

# UNVELING GAALI FREE INDIA INITIATIVE

Mumbai, India, January 24, 2016 — /EPR NETWORK/ — It's time when our hearts are evoking patriotic feelings and are making us act like responsible citizens of the nation. But are we really being true to ourselves. Do we really care about the essence of Republic Day Celebrations? To so many people who revel at the thought of getting an extended weekend to hang out with family or just head for a long drive away from the city on Republic Day- Is this patriotism in the true sense? How many of us actually switch on the TV and revel viewing the Republic Day Parade or watch the live parade? At the most, we sport the tri-coloured flag as a badge or as a desk décor. Are we really doing something constructive for the betterment of the country on Republic Day? The answer is with most of us and it is mostly in the negative.

With this thought lingering in her mind, Vandana Sethhi, the Director of Water Communications woke up to do something constructive as a responsible citizen of India and do her bit towards adding value to the India's growth story. She decided that on the occasion of Republic Day, to add another wing to our respected Prime Minister Modi's Swachh Bharat campaign by initiating the Swachh Bhasha drive as part of her social initiative. Under this campaign, she wanted to reach out to the people of India and remind them about their responsibility towards their own language, the need for cleaning of one's vocabulary filled with gaalis and cusp words and working towards using Swachh Bhasha in day to day life while they take care of keeping their surroundings clean as well.

She opines that gaalis have become a disease and is spreading like an epidemic amongst people of Gen-Next era who are so busy running after success that they just don't know how to control their feelings. To them gaalis is the easiest way to vent out their anger, frustrations and to cope up with stress. She emphatically says "We are humans and we are bound to get frustrated at different times of our lives. But do we really need to depend on gaalis to feel in control just like a little piece of chocolate uplifts one's mood temporarily by stimulating the endorphin? With over 1,282,390,303 people, India is the second largest nation in terms of population. It is equivalent to 17.5% of the total world population. An estimated 780 languages are spoken in the country. With an expected literacy

rate to touch 80% by end of this year, India is a progressive nation beyond doubt ... But are we really literate in the moral sense?"

People across the length and breadth of the nation use gaalis as if it is in vogue and that those who don't use it are considered to be 'unmanly' or less gutsy. Gaalis are used so frequently irrespective of any language being spoken, that it has soon become one's habit that has engulfed them completely and made them unawares of their true vocabulary. Gaalis have become our newly defined vocabulary which they are addicted to using it in their day to day conversations and are passing it down to their next generation without even realizing about its repercussions.

Vandana further opines strongly that people's identity is not through their status quo or high birth, but through the language they use in their day to day life. Those who respect humanity never use 'gaalis' and those who use gaalis in any language are never fully literate in the real sense. Language that's replete with curse/abusive words, demeaning meanings, demoralizing words and disrespectful diction is a drain on the nation's rich cultural heritage. It is a blot on the nation's deep rooted values.

Vandana is that voice that wants to be heard not just to make her presence felt but to enable each and every Indian re-look at their diction and see for themselves that they have become slaves to the gaalis they use- and they don't even realize it. Vandana is very serious about raising her voice in support of a Gaali Free India- not just for the betterment of the youth but for posterity's sake as well.

"Gaali is a modern disease and its cure is purely with us. Each and every one of us! Get cured before it's too late. This Republic Day, let's pledge to free our country of the gaalis and use slogans and quotes as our way of venting out feelings, constructively." – Vandana Sethhi.

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