

Run For **SWADESHI**



National Youth Day (January 12, 2026)

Join the Daud. Celebrate the spirit of **self-reliance**.
Embrace the promise of the **Swadeshi resolution!**

ROLE

In the history of India's renaissance, the power, consciousness, and self-respect of its youth have always held paramount importance. Today, as the nation moves forward with the resolve of a self-reliant India, it becomes essential that every citizen, especially the youth, recognizes their inherent potential and dedicates it to the nation's welfare. The "Swadeshi Sankalp Run" is a vibrant symbol of this spirit, not merely a race, but a journey of ideas, a demonstration of awareness, and a collective initiative towards nation-building.

This run is inspired by the powerful ideas of Swami Vivekananda, who taught us strength, courage, discipline, and self-belief. Launched on his birth anniversary and National Youth Day, this program has now transformed into a widespread mass movement, where thousands of young people, students, teachers, volunteers, and people from various walks of life come together to spread the message of Swadeshi (indigenous) and self-reliance.

"Swadeshi" is not just an economic policy, but a mindset. It is a resolve to have faith in our country, our land, our workers, our products, and our capabilities. This run has been a means of taking this resolve to every household. Every young man and woman participating in it awakens within themselves the feeling that when we embrace our country, the country itself propels us forward.

The purpose of this booklet is to encapsulate in words the background, nature, message, and journey of the Swadeshi Sankalp Run, so that future generations and organizers can understand how a simple effort can infuse new consciousness into the entire society. It also includes the emotions, experiences, and inspiring events that have given this run its unique place.

We hope that this booklet will not only help readers understand the importance of the Swadeshi movement but also inspire them to become an active part of this resolve. When the youth awaken, the nation progresses, and this run is a powerful symbol of that awakening.

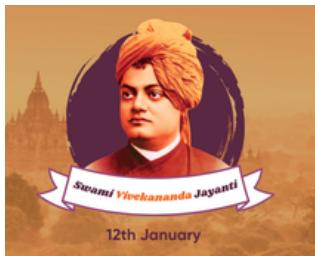
Swadeshi Sankalp Run - Towards Swadeshi, Self-Respect, and Self-Reliance.

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CHAPTER 1

RUN FOR SWADESHI PROGRAM



“THE RESOLVE OF NEW INDIA – SELF-RELIANCE AND SELF-SUFFICIENCY”

1. PROGRAM INTRODUCTION

Jai Swadeshi! Swami Vivekananda Jayanti is celebrated every year on **January 12th**, and this day is also observed as **National Youth Day** throughout India. This year, we are celebrating his 164th birth anniversary. The Government of India declared **Swami Vivekananda's birth anniversary** as National Youth Day in 1984. The main reason for this was that Vivekananda's thoughts, philosophy, and life ideals have the power to inspire the youth of the country. He considered youth power to be the greatest pillar of nation-building and said, "Youth is the power that can transform the impossible into the possible."

Run for Swadeshi (Swadeshi Pledge Run) is a series of motivational programs designed for young people, aiming to promote Swadeshi values, national pride, and the timeless teachings of Swami Vivekananda. This event connects students, youth groups, and the community to celebrate Swami Vivekananda Jayanti with a focus on fitness, awareness, and the resolve for a self-reliant India. Its main objective is to inspire the younger generation to embrace Indian products, encourage local entrepreneurship, and strengthen the spirit of a self-reliant India.

This program instills energy, discipline, and a sense of national interest in every participant. The objective of the race is:

"Embrace your country, embrace indigenous products; take steps towards a self-reliant India."

2. MAIN COMPONENTS OF THE EVENT

- THIS EVENT CAN BE ORGANIZED IN OPEN FIELDS OR ON PUBLIC ROADS (2 KM / 3 KM / 5 KM).
- A WARM-UP SESSION CAN BE CONDUCTED BY A FITNESS TRAINER.
- A BRIEF MOTIVATIONAL ADDRESS CAN BE GIVEN ON THE ROLE OF YOUTH IN INDIGENOUS INITIATIVES, SELF-EMPLOYMENT, AND NEW INDIA.
- THE RUN CAN BE STARTED WITH INSPIRING SLOGANS OR AN OATH.
- PARTICIPANTS CAN REGISTER ON MYSBA AND RECEIVE CERTIFICATES.
- THE EVENT CAN BE PHOTOGRAPHED AND COVERED BY THE MEDIA TO RAISE AWARENESS.
- OPTIONAL, INDIGENOUS-THEMED T-SHIRTS AND CAPS CAN ALSO BE ORDERED FOR PARTICIPANTS FROM MYSBA AT A MINIMAL COST.

3. THE OBJECTIVE OF THE PROGRAM

1. Promoting Swadeshi Awareness and Supporting Indian Products

The main objective of this run is to inspire participants to understand the importance of Swadeshi (indigenous) products in their daily lives.

2. Inspiring Students with the Teachings of Swami Vivekananda

The program includes motivational talks and messages inspired by the teachings of Swami Vivekananda, reinforcing values such as strength, self-confidence, self-discipline, and patriotism.

3. Building a Culture of Fitness, Discipline, and Teamwork

Through active participation in the run, students and young people develop healthy habits, physical fitness, and mental fortitude.

4. Strengthening National Unity and Community Participation

This run brings together students, youth clubs, NSS/NCC units, and members of the local community for a common purpose.

5. Inspiring Youth to Play an Active Role in Building a New India

By participating in this event in support of Swadeshi (self-reliance), participants are inspired to actively contribute to the nation's development, embrace Swadeshi principles in their daily lives, and emerge as role models of civic responsibility and social leadership.

