

Bharat ki *Baat* 2024



What Citizens Believe
Brand India
Can Achieve By 2029

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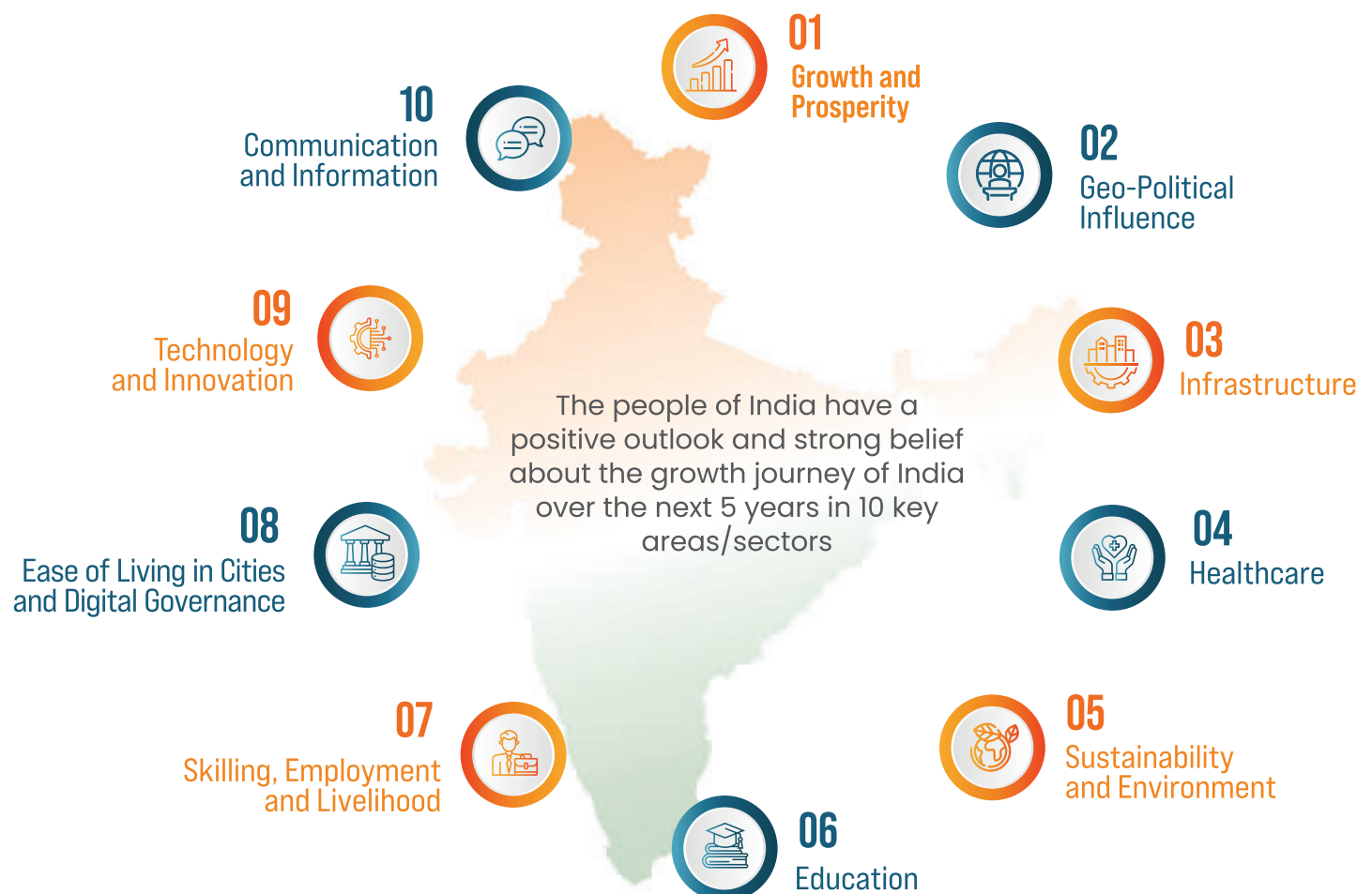
EXECUTIVE SUMMARY

The Indian economy—buoyed by strong domestic demand, a surge in investment and robust services activity—is projected to grow at an average of 6.7% per year compared with a global growth projected at 2.6% over the next three years. These are estimates of the World Bank which also projects that India will remain the fastest-growing large economy in the world. Once a tale of economic malaise, India's growth engine has taken off. The GDP has nearly quadrupled in the past two decades and rapid development has transformed countless lives across the subcontinent. However, there is a lot more to do for India over the next five years to set the foundation to achieve the goal of 'Viksit Bharat' by 2047, 100 years post Independence. India is poised to become the third-largest economy in the world with a GDP of \$5 trillion in the next three years.

Through this comprehensive study, the Public Relation Consultants Association of India (PRCAI) aims to understand

as to what the citizens of India believe about the country's progress journey, their expectations and what they expect Brand India to achieve in the next five years, that will further strengthen its reputation. PRCAI commissioned this study to LocalCircles, India's leading community platform and pollster on public issues and governance.

This one-of-its-kind study received over 180,000 responses from over 40,000 citizens located in 396 districts of India. While 64% respondents were men, 36% respondents were women. Roughly 41% respondents were from tier 1, 24% from tier 2, and 35% respondents were from tier 3, 4, 5 and rural districts. The Bharat Ki Baat 2024 study focused on the hopes and aspirations of citizens of India, and attempted to understand how India is likely to deliver in the next five years on key areas that are critical to the growth and development of the country.



This PAN India study received over 180,000 responses from over 40,000 citizens located in 396 districts of India. 64% respondents were men while 36% respondents were women. 41% respondents were from tier 1, 24% from tier 2, and 35% respondents were from tier 3, 4, 5 and rural districts. The survey was conducted via the LocalCircles platform and all participants were validated citizens who had to be registered with LocalCircles to participate in this study.

