



## TODAY'S EDITION

Invoking Mahatma Gandhi's wisdom on issues of health, fitness, mental health and education



PAGE 2

Gandhi, the influencer. We imagine how Mahatma Gandhi would have rocked Instagram with 10 posts from his life



PAGE 3

It's impossible to encapsulate a life so legendary, but a few books and films can help you get to know the Mahatma better



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STUDENT EDITION

SATURDAY, OCTOBER 2, 2021



## THE POWER OF GANDHI'S symbol

## Three Monkeys

'See no evil, hear no evil, speak no evil'



Media, to Gandhi, was a powerful tool that could be wielded for maximum benefit – the benefit of all. The last decade has seen the rise of fake news and vicious trolling. If Gandhi were alive, he would have called it an attack on the freedom of expression – because the freedom to spread information is not akin to spreading falsehood. His three monkeys would have been an answer to the fake news culture.

Prof N RADHAKRISHNAN, chairman, Gandhi Peace Mission & Founder of Gandhi Media, Delhi

## Charkha



Charkha was used by Gandhiji to represent self-sufficiency, a factor that played a major role in the freedom movement of our country. Despite rapid industrialisation, the charkha would have remained close to Bapu's heart, as it symbolises our resolve to stay connected to our roots and create opportunities to become 'Atmanirbhar'.

KIRANMAI, teacher, MES KKP School, Vidyanarayapura, Bengaluru

## His Lathi



Gandhi's lathi symbolises his simple-living and high thinking. He used it to help him walk, rather than as a prop for violence. The bamboo lathi that he used was not a new one. It had been used by a few others before it came to Gandhi. But it became a symbol associated with the Mahatma, and was the ultimate example of sustainable living, fearlessness and courage. In today's scenario, the man himself would have used it to encourage long walks for healthy living.

KAVITA MARWAHA, history teacher, Vidya Valley, Pune

## OMG! OH MY GANDHI

## AS A STRATEGIST

## HIS KEY TOOLS

→ Satyagraha → Ahimsa → Mass welfare

## HIS STRATEGY TO FIGHT THE PANDEMIC WOULD HAVE BEEN...

Taking the masses along ... involving and mobilising the youth and women

Gandhiji faced several natural and man-made challenges during his freedom struggle for the nation. But what kept him going and serving humanity was his strategic planning. Whether it was flood, drought, or any other pandemic, he believed in decentralisation and operating through institutions set up at various levels – involving and mobilising youth and women. While dealing with the corona pandemic, Mahatma Gandhi would have also involved community and caste leaders in creating awareness about the pandemic, besides, implementing a proper messaging strategy in local lingo.

GAURANG JANI, sociologist, Ahmedabad

## AS A TROUBLESHOOTER

## HIS KEY SKILLS

→ Avoiding escalation of conflicts. He said, "An eye for an eye makes the whole world blind"

→ Clarity on ends and means. 'End justifies means' is why people are unhappy, believed the Mahatma. He said we are so obsessed and anxious about the result that we don't realise that it's the means we need to concentrate on. According to him, if our means are pure and our course is just and clear, all anxieties are removed. This way, we can develop an attitude of detachment from 'fruits' and attachment with actions and their consequences

## GANDHI'S STRATEGY WOULD HAVE BEEN...

Gandhi's strategy always involved insights, values, principles, and practices based on moral, non-violent, truthful living. He advised to educate ourselves about our political crises involving violence, conflict, oppression, injustice, class and caste domination, racism, sexism, etc. As a leader, Gandhi also emphasised humility. Even as the exalted leader, Gandhi was self-critical. Therefore, he would have worked according to situations and looked for solutions taking the masses into confidence.

DOUGLAS ALLEN, Professor, University of Maine, US

Work cooperatively to resist the negative political forces and transform them into positive political solutions

Photo: R PRASAD

## AS AN ECO-WARRIOR

## HIS KEY VIEWS

→ Gandhi had cautioned the world about over-utilisation of natural resources years before 'environment' became headlines, and also forewarned us about the problems of large-scale industrialisation

→ His seminal work, 'Hind Swaraj', written a hundred years ago in 1909, warned of the environmental destructions that the world is facing today

→ Gandhi emphasised the importance of natural resources and its conservation. This has a direct bearing on the man-and-environment relationship

## AS AN ECONOMIST

## HIS KEY PERSPECTIVE

→ **SWADESHI**: Gandhi envisaged villages as self-sufficient republics. He stressed on the growth of the rural economy, such as Khadi, hand-loom, handicraft and sericulture. He encouraged cottage industries

→ **MINIMALISM**: He believed everyone should get sufficient work to make ends meet and that the means of production of necessities should be under the control of masses

→ **DECENTRALISATION OF ECONOMY**: According to him, large-scale production was meant to be profit-oriented, and therefore, harmful for society, as it could lead to the concentration of wealth and power in a few hands

## HIS FINANCIAL TIPS WOULD HAVE BEEN...

If Gandhi were alive, he would have reminded us of the humaneness and stability of local production, local consumption (gram swaraj) and local community of relationships. He would have told that unlimited desire (greed) to hoard is useless, especially during these pandemic times, which has made life so uncertain. 'Swadeshi' and 'Swavlamban' were his core concepts and he would have promoted them vigorously.