4. PARTICIPANTS

- SCHOOL, COLLEGE, AND UNIVERSITY STUDENTS
- MEMBERS OF YOUTH CLUBS AND NSS/NCC UNITS
- GENERAL PUBLIC (LOCAL SUPPORTERS)
- TEACHERS, PARENTS, COMMUNITY LEADERS, AND VOLUNTEERS

5. ORGANIZERS

This event can be organized by any

- SCHOOL
- COLLEGE
- UNIVERSITY
- SOCIAL ORGANIZATION

Support, participation, and collaboration can be provided by the workers of the Self-Reliant India Campaign, MYSBA, and Swadeshi Jagran Manch.

CHAPTER 2

SWADESHI SANKLAP SABHA



**SWADESHI (LOCALLY MADE PRODUCTS)
IS MY PRIDE, MY CONTRIBUTION.”**

1. PROGRAM INTRODUCTION

Along with the Swadeshi Pledge Run, a Youth Swadeshi Pledge Assembly will also be organized as a well-structured indoor motivational program in schools, colleges, and universities. This assembly is designed to actively engage students in activities such as discussions, cultural performances, and pledge-taking. This program embodies the ideals of Swami Vivekananda, emphasizing self-reliance, discipline, and youth empowerment.

Participants will be inspired to embrace Swadeshi principles, understand the importance of supporting Indian products, and contribute to nation-building initiatives.

The program will include lamp lighting, inspirational speeches, patriotic songs, short skits, and interactive sessions, providing a powerful platform for students to develop leadership skills, social responsibility, and a sense of national pride.

Through this assembly, students will not only celebrate Swami Vivekananda's birth anniversary but also internalize his teachings and further the youth-led movement towards building a self-reliant and culturally proud India.

2. MAIN COMPONENTS OF THE EVENT

- LIGHTING OF THE LAMP AND TRIBUTE TO SWAMI VIVEKANANDA JI.
- INSPIRATIONAL DISCUSSIONS ON SWADESHI, YOUTH POWER AND SELF-RELIANCE.
- SWADESHI PLEDGE-OATH FOR STUDENTS.
- CULTURAL PROGRAMME: PATRIOTIC SONGS, SPEECHES AND SHORT DRAMAS.
- INTERACTIVE SESSION: “YOUTH AND NEW INDIA – YOUR ROLE.”
- GROUP PHOTOGRAPH AND CERTIFICATE DISTRIBUTION.

3. THE OBJECTIVE OF THE PROGRAM

1. Promoting Indigenous Awareness and Supporting Indian Products

This assembly is organized with the aim of making students aware of the importance of Swadeshi (indigenous) products in daily life and inspiring them to support them. By encouraging the use of locally manufactured products and emphasizing self-reliance, this program motivates young people to contribute meaningfully to the progress of Indian industries and the national economy.

2. Inspiring Students Through the Teachings of Swami Vivekananda

This program includes inspirational speeches, discussions, and dialogues based on the principles of Swami Vivekananda, with a special emphasis on strength, self-confidence, discipline, and patriotism. Students are encouraged to embrace these values to foster personal growth, social responsibility, and a sense of national pride.

3. Cultivating a Culture of Leadership, Discipline, and Active Participation

Through active participation in these sessions, students develop leadership qualities, discipline, teamwork, and effective communication skills, thereby promoting their holistic personality development.

4. Strengthening National Unity and Community Participation

This assembly brings together students, teachers, and community members on a common platform, providing an opportunity for mutual learning, collaboration, and developing a collective commitment to the ideals of self-reliance and nation-building.

5. Inspiring Youth to Play an Active Role in Building a New India

This program reminds young people of their crucial role in shaping the future. Participants are encouraged to embrace indigenous values, actively participate in nation-building efforts, and set an example in civic responsibility, cultural pride, and social leadership.

4. PARTICIPANTS

- SCHOOL, COLLEGE, AND UNIVERSITY STUDENTS
- MEMBERS OF YOUTH CLUBS AND NSS/NCC UNITS
- GENERAL PUBLIC (LOCAL SUPPORTERS)
- TEACHERS, PARENTS, COMMUNITY LEADERS, AND VOLUNTEERS

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CHAPTER 3

INTRODUCTION OF SWAMI VIVEKANANDA

In the spiritual and intellectual history of India, **Swami Vivekananda's** name shines like a sun whose light introduced the world to the core messages of Indian culture, philosophy, and humanity. He was not only a saint but also a thinker, nation-builder, youth icon, and an ambassador of modern India.



1. EARLY LIFE: THE JOURNEY FROM A CHILD TO A LEADER

Swami Vivekananda was born on January 12, 1863, in Calcutta. His real name was Narendra Nath Datta.

His father, Vishwanath Datta, was a progressive, rational, and English-educated man, while his mother, Bhupaneshwari Devi, was religious, cultured, and strong-willed. These two qualities, "**science and spirituality**," were deeply ingrained in his personality.

FROM CHILDHOOD, HE WAS:

- INTENSELY DEDICATED TO THE PURSUIT OF TRUTH,
- PHYSICALLY STRONG,
- LOGICAL,
- AND EXTREMELY SELF-CONFIDENT.

He always took on a leadership role among his friends. He was equally proficient in music, exercise, swimming, and academics. His memory was so remarkable that he could read large books in a matter of hours and remember their essence.

2. SPIRITUAL CURIOSITY AND THE GURU-DISCIPLE RELATIONSHIP

As Narendra grew older, a question resonated within him: "**Have you seen God?**"

He asked this question of many scholars, but received no satisfactory answer.

Then, in 1881, he met Sri Ramakrishna Paramahansa. Paramahansa answered his question simply: "**Yes, I have seen God, just as I am seeing you.**"

This answer touched Narendra's soul. This marked the beginning of his spiritual journey, and he gradually transformed into "Vivekananda."