The citizens of India have an optimistic outlook. The survey highlights that six in 10 Indians express confidence that India will become the third-largest economy in the world and a global manufacturing hub for at least five new sectors in the next five years. About 45% of Indians surveyed expect the higher economic growth to create 10 million new jobs and livelihood opportunities and India to double its exports.

India has long sought a permanent seat at the UN Security Council. The study shows that six in 10 Indians believe India is likely to become a permanent member of the UN Security Council and help create a comprehensive convention against international terrorism in the next five years. India achieving its objective is also expected to strengthen cultural and economic ties with overseas citizens and assist with their issues. About 36% Indians believe that India will be able to expand its diplomatic network to pursue global interests in the next five years.

In its bid for higher economic growth, improving the quality of life and creating more employment opportunities, the Government of India has been focusing and spending significantly on infrastructure development. Eight in 10 Indians surveyed believe India will be able to expand modern road connectivity from 6,000 km to 15,000 km of access-controlled highways; and six in 10 also see significant progress in broadband penetration, solar power and international airport development in the next five years.

Quality and affordable healthcare is a key concern of the citizens, and the survey showed that six in 10 Indians are hopeful that India will be able to make low-cost medicines available in all districts through the 'Jan Aushidhi Kendras' and 40% are hopeful that India will be able to upgrade comprehensive healthcare facilities and provide better emergency and trauma care facilities. The survey pointed to an increase in medical seats in colleges by 25% in the next five years.

Government efforts to improve infrastructure, both in urban and rural areas, are evident through facilities for clean drinking water through piped connection, reliable power supply, improved roads and transportation, air pollution checks and waste management systems. In the next five years, majority believes India will be able to ensure drinking water supplied in top 50 cities which will be free of contamination from arsenic, mercury and other industrial pollutants. More than a third of the citizens believe that pollution will be cut by over 50% in the next five years and around half of electricity generation in the country will be from renewable sources. As India looks to become a major manufacturing hub, the Government is

now focusing more on providing better quality education with focus on upskilling the youth to meet the changing job requirements across manufacturing, services or science and technology fields. The study shows that about 50% of those surveyed believe that in five years, India will be able to make major changes in school curriculum providing foundation for emerging AI technologies and meet future industry needs. Many also believe bridge skilling programs will be created at scale improving employability of fresh college graduates.

On the question of employment and ability to meet industry requirements, six in 10 Indians surveyed believe India will be able to impart technical skills to at least two million people enabling them to find livelihood and upgrade earnings in the next five years. What is more, one in two are also optimistic that India will be able to create five million direct jobs through investments in infrastructure.

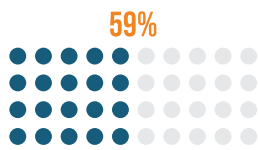
As the government continues to focus on ease of doing business and digitalization of the quality of services, one in two Indians surveyed believe India will be able to make major accomplishments in digitization of property and land records, and expanding piped gas connections by five times, while half the people surveyed are optimistic that property registration and transfers and filing police complaint will go online in the next five years.

As India makes new strides in its space missions, six in 10 Indians surveyed believe India will be able to launch Gaganyaan and land an astronaut on moon in the next five years. Further, 50% believe that India will be able to drastically improve weather prediction accuracy, create an AI ecosystem and open science parks in top 10 cities of India.

With trusted information becoming a challenge lately due to fake news and deepfakes starting to become common with the advent of artificial intelligence, 94% surveyed believe that authentic and timely communication and information delivered via authorised mediums will be critical for India to build trust and drive inclusive progress and deliver on governance areas focused upon in this study. The findings indicate the increasing significance of the role of transparent communication in ensuring that validated, authentic information reaches the public in a timely manner.

What Brand India will achieve in the next 5 years (by 2029)

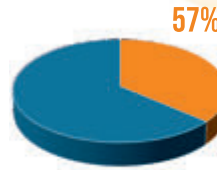
1. Growth & Prosperity



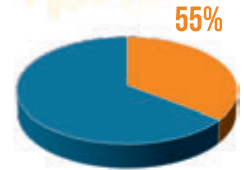
Indians believe that India will be the 3rd largest economy in the world

Indians believe that India will be the Global manufacturing hub in 5 new sectors

2. Geo-political Influence



Indians feel that India will be a permanent member of the UN and playing a global role



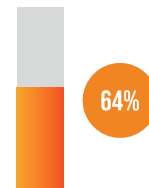
Indians feel that India will be able to drive Consensus creation for a convention against international terrorism

3. Infrastructure



Indians believe India will be able to expand modern road connectivity to 15,000 km of access-controlled highways

4. Healthcare



Indians believe that India will be able to make low-cost medicines available across all districts.

5. Education



Indians feel that India will be able to make major changes in school curriculum by providing foundation for emerging technologies and meeting future industry needs



Indians feel that India will be creating course-specific bridge skilling program to improve the employability of college graduates

6. Skilling, Employment, and Livelihood

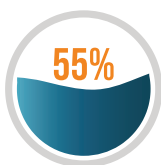


Indians surveyed believe India will be able to impart technical skills to at least 2 million people enabling them to find livelihood/upgrade earnings

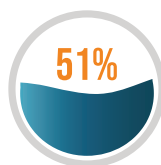


Investing in infrastructure to create 5 million direct jobs/livelihood opportunities

7. Ease of living in cities and digital governance

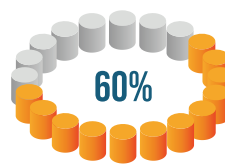


Indians believe India will be able to make major accomplishments in areas like enabling piped gas connections and filing police complaints online



Indians believe India will be able to make major accomplishments in areas like digitisation and registration of property and land records

8. Technology and Innovation



Indians believe that India will be able to launch Gaganyaan and land an astronaut on the moon

9. Communications and Information



Indians believe authentic and timely communication and information delivered via authorised mediums will be critical for India to achieve trust and progress in the key development areas in the next 5 years

This PAN India study received over 180,000 responses from over 40,000 citizens located in 396 districts of India. 64% respondents were men while 36% respondents were women. respondents were from tier 1, 24% from tier 2 and 35% respondents were from tier 3, 4, 5 and rural districts. The survey was conducted via the LocalCircles platform and all participants were validated citizens who had to be registered with LocalCircles to participate in this study.