SUDARSHAN IYENGAR, former VC, Gujarat Vidyapith

Encourage the humaneness and stability of local production, local consumption, and local community of relationships

## HE WOULD HAVE ENCOURAGED...

Minimalism, hand-crafted, native produce

Prosperity that Gandhi envisioned for India was not materialism/ consumerism. As a staunch proponent of recycling and reusing, the Mahatma would have worked energetically to preserve air, soil and water. In fact, a combination of the cultural discipline and the Gandhian vibe is probably the reason why India, despite its exploding population, fares better in comparison to a few other global leaders in its fight against the climate crisis.

ARUN KRISHNAMURTHY, environmentalist

## Why the Mahatma is the new-age Management Guru

## THE SOCIAL ENTREPRENEUR

1 As a leader of a private organisation (INC), the Mahatma mobilised an incredibly diverse and complex lot into a united movement against British imperialism. He understood that if India's large, diverse population could be mobilised in positive ways, the entrepreneurial spirit would come easy to all of us, and in the process, make India the most unique economy in the world.



## CUSTOMER IS THE KING

2 Gandhi was the first to profess today's 'customer is king' policy in business. He said: "A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider of our business. He is a part of it. We are not doing him a favour by serving him."

## NETWORKING &amp; PUBLIC RELATIONS

3 According to Gita Piramal, Senior Associate Fellow, Oxford University, Gandhi had an amazing public relations network. A case in point: Dandi March. He knew he had to create an event to make an impact. So he took his followers on a march that stirred popular imagination of the time. His firm grasp on human psychology made it easy for him to communicate with the maximum number of people.

## Gandhism, I follow...

Swadeshi and taking pride in it. I imbibed these Gandhian values from my folks. My father, a surgeon, chose to practise medicine in his motherland. My mother fights gender and racist discrimination in society.



AADI VASUDEVAN, class IX, Sardar Patel Vidyalaya, New Delhi



## Be the change, cut negativity

Gandhiji's simple words, "In a gentle way, you can shake the world", always lingers in my mind. Rather than arguing with a person, we can learn to be patient and resolve issues peacefully. This keeps negativity at bay.



MAHITI REDDY, class X, Edify World School, Hyderabad

## STUDENT'S SPEAK



**Fearlessness** Gandhi knew that he was doing the right thing. So, whenever I see something wrong, I confront it head on. I know when we are on the path of truth, we will face obstacles. But when you are right, there is no need for fear.



RAJAT GANGWAR, class XII, Rashtriya Military School, Bengaluru

**Open mind** Gandhi's whole life was nothing but a big experiment. In every stage of his life, he kept learning and fine-tuning his techniques whether it was satyagraha, non-violence, or any other tenet. He was brave enough to apply them too.



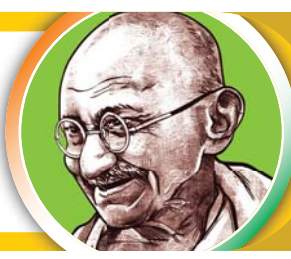
MANINI SHAH, class X, Udgam School, Ahmedabad

For more: [toistudent.com](http://toistudent.com)



As a law student in London in 1888, Mahatma Gandhi tried his hands at many things including French, dancing and violin lessons. This is also where he started his experiments with truth, diet, religion and value-based living.

Oh  
My Gandhi!



# WHAT WOULD Gandhi DO?



**W**hile navigating life's zillion problems, we often find our thoughts turning to great political leaders such as Nelson Mandela and Martin Luther King Jr, or noble spiritual beings such as Mother Teresa and the Dalai Lama. However, one inspirational voice that constantly guides us is that of Mohandas Karamchand Gandhi, a man who was a master of both the political and spiritual realms. Faced with today's mental and physical crises, once again we invoke Mahatma Gandhi's timeless wisdom to find some answers...

## MENTAL HEALTH



If we say that Gandhi was and is the poster boy of mental health, it won't be an exaggeration. "Be the change you wish to see in this world," he said. So, often, we look to our external environment seeking a change. We find dissatisfaction in our lives which leads to depression, or loss of hope.

His compassion and empathy towards fellow beings and especially for the less privileged are eternal values. Today we talk of teaching empathy in school so that kids don't bully each other and learn inclusive culture - exactly what Gandhi preached," says psychiatrist Dr Sanjay Chugh.

What Gandhiji teaches us is to initiate a change within. This change is about being your best version to acclimatise to every situation without having a conflict within. The act of forgiveness was also an important part of Gandhian philosophy. He said, "An eye for an eye will only make the whole world blind." When you forgive someone, you set the person free along with freeing up space in your mind.

## TOXIC NEGATIVITY

**M**ahatma Gandhi said, "A man is but the product of his thoughts. What he thinks, he becomes." Keeping your frame of mind positive boosts your health, improves working skills and concentration. Gandhi introduced the world to the power of 'ahimsa' or non-violence. While non-violence became a tool to fight against the oppression of British rule, those values hold true even in modern day Independent India. "Non-violent behaviour is not just about saying no to physical violence. It is also about staying away from jealousy, verbal aggression and excessive ego. For instance, trolling is also violence - an online one - but nevertheless violent," says Dr Chugh. So, the youth must follow the path of non-violence - both physical and emotional - to create a healthy society.