Ramakrishna Paramahansa saw in him the potential for future leadership and explained to him the supreme importance of service to humanity: "**Shiva Jnane Jiva Seva**"—that is, seeing God in every human being.

3. RENUNCIATION AND NATIONWIDE TRAVEL

After the passing of Ramakrishna Paramahansa, Vivekananda embraced monastic life and embarked on a pilgrimage across India on foot.

HE...

- WE WITNESSED POVERTY IN INDIA,
- FELT THE SOCIAL INJUSTICE,
- UNDERSTOOD THE STRUGGLES OF THE PEOPLE,
- AND WERE SADDENED BY THE DECLINE OF THE YOUNGER GENERATION.

This journey reinforced the belief that the path to transforming India lies in **education, character, discipline, and self-reliance**.

4. SWAMI VIVEKANANDA'S HISTORIC CHICAGO SPEECH – INDIA'S EMERGENCE ON THE STAGE OF WORLD CIVILIZATION.

September 11, 1893, will forever be etched in golden letters in world history. On this day, Swami Vivekananda, with his speech at the Parliament of the World's Religions in Chicago, not only captivated the scholars present but also introduced the entire world to India's cultural depth, spiritual heritage, and universal brotherhood.

The moment Swami Vivekananda began his address with the words—
“SISTERS AND BROTHERS OF AMERICA...”

the auditorium erupted in thunderous applause that lasted for five minutes. This was not merely a welcome for a speaker; it was an acknowledgment of the spirit of humanity and love that Indian culture has cherished for millennia. There was a warmth in Vivekananda's words that instantly dissolved the barriers of distance, language, and culture.

This speech in Chicago continues to inspire young people today to contribute to the welfare of the world with confidence, dedication, and selflessness. It reminds us that India's strength lies not only in its science or economy but in its spiritual values—values that inspire us to see all of humanity as one family.

Swami Vivekananda's Chicago speech is not just a historical event; it is a guiding light for humanity.

CHAPTER 4

INTRODUCTION OF SWADESHI

1. WHAT IS SWADESHI?

Swadeshi means using products made in one's own country and prioritizing the labor, industry, skills, and culture of one's own nation. It is not just a word, but a national ideology, an economic philosophy, and a cultural consciousness. Swadeshi teaches us to fulfill our life's needs using our own country's capabilities and resources, so that the nation can become economically strong and self-reliant.

In the history of the Swadeshi movement, Babu Genu Ji will always be remembered as the first martyr of Swadeshi. He bravely sacrificed his life by standing in front of a truck carrying foreign goods brought in by the British regime. Babu Genu Ji's immortal sacrifice is the driving force of the Swadeshi movement and demonstrates that Swadeshi was not merely an economic struggle; it was a symbol of India's freedom, self-respect, and cultural identity.

In modern India, the credit for transforming the spirit of Swadeshi into a nationwide movement goes to the revered national sage, Dattopant Thengadi Ji. He established the Swadeshi Jagran Manch to spread Swadeshi to every corner of the country and to empower India economically through self-reliance. He believed that the soul of India resides in its economy, its laborers, its small industries, and its local products. Therefore, India will only become strong when its citizens make Swadeshi an integral part of their lives.

Today, the importance of Swadeshi has increased even further. When we adopt Swadeshi products, we not only increase the income of an Indian family but also propel our country's economy towards self-reliance. This paves the way for progress for villages, farmers, artisans, startups, small industries, and young entrepreneurs alike.

Swadeshi reminds us that a nation becomes strong only when its citizens take pride in their labor, their products, their culture, and their roots. With this understanding, Swadeshi is not just an option today, but a national duty – the foundation of India's economic, social, and cultural self-reliance.

Swadeshi is an idea deeply connected to the soul of India. This teaches us that:

- Respecting the goods made in our country,
- the hard work of our farmers, artisans, industrialists, and laborers,
- and our culture and skills,

is what Swadeshi (self-reliance) is all about. Swami Vivekananda said, "**A nation that cannot stand on its own feet can never progress.**" Swadeshi is the first step towards achieving that self-reliance.

2. Core elements of Swadeshi (self-reliance/indigenous movement):

- Use of domestic products
- Promotion of local industries
- Self-reliance and self-sufficiency
- Employment generation and economic empowerment
- A sense of equality and justice in society

3. WHY IS SWADESHI NECESSARY?

Today, Swadeshi (promoting domestic products) is not just an idea, but the foundation of the country's economic independence.

1. Economic Power

When we buy products made in our own country, our money circulates within our country.

This leads to...

- INDUSTRIES GROW
- EMPLOYMENT INCREASES
- THE COUNTRY'S ECONOMY STRENGTHENS

2. Respecting Local Skills

India is a hub of arts, culture, science, and skills that are thousands of years old. Embracing indigenous products means supporting everything from handicrafts to modern startups.

3. The Path to Self-Reliance

A country that is self-reliant is a strong country.

The Swadeshi movement frees us from dependence and shows us the path to self-reliance.

4. Environmental Protection

- Using local products
- reduces long-distance transportation
- reduces pollution
- and promotes the balanced use of natural resources.

5. A Sense of Patriotism

Adopting Swadeshi (locally made products) is not just about shopping – it's an act of love for the country.

This idea is at the heart of the Swadeshi Pledge Run.