INDIA'S JOURNEY OVER THE LAST DECADE

As India strives to become a USD 5 trillion economy by 2025, and pursues an inclusive and sustainable growth trajectory, there are growing concerns that infrastructure and higher economic growth is compromising on environment and climate change outcomes. India's GDP has nearly quadrupled in the past two decades. Rapid development has transformed countless lives across the subcontinent.

India's economic growth outlook in the short term seems optimistic, though it has moderated compared to the previous quarters when it was well over 7%, owing to strong capital expenditure by the Government. SBI Research has stated that India's economy has remained resilient despite challenges from supply chain pressures including rising global freight and container costs and semiconductor shortages. The Reserve Bank of India in its latest monetary policy meeting has projected 7.2% GDP growth for 2024-25.

The manufacturing industry in the country has emerged as a fast-growing sector owing to the thrust on indigenous and value-added products. Investments in the sector have been on the rise and initiatives such as 'Make in India' aim to make the country a global manufacturing hub. The gross value added by the manufacturing sector in India has grown steadily. The micro, small and medium enterprises (MSME) sector is playing a crucial role in transforming India from an agriculture-based to an industrialized economy with a stable contribution to the Indian GDP. Initiatives such as scaling up of Aadhaar, opening of

millions of bank accounts via Jan-Dhan yojna, Direct Benefits Transfer, Penetration of Mobile Internet, UPI, Digital Public Infrastructure and Universal Health coverage expansion under Ayushman Bharat have had a profound impact on lives of most Indians.

While looking forward to continuing high economic growth, India faces its own share of challenges.

India needs to take quick steps to reskill and upskill the current workforce and new entrants for the job market to requisite levels of proficiency and skillsets to capitalize on its demographic dividend. The Government's 2024-25 Union Budget has made skilling and quality education, particularly at college level, a major focus to not just meet domestic industry demands but also global demand for young skilled workforce. However, the government's spending on education is still behind compared with emerging economies.

In 2024-25, the education budget stands at INR 1,20,628 crore, which accounts for 2.5% of the total budget and 0.37% of India's GDP. The challenge is that actual spending on education has been consistently falling short of budget allocations. Fortunately, those who can avail of higher education opportunities and facilities are making strides in fields such as IT, healthcare, and manufacturing, thus contributing to India's GDP growth.



There is also a lack of jobs or jobs that provide less than sustainable living for a family or households. The Government has strived to address this problem by encouraging the MSME sector, which is not only the largest job creator but also accounts for a large portion of Indian exports. This is helping many young people to translate their research and ideas into profitable enterprises. A Reserve Bank of India report states that India's employment rate increased by 6% in the fiscal year (FY) 2023–2024, compared to 3.2% in FY 2022–2023.

The same trend can be observed in health expenditure. While India spent 3.3% of its GDP on healthcare in 2021, during the peak of the COVID-19 pandemic, China, South Africa and Brazil spent 5.4%, 8.3% and 9.9%, respectively, on healthcare in the same year. Although the National Health Policy sets a target of 2.5% of GDP for healthcare spending, the actual spending is much lower.

Food and nutrition is an area of focus for the government. A 2024 UN Report on food security found that at 194.6 million, India has the highest undernourished population in the world. Unfortunately, even when budgetary provisions are made, the actual implementation of many projects remain a big challenge. Nearly a decade after the implementation of the National Food Security Act (NFSA), India continues to struggle with high levels of hunger and undernourishment. Even with the additional food grains provided under the more recently launched 'Pradhan Mantri Garib Kalyan Anna Yojana', allocations for food subsidies remain lower than the pre-pandemic levels.

While there is a lot more to do for India over the next five years to set the foundation for achieving the status of 'Viksit Bharat' or 'Developed India' by 2047, 100 years of Independence, the people of India have belief and optimism about the country's trajectory over the next five years.

KEY FINDINGS OF BHARAT KI BAAT 2024

Through a comprehensive Citizen Index Study, '**Bharat ki Baat 2024**', the Public Relation Consultants Association of India (PRCAI) has attempted to understand from citizens as to what all they see Brand India achieve in the next five years and how 10 critical sectors can strengthen Brand India's reputation. PRCAI commissioned this study via LocalCircles, India's leading community platform and pollster on public issues and governance. This one-of-its-kind study received over 180,000 responses from over 40,000 citizens located in 396 districts of India. Around

64% respondents were men while 36% respondents were women. Roughly 41% respondents were from tier 1, 24% from tier 2 and 35% respondents were from tier 3, 4, 5 and rural districts.

The Citizen Index Study focused on the hopes and aspirations of people of India and has attempted to understand how India is likely to deliver in the next five years in key areas that are critical to the growth and development of the country.

01 GROWTH AND PROSPERITY

India is expected to become the third-largest economy in the world with a GDP of USD 5 trillion in the next three years. As of May 2024, India's economy is ranked fifth in the world by the International Monetary Fund (IMF), while Germany is ranked fourth. India is expected to overtake Germany this year to become the fourth largest economy. The survey asked citizens, "What are all the key milestones related to Growth and Prosperity that India is likely to achieve in the next five years, i.e. by 2029?" The question received 17,851 responses with some indicating more than one option as shown in the infographic given representing the overall perspective.

The key takeaways from the Growth and Prosperity survey is that six in 10 Indians surveyed believe India will become the third-largest economy in the world and a global manufacturing hub for at least five new sectors in the next five years.