## FLAWED FOOD AND DIETS

**T**he body was never meant to be treated as a refuse bin, holding all the foods that the palate demands". Gandhi believed that excessive eating and over-indulgence of concentrated starches was unhealthy. For 11 days in the summer of 1893, Gandhi ate nothing but raw food. Later in life, he would go months without cooking his food. What is remarkable is that he maintained food journals in which he carefully recorded everything he ate. "He was a naturalist, never went to doctors for his problems, and healed his body through food. He believed that kitchen is your best pharmacy. He campaigned for eating frugal to cleanse and balance body. Whether it was eating millets, going vegan or eating before sunset, most of his practices were scientifically proven," says Luke Coutinho.

"Fasting was his go-to when-ever he fell sick. He used to practise 'water fasting' very often. He believed in a plant-based diet, portion control and considering food as a source of nutrition, not gluttony," shares Luke Coutinho, holistic lifestyle coach.

## CULTURE OF EXCESS

**B**e it the Scandinavian art of Lagom - living a simple and balanced life - or the Japanese mantra of Ikigai (a reason for being), he laid the groundwork for most thorough life lessons. If you were to visit the National Gandhi Museum in Delhi you could view Mahatma Gandhi's final possessions on display. What make up his "worldly remains" are just a suitcase full of bare essentials. It wasn't as if he couldn't own more things. It is just what he chose to do. He used to give away or auction any gift that was ever given to him. He genuinely believed in "reducing himself to zero". Rings a bell? Gandhi was what you could call the original Marie Kondo.

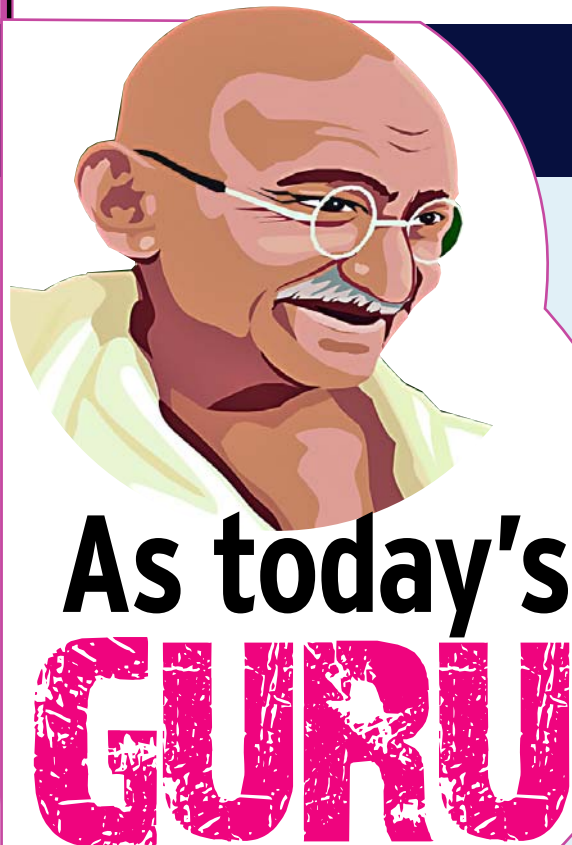
"Marie Kondo's minimalist approach in re-organising one's personal belongings not only unclutters your space, it is also a mindfulness exercise which declutters your brain. Gandhi advocated this 100 years ago!" says Geeta Ramakrishnan, ontological coach and author.

## FITNESS FADS AND GADGETS

**G**andhi would have smirked at modern day fitness trackers. The man walked approx 22,000 steps every day for around 40 years without the fanfare of flashy fitness gadgets that we are so hooked to now. Gandhi's protest against the British rule was not about embarking on cars and caravans and had an element of fitness, self-reliance and simplicity. The historic Dandi March started solo with him covering a 390-kilometer walk and was soon followed by 10,000 more people.



**If alive today, Gandhi would have reiterated that education is the potent weapon to liberate human beings from all vices**



**L**iteracy is neither the beginning nor the end of education." The education system is going through a reform after a long, long time. The last time we had an education policy, it was 1986. In 2020, the Narendra Modi government declared a new education policy for our country. Most of the policy is being rolled out in educational institutions across India. The features of the NEP 2020 would have resonated with Gandhi at various levels. While, at the same time, certain things like the urban and rural divide, onslaught of technology and privatization of education would have deeply disturbed the Mahatma.

### Inclusivity would have got Gandhi's stamp of approval

**T**he basic premise of the NEP 2020 is to make education available to all. The father of the nation would have stressed on why education should not be an elite concept but should be equally accessible to all sections of the society. The NEP aims to do exactly that.

**PANKAJ JHA, LECTURER, DELHI UNIVERSITY:** "Gandhi would have approved of the free education for all philosophy. He would have emphasised on the importance of primary education for all children irrespective of their social and economic fabric. Up-skilling and reskilling are two important teachings of the Mahatma, which have found acceptance in today's educational reforms."

### CAN GANDHISM BE TAUGHT?

**I**t is argued in certain quarters that Gandhi is unteachable. A 2021 batch student struggling with his lessons through Zoom platform, whether in an urban area or a disadvantaged rural setting, has more or less the same snag to experience. Technical availability or unavailability apart, students can gain strength from the teachings of Gandhi. But, Gandhi might be more appealing to young minds if suitable methodology can be devised by teachers and parents in such a way that the home, its ecosystem and the parents become the springboard of ideals and practices Gandhi represented.

