MEDIA: APPROACH & STRATEGY

QUICK GUIDEBOOK FOR HANDLING MEDIA & SOCIAL MEDIA

Pt. Deendayal Upadhyaya
Prashikshan Mahabhiyan 2018

Bharatiya Janata Party

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Preface

Bharatiya Janata Party (BJP) has emerged as the largest political force in India with world's largest membership base. It now not only governs at the Union level, but has governments in more than half of the States too. With such a massive mandate, the BJP now occupies a very important position in the Indian political system.

Bigger the trust of the people; greater would be the responsibility of the party and its workers. Capacity building and preparing for the next level of leadership also becomes of extreme importance. Understanding this, BJP initiated proper organised training programmes for its workers and office bearers. Training of political workers has always been a hallmark of the Bharatiya Janata Party right from its inception, and even before that from the Jana Sangh days. The idea behind the trainings has always been to strengthen our democracy at the grass-roots level and to have trained political workers, who are rightly oriented to serve, to deliver and to satisfy the aspirations of the people.

The training for BJP's political workers was scaled-up in 2015 under the "Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan" and it touched a new epitome of success as the first and the largest training programme for political workers anywhere in the world. Thousands of training programmes were held from Mandal level across the country to National level under the first phase.

Now under the second phase of the training programme, specialised training for political functionaries working in various Morchas, Departments and Divisions of the BJP is being held. This is a new dimension of the training programme. Under the second phase of training, we also plan to impart specialised training to effectively handle media and deal with various media tools too.

Mass Media now has a very different dimension and approach than what was traditionally understood of media. With the advent of electronic media, satellite channels, online media, social media etc. the public communication channels have undergone a sea change. The mode and manner of dialogue with public has also become very interactive. For any political worker, using media tools and techniques for enhancing public outreach is one of the necessary skills to be acquired and polished.

This booklet broadly covers the basic media approach and strategies; basic media skills; basic guidelines for handling media; content development; various analytical tools; social media for political work, etc. The material in the booklet, supported by the interactions with the expert trainers, should provide enough motivation to the workers and elected representatives to further enhance their learning and skill-sets. This booklet should be seen as a starting point in this process.

I hope that this booklet will help in meeting the objectives envisioned by the party.

P. Muralidhar Rao
(National General Secretary)
In-Charge, Pandit Deendayal Upadhyaya
Prashikshan Mahabhiyan

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COMMUNICATION MEDIA - BASICS

The BJP is not a party like any other party. We have a well defined ideology, a vast cadre base, a specific working style and a programme to lead the country to a glorious future. All these years we were at the receiving end of a concerted propaganda to defame and malign us. There was a one sided narrative promoted by the Congress and its affiliate communal and casteist parties and the Communists of all hues.

The 2014 general election results have provided us an opportunity to explain our position, expand our base and project an alternative nationalist narrative based on cultural nationalism, Antyodaya and integral Humanism. Our media policy and approach have to reflect this spirit.

There is no reason to believe that the media is hostile to BJP. There are all kinds of people, many are not anti-BJP and vast majority are nationalist in outlook. But there is a general mindset, cultivated over many decades, and they stereo type our organisation and affiliate units. This can be removed only by changing the perception, raising our professionalism and effectiveness. A good story will have many takers. We have to focus on winning the perception war.

Another important aspect is setting the agenda. We should as far as possible not be seen as reacting to issues. Rather build our brand in such a way as to make others change or imitate so that the BJP brand dominates the discourse. Let us see how we can manage the perception and profile to our advantage.

First the fundamental aspects of this area.

The mass media is essentially the medium of

communication, information and propaganda. This medium include, print media, visual media, film, radio, social media, recorded music and all forms of propaganda and information material. Digital media comprises both Internet and mobile mass communication. Internet media comprises such services as email, social media sites, websites, and Internet-based radio and television. Many other mass media outlets have an additional presence on the web.

Media also include news agencies and various other forms of information dissemination systems. Some of the mass communication systems are as listed below.

A) PRINT MEDIA

- As on 31st March, 2016 there were over 1 lakh and 10 thousand (110851) registered publications on record.

- As per RNI records, in 2015, the total circulation of publications is 61 Crores (610238581) copies per publishing day.

- The number of dailies being published in India is nearly 9 thousand (8905).

- The number of copies of dailies published per day in 2015 was over 37 Crores (371457696), which showed a growth of nearly 25% over the previous year. This shows that the print media is still growing in India.

- Hindi had 4118 dailies claiming a circulation of over 17 Crore (175903130) copies, while 1,268 Urdu & 836 English dailies claimed 4.2 Crores (42376,042) & 3.8 Crores (380,00490) copies per publishing day respectively.

B) RADIO

- All India Radio (AIR), i.e. Akashvani (vkdk'kok.kh) is

the national public radio broadcaster of India and a division of Prasar Bharati.

● As of date, News is not permitted on private FM. Private FM stations are allowed to rebroadcast news from All India Radio, as long as they do so without any changes or additions.

● Even though Private FM radio stations are restricted from airing their own news but they can interview celebrities and produce a variety of programs with opportunity to reach the public.

C) TELEVISION

● There are currently 857permitted private satellite television stations in India. As of 2 December 2015, there are also more than 190 government channels. Hindi-language television channels have the highest market share. Numerous regional channels are also available throughout India, often distributed according to languages.

