

PM Modi's Mann Ki Baat

Why In News

- Prime Minister Narendra Modi addressed the nation for his **111th episode** of the monthly radio program, '**Mann Ki Baat**' on June 30, 2024. Addressing his first "Mann ki Baat" after the general election, the Prime Minister talked about various issues, including farmers, global acceptance of Indian culture, sports etc.
- During the show, he honoured the flavours and importance of **Araku Coffee from Andhra Pradesh**. Referring to the monsoon, the Prime Minister said about the **Karthumbi umbrella**.



Araku Coffee

- He also emphasised the **popularity of Araku coffee**, pointing out its presence during the **G20 summit hosted** by India in September 2023.
- While talking about several Indian products that enjoy a high global demand, PM Modi said, "One such product is Araku coffee, renowned for its rich flavor and aroma, cultivated extensively in the **Alluri Sita Ram Raju district of Andhra Pradesh**. About **1.5 lakh tribal families** are engaged in cultivating Araku coffee, with the Girijan cooperative playing a crucial role in its success. By uniting local farmers and encouraging them to **cultivate Araku coffee**, the cooperative has significantly boosted their income."

- **Araku Coffee's name** is derived from the **Araku Valley**, a verdant valley in Andhra Pradesh, India. The coffee is grown in the valley's protected ecosystem, which provides the perfect conditions for the coffee growth.
- Due to **its iron-rich soil and hot temperature** in the Araku Valley, the coffee ripens slowly, resulting in a flavourful, rich scent. Araku Coffee is known to have a rich and mouth-watering taste with a sweet aroma.



- Araku coffee acquired its **Geographical Indication (GI)** designation in 2019. A GI tag denotes items that come from a certain geographical location and are regarded as having unique traits or reputations as a result of their origin.
- Taking to X, the Congress leader said that the Prime Minister gave the impression that he had invented the Araku coffee brand.
- "It was the **Naandi Foundation that was responsible** for the initiative of coffee cultivation by tribal communities in the lovely Araku Valley of Andhra Pradesh with assistance from the state and the central government. As Minister of State of Commerce, I had been privileged to launch the brand in Araku Valley on December 21, 2007. I had been back there five years later as Union Minister of Rural Development."

‘Thambu Vanavasi Koottayma ’

- ‘Thambu Vanavasi Koottayma’, the group of tribal artisans behind ‘Karthumbi Umbrellas’, are excited about their product being mentioned by Prime Minister Narendra Modi in his monthly radio program, Mann Ki Baat.
- The production of **Karthumbi umbrellas** commenced about ten years ago under the group, aiming to provide income to **tribal women of Attappadi** in Palakkad District of Kerala.



- **About 750 women from different** tribal villages of Attapadi were trained in umbrella making. **Attapadi’s own ‘Karthumbi’ brand** of colourful umbrellas has now become a source of income for tribal women.
- Initially, the umbrellas were produced to meet purchase orders from various government institutions and schools, but gradually they became available in the open market and online platforms.
- The tribal group now cherishes the hope that the Prime Minister mentioning Karthumbi umbrellas in Mann Ki Baat will significantly boost the demand for these beautiful umbrellas. **K.A. Raju, who heads ‘Thambu Vanavasi Koottayma’**, has expressed gratitude to the Prime Minister in this regard.

Mann Ki Baat

- During his address, the Prime Minister also spoke about the **"Ek Ped Maa Ke Naam"** campaign launched on World Environment Day.



- He also mentioned that in the month of June, **two Caribbean countries** -- Suriname and Saint Vincent and the Grenadines -- celebrated their Indian heritage with full zeal and enthusiasm. Talking about next **month's Paris Olympics**, the Prime Minister urged people to use the "cheer4Bharat" hashtag to motivate them.