**Prof N Radhakrishnan, chairman, Gandhi Peace Mission & Founder of Gandhi Media, Delhi**

### Freedom of choice, the Gandhi way

**G**andhi is symbolic of freedom. He would have advocated a better way to ensure that education is not limited to a certain section of the society. Gandhi would have adopted non-violent means to make sure that no one is robbed of basic education at any level.

**DHEERAJ DAS, PROFESSOR, JAMIA MILLIA ISLAMIA:** "Gandhi would have vehemently opposed private coaching and making education accessible only to a handful. The ongoing NEET controversy in Tamil Nadu would have also upset Gandhi. He would have battled for inclusivity and totally opposed the idea of private coaching institutes turning education into a business."

## Gandhism, I follow...

**Practising what one preaches** Mahatma's ability to make people stay together and act together was commendable. There is so much violence in the world. If only we could build a world that stays together.

**INAYA GALA, class VIII, Springdales School, Pusa Road, New Delhi**

**Standing up for truth** Many times people fail to support the truth, fearing consequences. I believe it is not only important to speak the truth, but also stand up for it. Also, stand up for something you believe in truthfully, so that you don't fall for anything.

**A UMESH, Class X, G.T.V.A.M, Chennai**

### STUDENT'S SPEAK

**Sarvodaya** It also means 'universal spirit' or 'progress for all' - something that I truly believe in. In this world, be it real or virtual, we see people hurting one another, trolling each other. Mahatma's values of 'not hurting' and 'supporting all' are so apt now.

**SIDDHARTH KOTHARI, class X, St Joseph's Boys High School, Bengaluru**

**Non-cooperation with evil is as much a duty as is cooperation with the good:** In this age when truth is oppressed, these words are my guiding lights. This ideology inspires me to stand up against injustice and raise my voice against the wrongs, eradicate evil and fulfil Bapu's dream.

**JOEL JOMY, class XI, Loyola School, T'puram**





Oh  
My Gandhi!

In London, Gandhi read Sir Edwin Arnold's 'The Song Celestial', a translation of the 'Gita', which helped him rediscover Hinduism. He also read books on Christianity, Islam among others. This lead him to develop a syncretic way of thought.

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SATURDAY, OCTOBER 2, 2021

PICS: TOI ARCHIVES

# GANDHI, the Influencer

If Mahatma Gandhi were to open an Instagram account today, he'd easily break all previously held records of followers for sure. After all, the lure of Brand Gandhi is still strong. But it's his sage advice that can easily slide into the hashtag reality of the popular photo-sharing app. And he'd soon acquire a status of an influencer. From his views on women empowerment to his ecologically sound advice to his fitness regimen and diet, Gandhi was made for the Instagram life. We imagine - with 10 posts taken from his writings, quotes and lifestyle - how he'd be on-point in today's world of internet fame, and answer the important question...

## WHAT IF GANDHI WAS ON INSTAGRAM?



**m\_k\_gandhi**  
Young India, Oct. 4, 1930



Gandhi with Sarojini Naidu


Liked by girlboss and others

**TO THE WOMEN OF INDIA**

To call woman the weaker sex is a libel; it is man's injustice to woman. If by strength is meant brute strength, then, indeed, is woman less brute than man. If by strength is meant moral power, then woman is immeasurably man's superior. Has she not greater intuition, is she not more self-sacrificing, has she not greater powers of endurance, has she not greater courage? Without her, man could not be.

#notallmen #weshouldallbefeminists #womenrule

**m\_k\_gandhi**  
In Harijan, 13-4-1940



A portrait of Gandhi

Liked by consciousfashionista and others

The spinning wheel represents to me the hope of the masses. The masses lost their freedom, such as it was, with the loss of the Charkha. The Charkha supplemented the agriculture of the villagers and gave it dignity. It was the friend and the solace of the widow. It kept the villagers from idleness. For the Charkha included all the anterior and posterior industries - ginning, carding, warping, sizing, dyeing and weaving.

#vocalforlocal #wearhandlooms #handmadeinindia

Adman Alyque Padamsee, who played Mohammed Ali Jinnah in 'Gandhi' had said: "International leaders from Martin Luther King Jr to Barack Obama have all used Brand Gandhi to reach out to the masses"

Examining Google search data since 2004, search interest in Gandhi has been fairly consistent, with regular, annual peaks around his birth anniversary. Search on the Mahatma far outweighs his political contemporaries. Average search interest on Gandhi is around 2.5 times more than in case of Nehru and B R Ambedkar

**m\_k\_gandhi**  
From his book "Diet and Diet Reform"



Gandhi on his way to Naokhali, 1946

Liked by eatthisnotthat and others

**WHAT I EAT DAILY**

I take generally: 8 tolas of germinating wheat, 8 tolas of sweet almonds reduced to a paste, 8 tolas of green leaves pounded, 6 sour lemons, and 2 ounces of honey. The food is divided into two parts, the first meal is taken at 11 a.m. the second at 6.15 p.m. The only thing touched by fire is water. I take in the morning and once more during the day - boiling water, lemon and honey.

