



# Swadesh Conclave 2024 Celebrates 'Brand Bharat' and Highlights New Media Revolution

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The 5th edition of **Swadesh Conclave 2024**, themed “**Brand Bharat**,” took place at Vigyan Bhawan on August 8, 2024, bringing together eminent leaders, visionaries, and cultural icons to honor and celebrate outstanding contributions to India's heritage, industry, and innovation.

Senior Advocate Pradeep Rai, Chairman of ILRF, delivered a powerful keynote address, emphasizing that this year's theme underscores the dedication to those who have elevated India's global stature. Rai highlighted the evolving landscape of media, noting a significant shift from traditional mainstream media to what he termed "brain stream" media. He attributed this change to the profound impact of social media, which has become a key platform for the nation’s youth to influence public discourse and cultural dynamics.

Rai also introduced Vision 2047, a forward-looking initiative aimed at steering India towards long-term growth and progress. He announced that the Conclave’s progressive report would be submitted to the Prime Minister’s Office and relevant government ministries, signifying a step towards aligning national development with ambitious future goals.

In her address, Rajshri Rai, Editor-in-Chief of APN Channel, emphasized the Swadesh Conclave’s role as a forum for meaningful dialogue rather than political debate. She highlighted the event's commitment over the past four years to fostering intellectual engagement and offering constructive insights into India’s socio-economic and strategic policies.

