

Good Evening.

**(Slide 1 – Ranjana Kanti)**

I am Ranjana Kanti, an ordinary Indian Citizen, professionally an animator and designer, now a social activist.

**(Slide 2 – Few causes I worked for)**

All my life I have been working for various social causes, purely at an individual level. However, I do not feel I made a noticeable difference at a broader level.

This made me think. How to do something which will have a larger impact?

**(Slide 3 - at home, offices and meetings, LinkedIn, Facebook walls)**

Everywhere we all talk of problems in India – but do little.

Part of the reason is that we think that solving these are **the government, politicians, bureaucracy, economists or NGO's, Corporates or Social Worker's** responsibility – not ours.

**(Change Slide and point towards Slide 4 - the government, politicians, bureaucracy, economists or NGO's)**

**(SLIDE 5 - Responsibilities and Rights)**

We are very fond of talking of our RIGHTS but shy away from even talking about our responsibilities as a citizen of the country. Many of us do not even bother to vote and then criticize the people who are elected on vote bank politics.

This INERTIA is the root cause of many of our problems and we are partly to be blamed.

**(SLIDE 6 – Inertia – the root cause)**

We have left governance to people who are not really our representative, policy to people who do not feel they are accountable to us, environment to NGOs who struggle without our support – the list can go on and on...

So came the idea of INDIA REDEFINED **(SLIDE 7 – India Redefined)**

– A movement to create responsible and empowered citizens by bringing about “Behavioral Change”. **(Slide 8 - Behavioral Change)**

It is only when we do our duties we shall be empowered to demand our rights.

It is by this change in behavior that we can unlock people's potential to be empowered citizens. **(Slide 9 – Unlock the potential)**

This will redefine how we think and act as an Indian. **(Slide 10 – Think & act Indian)**

....and that is what INDIA Redefined is about. **(Slide 11 – Vision of IR)**

So, what is the Vision of INDIA Redefined? It is simply –

### **CREATING A HAPPY INDIA**

And how can we create a Happy India?

In my experience most of the ordinary people want to do something for the country, they just don't know how. **(Slide 12 – OK, but How?)**

The idea is to mobilize these masses and bring them together. **(Slide 13 – bringing them together)**

How does INDIA Redefined do it?

**(Slide 14 – How?)**

By giving a structure to this... 'Desire to do Something'.

By creating an opportunity for them, to achieve small successes in doing something for the society

... Something within his resources and available time

**(SLIDE 15 – Simple Activities)**

- be it planting trees or cutting down the electricity consumption – a simple successful activity, that would not only be beneficial at a larger scale but also provide the motivation to strive for bigger changes.

Developing this behavioral change across Indians of all strata, INDIA Redefined plans to tackle problems, leveraging the power of individual.

**(Slide 16 – Empowerment)**

It is a citizen's empowerment movement - a platform for ordinary citizens by ordinary citizens – each fulfilling his own ISR - Individual Social Responsibility.

**(Slide 17 –What’s so unique about this)**

What makes this movement unique or even different?

**(Slide 18 – Wonderful works)**

Well, there are many wonderful organizations, NGO, Charities which do a lot of wonderful work - But it never seems to be enough.

**(Slide 19 – Within a Context)**

Most of them work within a context or for a specific cause, that the overall positive effect ... **(Slide 20 - Lost)**

... is lost in the gaps.

One of the biggest reasons is that we have not tapped efficiently into the potential of the individual. **(Slide 21 – Potential of Individual)**

INDIA Redefined is a platform for people from different **(Slide 22 - Diversity)** backgrounds, different social class, having different outlooks and opinions to come together and work towards redefining India.

**(Slide 23 – Amalgamation of visions)**

That is why INDIA Redefined’s vision is created by an amalgamation of different visions that ultimately leads to a HAPPY INDIA.

It is important to understand that we are not affiliated with a single political party or motive.

**(Slide 24 – Work with any group)**

But do not hesitate to work with any and every political party, business houses or NGO for the right cause.

**(Slide 25 – Brings together drops)**

By bringing drops of people together on a common platform INDIA Redefined creates an ocean –

**(Slide 26 – To create an ocean)**

Ocean strong enough to make government, politicians, public servants not only accountable but also make each Indian an Awakened Citizen...

**(Slide 27 – Where is IR today?)**

So where is INDIA Redefined today?

In one year time the membership has already reached more than a lakh.  
**(Slide 28 - Membership)**

This shows that there are people out there who want to 'do something'...Make a difference. All they need is the platform.

The idea has not only got support of people but also some recognition  
**(Slide 29 – News clippings)**

– it was adjudged “The Best Humanitarian Initiative” in December 2009 among 250 other entries.

**(Slide 30 – Few baby steps)**

In this long journey of redefining India, we have taken only a few baby steps

**(Slide 31 –Journey of Thousand miles...)**

But then again, a journey of thousand miles begins with a single step...

This idea.... Idea of a movement that is trying to tackle most, if not all, social issues and help citizens become empowered by the means of behavioral change, asks you for only one thing

**(Slide 32 - Donation)**

– DONATION.

**(Slide 33 – Not of Money)**

Not of MONEY.

**(Slide 34 – But Time)**

But of TIME.

**(Slide 35 –Thank You)**

Lets aim to make more Doers than Beneficiaries on this platform INDIA  
Redefined -To Make this Globe a better place to live in

That to me is an idea worth spreading... THANK YOU