

Let's
Celebrate





When was the last time you celebrated **Indian** **Independence Day?**

A recent study conducted by SMRI reveals that most Indians did not celebrate or did not get the opportunity to celebrate Independence Day after they left their school.





- India is the world's largest democracy. India's freedom struggle moulded modern India and it inspired the freedom struggles of many other countries.
- Let's celebrate **Indian Independence Week (August 14 to August 20)** to
 - create awareness among Indians of the values of India and Independence
 - promote the importance of following the Fundamental duties to protect our Fundamental Rights and independence.
 - make India best in the world
 - give every Indian an opportunity to celebrate Indian Independence Day.
- This celebrations are created with **sports psychology tools to inspire Indians to perform the best**





AUGUST 2024

SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7 SWADESHI MOVEMENT	8 QUIT INIDA MOVEMENT	9	10
11	12	13	14 FREEDOM @ MIDNIGHT	15	16 PROUDLY INDIAN MADE IN INDIA	17 STUDY IN INDIA
18 FUNDAMENTAL DUTIES DAY	19 I CAN INDIA CAN	20 MY DREAM FOR INDIA	21	22	23	24

Theme of
INDIAN INDEPENDENCE WEEK 2024
is
BE A SMART INDIAN



INDIAN INDEPENDENCE WEEK 2024- **THEME**

**BE A
SMART
INDIAN**



- ✓ Educated
- ✓ Hard Working
- ✓ Physically, Emotionally, Intellectually and Financially fit
- ✓ Dreamers & Doers
- ✓ Respecting other's rights
- ✓ Following fundamental duties
- ✓ Patriotic & Peace loving
- ✓ Preserves 'Mother Earth'



AUG 14-15 | FREEDOM@MIDNIGHT



India got independence on the **midnight of August 15th, 1947**

“At the stroke of the midnight hour, when the world sleeps, India will awake to life and freedom...” These were the words spoken by the first Prime Minister of Independent India Pt. Jawaharlal Nehru on the eve of independence in 1947.

Today August 15 is a national holiday and our celebrations are mostly limited to flag-raising ceremonies.



HOW TO CELEBRATE!!

Have you ever celebrated **FREEDOM@MIDNIGHT?**



Answer will be 'No'.

From 2024, we can celebrate our **FREEDOM@MIDNIGHT**.

We can awaken for our nation.

From **10 pm on August 14th till 1 am on August 15th**,
we can celebrate Independence Day with
games, music, lights, balloons, cutting cakes and gifting cakes,
sweets, sports goods and clothes.



AUG 16 | **MADE IN INDIA DAY**



“My nationalism is as broad as my swadeshi, I want India’s rise so that the whole world may benefit.”- Mahatma Gandhi.

- India is the largest producer of many goods like pharmaceuticals, autorickshaws and tractors. By spreading awareness about the positive things that India is known for and encouraging the use of these products, we can celebrate **MADE IN INDIA DAY** to show the world the quality, superiority, and significance of Made in India products.



AUG 7-16 | **MADE IN INDIA** WEEK



The Swadeshi Movement was officially proclaimed on August 7, 1905. This movement promoted using goods produced in India and promoted a culture of making in-house products.

HOW TO CELEBRATE!!

August 7 to August 16 can be celebrated as **MADE IN INDIA WEEK** and can be celebrated by

- using Indian products
- highlighting '**Made in India**' products in supermarkets and other stores
- buying Indian products and sharing them on social media, etc.