● This is a list of top five Hindi News Channels in India as of July 2017;

Rank	Channel Name	Weekly Impressions (000s) sum
Week 27 (1st July 2017 to Friday, 7th July 2017)		
1	Aaj Tak	116194
2	Zee News	111899
3	ABP News	86048
4	News Nation	74287
5	India TV	72073

l   This is a list of top five English News Channels in India as of July 2017;

Rank	Channel Name	Weekly Impressions (000s) sum
Week 27 (1st July 2017 to Friday, 7th July 2017)		
1	Republic TV	868
2	Times Now	606
3	CNN News18	412
4	India Today Television	372
5	NDTV 24x7	352

- Latest figures of broadcast is available from the website of Broadcast Research Council of India. URL: http://www.barcindia.co.in/statistic.aspx

D) SOCIAL MEDIA

- Social media differs from print media (e.g., magazines and newspapers) or traditional electronic media such as TV broadcasting in many ways, including quality, reach, frequency, usability, immediacy, and permanence.

- Social media operates in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers), such as a newspaper which is delivered to many subscribers or a radio station which broadcasts the same programs to the entire audience.

- Some of the most popular social media websites in India are;

- o Facebook/ Facebook Messenger
- o Google+
- o Instagram
- o LinkedIn
- o Pinterest
- o Reddit
- o Snapchat
- o Twitter
- o Viber
- o WeChat
- o WhatsApp
- o YouTube

- These social media websites have more than 100,000,000 registered users.

- Some social media sites have greater potential for content that is posted there to spread virally over social networks.

- In a social media context, content or websites that are "viral" (or which "go viral") are those with a greater likelihood that users will reshare content posted (by another user) to their social network, leading to further sharing.

- Social media "mining" is a type of data mining, a technique of analyzing data to detect patterns. Social media mining is a process of representing, analyzing, and extracting actionable patterns from data collected from people's activities on social media.

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BASIC MEDIA SKILLS

It's important to understand the different forms and opportunities for public communication. One should understand the difference between them and the different approach required for each of them.

A) PRESS RELEASE

A press release, news release, media release, press statement or video release is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy.

I. TIPS FOR WRITING A GOOD PRESS RELEASE

If you want good press coverage, you have to master the art of writing a good press release. To begin with, a few tips are listed hereunder;

    i.   **Grab attention with a good headline:** The beginning of a press release is the most important. A strong headline (and even the subject matter of the email subject line when you send out e-mail) will pull in journalists seeking good stories. Your headline should be engaging and accurate.

    ii.   **Get to the point in the first paragraph:** Because reporters are hard pressed for time and so they generally read the first couple of sentence and then just scan the rest. So it's important that you get the message of your press release out quickly. Every important point should be addressed in the first few sentences. The subsequent paragraphs should be for supporting information.

    iii. **Include hard numbers:** Always try to pack your press

release with proper authenticated statistics that support the significance of your story, parties stand and/ or announcement. If you're claiming a fact, you need proof to back it up with supporting statistics wherever possible. If you quantify your argument, it's more likely to be accepted, trusted and get is likely to get greater story space.

iv. **Be grammatically correct:** Take care of grammar and spellings. Do a good proofreading of your press release; preferably let a few other people proofread it before releasing. Many a times, even a single mistake can dissuade a reporter from taking your press release seriously.

v. **Wherever relevant use direct quotes:** Direct quotes in an official release gives an element of credibility to a press release. Including a good quote from someone senior in the party (Who is authorized) supporting the subject matter of the press release can be helpful.

vi. **Include your contact information:** Include the name of the contact person to be reached for more information, official email address, phone number and address on the press release is very important. Proper contact information is important for reporters to follow up with the party. There's no reason to assume that everyone would be aware about the contact details - add the contact detail every time, without fail.

vii. **Keep it short -** One page or two is the maximum: Press release should not run into several pages like book. Condense your information in one page or maximum two. Shorter is usually better. Journalists are looking for to-the-point press release which contains all the required information and is in a ready-to-use format.

viii. Provide access to more information: Provide opportunity and resources to journalist who want to write more about the topic. More information, statistics, etc. can be uploaded online and/or third party links to authentic information can be provided by sharing the hyperlinks at the bottom of the press release. Also keep additional matter on the press release handy with the spokesperson and/or other important functionaries in the party who may share the documents/ statistics with any reporter who wishes to cover the issue/ topic more extensively.

B) PRESS CONFERENCE

When you want to reach out to the masses immediately with an important message, press conferences may be an important way to do so. Following are some of the tips to hold a press conference;

I. DECIDE WHEN TO HOLD A PRESS CONFERENCE

There are many ways to get media coverage. A press conference should only be used under three circumstances:

i.   **When you have big news to communicate:** Holding a Press conference takes effort and energy and you should only hold one when there are directions from the State/ National Party units and/or you have really big news to communicate, and want to get it out to the public immediately, as fast as possible.

ii.   **When the news is about to break:** No journalist is interested to attend a press conference if the news has already broken. The information to be shared in the news conference has to be 'new' news. However you can also hold press conference in the event you are for

the first time giving formal response and/or answering questions concerning an issue/ subject. So basically you hold a press conference if you have something new to share with the media.

iii. **When journalists want to know:** Another time to hold a press conference is when the party office is getting a lot of queries/ telephone inquiries and journalist visits on an issue/ subject matter. This is an indication that the press would be interested to know and so once the party line is clear on an issue and an approval has been obtained; press-conference, can be held to clear the air.