CHAPTER 5

SWAVALAMBI BHARAT ABHIYAAN - INTRODUCTION OF MYSBA

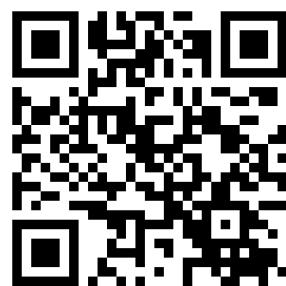


Swavalambi Bharat Abhiyaan(SBA) is an initiative to spread awareness among people about startups, entrepreneurship, and job opportunities. Its main goal is to provide employment to every Indian citizen by 2030 and make the country self-reliant and independent.



MySBA (www.mysba.co.in) is a dedicated digital platform that provides employment, education, opportunities, and guidance to youth, women, farmers, and startups all in one place.

- DIGITAL PORTAL
- EMPLOYMENT GENERATION CENTER
- NATIONWIDE NETWORK
- LOCAL SOLUTIONS
- JOB AND CAREER PORTAL
- INDIGENOUS E-COMMERCE
- CONCRETE STEPS FOR A SELF-RELIANT INDIA



Scan for more information.

MySBA aims to change how young people think about challenges and making a difference in their surroundings. It will help them shape their chosen path, whether through entrepreneurship or other means, enabling them to bring about positive change in their lives.

CHAPTER 6

100 INSPIRING QUOTES BY SWAMI VIVEKANANDA

- Arise, awake, and stop not until the goal is reached.
- Be fearless – fear is the greatest enemy of life.
- You have infinite power; you just need to awaken it.
- Weakness is sin; always be strong.
- Believe in yourself – that is the first step to success.
- When there is courage in the heart, paths are created automatically.
- Failure is not the real defeat – giving up is.
- Where there is fear, there is downfall; where there is fearlessness, there is progress.
- The word impossible is found only in the dictionary of cowards.
- You are the creator of your own destiny.
- Everything great in life is achieved through courage.
- Don't run away from your problems – face them.
- No one can become great without truth and courage.
- Determination is the path to victory.
- The world believes in those who believe in themselves.
- Fearlessness is true spirituality.
- Self-confidence is real power.
- To eliminate fear, start taking action.
- A man is defined by how he smiles in the face of difficulties.
- A person with a weak will can never move forward.
- Courage is the root of every great achievement.
- Success comes to those who recognize their own strength.
- He who conquers his fears is the true winner.
- The world respects those who show courage.
- Challenges make a person stronger.
- Take one idea and dedicate your life to it.
- Hard work is the power that makes the impossible possible.
- There is no greater enemy than laziness.
- Work is worship, and the path of action is the essence of life.
- The more one works hard, the greater one becomes.
- Have complete dedication in your actions, and the results will follow automatically.
- With a focused mind, no goal is difficult.
- Success comes to those who persevere.
- The one who understands the value of time is truly successful in life.
- Actions, not birth, make a person great.
- Hard work and faith are the two pillars of success.
- He who postpones today's work until tomorrow will never succeed.
- Give your best, and don't worry about the results.
- An ideal life without action is meaningless.
- Determination and discipline make winners.
- Every small action is a step towards greatness.
- Success comes only to those who do not give up.
- Make your goal a part of your life.

- He who conquers himself can conquer the world.
- Keep trying, and the goal will automatically come closer.
- Control your mind, and life will naturally become controlled.
- Dedication to work changes the direction of life.
- Stay firm on your goal, do not get distracted.
- Character is strengthened through hard work.
- A pure mind and pure actions are both the foundation of greatness.
- Education is what builds character.
- Knowledge is meaningful only when it improves life.
- True education makes a person fearless.
- Education that does not strengthen the mind is useless.
- Spirituality is not for the weak, but for the brave.
- Controlling the mind is the greatest education.
- A person is known by their character.
- Truth, purity, and integrity are the three foundations of character.
- Knowledge illuminates the mind; culture illuminates the soul.
- Struggle is the test of character.
- Knowledge without character is destructive.
- Spirituality makes a person strong from within.
- He who knows himself knows everything.
- Service to humanity is the greatest form of worship.
- Man is God's greatest creation; respect him.
- Connect your life to the highest ideals.
- The path of truth may be difficult, but it is the noblest.
- Honest thoughts are the foundation of greatness.
- He who conquers his mind conquers the world.
- Spirituality means seeing others as equal to oneself.
- Rising above selfishness is true humanity.
- The purer a person's heart, the more beautiful their life will be.
- Religion is that which teaches service and fosters love.
- Awaken the power of the soul, and life will be illuminated.
- He who is awakened from within cannot be stopped.
- A nation will rise only when its youth are energetic.
- The future of India depends on its youth.
- Service is the highest religion of humanity.
- The joy of living for the country is the greatest joy.
- Strengthen the country, first strengthen yourself.
- Youth power is the real power of change.
- India needs enthusiastic, courageous, and hardworking youth.
- Patriotism is not just a feeling, it is a duty.
- He who lives for the country is truly great.
- India is a spiritual nation, understand its soul.
- Adopting Swadeshi (indigenous products) is the simplest way to show patriotism.
- To uplift India, we must uplift its villages.
- Youth are the lamps that can illuminate the entire society.
- The participation of every citizen is essential for the progress of the country.
- Service to society is the true national duty.
- India will rise only when every hand works.

- Youth should connect their dreams with the dreams of the nation.
- Contribute to the nation, every day, every moment.
- To awaken India, we must first awaken its youth.
- Inspire others, and the nation will progress on its own.
- Patriotism is proven by actions, not by words.
- If you want to bring change in society, change yourself first.
- Where the youth are active, the nation is progressive.
- To make India great, first awaken greatness within yourself.
- One resolve, one effort, one nation, Victory to Mother India!