#foodie #eatlocal #whatieatinaday

**PRASAD BIDAPA**  
Fashion & Textile curator

**IN KHADI, WE TRUST**

The pervasive influence on fashion the Mahatma wields till today

As young students of fashion at National Institute of Design, in Ahmedabad, we were often exposed to the wonders of traditional Indian textiles. It was my great good fortune to meet and be influenced by great names like Pupul Jaykar, Kamaladevi Chattopadhyay & Martand Singh, who revealed to us the beauty of Indian handloom and heritage textiles, and educated us on why we should always ensure their success.

Mahatma Gandhi chose khadi as a metaphor, and it became a powerful tool to fight the British - encapsulating the spirit of ahimsa (non-violence) and striking a chord with every right-thinking Indian. He called the act of spinning on the charkha one of the greatest of contemplative human experiences, allowing and focusing your mind into a stratospheric state of meditation. The concentration it required to spin on this simple device was so great that if any distraction happened, it actually broke the thread!

All fabrics in ancient times were variations of khadi, and this skill continued undisturbed until Edmund Cartwright invented the power loom in 1785 in England - and machine-made textiles became the very base of their industrialisation and consequent global domination. Handwoven fabrics were a direct threat and they did everything in their power to ensure the death of the handloom arts of India. Their soldiers smashed the thousands of handlooms in the country, and a popular narrative speaks of them slicing off the thumbs of weavers to prevent them from plying their trade. This is not strictly true, for they actually cut the long thumb nail the weavers grew which they used to separate the yarn on the loom!

Gandhiji was very successful in getting Indians to return to khadi, and it is to the eternal credit of Indian women, who refused to give up their handwoven saris, that the tradition of spinning & weaving continued. With freedom secured, the priority was to revive this moribund cottage industry all over the country. Jawaharlal Nehru tasked an army of revivalists to bring our glorious heritage textiles back to life.

To me, khadi and handloom textiles of India represent true luxury, deserving to be called the finest textiles in the world. India is one of the last countries to possess such a wealth of fabrics, woven by hand and reflecting a 3,000 year old history that encapsulates the traditions of our spectacular heritage. Today, we are firmly set on the road to make Indian textiles recognisable the world over as true luxury - allowing every designer to create an exclusive range that is impossible to copy. This is where Gandhi would have liked to see Khadi - celebrated globally as the finest of what India has to offer.

The writer is a fashion & textile curator. He presents the work of Indian designers and artisans globally

In 2013, to commemorate Gandhi's historic salt march in 1930, luxury pen company Mont Blanc unveiled an 18-carat gold nib plated with rhodium pen which costs ₹14 lakh - making the Mahatma their brand ambassador

**m\_k\_gandhi**



Gandhi & M A Jinnah during talks with Viceroy, 1939

Liked by sylefile and others

If you are left with only one piece of homespun, wear it with dignity

#mypersonalstyle #capsulewardrobe

**m\_k\_gandhi**




Gandhi in Darjeeling, 1925

Liked by gogreentoday and others

What we are doing to the forests of the world is but a mirror reflection of what we are doing to ourselves and to one another.

#ecowarrior #gogreen #climatechangeisreal

**m\_k\_gandhi**



Gandhi at Birla House in New Delhi, 1945

Liked by happinessguru and others

Happiness is when what you think, what you say, and what you do are in harmony.

#lifegoals #positivevibesonly #behappy

**m\_k\_gandhi**

"I will not let anyone walk through my mind with their dirty feet."

Mohandas Karamchand Gandhi

Liked by positivequotes and others

#mondaymotivation #positivevibesonly #idontknowwhoneedstohearthis

**m\_k\_gandhi**  
In Young India, 22-9-1927



Gandhi collecting funds for Harijan welfare in Bengal, 1946

Liked by iwearkhadi and others

If we have the 'khadi spirit' in us, we would surround ourselves with simplicity in every walk of life. The 'khadi spirit' means illimitable patience. For those who know anything about the production of khadi know how patiently the spinners and the weavers have to toil at their trade... The 'khadi spirit' means also an equally illimitable faith... The 'khadi spirit' means fellow-feeling with every human being on earth.

#khadispirit #simplelivinghighthinking #khadi

**m\_k\_gandhi**




Gandhi's belongings lying in the room he used at Mani Bhawan in Mumbai. Pic from 1999

Liked by minimalist and others

The world has enough for everyone's need, but not enough for everyone's greed.

#beaminimalist #lessismore #bethechange

**m\_k\_gandhi**



Gandhi on a tour of Bihar, 1947

Liked by fitlife and others

While studying law in England (1888-91), he initially stayed as a tenant with an English family. But finding himself short of money, he decided to cut his expenses by half. He took independent rooms of his own, selected so that he could walk to his workplace in half an hour: "The new arrangement combined walks and economy, as it meant a saving of fares and gave me walks of eight or ten miles a day. Gandhi used to walk around 18 km (22,500 steps) every day for 40 years. Babu also covered a total of 79,000 km for his campaigns between 1913 and 1948

#fitlife #fitforlife #myworkoutroutine



Other than India, most web searches for Brand Gandhi came from Mexico. France, Italy, Spain and Brazil, followed by the US and UK

Gandhi is googled across India, but search interest is strong in the North-East. Arunachal, Assam and Nagaland searched for Gandhi the most over the last 15 years compared to Tamil Nadu, Maharashtra and Karnataka

In the Brand Trust Report 2014, Mahatma Gandhi was voted the 'Most Trusted Personality in India'. Ranked immediately below him were Amitabh Bachchan, Shah Rukh Khan and Sachin Tendulkar