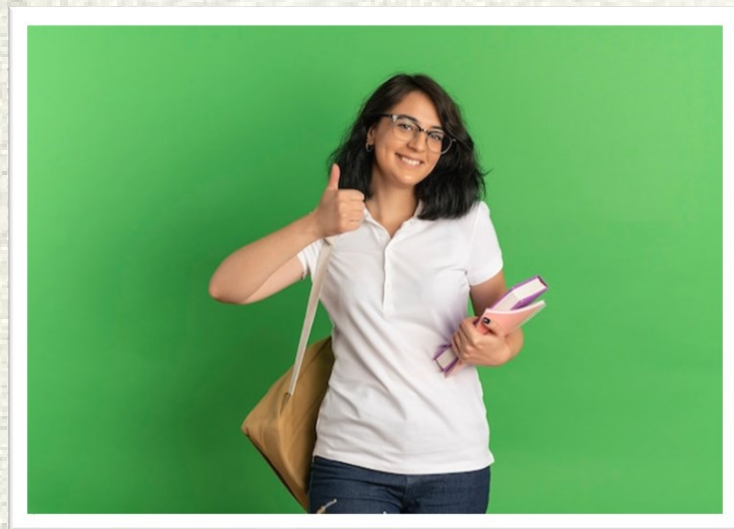
AUG 17 | **STUDY IN INDIA DAY**



- India has been a great knowledge hub since its inception. In the past, India had great learning centres like **Takshashila, Nalanda, Vikramshila, and Vallabhi**. These temples of knowledge produced many great scholars and they made inspiring contributions to the different knowledge domains.
- **India taught the world to teach.** Gurukula system, Panchatantra, and Tirukkural are India's great contributions to the education domain.
- India was the masters in **architecture, town planning, medicine, astronomy, mathematics, and philosophy**.
- India explored the science and arts of everything like cosmic and eternal life, music, acting, sex, teaching, and administration.



STUDY IN INDIA MOVEMENT



**STUDY IN INDIA.
LIVE, WORK & EXCEL
ANYWHERE IN THE WORLD**

However, due to foreign invasions and many other reasons, the Indian learning system lost its charm. In the past foreigners came to India for learning. But every year, thousands of Indian students leave India to study abroad. India needs to transform its education system to give our students a better learning experience and better prospects.

Sports & Management Research Institute (SMRI) is introducing the **'STUDY IN INDIA' MOVEMENT** to make India a favourite learning destination. This movement has two major objectives;

- Design, develop, and use innovative learning methodologies and technologies to make learning simple and productive.
- Support/ lead/ guide the development of various industries and knowledge domains to ensure maximum opportunities for our students to use their talents and excel



HOW TO CELEBRATE!!

What SMRI is doing

- The official launch of **FORMULA EXAI**, new version of 'Made in India' pedagogy FORMULA EX, pedagogy developed based on the learning from the Formula 1 Racing

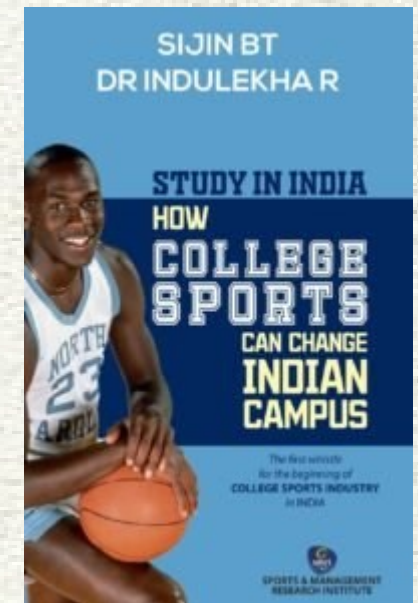


What you can do

- Please read the free book **STUDY IN INDIA: HOW COLLEGE SPORTS CAN CHANGE INDIAN CAMPUS** and think what you can do!!

<https://smri.in/stuff/>

- Conduct a seminar on India's legacy, contributions and supremacy in your domain or a workshop on how to make India best in your domain Eg: Medicine or Automobile



AUG 18 | FUNDAMENTAL DUTIES DAY



FUNDAMENTAL DUTIES DAY

- Fundamental Duties explain the individual's duty towards their society, fellow citizens, and the nation. It also warns citizens against anti-national and anti-social activities and gives punishment if someone attempts such a practice.
- Most of us are well aware of our FUNDAMENTAL RIGHTS but forget our FUNDAMENTAL DUTIES. The **FUNDAMENTAL DUTIES DAY** aims to create awareness among Indians of the importance of following our fundamental duties.

HOW TO CELEBRATE!!

- We can celebrate FUNDAMENTAL DUTIES DAY by creating awareness programmes on FUNDAMENTAL DUTIES.