CHAPTER 7

SLOGANS FOR RUN FOR SWADESHI

1. Hail Swadeshi, Hail Swadeshi!
2. When we go to the market, we will buy Swadeshi goods!
3. Embrace self-employment, and we will make the country prosperous!
4. Adopt local products, and make India shine!
5. The pace of patriotism, repeatedly with Swadeshi!
6. Run for Swadeshi, Run for Bharat!
7. The pride of the nation, our very life – true honor lies in Swadeshi!
8. Adopt local products, make India strong!
9. A single call from villages and cities, entrepreneurship and self-employment!
10. We will create FPOs and startups! We will increase employment in the country!
11. Leave Chinese goods behind, say Vande Mataram!
12. Skill development, the development of the country!
13. One call from the nation, self-employment, self-employment!
14. We will take the country further, we will all adopt Swadeshi!
15. Boycott foreign goods, this is the nation's plea!
16. Adopt Swadeshi, empower India!
17. Under the guidance of Vivekananda, moving towards a self-reliant India!
18. Indian products are our strength!
19. Swadeshi consciousness in youth power!
20. The path of patriotism: Adopt Swadeshi!
21. Become self-reliant, increase the glory of the nation!
22. Vivekananda in thoughts, Swadeshi in actions!
23. Adopting Swadeshi, encouraging youth empowerment!
24. Every product Indian, every youth aware!
25. Dream big dreams, take India to the pinnacle of progress!
26. The power of India is in all our hands!

CHAPTER 8

MAIN POINTS AND IDEAS FOR THE DAUD AND THE SPEECH AT THE RALLY

1. THE IMPORTANCE OF SELF-RELIANCE - THE FOUNDATION OF A SELF-RELIANT INDIA.

India is a country whose culture, resources, skills, and spirituality are complete in themselves. Our artisans possess artistic talent, our farmers have strength in their labor, our entrepreneurs have innovation in their ideas, and our youth possess tremendous energy. Yet, for a long time, we became dependent on foreign goods, which had a profound impact on the country's economy and local industries.

Against this backdrop, "Swadeshi" is not merely an idea for economic reform, but a movement to revive the soul of the nation. Swadeshi signifies:

1. The products we buy are linked to the employment of an Indian family.
2. The strength of local industries is the strength of the nation.
3. Self-reliance is the foundation of national independence.

Swadeshi means finding solutions to our needs using the capabilities of our own country. When young people embrace this idea, it is not just a revolution, but the beginning of a national renaissance.

Swami Vivekananda said:

"A NATION CAN ONLY RISE WHEN IT LEARNS TO STAND ON ITS OWN FEET."

The idea of Swadeshi (self-reliance) is the path to this resurgence. Every young person participating in the Swadeshi movement carries this powerful message to society: that the country will progress only when every citizen prioritizes domestically produced goods.

2. YOUTH POWER - THE REAL MEANS OF NATIONAL TRANSFORMATION.

India is the youngest nation in the world. Approximately 65% of its population consists of young people. This number is not just a statistic, but a sign of the power of the future. Swami Vivekananda was extremely optimistic about the youth. He believed that young people are the builders of the nation, and if they awaken, no goal remains impossible.

Youth is the energy that possesses:

- New thinking
- The power of innovation
- The courage to bring about change
- And there is a passion for breaking boundaries.

When young people join a movement, it ceases to be just a campaign and transforms into a national force. The Swadeshi Pledge Run is a symbol of this energy.

Thousands of young people running together is not merely a physical activity but a declaration of unity and purpose.

Young people have the potential to:

- Increase the use of indigenous products
- Encourage local businesses
- Contribute to the country's economy
- And raise awareness in their surrounding communities

Nation-building is not the task of a single individual or government – it is possible only through the collective efforts of the youth.

And when young people take a "pledge," both the direction and the condition of the country change.

3. SWADESHI PLEDGE RUN - A SYMBOL OF UNITY, DISCIPLINE AND NATIONAL SPIRIT.

The Swadeshi Pledge Run is not just about the pace of footsteps, but a journey of ideas. This event instills the belief in young people that:

"Public participation is the greatest strength in nation-building."

Every participant in this race:

- Understands their duty towards the nation
- Embraces the importance of indigenous products
- Adopts discipline and good health
- And promotes the nationalist spirit of SBA/MySBA

The pledge ceremony before the race fills the entire atmosphere with positive energy. Thousands of people chanting the national anthem together creates a patriotic sound that touches not only the ears but also the heart.

The race route symbolizes the journey of life—where there are challenges and fatigue, but the memory of the goal keeps everyone moving forward.

The smiles upon reaching the finish line show that—

"Those who walk together, progress together—and that is what strengthens the nation."

The message of the race reminds every participant that:

- Swadeshi (promoting indigenous products) is not just a one-day affair
- It is an everyday habit
- It is a crucial step towards making the country self-reliant
- And it is a testament to the youth's responsibility towards the nation.

4. SWADESHI PLEDGE RUN AND SWADESHI PLEDGE ASSEMBLY

The objective of the Swadeshi Sankalp Run and the Swadeshi Sankalp Sabha (Swadeshi Pledge Assembly) is not merely to organize an event, but to revive the spirit of Swadeshi (self-reliance) among the people and to transform the building of an Aatmanirbhar Bharat (Self-Reliant India) into a people's movement. Through these programs, the message is conveyed that adopting Swadeshi is not just an economic decision, but a symbol of patriotism and social responsibility.

The Swadeshi Sankalp Run symbolizes the idea that self-reliance is a journey – one that progresses through the resolve, courage, and continuous efforts of every citizen. This run is not just a physical activity, but a race of mindset – from dependence to self-reliance, from a consumerist mentality to nation-building.

The Swadeshi Sankalp Sabha, on the other hand, educates people that Swadeshi is not merely a matter of buying and selling, but a cultural and economic revolution. In the assembly, young people, women, entrepreneurs, and all sections of society are made to understand that promoting local industries, empowering small businesses, and prioritizing indigenous products are the foundation of India's economic strength.