KEY TAKEAWAYS

6 in 10 Indians
believe that India will be the



3rd largest economy in the world



Global manufacturing hub in 5 new sectors

~45% Indians
believe that India will



Create 10 million new jobs and livelihood opportunities



Double annual exports



Grow per capita GDP to USD 5,000

What are all the key milestones related to Growth and Prosperity that India is likely to achieve in the next 5 years i.e. by 2029?

59%



Making India the 3rd largest economy in the world

59%



Making India a global manufacturing hub for at least 5 new sectors

46%



Growing per capita GDP from USD 2,700 to USD 5,000

44%



Creating at least 10 million new jobs and livelihood opportunities

44%



Growing total annual exports from USD 780 billion to USD 1,200 billion

15%



Do not see India achieving any of the above milestones

10%



Can't say

“



Manish Sharma
Chairman, Panasonic Life Solutions India & SA

I believe, India's true manufacturing potential can be harnessed through unlocking manufacturing demand, opening-up exports to further scale up demand and, fusing supply chains to backward integration. The MSMEs will play an integral role and as we embark on the journey towards a self-reliant India, we need to ensure that MSMEs have access to capital, technology, and markets.

”

02 POLITICAL INFLUENCE

To better represent the interests of the developing world, India has long sought a permanent seat at the UN Security Council. India is reported to be planning to bid for non-permanent member seat for the 2028-29 term. The survey next asked citizens, “What are the key geo-political milestones India is likely to achieve in the next five years, i.e. by 2029?” Some among 17,928 respondents to the question selected more than one option in the survey as indicated in the infographic given which represents the overall perspective.

The key takeaways from the geo-political survey is that six in 10 Indians surveyed believe India is likely to become a permanent member of the UN Security Council and it will help create a comprehensive convention against international terrorism in the next five years.



KEY TAKEAWAYS

~60% Indians
feel that India will



Become a permanent member of the UN, playing a global role and drive consensus creation for a convention against international terrorism



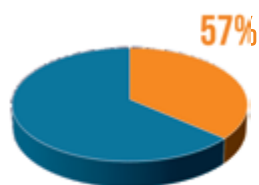
Strengthen connections with India's diaspora and assist with their issues, cultural and economic ties with India

~36% Indians
believe that India will be

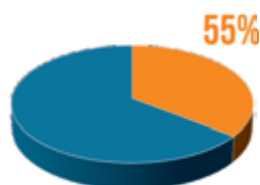


Expand India's diplomatic network to pursue the country's global interests

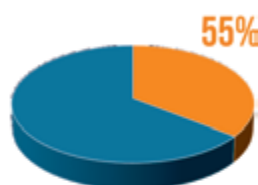
What are all the key geo-political milestones India is likely to achieve in the next 5 years i.e. by 2029?



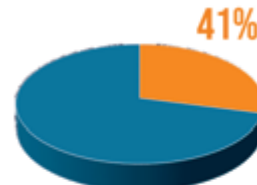
Become a permanent member of the United Nations security council and play a role in global decision making



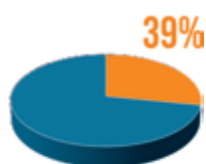
Create a consensus among members of the United Nations on the comprehensive convention against international terrorism



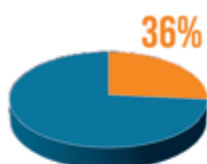
Strengthen connection with India's diaspora and enable a hotline/single window service to assist with their issues as well as enhance cultural and economic ties



Become the first responder country in cases of humanitarian assistance and disaster relief program that any country may need



Consolidate India's position as the Voice of the Global South



Expand India's diplomatic network by 25% to pursue the country's global interests



Can't Say



Do not see India achieving any of these above milestones

03 INFRASTRUCTURE

Infrastructure development has been India's focus for last several decades, as planners have realized that it is key to economic growth and employment creation. However, not all plans are progressing as envisaged. The survey asked citizens, "What are all the key infrastructure development milestones India is likely to achieve in the next five years, i.e. by 2029?" Some among 18,312 citizens who responded to the question indicated more than one option and the infographic given shows the overall perspective.

The key takeaways from the infrastructure survey are that eight in 10 Indians surveyed believe India will be able to expand modern road connectivity from the current 6,000 km to 15,000 km of access-controlled highways in the next five years; six in 10 also see significant progress happening in broadband penetration, solar power and international airport development in the next five years.



KEY TAKEAWAYS

~8 in 10 Indians
believe that India will be



Able to expand modern road connectivity to 15,000 kms of access-controlled highways

60% and more Indians
also see significant progress in



Railroad connectivity



Solar power



International airport development

What are all the key infrastructure development milestones India is likely to achieve in the next 5 years i.e. by 2029?



Expanding modern road connectivity ecosystem to 15,000 kms of access controlled highways to improve mobility and decongest cities



Enabling at least 5% homes in India to be fully or partially running on solar energy



Constructing 25,000 kms of new railway tracks to significantly improve rail connectivity



Enabling at least 10 more airports to have international flight connectivity



Enabling metro rail connectivity currently in 20 cities to 40 cities



Making high speed broadband available in every village



Do not see India achieving any of the above milestones



Can't Say

“



Santosh Iyer
Managing Director & CEO,
Mercedes-Benz India

India has an unparalleled appetite to grow and the aspiration and desire of our youth is driving this growth. To spearhead and sustain this growth trajectory, the future has to be reimagined and must be sustainable, as we transition into an exciting phase of green mobility. We have to shoulder the responsibility of rewriting the India story, turning our visions and aspirations into core tangible actions and keep pushing to accomplish more. There is no stopping before that.

”

04 HEALTHCARE

Quality and affordable healthcare being a key concern, the survey asked citizens, “What are all the key healthcare related milestones India is likely to achieve in the next five years, i.e. by 2029?” The 18,183 citizens who responded to the question indicated more than one option and the infographic given summarises the findings.

The key takeaways from the healthcare survey are that six in 10 Indians surveyed believe India will be able to make low-cost medicines available in all districts through Jan Aushidhi Kendras and increase medical seats in colleges by 25% in the next five years.