II. LOGISTICS OF PRESS CONFERENCES

iv. **Timing:** A mid-morning press conference, from 11:00 a.m. to 1:00 p.m. gives you the best chance of getting maximum coverage. Similarly mid-week is also generally considered better for news coverage; though this is not hard-and-fast rules and coverage will also depend on the importance of the subject matter.

v. **Location:** Don't look for fancy places to hold press conference. Even a spacious meeting room can serve the purpose provided that there is suitable furniture and enough room for the press. In case the press conference is to be held elsewhere, please check the venue in advance and ensure that it is suitable. It's also a good idea to have a 'plan B' in case there's a problem. One must ensure that the venue is easy for the media to reach, has the necessary equipment, and enough space for the media to install/ use their tripods/ camera's etc. inside the venue and part the OB vans outside the venue.

vi. **Equipment:** Always ensure professional sound equipment, if you don't have it in the party office, obtain

it from an outside agency and check it thoroughly at-least 2 hours before the start of the conference. Always have a technician in attendance who can resolve any problems which may occur. Ensure you have sufficient microphones, including for the journalists who would like to ask any questions.

vii. **Media Kit:** You may like to provide a media kit to the reporters. A media kit is a folder with information which includes the press release (In different languages), pictures (Maybe even soft copies on a CD/ DVD/ Pen Drive) and any other material/ backgrounder, etc. which may be of interest to the reporters.

viii.**People:** You need to freeze in advance who all should attend and who from the party should address the media. You must also decide on the order in which the people will sit on the dais. Follow the general party guidelines in this regard. Ideally, just one or two speakers should address the conference. Plan for the speakers to give interviews to electronic media after the press conference, if needed and strategically appropriate.

ix. **Displays:** Make sure that proper backdrops are used and the area behind the speakers is not distracting or merging with the speakers' attires/ head, etc. Ensure the BJP logo is properly displayed. If the press conference is about a specific scheme/ activity of the party make sure that the same is also displayed at appropriate places. Cover the podium/ table with party logo and appropriate message so that the same is visible in all pictures.

x. **Moderator:** It's always good to use a moderator to conduct the press-conference. The moderator may introduce the speakers and also ensure that all

journalists, who will to ask a question get a chance to do so. Moderator may also direct the questions to the appropriate person. It's best to have a party member, who has media experience to be a moderator.

xi. **Send Proper Press Invites:** Ensure that you send proper press invites to all the journalists, even if they are well known to you. If the matter is of interest to the national media, send an invite to them too. Don't forget the photographers.

III. MANAGING THE PRESS CONFERENCE

There are two main areas to be consider while conducting a press conference; (i) Presenting your information, and (ii) Responding to questions.

xii. **Presenting Your Information:** KISS is the rule; i.e keep it short and simple. Say only what you need to say and then stop. If there is more than one speaker, each one should know what he/she needs to speak. Each speaker should only make three to five specific points in approximately about three to five minutes. The whole press conference should last approximately 45 minutes, including questions. It's advisable not to use PowerPoint, or any other visual aids. Focus on the main message that you want to convey; be to the point and specific. Don't get distracted/ angry and don't deviate from the official party line. Don't add your personal opinions/ hypothesis in an official press conference.

xiii. **Responding to Questions:** This is the most important and the challenging part of managing a press conference. You should be prepared for unexpected questions and new angles which you have

not even thought about. Prepare as much as you can beforehand by working out what might be asked, and putting together a good response to each difficult question. It's a good idea to practice with someone pretending to be the journalists. If you have more than one person speaking at the press conference, agree beforehand who is going to answer which types of questions. Moderator also has an important role in this and should be alert to questions that are outside the scope of the press conference. Beware of journalists who rephrase your words and ask you question with rephrased response which you gave earlier. In such cases, reiterate your early responses. Don't get agitated under any circumstances.

C) BRIEFING & DEBRIEFING

Briefings are used to update media persons with newest contextual information. Debriefings are used to inform decision makers about specific situations, findings of evaluations or studies and respective recommendations. The briefing note is a key for every form of briefing, be it oral or written, face to face or distant. Make sure you stick to the party directions while briefing and/or debriefing.

D) NEWS BITES

It is a short statement which an electronic media journalist may require from you in response to a news development, an issue, news story, documentary, etc. It can also be a short catchy audio or video clip taken from a speech or press conference and broadcast especially during a news report meeting the short attention requirements of TV news.

Some tips for giving news-bites are;

i.   Stick to Party Line: Don't deviate from party official

line and don't give anything off-the-record or my-personal-opinion type of statements.

ii. **Be Brief:** News-bites may be 10-40 seconds long, so there's no point in giving a speech in the name of news bite. It wouldn't be covered anyway. On the contrary, it will give the reporter an opportunity to pick any statement from a long response and it may not be the one which you wanted to convey.

iii. **Be Clear and Remain Relevant:** Understand why the "bite" is required and remain relevant to the issue. If you are not aware about the background of the matter/issue, first check the relevant facts from authentic sources before giving your statement.