In the 1990s, US-based Apple used Gandhi's meditating image to launch its Macintosh range of computers

When people search for Gandhi, many of them are searching for his quotes. Gandhi was a prolific writer, authoring 26 books, but many of his principles are captured in memorable quotes. Searches for these quotes are among the top Gandhi-related queries on Google



## BRAND GANDHI

**HARISH BIJOOR**  
Brand guru

Was the Charkha a logo for Brand Gandhi? Or, was the Dandi March of 1930 a brilliant representation of efficient event management that yielded dramatic results? We find out how

Gandhi still is India's most loved human branding

Some six years ago, I did a study that covered 89 countries. The question: Which Indian brand have you heard of? The one brand that was recounted in 84 countries was not a brand of tea or tech - it was Mahatma Gandhi. That is the true blue power of

A 2010, Google Insight India research shows that when Brand Gandhi was pitted against brands such as Pepsi, Coke, Lux and Colgate, the number of web searches for Gandhi whitewashed the others by almost 10:1

brand Mahatma Gandhi. A brand built bottom-up and not top-down. A brand that is durable and powerful in its recall. Mahatma Gandhi, the brand is a powerful thought - it's a thought that resonates strong to this day. That is the true power of a brand. Brand Gandhi's strength lies in visual branding. His use of icons such as his loincloth, khadi and the spinning wheel were strong elements to stamp his message on the masses. Brand Mahatma Gandhi and all he stood for is more relevant today

than ever before. His message of non-violence and his spirit of gram-rajya are durable, relevant and original to this day. As the world gets rejigged by the pandemic, Mahatma Gandhi's ethos is a living ethos. A one to live by. One to live with. And possibly, one to live for. The writer is a brand expert and founder of Harish Bijoor Consults

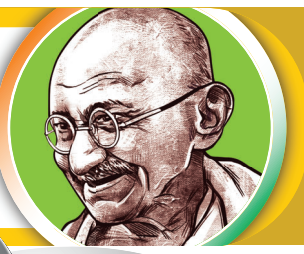
Internet users are also reading up more about Gandhi than most other world leaders, according to data from Wikipedia. Since 2015, Gandhi page has been visited more than 30 million times at a monthly average of 606,000 page views, and has been fairly steady over the last few years. This average is more than that of pages for Nehru, King, and Mandela

Sources: theeconomictimes.com, businessstandard.com, mint.com



Reading Henry Stephens Salt's 'A Plea for Vegetarianism' inspired Gandhi to turn vegetarian. In his autobiography, he wrote, "From the date of reading this book, I may claim to have become a vegetarian by choice."

Oh  
My Gandhi!



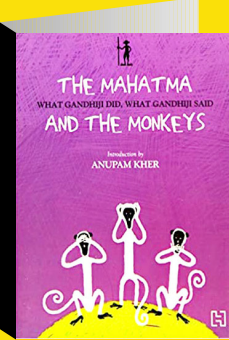
# MAHATMA: from pages to reel

*It's impossible to encapsulate the life of Gandhi in a single body of work – whether a book or a film. To get an understanding of his values, and to know the man who would be Mahatma, one has to pick a few books to read and a few films to watch. Try these...*

## BOOKS ON GANDHI...

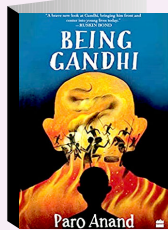
### The Mahatma And The Monkeys: What Gandhiji Did, What Gandhiji Said by Anu Kumar

A great introduction to Mahatma Gandhi for young readers between 8-12 years old, it covers various aspects of Gandhi's life in brief chapters under titles like 'caring for others', 'telling the truth', 'the wonder years'. By reading about his quest for truth, non-violence, equality and freedom, the book empowers readers and helps them adapt to his philosophies.



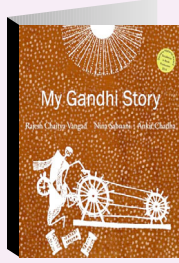
### Being Gandhi by Paro Anand

One of the most powerful novels from Sahitya Akademi Award winner Paro Anand, this is a poignant story of love, loss and learning. Set during the anti-Sikh riots in Delhi in 1984, 'Being Gandhi' is about Chandrashekhar, who's asked to act like Gandhi for a school project. He couldn't even have imagined how his role in real life would change as the days go from bad to worse.



### My Gandhi Story by Nina Sabnani, Rajesh Chaitya Vangad and Ankit Chadha

This award-winning book, which depicts Gandhi's life in traditional Warli paintings, is a collaboration between a Warli artist, a storyteller and a filmmaker. Questions are posed by a childlike narrator, and answered by

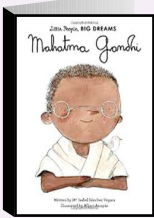


'Gandhi'. For example: "Did Gandhiji work hard in school too?" Says the Mahatma, "I was not lazy, but I was not very good at studies. I found multiplication very difficult. I was also shy".



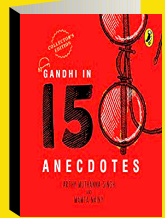
### Mahatma Gandhi: Little People, Big Dreams by Maria Isabel Sanchez Vegara

The critically-acclaimed, multi-million-copy best-selling 'Little People, BIG DREAMS' series offers a beautifully illustrated account of Gandhi's life for young readers. As a teenager, Gandhi led a rebellious life, often going against his parents' principles. As he grows older, the same principles become the foundation of his life. His dream to unite all people and religion lead him to peaceful protests to free India from British rule.