This assembly inspires every citizen to commit to these three pledges:

- 1) To reduce dependence on foreign products.
- 2) To prioritize local and indigenous products.
- 3) To contribute to the building of a Self-Reliant India.

The main message of both these programs is clear:

“Adopt Swadeshi – Take India forward.”

Only when every citizen embraces this spirit in their daily lives will India truly become self-reliant, prosperous, and worthy of global leadership.

Chapter 9

What to do and what not to do

WHAT TO DO -

- **Wear comfortable clothing:** Wear appropriate sportswear and shoes for running.
- **Carry your own water:** Use reusable or eco-friendly bottles.
- **Follow volunteer instructions:** For safety and to ensure a smooth event.
- **Be punctual and disciplined:** Arrive on time and adhere to the schedule.
- **Spread positivity:** Encourage fellow participants and bring energy to the event.
- **Support local products:** Prioritize local goods for refreshments and merchandise.
- **Embrace the spirit of Swami Vivekananda:** Be inspired, focused, and courageous.
- **Encourage fellow participants:** Spread motivation, teamwork, and youthful energy.

WHAT NOT TO DO -

- **Do not litter:** Keep the paths and surrounding areas clean. Dispose of waste properly.
- **No political slogans or disruptive behavior:** Maintain a peaceful and respectful atmosphere.
- **Avoid large bags or unnecessary items:** Carry only essential items for safety and convenience.
- **No smoking, tobacco, or prohibited substances:** Maintain a healthy, safe, and pleasant environment.
- **Do not disrupt traffic or disturb others:** Respect public spaces and the community surrounding the event.
- **Do not run without proper warm-up:** Warm up before starting the race to prevent injuries.

POINTS TO PAY SPECIAL ATTENTION TO

- Obtain all necessary administrative permissions on time (from the police, municipal corporation, education department, traffic department, etc.)
- Give special respect to local dignitaries, elected representatives, and senior citizens.
- Ensure security arrangements at the event venue (volunteers, police assistance, emergency exit routes).
- Maintain complete arrangements for health and first aid (first aid box, doctor/nurse, ambulance contact).
- Have backup arrangements for sound system and power supply.
- Pay special attention to the convenience of women, children, and senior citizens.
- Make prior preparations for press, media, and social media coverage.

CHAPTER 10

RUN FOR SWADESHI - PROGRAM FLOW

(TOTAL DURATION: APPROXIMATELY 1.5 TO 2 HOURS)

1) PREPARATION OF THE EVENT VENUE

(1 hour before the event)

- Registration counter setup
- Indigenous banners/standees
- Sound system/microphone/music
- Ribbon for flag hoisting
- Drinking water arrangements
- Small exhibition of indigenous products (optional)
- First aid kit and volunteers on standby

2) REGISTRATION AND WELCOME – 15 MINUTES

- Participant registration
- Wristband/sticker/participant number (optional)
- Distribution of "Swadeshi Sankalp" stickers/badges
- Welcome address by the stage host

3) PROGRAM COMMENCEMENT – 10 MINUTES

- Lighting of the lamp or offering of flowers to the image of Bharat Mata (Mother India)
- Group singing of "Vande Mataram" or the national anthem
- Inaugural address by the MySBA representative
- Brief inspirational message on self-reliance and indigenous products

4) SWADESHI PLEDGE – 3 MINUTES

All participants will raise their hands and take the pledge in unison:

"I will adopt Swadeshi (indigenous) products, I will promote Swadeshi, I will reduce dependence on foreign goods, and I will build a self-reliant India." The complete pledge is given on the following pages.

5) LAUNCHING (FLAGGING OFF) OF THE SWADESHI RESOLUTION RUN – 2 MINUTES

- The race was flagged off by the chief guest.
- In the background, there was traditional music or inspirational music.

6) INDIGENOUS SOLIDARITY RUN – 15 TO 25 MINUTES

(Distance: 1 km / 2 km / 3 km / 5 km – depending on the district)

Activities during the run:

- Slogans chanted by volunteers:
“Adopt Swadeshi – Empower India!”
“Swadeshi makes the nation strong!”
“Run for Swadeshi – Run for India!”
- Recording by mobile cameras/drones
- Water stations at various points along the route

7) CLOSING CEREMONY – 10 MINUTES

- All participants reassemble in front of the stage
- Brief indigenous song performance
- Sharing of experiences by a young participant
- A brief reiteration of the program's objectives

8) ADDRESS BY THE CHIEF GUEST – 10 MINUTES

The main topics will be:

- The true meaning of self-reliance
- Challenges arising from foreign dependence
- The role of youth in nation-building
- The importance of entrepreneurship and self-sufficiency

9) CERTIFICATE DISTRIBUTION – 10 MINUTES

- All participants will receive a "Swadeshi Pledge Run Certificate".
- The top 10 outstanding and energetic participants will be specially honored.

10) MEDIA INTERACTION AND GROUP PHOTO – 10 MINUTES

- Group photo of all participants
- Press and social media coverage
- Video recording with the message "We support indigenous products"

11) CONCLUSION – 2 MINUTES

- A vote of thanks was given by MySBA.
- The program concluded with the slogan "Jai Hind" (Victory to Mother India).