E) DEBATES

A formal discussion of subjects before a public or a TV audience. It is an argumentative platform where in party spokesperson interacts or rebuts the spokesperson of another party or the anchor. Some tips for participating in a debate shows are as follows;

i. **Discuss The Arrangement:** When you get a call from a TV debate programme, ask who all are invited for the debate and what's the format of the debate. If you are asked to spell your views, remain a little reserved and don't give your complete stand on the telephone itself. Save the best for the debate.

ii. **Ask Three Questions:** There are three obvious questions when you are asked to take part in a debate programme:

- What is the angle?
- Why have I been invited?
- Who else will be invited?

At times you can also suggest a speaker for the debate. Don't miss any such opportunity.

iii. **Know The Duration:** Find out how much time has been set aside for the programme and for you. But be prepared for changes to be made at the last minute, and that you may only be able to give a few short comments only.

iv. **Do Background Research:** Before you enter the studio, do a quick research on all important aspects of the issue in debate. Be clear on the party line and directions. If you know the other speakers, you will probably know their stand and be prepared to counter their points.

v. **Formulate Your Main Message:** Time is almost always short on television. Decide which effective statements summarise your main message in a simple way?

vi. **Prepare Concrete Examples:** Use concrete examples that support your main message to emphasise what you want to say. Concrete examples are also good for ensuring intelligibility.

vii. **Get Help From Your Colleagues:** Ask your colleagues to help you polish your message. However, bear in mind that the wording should be your own. Do not include suggestions from others immediately before your appearance, as it will be easy to get confused and mix up ideas.

viii. **Prepare For Flexibility:** With live broadcasts, changes are often made at short notice. In such a case, you will need to be well prepared and flexible. Think through short and long versions of what you

want to say.

ix. **Prepare For Criticism:** Expect to face tough opposition. Answer critical questions honestly without losing your composure. If you acknowledge that your opponent has a point, you will often win the confidence of the audience. If you know that a critical question may come up, address it yourself. This will allow you to formulate the issue and answer more easily.

x. **Do Research On The Debaters:** Research how your fellow debaters have expressed themselves previously. Prepare for the most common arguments without allowing others to steer your message. Sometimes it can be worth taking the initiative in the debate by holding a fellow debater to account for previous statements or actions.

xi. **Make A Conscious Choice Of Clothing:** Think about what you will wear on TV and ask a colleague for advice. Does your choice of outfit match the message you want to get across? Avoid small-patterned clothing, all white or all black outfits.

xii. **Arrive In Plenty Of Time:** Arrive at the studio early so that you can compose yourself. Engage in small talk and make new contacts, but avoid debating with your opponents. If you are already well prepared, do not use the time to go over your arguments again.

xiii. **Get Straight To The Point:** If you start with your main message instead of providing complicated background details, you have the best chance of getting your message across.

xiv. **Speak Clearly At A Natural Pace:** Speak concisely and clearly. Avoid complex words and technical terms. If you are too pensive and cautious, you risk losing the floor. But if you speak too quickly, you will not be understood.

xv. **Listen Carefully And Answer Wisely:** Listen to the presenter and your fellow debaters, rather than just thinking about how you will word your next contribution. Do not say everything you want to say in your first comment, but be prepared to shorten prepared wording if time is short.

xvi. **Look At The Speaker:** Look at the person who is speaking, whether this is the presenter or one of your fellow debaters. Otherwise, you will give the impression of being nonchalant or nervous. Avoid looking directly into the camera.

xvii. **Focus on The Presenter:** Speak primarily to the presenter, who often acts as the viewers' representative in the studio. Avoid getting into conflict with the presenter, either on factual matters or on the debate itself.

xviii. **Take The Floor:** With good timing, you can take the floor without having been invited to do so by the presenter. This signals commitment and self-confidence. However, there is a thin line between doing so and coming across as abrupt.

xix. **Keep The Floor:** You can reduce the risk of being cut off by starting with a phrase such as "There are three reasons for this…". You can also take pauses in unexpected places, such as "I think that (pause)…".

xx. **Use Body Language:** Lean forward slightly to show

involvement, and emphasise an important statement with a gesture. A friendly smile makes you look confident and assured in the situation.

xxi. **Ask For Feedback:** Criticism from fellow debaters can leave even the strongest of characters feeling dejected afterwards. Ask friends for feedback. Things will often have gone better than you thought. Watch the programme. What did you do well? What should you think about next time?