KEY TAKEAWAYS

~65% Indians
believe that



India will be able to make low-cost medicines available across all districts



Strengthen connections with India's diaspora and assist with their issues, cultural and economic ties with India

~40% and more Indians
believe that

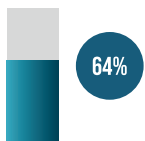


India will be able to upgrade comprehensive healthcare facilities

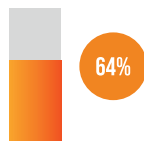


Enable and provide access to emergency and trauma care facilities

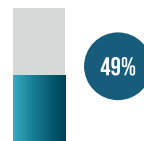
What are all the key healthcare related milestones India is likely to achieve in the next 5 years i.e. by 2029?



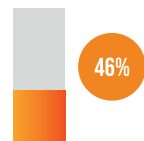
Expansion of Jan Aushidhi Kendras to all districts to provide low-cost, affordable medicines



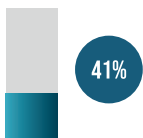
Increasing medical seats in undergraduate and post graduate programs by 25% to increase the number of graduating Doctors in India



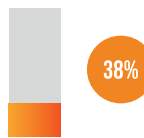
Enabling emergency and trauma care services across India and provide immediate assistance in cases of medical emergencies



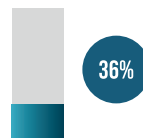
Provide access to all treatment required by patients covered by Ayushman Bharat within 15 days and any emergency treatment immediately.



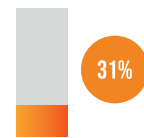
Upgrade all district hospitals and secondary healthcare facilities to provide comprehensive healthcare services



Enabling a free-of-cost mental healthcare service hotline available for anyone to call from across India



Reduce half the number of deaths caused by lack of emergency services



Enabling a working healthcare artificial intelligence (AI) pilot that drastically improves health diagnosis by medical professionals



Do not see India achieving any of the above milestones



Can't Say

“



Ravi Bhatnagar
Director, External Affairs and Partnerships, SOA, Reckitt

As we advance towards India@100, our vision is to ensure that every citizen has access to quality and affordable healthcare. The Citizen Index Study reaffirms the need for 1.4 billion people to unite in revolutionizing equitable and sustainable healthcare access in India. Aligned with the 'One Health' concept, Reckitt's flagship campaign - Dettol Banega Swasth India, is dedicated to playing a pivotal role in this journey and has been scaling innovative solutions to promote health and hygiene across the nation for over a decade.

”

05 SUSTAINABILITY AND ENVIRONMENT

Government efforts to improve infrastructure, both in urban and rural areas, by providing better facilities such as clean drinking water through piped connection, reliable power supply, better roads and transport, air pollution checks, waste management, etc., are ongoing. They are part of the sustainable development goals. The survey asked citizens, “What are all the key sustainability milestones that you see India achieving in the next five years, i.e. by 2029?” Some among the 18,090 citizens who responded to the question indicated more than one option and the overall perspective is shown in the infographic given. The key takeaway is that five in 10 Indians surveyed believe India will be able to ensure drinking water supplied in top 50 cities is free of contamination from Arsenic, Mercury and other industrial pollutants in the next five years.

At present, only 46 municipal areas out of 485 supply clean drinking water to their citizens, a survey by Ministry of Housing and Urban Affairs found. The study conducted from December 2022 to November 2023 revealed that India has a tough challenge ahead to meet its goal of providing clean drinking water to every home. Some cities such as Puri, Pune, Navi Mumbai, Nagpur, Surat and Coimbatore have already taken the lead in supplying drinking water 24x7 in some wards.



KEY TAKEAWAYS

~50% Indians
believe that



contamination and
pollutant free water will be
supplied in homes across
top 50 cities

More than 1 in 3 Indians
believe that



Pollution will be cut by 50%+



50% of electricity will
be generated from
non-fossil fuel resources

What are all the key sustainability milestones that you see India achieving in the next 5 years, i.e. by 2029?



47%

Ensuring drinking water supplied to the top 50 cities is free of contamination from arsenic, mercury and other industrial pollutants



35%

Cutting pollution levels by 50% or more across 131 most polluted cities



35%

Ensuring that 50% of India's electricity generation capacity is from non-fossil fuel sources



31%

Ensuring that at least 50% of electronic waste (e-waste) generated across India is recycled



29%

Do not see India achieving any of the above milestones



13%

Can't Say

“



Nadir Godrej
Chairperson of Godrej Industries Group
and the Chairperson and
Managing Director of Godrej Industries

In spite of global challenges the Indian economy is growing well. And decent growth is expected to continue. But India can grow even faster if we ensure opportunity for all. Diversity is essential to make the best decisions and to ensure broad based empowerment. At the same time our growth needs to be sustainable because if we destroy our planet none of us will survive let alone thrive.

”

06 EDUCATION

As the 2024-25 Union Budget spelt out, the Government has several plans to enhance skills and employment potential of youth to help them meet the industry needs. This includes providing quality skill development training by strengthening institutions such as ITIs, CSTARI, NIMI, NSTIs, and the State Directorate of Training and Employment. The plan is to integrate skilling with general academic education, as recommended by the National Education Policy. The challenge is to make the most of India's demographic dividend. The survey asked citizens, "What are all the key milestones related to 'Quality Education' that India is likely to achieve in the next five years, i.e. by 2029?" Some among 18,022 who responded to the question indicated more than one option as shown in the infographic given with overall perspective. The key takeaways from the education survey are that one in two Indians surveyed believe India will be able to make major changes in school curriculum providing foundation for emerging technologies and meet future industry needs. Many also believe bridge skilling programs will be created at scale, improving employability of fresh college graduates in the next five years.

The Government's focus on Skill Development right from schools is to create a workforce empowered with the necessary and continuously upgraded skills, knowledge and internationally recognized qualifications to gain access to decent employment and ensure India's competitiveness in the dynamic global market.