AUG 19 | I CAN. INDIA CAN DAY

**I CAN
INDIA CAN**

- Most of us have an **'I can't' or 'India can't' mindset** and we believe **nothing good will happen in India**. Indian youth queuing up in front of the embassies of many countries for visas to go abroad is a sign of this. We need to help ourselves to believe that 'I can do' and 'India can do'. Hanuman was a born hero who jumped to catch just after his birth. But he forgot his abilities. While searching for Sita Devi, Jambavan reminded him of his supernatural powers. Hanuman crossed the sea, reached Lanka and found Sita Devi.
- The **'I CAN. INDIA CAN' DAY** aims to remind every Indian that we are all equal and everyone can do wonders. Americans and Europeans are not superior to us. We can do wonders. We can make India a better place to live and excel by ourselves.



AUG 19 | I CAN. INDIA CAN DAY

**I CAN
INDIA CAN**



- “Sare Jahan se Achha, Hindustan Hamara” by Mohammed Iqbal rightly depicts the emotions that every proud Indian should keep in mind. Hence **‘I CAN, YOU CAN, WE CAN, and INDIA CAN.’**
- The stripes in the I CAN INDIA CAN LOGO represent the stripes on the back of squirrels and Indian tricolour flag.

HOW TO CELEBRATE!!

- We can celebrate **‘I CAN INDIA CAN DAY’** by conducting motivational sessions on what is India, what India did, what India can and what you can do.
- If you or your organization did something significant to highlight 'I can India can', promote it on social media with **#ICanIndiaCan** and by tagging **@indiacan** in facebook and Instagram