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BASIC GUIDELINES FOR HANDLING MEDIA

A) THE BASICS

i. **Be prepared. Know what you want to say-and what you don't want to say:** Know your objectives in the interview. And know this: No reporter can force you to say something you don't want to say.

ii. **Listen carefully to the questions:** Many misquotes and misunderstandings arise from confusing "answers" given to questions that were not actually asked. Consider what is really being asked. If you're confused, ask the reporter to restate or rephrase the question. Or confirm it with, "So what you're asking me is ..."

iii. **Ensure the reporter understands your answers:** Think fast, talk slow. Stick to the point. Be concise. Be specific. Short answers make for easier understanding.

iv. **Summarize from time to time:** The reporter may be dealing with an unfamiliar subject. A concise review of what you've said-"So let me sum up where we're coming from"-may help his or her understanding. And, indirectly, suggest how they can explain it to the reader or viewer-in your words.

v. **Do have supporting documentation at hand:** Your preparation will help you figure out what reports and documents you may need on hand for quick reference. If you are asked for information or figures that you do not have on hand, offer to get them, and quickly call back with them.

vi. **Offer to be available for further questions or follow-up:** Give the reporter all your phone numbers: office, home, cellular, weekend retreat. Smart politicians give reporters their unlisted numbers, too. Reporters do not abuse these numbers; it is not in their interest to.

vii. **Introduce yourself to different media editors, journalists, and freelancers** by sending them an email note or by inviting them out for coffee or lunch. Bring along some background information or a few pages from your website to explain what your party is all about.

viii. **Follow up after the meeting with thank-you note,** mentioning that you will be in touch as appropriate. This is important to set the stage for future dialogue.

ix. **Let them know what your goals are** and what special events, news, or programs you have coming up.

x. **Send out news releases by email about two weeks in advance**, when you have a special event planned. Send a follow-up email a few days later. Phone again at a convenient time before the event to suggest a possible meeting or interview at the event. The bigger the event, the more advance notice should be given.

xi. **Tailor your pitch for the needs of each medium:** For example, set up plenty of photo opportunities for television media, human-interest stories for print, and interviews for radio.

xii. **Give them the name of someone who has a**

personal experience to tell: Remember that the media loves a good story. Real life stories engage readers and makes for better copy than just statistics.

xiii. **Ensure that you or parties spokesperson is available for interviews at a moment's notice;** otherwise much of your efforts will be in vain. Both of you, of course, should do your homework and rehearse questions and answers in advance. You should have facts, statistics, and anecdotes in your head, ready to use.

xiv. **Remember that the reporter can "hear" or "see" more than just your words.** Your tone and your style-as well as your content-are part of the picture, too.

xv. **Be aware that the reporter's questions rarely appear in print or on the air; only your answers do.** So no matter how good or bad the question is, make sure your answer is good, clear, accurate, concise-and yours.

xvi. **Understand who the audience really is.** You may be talking to a reporter, but the real audience is the people who will read or see or hear what you are saying. The audience is the public. And, through your answers, you and your party are communicating with them.

xvii. **Editors, being journalists, abide by the five Ws** tradition of reporting: who, what, where, when, and why. Always include clear, engaging answers to the five Ws in all news releases. Also, you can use the five Ws as a guideline for how to most effectively catch the attention of editors.

xviii. **The way in which you present this information is crucial** to being accepted by an editor as newsworthy for their audience. You have to "tell a story,"make the news interesting and relevant, and choose an appropriate time and place to present the story.

B) WHO

xix. **"Who" usually consists of your party, spokespersons, and authorities quoted in your news releases.** Your organization and those speaking as representatives must be presented as professional, authoritative, influential, and with strong credentials for speaking on matters related to your industry. By positioning your organization in this way, you have a much better chance of generating visibility and prestige.

xx. **One of the goal is to make your party spokesperson (Prakosht Heads) be known as genuine experts and recognized authority in political analysis and other fields of expertise.** With this distinction, any time you issue a statement, your news will draw the attention of editors whose readers are interested in the specific work you do. All things being equal, the more influential your spokesperson, the better the chance your news has of being selected.

C) WHAT

xxi. **The "what" is the subject of your release-**a new approach, issue, a new appointment, or any interesting event you choose to announce. Naturally, unusual or exciting announcements have a better chance of being covered. Anything you can do to make your story

stand out from the ordinary will be viewed as a refreshing change and will increase the chance of your story being published.

xxii. **If the "what" in your story is appointment of an office bearer, look for some human interest** in either the person or the job at hand. If this person is a well-known party leader or a pillar of their local community, all the better. The more noteworthy the individual, the more newsworthy the story.

xxiii. **If the "what" is an event such as a party road show, that is a plus.** Editors regard events as more urgent and newsworthy than other announcements.

D) WHERE

xxiv. **The "where" of your release plays a key role.** As you begin to understand public relations, you will appreciate the role of staging events to generate news. Since the media appreciates visuals, try to produce events with images as well as a pertinent story.

xxv. **In planning a pitch or a release, ensure that you clearly indicate the address of every event** you hope to have reporters attend. Reporters' time is wasted if they have to call for directions to every event. A special media contact person is a good idea to have at all events. This person can prevent reporters from missing important or visual parts of events. Be aware of upcoming events or activities that you might be able to capitalize on or borrow interest from. Again, the goal is promote the unusual, the unique, the unexpected that will pique the editor's curiosity or sense of humor and get your story into print.