KEY TAKEAWAYS

50% believe that India will see a marked improvement in higher quality of education



Establishment of new colleges and universities



Upgradation of all Central Government schools

1 in 2 Indians feel that India will be able to make major changes in school curriculum



Providing foundation for emerging technologies and meet future industry needs



Bridge skilling programs will be created at scale improving employability of college graduates

What are all the key milestones related to 'Quality Education' that India is likely to achieve in the next 5 years i.e. by 2029?

56%



Enabling a dynamic curriculum at school level as mandated by the NEP, which provides a foundation for emerging technologies and future industry needs

50%



Creation of certain course specific bridge skill programs that drastically improve the employability of outgoing graduates

48%



Enabling a major upgradation of all schools under the Central Government

46%



Revamping the curriculum at college level to align with industry needs and emerging technologies

44%



Enabling the establishment of at least 100 new colleges and universities imparting high quality higher education

35%



Creating a comprehensive education stack that permits flexible learning via digital means at school level

17%



Do not see India achieving any of the above milestones

10%



Can't Say

07 SKILLING, EMPLOYMENT AND LIVELIHOOD

The International Monetary Fund (IMF) has told the Indian Government that the country needs to create up to 148 million jobs by 2030 or 10 million to 24 million jobs annually to maintain high economic growth momentum. Experts say around half the graduates and postgraduates lack the necessary skills desired by the employers or the job industry. The survey asked citizens, “What are all the key skilling, employment and livelihood generation milestones India is likely to achieve in the next five years, i.e. by 2029?” Some among the 17,527 who responded to the question indicated more than one option and the infographic given shares the overall perspective.

The key takeaways from the Skilling, Employment & Livelihood survey are that, six in 10 Indians surveyed believe India will be able to impart technical skills to at least two million people enabling them to find livelihood or upgrade earnings in the next five years; one in two also believe that it will be able to create five million direct jobs through investments in infrastructure.



KEY TAKEAWAYS

6 in 10 Indians
survey believe

India will be able to impart technical skills to atleast 2 million people enabling them to find livelihood/upgrade earnings

50% also believe
that India will be able to

Create 5 million direct jobs through investments in infrastructure



1 million jobs by making India a hub for AI, Machine Learning, Robotics

What are all the key skilling, employment and livelihood generation milestones India is likely to achieve in the next 5 years i.e. by 2029?

61%

Impart technical skills to at least 2 million individuals and enable them to find/upgrade their jobs/earnings

50%

Investing in infrastructure to create 5 million direct jobs/livelihood opportunities

48%

Enabling 10,000 new startups so they can provide jobs/livelihood opportunities to 1 million citizens

45%

Enabling the creation of 1 million high value service jobs/livelihood opportunities by making India a global hub for services in fields like 'Artificial Intelligence', 'Machine Learning', 'Robotics', etc.

39%

Creating 2 million manufacturing jobs or livelihood opportunities with 'Production Linked Incentives' and 'Make in India' programs

36%

Enabling 1 million micro entrepreneurs under the Mudra loan program

18%

Do not see India achieving any of the above milestones

5%

Can't Say



Naveen Jindal
Chairman, Jindal Steel & Power

Skill development is the key to unlocking diverse employment opportunities and fostering sustainable livelihoods across India. By equipping individuals with the right skills, we pave the way for a prosperous, self-reliant nation—building a skilled India with a bright and promising future.



08 EASE OF LIVING IN CITIES AND DIGITAL GOVERNANCE

The Government of India via states is digitizing land records as part of its Digital India initiative to improve governance and economic development. In addition, there are plans afoot to provide piped cooking gas to households in more cities and improving city infrastructure and facilities to improve quality of life of people. The survey asked citizens, “What are all the key milestones related to ‘Ease of Living’ in cities that India is likely to achieve in the next five years, i.e. by 2029?” Some among 18,144 who responded to the question selected more than one option in the survey and the overall perspective is indicated in the infographic given.

The key takeaways from the Ease of Living in Cities and Digital Governance survey are, that one in two Indians surveyed believe India will be able to make major accomplishments in areas such as digitization of property and land records, and expanding piped gas connections by five times in the next five years; one in two are also optimistic that property registration and transfers, and filing police complaints will also become online in this period.



KEY TAKEAWAYS

50% believe India will be able to make major accomplishments in areas like



Digitisation and registration of property and land records



Enable piped gas connections



File police complaints online

40% and more citizens believe that India will



Have a completely online application for municipal services

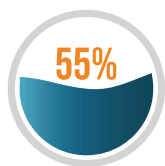


Roads and highways will improve to ensure no water logging

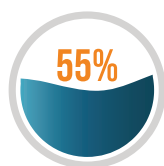


Have reliability of power supply and significant reduction in power outages

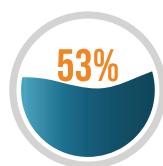
What are all the key milestones related to 'Ease of Living' in cities that India is likely to achieve in the next 5 years i.e. by 2029?



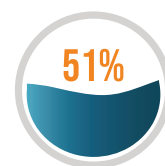
Enabling piped gas connections from current 1.1 crore to 5 crore households across India



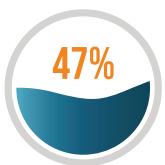
Enabling a completely functional online application system for filing police complaints



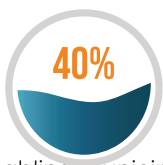
Making property registration and transfer online, transparent and corruption free



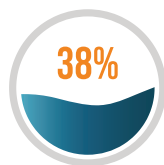
Digitisation of land and property records in the top 50 cities of India



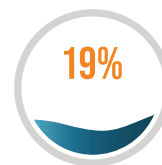
Improving reliability of power supply network in the top 50 cities of India where outages are less than 0.5% of the total duration of power supplied



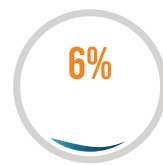
Enabling municipal governance such that all major highways and roads in top 50 cities of India do not have water logging issues



Enabling a completely functional online application system for all municipal connections/services



Do not see India achieving any of the above milestones



Can't Say



Prashanth Prakash
Founding Partner, Accel,
UnboxingBLR Foundation
Chairman

As India urbanizes rapidly, Indian cities face significant challenges. Amid big growth, tech hub Bengaluru faces many well-known challenges today. What is less known is how the city is also emerging as a sandbox of experiments and innovation in solving some of these issues. And, how the global tech hub is navigating both infrastructure and quality-of-life issues that confront every Indian city.