### Gandhi in 150 Anecdotes by Arthy Muthanna Singh and Mamta Nainy

Published in 2019 on Gandhi's 150th birth anniversary, this book offers anecdotes from his life. For example, when he was a child, Gandhi's elder sister saw him climbing up a guava tree in a neighbour's backyard with pieces of torn cloth. It so transpired that young Gandhi wanted to bandage the guavas that had been 'injured' by the birds that had snacked on them!



### Lage Raho Munna Bhai (2006)

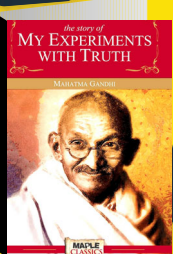
**DIRECTOR:** Raju Hirani, **CAST:** Sanjay Dutt, Arshad Warsi, Vidya Balan, Boman Irani

A beautiful radio disc jockey (Vidya Balan) innocently believes that her roguish boyfriend, Munna Bhai (Sanjay Dutt), is a history professor. The joke is on Munna Bhai, the gangster, who has to choose the path of non-violence, when his girlfriend asks him to give a history lecture on Gandhi and Gandhian principles. Munna Bhai and his best friend, Circuit (Arshad Warsi), must walk in Mahatma's shoes only to realise that the path of non-violence is hard, but the only path human beings must choose.



### The Story of my Experiments with Truth by Mahatma Gandhi

No one could have penned a better story than the man himself. In his autobiography, Gandhi writes about his life – from childhood to 1921. Initially written in Gujarati, the book's chapters were published in weekly installments in 'Navjivan' from 1925 to 1929. The English version was translated by Mahadev Desai in 1940. Bapu writes with honesty, sharing a candid account of his early life, ideologies, mistakes, and the lessons he learnt from them. Best suited for older/mature readers.



## ...ON THE SILVER SCREEN

### The Making Of The Mahatma (1996)

**DIRECTOR:** Shyam Benegal  
**CAST:** Rajit Kapur, Pallavi Joshi

Directed by Shyam Benegal, this film is about the early life of Mohandas Karamchand Gandhi – during his 21 years in South Africa. It's based upon the book, 'The Apprenticeship of a Mahatma', by Fatima Meer. Gandhi was invited to South Africa in 1893 to settle a case for a wealthy Indian settled there. He expected to return in a few months but instead got involved in the freedom movement and eventually stayed for 21 years. During those years, his ideas took shape and his personal and political philosophy evolved. The film traces the origins of these principles: passive resistance, civil disobedience and Satyagraha.



### Hey Ram (2000)

**DIRECTOR:** Kamal Haasan  
**CAST:** Kamal Haasan, Shah Rukh Khan, Naseeruddin Shah, Hema Malini, Rani Mukerji

This historical drama was written, directed and produced by Kamal Haasan. He is the protagonist of the film, which tells

an alternative story of a man called Saket Ram, who is torn apart by the violence of Partition and holds Gandhi responsible for it. He plots to kill the Mahatma but later changes his mind, and even leads his life according to Gandhian principles. The movie is a journey of a man from anger and the potential to violence to the abandonment of the idea of violence altogether. A must-watch in today's world.



### Gandhi My Father (2007)

**DIRECTOR:** Feroz Abbas Khan  
**CAST:** Darshan Jariwala, Akshaye Khanna, Bhumiika Chawla, Shefali Shah

The movie is based on the biography of Harilal Gandhi, titled 'Harilal Gandhi: A Life' by Chandulal Bhagubhai Dalal. Mahatma Gandhi's eldest son, Harilal – who had to live under the shadow of his illustrious father – wasn't ever able to come to terms with it. Harilal had a turbulent life trying to support his father's ideology while simultaneously trying to create a life for himself. The ensuing weight of expectations makes Harilal his father's biggest critic.

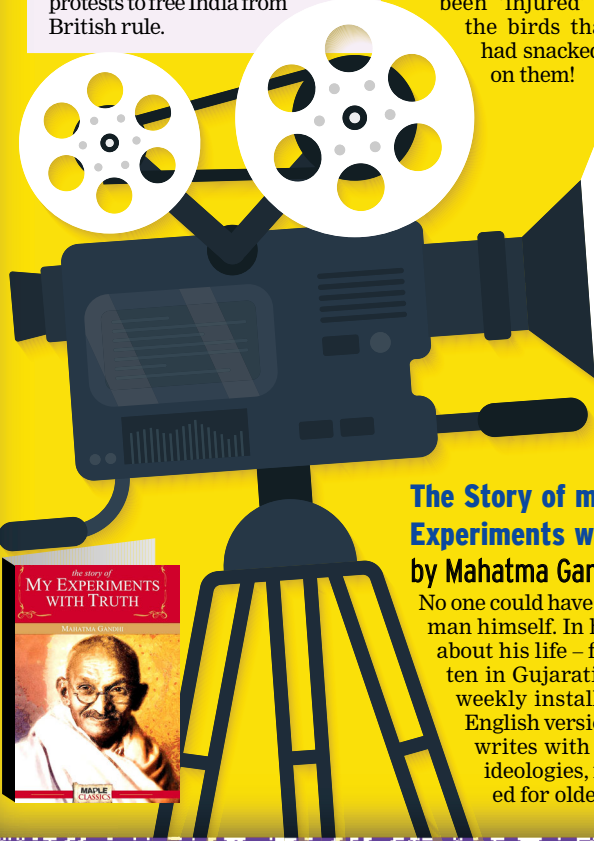
### Gandhi (1982)