E) WHEN

xxvi. **There is no need to wait for once-a-year events** (like general body meeting) to provide news. With

creative thinking, you can come up with news stories that capitalize on current events.

xxvii. **"When" is extremely important in terms of releasing the news.** For instance, if you are publicizing special events, you want to allow ample time for an editor to assign a reporter to cover the story (if the news is deemed of interest). If the editor doesn't have enough time to assign a reporter to cover your event, you can count on no reporters being available.

xxviii. **While timing is critically important, avoiding bad timing is easy.** The first rule is always to provide a reasonable amount of advance notice. For news-breaking media such as radio, television, and some newspapers, two days is an absolute minimum, and a week is more prudent. For magazines and trade journals, one to two weeks is the minimum in most cases, and three to four weeks is even better.

xxix. **Use your common sense and avoid scheduling pitches when you know the editor is on deadline or is involved with other events.** Also avoid periods when the editor is working with little or no support staff (such as when reporters are away at an important trade show). Generally, business hours between 9:30 a.m. and 2:00 p.m. is best, since this gives reporters time to write and file their stories. Mondays and Fridays are always more difficult than midweek, but don't be afraid to ask if the editor prefers specific days.

xxx. **If you are requesting reporters attend and cover an event, never ask the editor to confirm their attendance.** The editor will not appreciate the pressure, and besides they cannot guarantee they will

have the resources (reporters and camera operators) at the appointed time. News changes by the second. A reporter may be ready to go to your event and, at the last minute, be reassigned to something else. This happens all the time, so don't take the rejection personally.

xxxi. **If you show respect for the editor's time, they will appreciate your** consideration and may be more likely to cover at least some of your stories.

F) WHY

xxxii. First, **why did your news item come to pass,** and second, why should an editor (and their readers, listeners, or viewers) find your event newsworthy?

xxxiii. **"Why" is the single most compelling factor available to an editor in determining newsworthiness,** unless there is something terribly interesting about the who, what, where, or when. Why is the news important to the audience? Why do they need to know about this? Why is your particular event unusual or out of the ordinary?

xxxiv. **Most organization's activities can be analyzed in terms of their cause and/or their effect.** The more you can identify causes or effects in your story, the better chance your organization has of receiving coverage.

xxxv. **The same principle holds true** for something as seemingly mundane as a new office bearer selection. Why was there a vacancy? Why was this person selected to fill the spot? Adding either or both pieces of information to the release greatly increases the news interest.

xxxvi. **If your release is about an event, there are numerous "whys" you need to address.** Why now? Why is your party involved or being a promotor? Why would anyone want to come to the event?

xxxvii. **Be proactive and open** in sharing the causes and anticipated effects of these accomplishments.

G) HOW

xxxviii. **How did the party decide to embark on this new and exciting initiative?** How will this change affect people and the country?

xxxix. **It is essential to keep abreast of the news being printed or broadcast** about BJP, other regional and national parties, and issues of interest to the public. A comprehensive public and media relations program must track public perception of party.

xl. **Tailor your strategy for each public relations opportunity.** Think about the audience you want to reach and how to create excitement. An effective part of your strategy should be to enforce your organization's core messages in all news releases.

xli. **The more you know about the media organization and your target editor, the better** and more confidently you can pitch to them. Building relationships now means editors will be more likely to take your call when you've got an important story to tell. Best of all, even if they can't offer you coverage on this particular story, they may refer you to another reporter who can. As with any relationship, building trust is critical. Keep your promises, and be on time. Be upfront about what you can and can't do. You might not be able to do everything, but reporters will

appreciate your honesty.

xlii. **You cannot underestimate the importance** of maintaining and continually updating a database of editorial contacts.

xliii. **Time must be spent in researching names and contact information for your database.** You will need to know the audiences of each publication, names of key editors, these editors' responsibilities, the dates of special-focus issues.

H) THINGS TO AVOID

xliv. **Don't ever tell the media what you want from them.** Instead, ask them about the kinds of stories they're looking for, or if there are any other reporters in their newsroom who would be interested in your party or its activities. By learning what they want, you can tailor your communications to get what you want.

xlv. **Don't answer questions that are not asked.** The reporter won't know what you're talking about, and a confused reporter talking at cross-purposes with you is a recipe for trouble.

xlvi. **Don't question the questions.** A reporter's question may sound irrelevant, immaterial, offensive or even downright stupid. But it is not so to the reporter. If a question really does seem out of line, try to use it to get back to relevant territory.

xlvii. **Don't answer hypothetical questions with hypothetical answers.** The reporter's questions do not appear-only your answers appear. Your hypothetical answer, appearing on its own, may suggest there is smoke where there is none, and thus a fire where there is none.

xlviii. Don't say, "No comment." "No comment"is a comment. And it usually comes across as somehow guilty or negative. If you really can't give or get an answer, say so-and explain why. And really do explain; don't just say glibly: "It's our policy."

xlix. Don't say: "That's off the record." If you say something to a reporter or blogger, it should be for the record. After all, you're trying to tell the public your story. If you can't say something publicly, don't say it at all.

l. Don't ask if you can review the story in advance. You can not see it or check it in advance. Nor can you check the reporter's notes, or see or listen to their recording or disk.

li. Don't argue or lose your cool. By definition, the reporter, editor or blogger always has the last word. Fencing with them, arguing, or blowing your stack may be a natural reaction, particularly if you are provoked by some harsh or off-the-wall question.

lii. Don't play favourites. You may have your favourite reporter or blogger. But giving information to one reporter, and not to another, can be a very risky game. If one reporter calls you on a story, chances are another will. Treat them all equally and fairly. Don't give nice detailed answers to one, and reluctant, partial answers to another.

liii. Don't send out a news release with vague, general statements. Your story has to show not tell, and you must convince the editor to cover the news that promotes your organization rather someone else's. Getting editorial coverage is fiercely competitive.

liv. Don't underestimate the importance of less prominent media like community newspapers, cable

TV, trade journals, and special-interest newsletters. Look at the entire spectrum of news media for different angles.

lv. **Infusing your media relations plans with innovative thinking** produces stronger, more effective results, so avoid recycling the same old news releases and fact sheets.

lvi. **Deadlines are hugely important** because the news media cannot delay publication or broadcasting. Don't bother editors with untimely information. If you can't pitch your story in time, wait for another opportune moment to come around.

