

Draft

Mr. Mukesh Ambani's message for the 'Vanche Gujarat Campaign'

I am immensely pleased to know that the Government of Gujarat has launched the 'Vanche Gujarat Campaign'. This is one of the many commendable, and certainly one of the most innovative initiatives that the State of Gujarat has launched to mark the Golden Jubilee year of its founding.

India is a country which has the highest population of young citizens. The youth will be responsible to shape the future of our great country. The benefits of reduction in illiteracy will have to be leveraged completely for India to be a truly developed nation. This then means - more education, more knowledge and more wisdom. And what best than books as a means to this end.

Books are a treasure. They are silent but consistent friends. They are wise advisors and also the most considerate teachers.

Books have been an integral part of my life. I am most influenced by the writings of Swami Vivekananda and Mahatma Gandhi.

My favourite book still remains the one that I read when I was a young boy. It was a collection of the most powerful messages from the 'Bhagwad Gita'. My father taught me to live the Gita. I learned the most important tenet of life-"Do your karma without worrying about the fruits." I do hope that each one of you also finds your source of inspiration through a great book.

It is said that, "The man who does not read good books has no advantage over the man who can't read them." So, remember to read books but not be bookish. Distill the wisdom, apply the knowledge, and most importantly, create something useful to better the lives of your fellow countrymen.