has conceptualized and promoted over 100 international events across a variety of sports, that have elicited the participation of the highest caliber of athletes, as well as huge public interest and attendance. In a free flowing conversation with India@75 Foundation, **Vivek Singh**, Co-Founder and and Joint MD of Procam International, talks about the potential sports to shape a nation and how the government and India Inc. can collaborate to change the sports narrative in India.

Snippets

“90 percent of people today have no idea how sports were conducted back in the day. Sports people were not given due recognition and the entire experience of playing was a poor one. My brother Anil and I wanted to change that.”

“By the end of 2023, India will have 1600 distance races , run annually. There were less than 20,000 registered runners in 2003; today that number stands at 2.5 million. These marathons have brought about a revolution in health and fitness.”

“Deployment of CSR funds can actually be the much-needed game-changer for sports in India. It’s a much better funding mechanism for the grassroots sporting Industry; which is still dependent on Sponsor largesse or Association dole.”

[Read the interview](#)

“The responsibility to create a thriving sustainability market is a collective one - stakeholders on both the demand and supply side have to be aligned to common goals.”

— Rhea Singhal, Founder and CEO Ecoware



Rhea Singhal, CEO and founder of Ecoware, India’s first and largest manufacturer of eco-friendly food packaging, speaks to India@75 Foundation on sustainability, business responsibility and the need for collaborative action.

Snippets

“My father-in-law is a serial entrepreneur. He encouraged me to go down the entrepreneurial road and design a solution. In 2009, I set up Ecoware on three pillars — Safety, Impact and Authenticity.”

“The market has evolved in the last decade. It is now looking for alternatives. People come to us for bespoke solutions. They are very well informed and want to know things like what material we would be using and what its carbon footprint would be.”

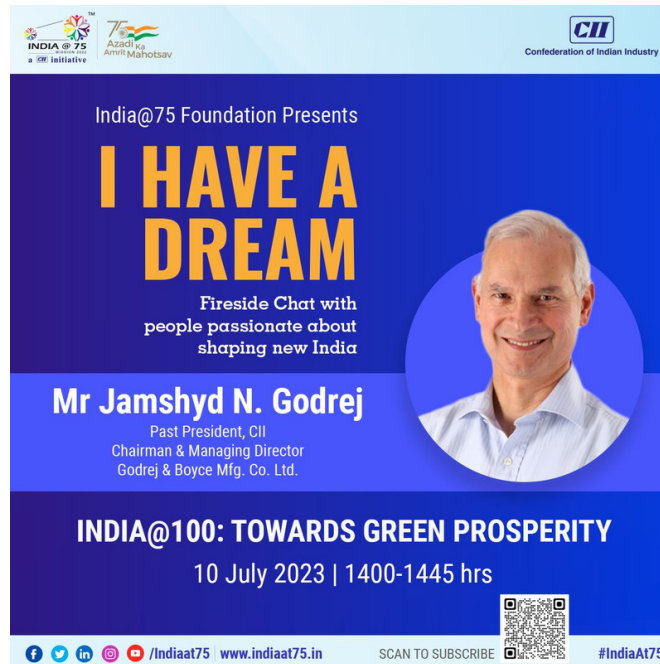
“I’ve met other entrepreneurs who are using stubble as raw material for their products. The problem is that we’ve not been able to scale our innovation beyond a point. As a result, only a

limited amount of stubble is being used up, the rest is still being burnt.”

[Read the interview](#)

UPCOMING FIRESIDE CHATS

As we move towards India@100, the years ahead are an opportunity to shape the nation of our dreams. To find out what such an India could be, the Foundation hosts *I Have a Dream*. The invitees to this fireside are people synonymous with excellence in their field. The conversations reflect on the personal journeys of the speakers and their vision for India@100. This series also provides insights into the possible way forward for the country in areas that are key to its development.




India@75 Foundation Presents

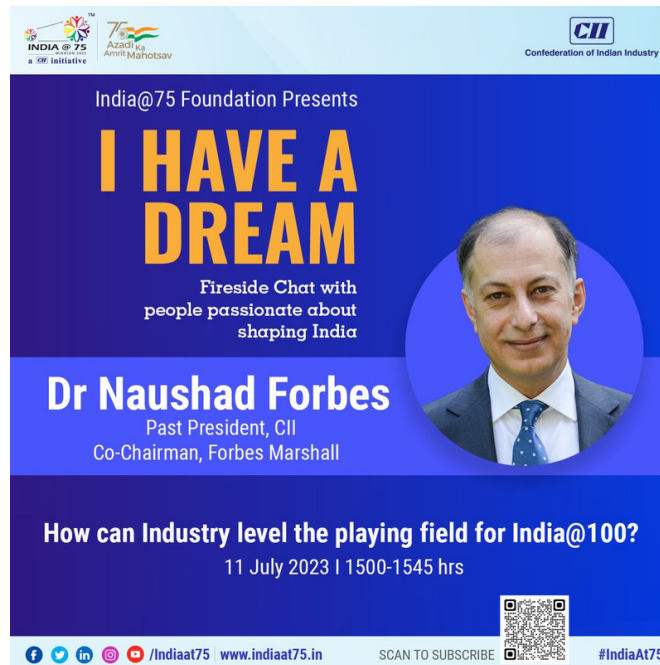
I HAVE A DREAM

Fireside Chat with people passionate about shaping new India

Mr Jamshyd N. Godrej
Past President, CII
Chairman & Managing Director
Godrej & Boyce Mfg. Co. Ltd.

INDIA@100: TOWARDS GREEN PROSPERITY
10 July 2023 | 1400-1445 hrs

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India@75 Foundation Presents

I HAVE A DREAM

Fireside Chat with people passionate about shaping India

Dr Naushad Forbes
Past President, CII
Co-Chairman, Forbes Marshall

How can Industry level the playing field for India@100?
11 July 2023 | 1500-1545 hrs

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VOLUNTEERING

International Yoga Day and the power of volunteering






India@75, in collaboration with the NGO Partner Annant Unnati Foundation, organized a yoga session on June 21, 2023, which was the International Yoga Day. The event drew enthusiastic participation from over 90 participants thanks to the collective efforts of India@75, Annant Unnati Foundation, and the dedicated volunteers. The event was not just a celebration of yoga and all that it stands for but also of the power of volunteering and collective action.


If you want to be a part of the volunteering community enabled by India@75 Foundation, and contribute your time and skills to the social interventions, we encourage you to register at the National Volunteering Grid at <https://www.nvgindia.org/>

OUTREACH

Is digital literacy on the rise? Let's poll.

**DIGITAL FINANCIAL PAYMENTS ON
CONTINUOUS RISE IN INDIA**



**THE TOTAL UPI TRANSACTION VALUE ACCOUNTED FOR
NEARLY 86% OF INDIA'S GDP IN FY22**

#LITERACYMATTERS | JOIN THE CAMPAIGN

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Source : National Informatics Centre

India@75 Foundation has launched an impactful Live Poll Campaign, #LITERACYMATTERS, to engage individuals and communities in conversations on the importance of digital and financial literacy skills. It aims to have an interactive conversation on issues ranging from digital and financial inclusion, digital payment

methods, financial management strategies, and role of functional literacy in the economic growth. By using the poll mechanism, the campaign hopes to pique people's interest in these issues and thereby raise the level of awareness. We encourage you to participate as well, please click [here](#).

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