AUG 20 | MY DREAM FOR INDIA DAY

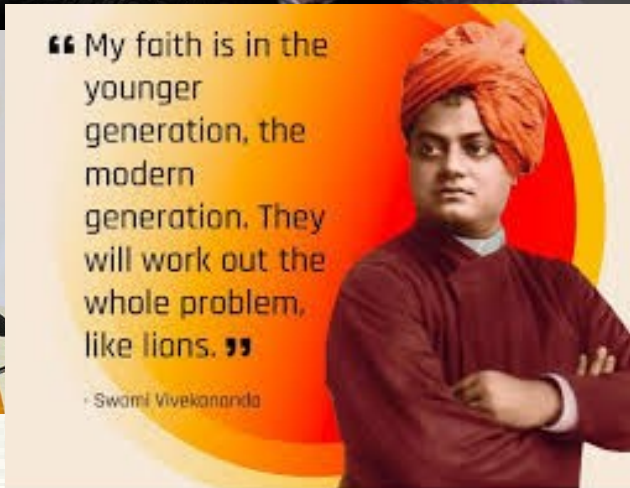
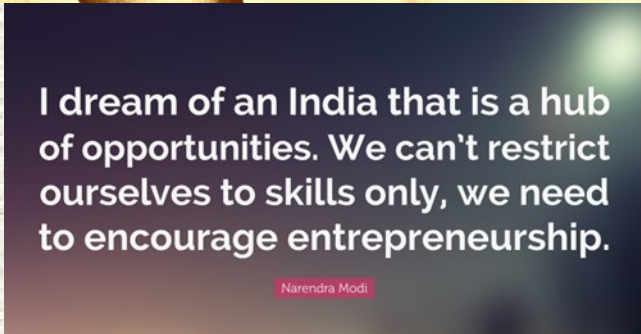
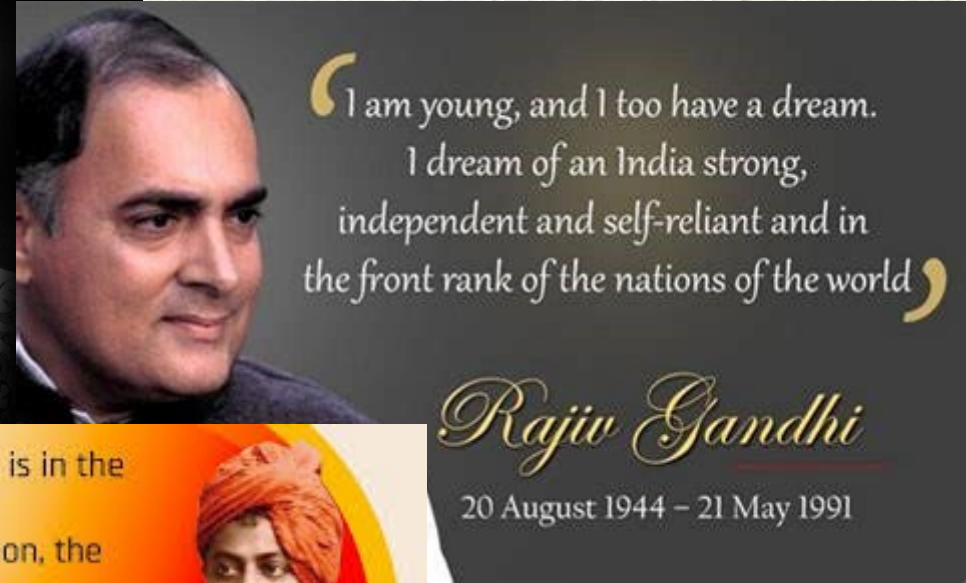
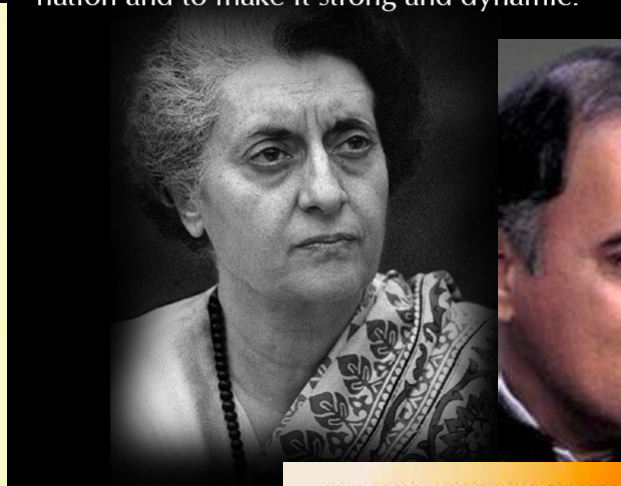
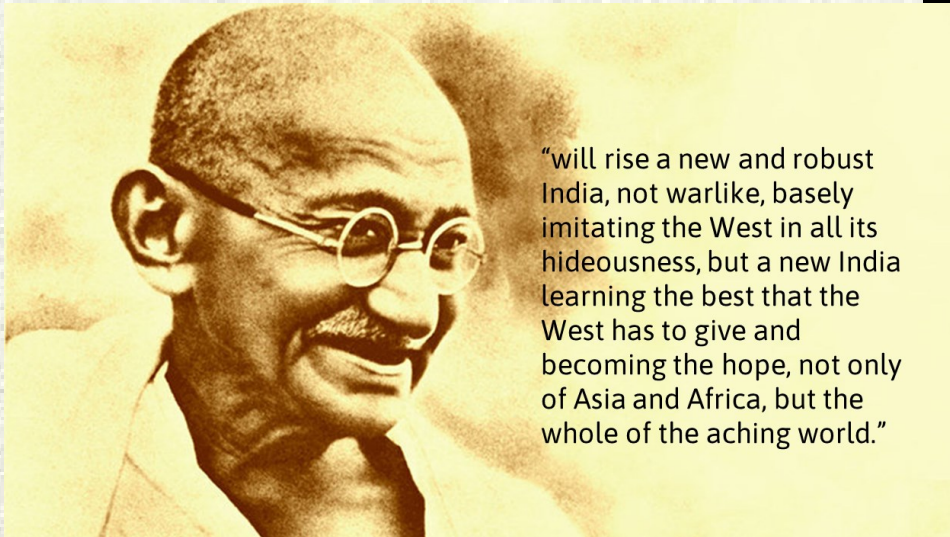


- “It’s the possibility of having a dream come true that makes life interesting” - Paulo Coelho
- Once John F. Kennedy said, “We need men who can dream of things that never were.” India also needs people who can dream of things that never were. We need dreamers who dream of making India a better place to live and excel.
- **MY DREAM FOR INDIA DAY** aims to motivate Indians to dream for India or to connect their dreams with the betterment of India. It also aims to motivate Indians to awake from sleep and to work to realize their dreams



INDIAN DREAMS

“Even if I died in the service of the nation, I would be proud of it. Every drop of my blood... will contribute to the growth of this nation and to make it strong and dynamic.”



HOW TO DREAM & WORK FOR THE DREAM

HOW TO CELEBRATE!!

