

Bharat Ki Santan Campaign: Training of Trainers



UNITY IN DIVERSITY

India's diversity is its greatest strength. Languages, cultures, traditions, and attire—all come together to make India a vibrant and living nation. To empower unity within this diversity, the National Youth Project has launched the “Bharat Ki Santan” campaign, inspired by the vision of the late Bhai Ji Dr. S. N. Subbarao. Bhai Ji envisioned a movement that would connect youth through songs and dances in 18 Indian languages, spreading a message of unity and harmony.

TOT Camp in Joura: A National Initiative

From August 11 to 14, 2025, a four-day Training of Trainers (TOT) camp was organized under the “Bharat Ki Santan”

campaign in the campus of Mahatma Gandhi Seva Ashram in Joura of Morena district in Madhya Pradesh. It should be known that Late S.N.Subba Rao ji was founder of the MGSA.

Participation from 10 States

More than 47 participants from 10 states across India took part in this national-level training. The representation included 2 participants from Uttar Pradesh, 4 from Bihar, 13 from Madhya Pradesh (the highest), 6 from Rajasthan, 2 from Chhattisgarh, 4 from Odisha, 4 from Delhi, 5 from Haryana, 6 from Himachal Pradesh, and 1 from Telangana. This diverse participation reflected the campaign's national reach and its commitment to linguistic and cultural unity.



Key Training Activities

During the camp, participants received comprehensive training across various themes aimed at fostering national unity, cultural harmony, and leadership skills. They practiced the “Bharat Ki Santan” songs, which are infused with patriotic spirit and presented in 18 Indian languages. Through the National Flag Salutation, they were reminded of the dignity and respect associated with the tricolor. Group games were conducted to promote teamwork and cooperation. Interfaith prayer sessions reinforced respect for the values of all religions. Additionally, cultural performances showcased traditional attire, dance, and art from different states,

delivering a powerful message of unity in diversity.

Har Ghar Tiranga Rally: A Public Awakening

On the final day of the camp, a spirited rally was organized under the “Har Ghar Tiranga” campaign. Trainees and local citizens participated enthusiastically, filling the streets with patriotic slogans: *“In honor of the tricolor, the youth take the field!”* *“Every home will hoist the Tiranga, the pride of the nation will rise!”* This rally served as a vibrant call to action, inspiring citizens to embrace national pride and unity through visible and heartfelt participation.



Follow-Up Plan: Strategy to Take Bharat Ki Santan to Every Corner of Society

After the training, it was decided that each trainee would carry forward the spirit of the Bharat Ki Santan campaign in their

respective regions. To ensure effective implementation, a step-by-step follow-up plan was developed:



- 1. Formation of a Core Team-** The first step in advancing the campaign locally is to build a strong and dedicated team. Identify like-minded individuals who understand and support the mission of cultural unity. Form an organizing team with them to plan, execute, and actively lead Bharat Ki Santan activities at the community level.
- 2. Engagement with Educational Institutions-** To expand the campaign's reach, it is essential to connect with schools, colleges, and training centers. Introduce them to the significance of Bharat Ki Santan and collaborate to organize community games, patriotic song presentations, interfaith prayers, and cultural programs. These activities will help instill unity, harmony, and cultural respect among students.
- 3. Creation of a Practice Team-** To maintain the quality and impact of the programs, form a team that meets regularly for practice. Conduct sessions focused on songs, dances, and cultural presentations. This team should be ready to perform confidently and passionately at any event. Regular

practice will enhance both presentation skills and team spirit.

- 4. Promotion of Bhai Ji's Songs-** The songs composed by Bhai Ji Dr. S. N. Subbarao carry deep messages of unity, love, and patriotism. Share links to Bharat Ki Santan songs and other inspirational compositions with educational institutions, cultural groups, and community members. Encourage them to learn and include these songs in their own programs, helping spread Bhai Ji's vision far and wide.



- 5. Preparation of Cultural Costumes-** To make Bharat Ki Santan presentations visually impactful, prepare a well-coordinated dress kit. While costumes may vary according to language and culture, strive for aesthetic harmony and consistency in presentation. This will leave a positive impression on audiences and promote respect for cultural diversity.
- 6. Collaboration with Local Organizations-** Reach out to cultural and social organizations in your area and share the concept of Bharat Ki

Santan with them. Motivate them to include this campaign in their annual or special events. Such collaborations will give the campaign local recognition and help it reach a wider audience,



7. Adopt a School for Regular Activities- Choose a school in your region to conduct regular activities such as community games, songs, prayers, and cultural presentations.

This follow-up plan is not just a roadmap—it's a call to action. The training may have concluded, but the journey of Bharat Ki Santan has only just begun. Step forward, stay active, and inspire others to join this movement of unity and culture.

This will not only awaken cultural awareness among children but also enhance your leadership skills, confidence, and ability to organize timely programs. It's a step that will leave a lasting impact.

8. Understanding the Benefits-

Joining the Bharat Ki Santan campaign brings several benefits. First, your work will gain visibility and reach more people. Second, your leadership will be recognized, increasing your social respect. Third, you may become a resource center where others seek guidance for cultural programs. And fourth, you'll become part of a national network of cultural trainers and leaders, expanding your experience and opportunities.



Training Leadership



The training was led by the trustees of the National Youth Project—Shri Ran Singh Parmar, Shri Karayil Sukumaran (Kerala), Shri Madhusudan Das (Odisha), Dr. Bhargav (Telangana), Vinay Bhai (Chhattisgarh), and Neeraj Kumar (Bihar). Their collective guidance ensured that the sessions were rich in purpose, deeply rooted in cultural values, and aligned with the vision of national unity.

Celebration of Unity



On August 14, the closing ceremony was held at the auditorium of Mankameshwar Temple, where the trainees mesmerized the audience with their presentation of “Bharat Ki Santan.” They

showcased the cultural essence of Sanskrit, Manipuri, Assamese, Kashmiri, Gujarati, Malayalam, Marathi, Bengali, Telugu, Sindhi, Urdu, Odia, Nepali, Konkani, Kannada, Punjabi, Tamil, and Hindi languages. Former Municipal Council President Smt. Kailash Sharda Mittal, Anil Bhai, Bahadur Singh, and Prafull Srivastava honored all trainees with certificates and mementos.



Conclusion: A First Step Toward Unity



The conclusion of the “Bharat Ki Santan” training marks not an end, but a new beginning. This is not merely a camp—it is a cultural movement that seeks to reach every village, every neighbourhood, and every heart. It is a concrete step toward realizing Bhai Ji’s dream of transforming India’s diversity into unity.

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