09 TECHNOLOGY AND INNOVATION

India has a strong focus on science and technology, realizing that it is a key element for economic growth. The Government has introduced multiple policies to promote public and private sector involvement in research and development resulting in many multinational companies setting up research centres in India. The survey asked citizens, "What are all the key milestones related to 'Technology and Innovation' that India is likely to achieve in the next five years, i.e. by 2029?" Some among 20,609 who responded to the question selected more than one option and overall perspective as indicated in the graph above. The key takeaways from the survey on technology and innovation are that six in 10 Indians surveyed believe India will be able to launch Gaganyaan and land an astronaut on moon in the next five years; one in two also believe that it will be able to drastically improve weather prediction accuracy, create an AI ecosystem and open science parks in top 10 cities of India.

India's space science and technology missions include research in areas such as astronomy, astrophysics, and atmospheric sciences. India has outlined an ambitious 25-year space vision which includes vaulting the size of the space economy from around 2% globally to 10% in the next decade, setting up a human space station, and sending an Indian to the Moon by 2040. With the country recently celebrating the first anniversary of the historic Chandrayaan-3 landing on the South Pole of the Moon, the Indian Space Research Organisation (ISRO) is looking to have a close association with the private sector.



KEY TAKEAWAYS

6 in 10 Indians believe

that we will be able to launch Gaganyaan and land an astronaut on the moon

50% believe that India will be able to

Significantly improve weather prediction accuracy



Create an AI ecosystem and be a global leader in AI

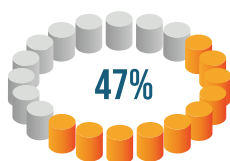


Open science parks in top 10 cities of India

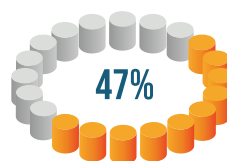
What are all the key milestones related to 'Technology and Innovation' that India is likely to achieve in the next 5 years i.e. by 2029?



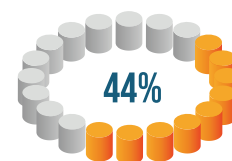
Launching Gaganyaan as India's first human spaceflight mission landing an astronaut on the moon



Launching a national atmospheric mission which drastically improves accuracy of weather predictions and climate change events



Establishing science parks in at least 10 cities of India to drive the spirit of scientific enquiry in youth



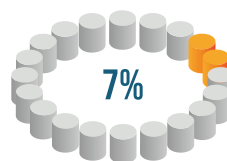
Creating a comprehensive ecosystem for Artificial Intelligence positioning India as a global leader in Artificial Intelligence



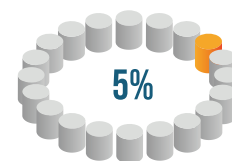
Doubling the number of patents filed by India



Making a national scientific research fund fully operational with a corpus of 1 lakh crores



Do not see India achieving any of the above milestones



Can't Say

“



Ritesh Agarwal
Founder & Group CEO, OYO

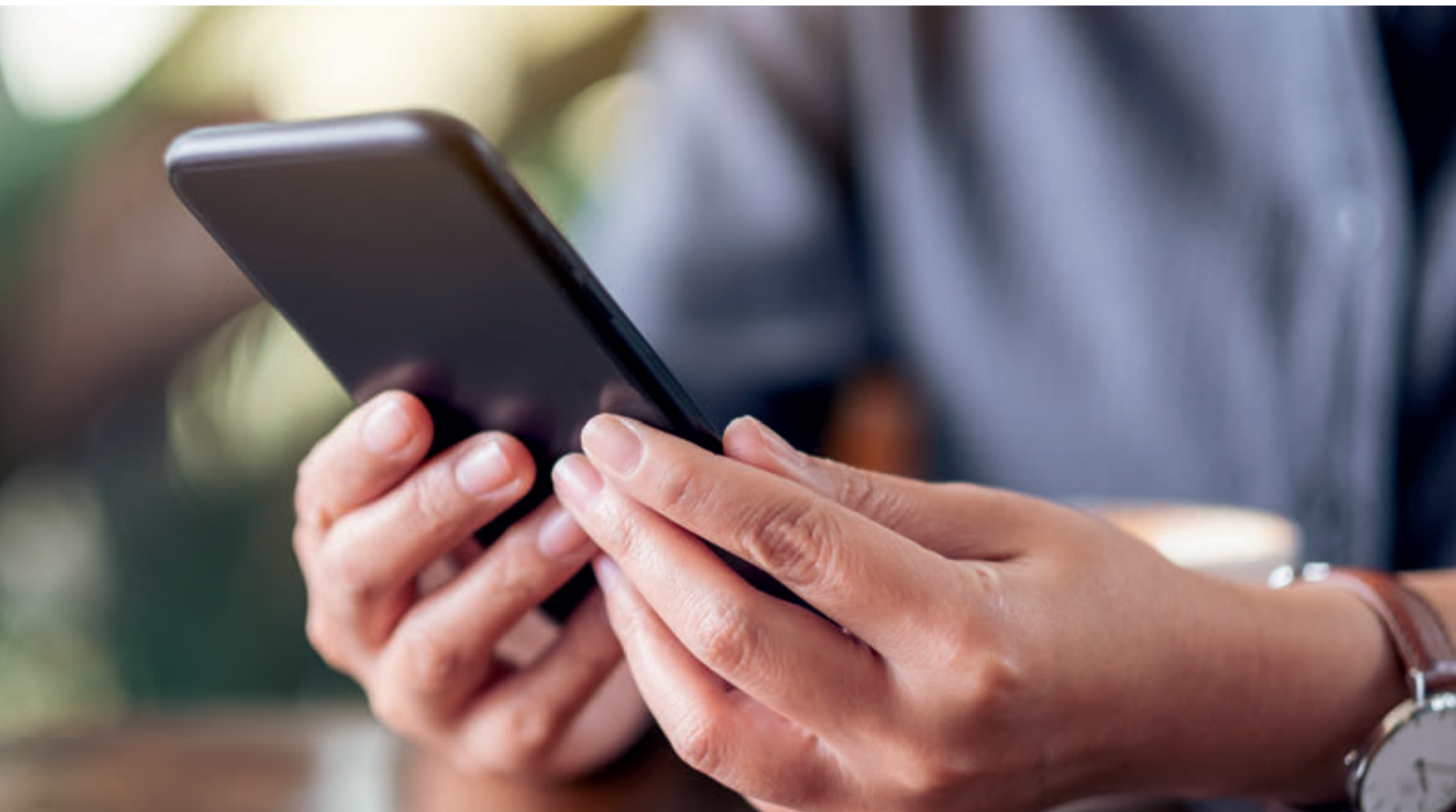
As more startups employ artificial intelligence to solve India's unique problems, the country has a remarkable opportunity to build a robust AI framework that drives inclusive growth. Coupled with its focus on purpose-led innovation and a vast talent pool, India has the potential to become the world's largest tech ecosystem in the next decade.

