

India Redefined - an initiative for a change by Ranjana Kanti

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“Ask not what your country can do for you; ask what you can do for your country.” This famous line by John F. Kennedy very well suits Ranjana Kanti, who has paid special attention towards her country and has implemented on her idea of bringing a change in the society by doing something for the country.

In this era, where people have given up hopes of making India a better place to live in by taking some efforts, Ranjana Kanti, a 45 year old enthusiastic woman is trying her best to bring a change in the society to improve the condition of our country today. For this she has taken the help of social networking website- Facebook, which is very popular among people for developing their networks.

Background:

Ranjana is an animator and designer by profession but has chosen to

be a social worker and is currently concentrating on bringing change among the people and redefining India.

About India Redefined:

In April 2009, Ranjana, a resident of Nerul, started India Redefined movement which is today supported by more than 1.5 lakh people globally. India Redefined has received an award for ‘The Best Humanitarian Initiative in 2009’. Ranjana says, “India Redefined is a non-political Citizen’s Empowerment movement and aims to help one fulfill his or her ISR - Individual Social Responsibility.”

Ranjana says, “One must have Love for “INDIA”, Passion to be the “Catalyst” of change, Belief in self “Actions”, Trust in others to be “Committed” and Will to “Change” yourself and others around you to bring a change in the country.” “India Redefined draws its inspiration from Gandhian Movement which was a



Ranjana Kanti

revolution focused on independence. We are trying to apply many Gandhiji’s principles in this era, in our society but may be in a different way. The context may be different but the goal is same as even he wanted to make India a better place,” she adds.

How does the movement work?

“Everything must be done step by step and we have started the implementation under “AWAKEN INDIA”, we have initiated our first project named “I CARE” which aims to get a large

number of people motivated by executing simple activities successfully, which anyone can do. For example – Plant 10 trees and ignite 10 more people to do so. Reduce your Electric bill by 20 percent and ignite 10 more people to do the same. The key aspects in designing the activities are simplicity and high success ratio,” explained Ranjana. “When these small activities are carried out by large number of Indians there will be a vibrant ‘Dominos Effect’. These activities will boost

people’s confidence and give a sense of achievement to participate in bigger activities. Awakening consists of Awareness, Education and Communication,” said confident Ranjana.

Future plans:

The other projects under India Redefined umbrella will be “EDUCATE INDIA” and “Develop Your Own Village” which will be launched in coming months. Youth, studying in colleges are helping to implement “EDUCATE INDIA”. Students who are willing to

be part of this movement take the oath - “I donate” six months of my life in training or education, for those who are underprivileged.” Our mission is to build the movement to eliminate educational inequity (in terms of quality of education) by enlisting our nation’s most promising future leaders in the effort. “I donate” will help in recruiting outstanding college graduates from all backgrounds and career interests to commit to teach for 6 months in urban

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and rural schools for underprivileged during or immediately after their student life.”

Her message to all:

IR is a movement to enlighten every Indian citizen and make them aware of their rights and responsibilities, a movement that resurrects India to regain its lost glory. It is for those Indians who seek to change the country before proudly handing it over to the next generation.

Everybody can support this movement simply by spreading the message of uniting and contributing their bit to change India by eradicating corruption, poverty and other evils in our country.