CHAPTER 11

SWADESHI SANKLAP SABHA - PROGRAM FLOW

(TOTAL DURATION: APPROXIMATELY 1.5 TO 2 HOURS)

1) PREPARATION OF THE EVENT VENUE

(1 hour before the event)

- Stage, chairs, and tent arrangements
- Banners/flexes/standees related to Swadeshi (indigenous products)
- Sound system, microphones, lighting
- Stage decoration for guests
- Drinking water arrangements
- First aid kit
- Assignment of responsibilities to volunteers

2) WELCOME – 15 MINUTES

- Distribution of "Support Local Products" stickers/badges
- Traditional welcome of guests (Tilak/Angavastra)
- Introduction of the program by the stage host

3) PROGRAM COMMENCEMENT – 10 MINUTES

- Lighting of the lamp / Offering of flowers to the image of Mother India
- "Vande Mataram" or the national anthem
- Welcome address by MySBA / Organizing Committee
- Introduction to the Swadeshi movement and the objectives of the assembly

4) SWADESHI PLEDGE – 3 MINUTES

All participants will raise their hands and take the pledge in unison:

"I will adopt Swadeshi (indigenous) products, I will promote Swadeshi, I will reduce dependence on foreign goods, and I will build a self-reliant India." The complete pledge is given on the following pages.

5) INSPIRATIONAL SESSION ON INDIGENOUS TOPICS – 20 MINUTES

Main topics:

- The meaning and history of Swadeshi (self-reliance)
- The connection of Swadeshi with villages, farmers, artisans, and industries
- The economic losses resulting from foreign dependence
- Employment and prosperity through Swadeshi

Speakers:

- Social activist
- Industrialist/Entrepreneur
- Educationist/Youth motivational speaker

6) YOUTH AND WOMEN'S PARTICIPATION SESSION – 15 MINUTES

- Experiences of 2-3 young people who adopted indigenous practices
- The struggles and success story of a female entrepreneur
- Information about locally made indigenous products

7) ADDRESS BY THE CHIEF GUEST – 15 MINUTES

The main points will be:

- The role of indigenous products in nation-building
- Inspiring youth to become self-reliant
- Entrepreneurship, startups, and employment opportunities
- Public participation in making India an economic superpower

8) READING OF THE SWADESHI RESOLUTION MANIFESTO – 5 MINUTES

A resolution will be read out on behalf of the assembly, which will declare that:

- We will prioritize local products.
- Every household will adopt at least one indigenous practice.
- We will make the promotion of indigenous products a mass movement.

9) AWARDING OF HONORS AND CERTIFICATES – 10 MINUTES

- Honoring individuals working in the indigenous sector
- Certificates for volunteers
- Young people/women who have made special contributions are honored

10) MEDIA INTERACTION AND GROUP PHOTO – 10 MINUTES

- Group photo of guests and participants
- Press conference
- For social media
- “I support Swadeshi” video message

11) CLOSING REMARKS AND VOTE OF THANKS – 5 MINUTES

- Thank you from the Organizing Committee / MySBA
- Announcement of future indigenous activities
- Concluding with slogans of "Bharat Mata Ki Jai" (Victory to Mother India)

CHAPTER 12

WHERE CAN I BUY T-SHIRTS, CAPS, AND OTHER PROMOTIONAL MATERIALS?

WHERE TO BUY –

All participants, volunteers, and supporters can purchase authorized T-shirts and caps for the Youth Entrepreneurship Journey and Indigenous Resolution Campaign by scanning the QR code or through the link provided below:

👉 mysba.co.in/SwadeshiSanklap/shop.php

(This is the official online shop where you can safely and directly purchase merchandise.)



WHAT TO DO – (DO'S)

- **Purchase only through the official link:** Use only the official website to ensure you receive an authentic and high-quality product.
- **Choose the correct size:** Refer to the size chart and select the right size when placing your order.
- **Make secure online payments:** Use trusted payment options such as UPI, cards, or net banking.
- **Enter the correct delivery address:** Enter the accurate address and mobile number to avoid any errors.
- **Purchase in advance:** Get your merchandise before the event to be fully prepared.

WHAT NOT TO DO – (DON'TS)

- **Do not buy from invalid or fake websites:** There is a risk of receiving counterfeit products or being scammed.
- **Do not choose insecure cash-on-delivery services:** Use only authorized payment options.
- **Do not select sizes without checking:** Choosing the wrong size can lead to exchange problems.
- **Do not wait until the last minute:** Ordering late may result in delayed delivery.
- **Do not trust fake discounts or social media links:** Use only the official portal.

EMBRACE INDIGENOUS PRODUCTS.

This merchandise is entirely **made in India**. When you buy it, you not only acquire a product, but you also support local artisans, manufacturers, and small businesses. This is a small but significant contribution you make towards the country's economic self-reliance.

PROGRAM REPRESENTATION

By wearing the T-shirts and caps, participants not only show their affiliation but also promote the spirit of the event—unity, national pride, and youth empowerment. Wearing them makes you a brand ambassador for this campaign, playing a vital role in spreading awareness among young people.

CHAPTER 13

FOR PARTICIPANTS: HOW TO DOWNLOAD YOUR CERTIFICATE

STEP 1 — OPEN THE WEBSITE

1. Go to your browser: mysba.co.in/SwadeshiSanklap/shop.php (or the page where the "Download Certificate" link is provided).
2. On the home page, look for the "Swadeshi Sankalp Daud (Download Certificate)" section.

STEP 2 — SELECT THE DOWNLOAD CERTIFICATE BUTTON.

Click on the "Download Certificate" icon/button that appears on the page (either the large button on the homepage or the link in the menu). Clicking this may open a pop-up window that will ask you for your mobile number.