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RESEARCH & DOCUMENTATION ON IMPORTANT SUBJECTS

It is very important to get your facts and details right before you go public with any statement. One should also have a broad understanding of the topic, details of the current issue and the terminology (Sometimes technical/ medical) used by experts. There is no substitute of doing a good research, background study and looking at the data before going in for a discussion; meeting a journalist, issuing a press release and/or writing anything on the social media.

Some good sources of information and sources for undertaking a quick research are;

i.   **Official or Public Documents/ Public Records:** This can include Government reports (Both State and Centre); reports of the statutory bodies; reports/ documents of international agencies, etc.

ii. **Court Records:** One can look at similar case laws or something specific to the present issue at hand.

iii. **Websites:** Official websites of the relevant stakeholders, international agencies, Government websites of other countries, etc.

iv. **Right to Information:** One can file RTI applications in cases where information is not already public. RTI applications can be filed with statutory bodies and/ or State Governments too. Information obtained through RTI is reliable, authentic information. RTI act makes it binding on public authorities to provide information within 30 days of an RTI application. In case an issue concerns question of life-and-death, there is a provision to provide information within 48 hours.

v. **Books & Journals:** Books published by reputed publishers are a good source of background information. Sometimes one can find hidden information from books published years back which contain information that becomes relevant only because of some recent happenings. Subject specific journals, with good ranking often contains detailed researched information on a subject/ issue. If any such study can be found in a Journal, it gives an added boost to one's understanding of the issue.

vi. **Contact Experts:** Talking to experts of the field on the issue/ subject matter in-hand is one of the quickest way to learn more and also understand where one may find more information on the issue/ subject.

vii. **Internet:** A general google search is quick and dirty way of doing an urgent research. However one should only look for credible sources and reliable information from the Internet and not rely on everything which pops-up. Similarly it's not necessary that Wikipedia or other such open-source portals provide good reliable information. Once should use them only to look for other possible reliable sources.

I) MAINTAIN YOUR OWN DOCUMENTATION

It is extremely important to maintain proper documentation on important subjects. It would be a big waste of time to every time research for facts and statistics from scratch when you have to talk on an issue. Some quick tips to maintain your own documentation on important subjects is;

i. Create separate files on different topics.

ii. Arrange them in a way so that they are easy to search and look-at when required.

iii. Update your files regularly. Whenever there's any new development on any subject matter, add the same in

the file too. If your secretary is doing so, make sure that he/she updates you briefly on the new developments on regular basis.

iv. Keep Statistics from most authentic official sources and ensure that you update the same regularly.

v. In the event you are maintaining a database or maintaining your files on computers and/or cloud, ensure that they are not cluttered and scattered. Also ensure that the files are stripped to bare minimum to contain important information immediately without searching in an ocean of information.

vi. Clip important URL's on the topic separately in the files so that you can immediately reach the relevant page. You can also maintain such a library in the "Favorite" tab of your browser too; which may also be synced online and with all your devices, including mobile/ tab too.

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CONTENT DEVELOPMENT

Content is important. It is what you give your followers in return for their support and interest. It is a way to impart information and entertain. But most of all, it is the most consistent and fail-proof method of building a political brand, not only in substance, but in authority. The first step is to know your target audience, what it is required to get its attention and deliver the message of your choice. Researching the burning issues and topics of the time can give a glimpse of what should be the content and its packaging. Content should be formulated in sync with the medium through which it is to be delivered. There are multiple formats and platforms through which the message can be delivered. A specialized team for the purpose can also be formed.

A) TEXT FOR SOCIAL NETWORKING SITES

Everything you say on the social web makes your image (And brand). First step is to know who are your audience and what they would be interested to hear. Be regular and create a calendar that lists out what you're going to say and when you're going to say. Make sure it's relevant to the people and the current issue.

Brevity is of essence when it comes to developing the text message for social media. An expertise in the language, particularly, the colloquial, adds value in making an effective social media text.

When creating content, make sure that you develop content that appeals both to readers and search engines.

To develop effective content it is important that you do the following:

   i.   Develop high-quality content that is well-researched, topical, relevant and useful.

ii.   Incorporate information on hot trending topics and information, using the information of interest to your audience.

iii.   Write content that readers will be interested, and are most likely, to share with others.

In the world of social media, all the audio-visual tools can be used to form part of a tweet or post. Tagging is an important tool that can have a multiplier effect on the reach of message. Tapping in the trending items or issues can also boost the reach of a tweet or post.

