



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 led him to develop a syncretic way of thought.

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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.

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

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 Gandhiji 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

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 a human brand. 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

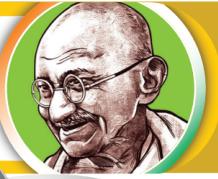
than ever before. His message of non-violence and his spirit of gram-rajya are durable, relevant and original to this day. As the world gets rejigged by the pandemic, Mahatma Gandhi's ethos is a living ethos. A one to live by. One to live with. And possibly, one to live for.

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

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!



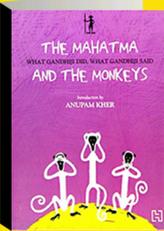
MAHATMA: from pages to reel

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...

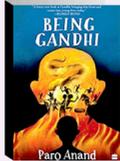
The Mahatma And The Monkeys: What Gandhiji Did, What Gandhiji Said by Anu Kumar

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.



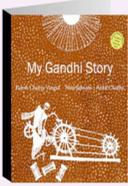
Being Gandhi by Paro Anand

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

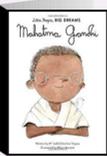
This award-winning book, which depicts Gandhi's life in traditional Warli paintings, is a collaboration between a Warli artist, a storyteller and a filmmaker. Questions are posed by a childlike narrator, and answered by



'Gandhi'. For example: "Did Gandhiji work hard in school too?" Says the Mahatma, "I was not 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 led 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!



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.

Lage Raho Munnabhai (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.



...ON THE SILVER SCREEN



Gandhi My Father (2007)

DIRECTOR: Feroz Abbas Khan
CAST: Darshan Jariwala, Akshaye Khanna, Bhumika 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.

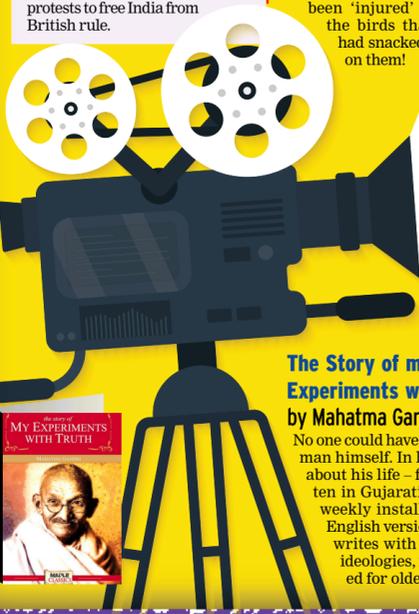
Gandhi (1982)

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

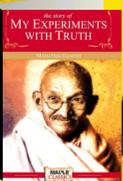


nominations. 'Gandhi' begins in South Africa, when Gandhi was a lawyer. It covers his journey to becoming the Mahatma later in India during the Indian Independence Movement, and ends with his assassination in 1948.



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.



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, Zebar 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