”

10 COMMUNICATION AND INFORMATION

In the new hyper-connected era, content and information is an overload, the digital integrity is at a massive risk, reputation and trust can be broken in seconds, and the magnitude of inaccurate and fakism is only going to rise. With this phenomenon, the importance of authentic and timely communication to the public and organisations, including the Government, business or civil society is paramount. As India makes progress in the nine areas of development surveyed, it is important that credible, authentic and factual communication is made available to the public so they can benefit, make informed decisions, as well as raise questions in a democratic view where progress is lacking. The survey asked citizens, "Do you believe authentic and timely communication and information delivered via authorised mediums will be critical for India to achieve trust and progress in the key development areas in the next five years?" The question received 15,684 responses.

The key takeaway from the communications and information survey is that 94% citizens surveyed believe that authentic and timely communication and information delivered via authorised mediums is critical for India to achieve trust and progress in the key development areas of sustainability, geo-political elevation, infrastructure development, healthcare, ease of living for citizens, growth and prosperity, quality education, skilling, employment and livelihood generation and technology and innovation in the next five years. The finding also indicates the increasing significance of the role of public relations industry and the communications function in Government, businesses or civil society organisations to be the enabler that validates and transmits authentic information.



KEY TAKEAWAYS

~94% Indians surveyed believe



Authentic and timely communication and information delivered via authorised mediums will be critical for India to achieve trust and progress in the key development areas in the next 5 years

What are all the key milestones related to Communications and Information that India is likely to achieve in the next 5 years i.e. by 2029?



94%

Increasing trust in direct government to citizen communication



3%

No



3%

Can't say



Deeptie Sethi
CEO, PRCAI
Global Communications Specialist

In an age where misinformation can spread rapidly, authentic communication becomes even more important to maintain public confidence and to ensure that people have access to accurate and trustworthy information. When leaders and organizations communicate authentically—by being transparent, consistent, and sincere—they create a foundation of trust that is essential for public engagement, growth of communities and cooperation.



Way Forward

This study reiterates India's progress as a powerhouse nation with a booming economy and strong geopolitical clout. While the government over the last decade has made significant strides in writing this new chapter of growth, to ensure this momentum is sustained over the next five years concerted efforts need to be taken by all stakeholders. A multifaceted strategy across all key sectors is essential to drive this growth.

To start with, India needs to foster investor confidence through stable and robust policies that will bring stability and economic growth. Accelerating infrastructure projects through public-private partnerships will enhance connectivity and elevate standard of living. Healthcare is the backbone of any developed economy and to ensure affordability, better access, and quality care, especially in India's underserved areas, more funding is necessary. Initiatives such as increasing medical seats and improving emergency care services will also help build a resilient and inclusive healthcare system.

With one of the largest youth workforces in the world, upskilling initiatives, and stronger vocational training will boost employability and prepare them for the future of

work. India is also focusing on technology and innovation, highlighted by ambitious projects such as the Gaganyaan mission and advancements in AI, positioning itself as a global leader in science and technology. Environmental sustainability requires strengthened regulations, a shift towards renewable energy, effective waste management, and water conservation projects.

Finally, the overwhelming consensus on the importance of authentic and timely communication underscores the need for transparency and trust, underpinning the significant role of Public Relations and the Communications industry that stood at INR 2,500 crore in FY 2023, employing more than 14,000 people in the organized sector. As India strides towards its ambitious goals, effective communication will be crucial in building public confidence and ensuring the success of its development initiatives.

The path India is charting for the next five years is marked by bold ambitions and significant opportunities. By addressing challenges head-on and leveraging its strengths, India is poised to make substantial strides in its journey towards global prominence.



PRana 2024,

Shaping the Story of India



prana

BY **PRCAI**

PRCAI is India's most credible and influential communications body, dedicated to advancing the public relations industry for over two decades. Through collaborative efforts, it has built a strong and skilled community focused on the greater progression of the profession. Its commitment lies in raising the bar by strengthening the PR industry's codes of conduct and providing guidelines to elevate industry standards and collaboration.

LocalCircles

LocalCircles, India's leading Community Social Media platform enables citizens, startups and micro, small and medium enterprises (MSMEs) to escalate issues for policy and enforcement interventions and enables the Government to make policies that are citizen and small-business centric. LocalCircles is also India's top pollster on issues of governance, public and consumer interests. More about LocalCircles can be found on www.localcircles.com

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