STEP 3 — ENTER YOUR MOBILE NUMBER

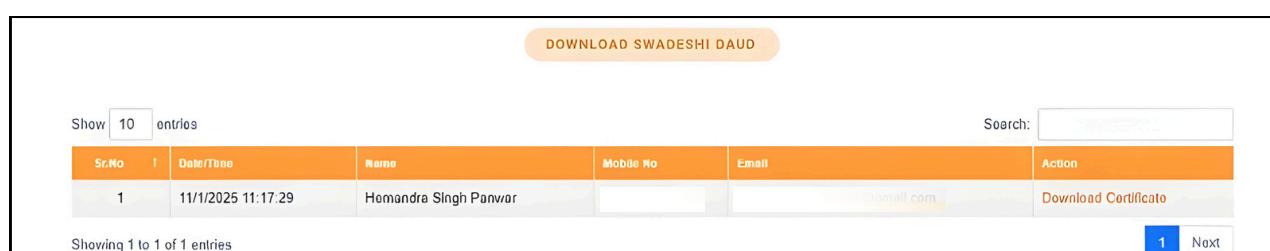
Enter the same mobile number in the given field that you used to register for the event. Press the Submit button.

Note: Some systems may require OTP verification — if so, enter the OTP to complete the process.



STEP 4 — VIEW AND DOWNLOAD THE CERTIFICATE

1. Upon entering the correct number, your record (if it exists) will be searched in the system, and a preview of the certificate will open.
2. There will be a "Download Certificate" button above or below the preview — click on it to download the file in PDF/JPG format.
3. After downloading, the file will be saved in a secure location (Downloads folder) — print it as needed.



CHAPTER 14

SWADESHI PLEDGE / RESOLUTION

INTRODUCTION

Every great transformation begins with a small but firm resolve. This pledge is a source of moral guidance and inspiration for all the young people, citizens, and supporters participating in the Swadeshi Sankalp Abhiyan (Indigenous Resolve Campaign) and the Youth Entrepreneurship Journey. This chapter aims to explain why this pledge is important, what its essence is, and how, by embracing it, we can contribute to the development of society and the nation.

THE IMPORTANCE OF A PROMISE

The pledge of allegiance is not merely a formal statement, but a symbol of responsibility, commitment, and active participation. This oath keeps us focused on civility, indigenous values, national loyalty, and the betterment of society. An individual's pledge, when combined with others, forms a larger collective resolve that possesses the real power to bring about positive change in society.

MANIFESTO

“I PLEDGE THAT-

To make India economically secure, prosperous, and self-reliant, we pledge to prioritize local and indigenous products in our homes, families, and businesses. We will avoid using products from Chinese, Turkish, American, and other foreign companies. We will emphasize buying and selling Indian-made goods, and promote Indian languages, clothing, festivals, and traditions. We will widely publicize the fact that quality employment comes from entrepreneurship. We will make tireless efforts to spread the idea of "**Every Home Indian-Made... Every Youth an Entrepreneur**" to every citizen. We will make every effort to ensure India's glory is celebrated on the world stage.

Victory to Mother India!

LET'S START WITH THE FIVE PLEDGES OF SELF-RELIANCE!

1. Hygiene: Use only Indian-made toothpaste; absolutely avoid foreign pastes/toothpowders like Colgate, Closeup, etc.
2. Bathing and Washing: Do not use foreign soaps/shampoos like Lux, Liril, Lifebuoy, Dettol, Dove, etc., but regularly use local and Indian-made soaps and other products.
3. Clothing/Shoes: Do not buy jeans, clothes from Lee or other foreign brands, or shoes from Bata, Sparx, etc. We are the second-largest producer of textiles and shoes in the world.
4. Food and Drink: Completely boycott foreign beverages and food products like Pepsi, Coca-Cola, Soniman, McDonald's, etc., and use only our own rich variety of Indian food and drinks.
5. Writing, Speaking/Behavior: Begin practicing Swadeshi (using Indian-made products) by writing and printing signatures and invitation letters in your mother tongue.

CHAPTER 15

LISTEN TO SWADESHI PODCASTS – MYSBA

INTRODUCTION

The Swadeshi Sankalp program aims not merely to organize an event, but to cultivate a collective sense of awareness and self-reliance towards the nation. Through the Swadeshi Podcast, the Swadeshi Sankalp Run, Swadeshi Sankalp gatherings, and public awareness activities, the program strives to explain to people that adopting Swadeshi (indigenous products) is not just an economic decision, but a cultural and social commitment made in the national interest.

The inspiration for this entire campaign comes from the profound teachings of Swami Vivekananda. Vivekananda believed that the strength of any nation lies in the self-confidence, hard work, and character of its people. He said that India's progress is possible only through the efforts of Indians themselves, when they learn to trust their own skills, their artisans, their farmers, and their entrepreneurs.

Swami Vivekananda's message, "Arise, awake, and stop not till the goal is reached," remains a source of energy for the youth of India even today. The Swadeshi Sankalp program carries this message forward, adapting it to the needs of the new era. The goal of this campaign is to unite youth, women, entrepreneurs, and every segment of society to understand the importance of Swadeshi, recognizing that behind every local product lies the dream, hard work, and livelihood of an Indian.

The program also emphasizes that Swadeshi is not merely a choice of products, but a mindset—a mindset that encourages economic independence, job creation, skill development, and the upliftment of village industries. It awakens a sense of national pride in which every individual sees themselves as more than just a "consumer," but as a "nation-builder."

Swadeshi Sankalp reinforces the belief that only when the citizens of India trust their own labor, their own industries, their own products, and their own cultural roots will India truly become self-reliant. This is the true legacy of Swami Vivekananda's ideas, and this is the foundation of this program.

This initiative symbolizes the path of a new India, where Swadeshi is not just an option, but a way of life. This booklet is a means to convey this resolve to the general public, so that the idea of Swadeshi may awaken in every heart and the spirit of self-reliance may be reflected in every action.



RUN FOR SWADESHI



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