- Write down your **DREAM FOR INDIA**
- List out what you (we) have to do to realize your dreams for India
- Share your dreams with fellow Indians on social media

Example

DREAM POSTER of SMRI which highlight our dream of India winning the football World Cup. **GOAL 2066** is the project designed to realize the dream. The poster also describes various activities we do to make India, world football champions in 2066.

Scan QR code to read the poster clearly

THE DREAM

1 SLEEPLESS STAGE >>>
During every football world cup, Indian football fans make our streets livelier by wearing, cheering and waving the colours of European and Latin American nations.

2 DREAMING STAGE >>>
The dream of the day thousands of Indians invade the lush green football ground by waving the 'made in India' tricolour flag. Indian players toss their sweat-soaked jerseys in the beautiful blue sky, as Indian players kick the 'made in India' world cup ball on the gallery where thousands of Indians stand by waving their flags and billions of Indians dance in front of the different 'made in India' new streaming screens, while the final whistle of the finals of a world cup blows and all runs together "We won the World Cup."

3 BELIEVING STAGE >>>
When India won the cricket world cup for the first time in 1983 under the legendary captaincy of Kapil Dev, India was nothing in cricket. Kapil and his droids deflated the cricket globe of that time. When India to win the world cup for India. It was not a miracle. Kapil Dev and his team members were determined to win the world cup.

4 SHARING STAGE >>>>
Sports & Management Research Institute (SMRI) is promoting COMMUNITY FOOTBALL CLUBS, FAN-OWNED COOPERATIVE FOOTBALL CLUBS, COLLEGE FOOTBALL LEAGUES, SCHOOL FOOTBALL LEAGUES, CORPORATE FOOTBALL LEAGUES etc. to make India a football super power.

5 WORKING STAGE >>>>>
Sports & Management Research Institute (SMRI) is promoting COMMUNITY FOOTBALL CLUBS, FAN-OWNED COOPERATIVE FOOTBALL CLUBS, COLLEGE FOOTBALL LEAGUES, SCHOOL FOOTBALL LEAGUES, CORPORATE FOOTBALL LEAGUES etc. to make India a football super power.

GOAL 2066

Why India can't win FIFA football world cup?
Why India can't create a strong football league system?
Why India can't create a football academy?
Why are Indian club can't afford football in fame and games?
Why India can't create a football academy to build identification & talent development?
Why India can't create a football league?

GAME PLAN
FOOTBALL-2066

SPORTS & MANAGEMENT RESEARCH INSTITUTE
MAKING INDIA SPORTS SUPER POWER

1930, 1934, 1938, 1950, 1954, 1958, 1962, 1966, 1970, 1974, 1978, 1982, 1986, 1990, 1994, 1998, 2002, 2006, 2010, 2014, 2018, 2022, 2066, 2070, 2074



MY DREAM FOR INDIA WALL



- Make a 'My Dream for India' wall in your organisation and open it for all to write their dreams for India. Take each Dream and brainstorm the ways to realise that dream and work for it.
- Post your dream on our social media walls and our team members will evaluate your dreams, discuss ways to realise it and work together to realise it.

Post your dreams on

<https://www.facebook.com/age4india>



HOW TO CELEBRATE INDIAN INDEPENDENCE WEEK PERSONALLY



Celebrate Independence Day by cutting a **Freedom cake** at your home or office.

Buy and wear **traditional Indian dresses** during Indian Independence Week, especially khadi.

Gift traditional Indian dresses to your parents and kids.

Gift Indian-made sports goods to your parents and kids.

Gift Indian-made sweets to your kith and kin.



We cordially invite you and your organization to celebrate

INDIAN INDEPENDENCE WEEK

and to make India a better place to live & excel

Post your celebration pictures & videos on your social media by tagging us

    [agame4india](https://www.agame4india.com)

[#iiw](#) & [#freedomvibe](#)

Let's
Celebrate



 [smri.in](https://www.smri.in)    [playsmri](https://www.instagram.com/playsmri)



For more details and support, contact us at
+91 8139005259 or projects@playsmri.in

For celebration assets

www.smri.in/iw



SPORTS & MANAGEMENT RESEARCH INSTITUTE

MAKING INDIA SPORTS SUPERPOWER

39/186 B, Mahakavi G Road, Karikkamuri 682011 Ernakulam
Kanjippadom 688005 Alappuzha

www.smri.in

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