**DIRECTOR:** Richard Attenborough  
**CAST:** Ben Kingsley, Rohini Hattangadi, Roshan Seth

This biographical film is based on the life of Mahatma Gandhi. 'Gandhi' was produced and directed by Richard Attenborough. Kingsley won the Academy Award in the Best Actor category, and the film received 11 Academy



nominations. 'Gandhi' begins in South Africa, when Gandhi was a lawyer. It covers his journey to becoming the Mahatma later in India during the Indian Independence Movement, and ends with his assassination in 1948.



## Gandhism, I follow...

**Selflessness** Small acts of kindness not only lead to the upliftment of others' lives but also help one gain contentment and happiness in their own lives.

Rightfully, the world gave a standing ovation to Mahatma's selflessness.

**PIUSHI AJWANI**, class XI, Jannabai Narsee School, Mumbai



### Truth, Peace and Freedom

"The truth is far more powerful than any weapon of mass destruction." Being truthful gives me unlimited freedom to be who I am and express my feelings. Truth always offers peace of mind, which is something we all need right now.

**NIMISHA SONI**, class IX, Zebur School, Ahmedabad



## STUDENT'S SPEAK

### Transparency, ability to listen

Mahatma's ability to listen patiently to every opinion and communicate uniformly, transparently and truthfully to all paved the way to India's Independence. I find these qualities most alluring.

**DHWANI GULATI**, class VII, Sacred Heart Senior Secondary School, Chandigarh



**Socialism with a difference** Gandhian socialism was based on the ideas of non-possession and trusteeship. I believe that if the privileged take care of the underprivileged, there will be a sense of purpose in the lives of the rich.

**ISHIR NARAYAN**, class X, Indus Valley World School, Kolkata





## ONLINE TOI STUDENT EDITION



Happy  
*Gandhi*  
Jayanti

2 OCTOBER



If we could change ourselves, the tendencies in the world would also change. As a man changes his own nature, so does the attitude of the world change towards him. We need not wait to see what others do.

Mahatma Gandhi



Dear Principal,

It has been 152 years since Gandhiji was born, and yet he's all around us. His is the smiling face that looks at you from our crisp, colourful currency notes. It's his eyeglasses that adorn the ubiquitous "Swachh Bharat" logo. He's in the handloom you wear, the Swadeshi you hear and he lives as a name (or as an acronym MG) via roads, streets, museums, government schemes and so on, and so forth. As we get ready to wish the 'Father of Our Nation' a very Happy Birthday on October 2, what one wonders, is Gandhi a mere symbol now – a bankable name, a stamp that gives legitimacy to any cause?

Saint Augustine said: "Symbols are powerful because they are the visible signs of invisible realities." Gandhi himself was a big believer in symbolism. What was the charkha if not a symbol for Swadeshi? Or his chosen attire – a symbol of the economic status of a majority of Indians at that time? His Salt Satyagraha was marked with symbolism. Gandhi understood the power of symbols. It's through these that he communicated to the larger whole and managed to spearhead the most non-violent freedom struggle in the world.

In a post-covid world, we look beyond Mahatma's symbols and explore how he, his sayings, his actions are still relevant among us. Through our online TOI student edition and website ([toistudent.com](http://toistudent.com)), join us to celebrate Gandhi as the OG – the original. Be it international politics, business management, fashion (Hello, handlooms!), wellness, environmentalist, educationist, etc – we answer the crucial question: **WHAT WOULD GANDHI DO?** There will be expert columns from Gandhians, students and teachers telling us how they keep Gandhi relevant in their lives, easy to-dos from Gandhi's life that we all can use. All of this and more in a digital friendly avatar that truly is the mark of our current times. Please do share it with your students.

## WHAT TO EXPECT

- **GANDHI, THE GLOBAL LEADER:** What the Mahatma said that is topical for international politics
- **GANDHI, THE WELLNESS GURU:** You'd be surprised how relevant his sage advice is to everyday wellness and nutrition
- **GANDHI, THE BUSINESSMAN:** Financial advice that can hold you in good stead
- **GANDHI, THE ECOWARRIOR:** He said: "The Earth has enough for man's need but not greed"
- **GANDHI, THE FEMINIST:** Gandhi, the Life Coach; Gandhi, the Minimalist
- **EXPERTSPEAK:** Various Gandhian experts on the relevance of Gandhi now
- **GANDHI, THE INFLUENCER:** How Gandhi would have created his social profile as we imagine social media accounts for the modern Mahatma

## :- ON THE WEBSITE :-

Online Debate Session on Gandhi's relevance now where students can send us their videos; #OneDayasGandhi challenge as students adopt one daily habit of Gandhiji and report back; Reimagine Gandhi as Superhero as we invite them to send us their art, poem, essays on all things Gandhi.

GET READY?  
TO SAY  
"OH MY  
GANDHI"  
– THE NEW  
OMG!