B) VIDEO

It is estimated that traffic from online videos will constitute over 80% of all consumer internet traffic by 2020. Even as-on-date, Videos are the most effective tools in social media communication. These can deliver the message while entertaining the viewer. It can be about anything which helps in conveying the party ideas and its decisions. It can be a two-way communication answering any public query.

In addition to the production quality of a video, its format, size and duration should be kept in mind. Depending on the apps or medium used for sharing the video, the duration and format will be determined. Smaller videos can be shared on apps like whatsapp, while longer ones can be shared on youtube or facebook.

All the major social platforms now have video features of some kind. For live video alone you've got various options, including Facebook Live, Instagram, Twitter-owned Periscope and YouTube. So decide, what channels should you focus on? You need to ask yourself, what's the least amount of content that will reach the biggest audience? What channel does your audience use the most?

C) GRAPHICS

If made right, graphics can be even more effective than the

videos. Graphics can be even incorporated in a video format or shared as pictures. Based on research these can be made keeping in mind future issues or needs.

D) INFOGRAPHICS

Information graphics or infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends.

E) PICTURES

Pictures of events, or place can be used to emphasis or establish the party's contention on an issue or update what party is doing or plans to do.

By themselves, photos aren't visible to search. Associate relevant text with your images that a blind person would need to understand the photo. Use keyword-based filename and alt tags such as BJP_MahaTraining_Goa.jpg.

When using photos, don't assume you have to do everything yourself. Invite your friend-list/ fan's and others to share their photos. The current trend is that only a small proportion of people actively engage on social media-90% of participants lurk; 9% of participants do something small like share, comment or vote; and 1% create content like guest posts.

Photographs are easy, low-risk participation items because even feature phones have cameras.

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ANALYTICAL TOOLS

Social media analysis has become crucial to monitor the multitude of audience interactions towards the different products and services. Today, there are more than 500 tools in the market to measure a campaign's performance on the different social media platforms.

Analyzing the information, views, trends, emotions and reactions on the social media sites may be a way of immediate unbiased feedback. It may also sometimes help in understanding the emotional pattern of a segment of population.

Some of the tools available for analyzing the data on the internet are;

A) KEYHOLE
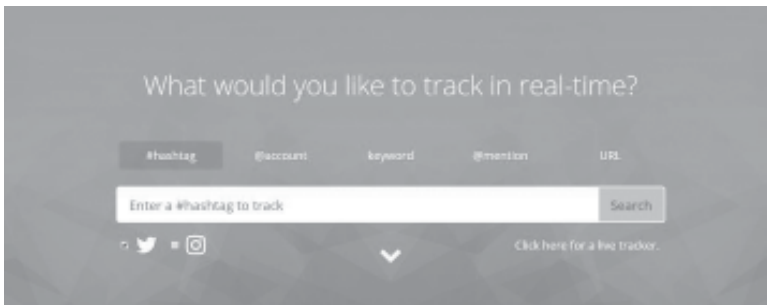
Keyhole is an all-in-one social media analytics platform that tries to spare users from the hassle of manually switching from one tool to another. It takes note of the keywords users provide across several platforms, and then follows the hashtags the users want to monitor on Twitter and Instagram. This tool allows users to track the industry influencers' accounts in social media channels such as Twitter, Instagram and Facebook.

Keyhole has two main features;

I. REAL-TIME HASHTAG (OR KEYWORD) TRACKING

This displays the total number of posts, the engagement rate and the total reach and impressions of generated hashtags. It enables the users to download the results in PDF and Excel reports. Users can also check dedicated Influencers metrics to analyze advocates talking about hashtags and filter influencers based on geo-location and keywords on their bios. Likewise, you can also identify the most popular hashtags relevant to your campaign and find areas of opportunity from these.

II. SOCIAL MEDIA ACCOUNT ANALYTICS AND REPORTING

The range of optimization data available through the analytics help users create engaging posts and learn when to share them. Here, you may see which updates generated a high interaction across the different social media

channels, which hashtags are widely-used, the best times to post updates and other network-specific factors. Through this analytics, you are given ideas about your competitor's strategies, analyze their growth, and monitor their activities and engagement. You may even track their major social accounts to discover which of their tactics work and which fail in your category.
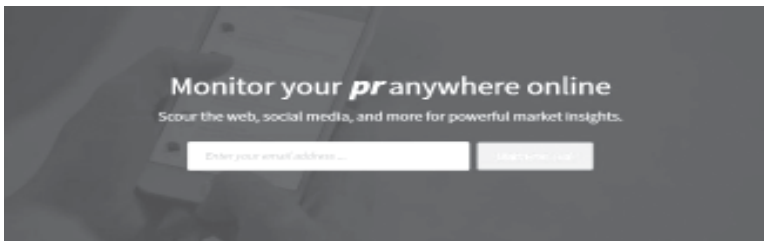
B) LUCIDYA

A location-based social media analytics & monitoring tool, Lucidya helps you in making smarter strategic decisions. Using its patented big spatial data search engine - Spatial Swift, Lucidya analyzes both current and historical social media content in real-time using the contents published on the different social media channels. With Lucidya, you can filter results geographically down to the city level, likewise analyze influential users, sites and content to understand consumers' feedback, in order to expand your reach to target customers.

Through Lucidya, companies are able to visualize billions of live-streaming and historical posts on maps in real-time. This is very useful in understanding what your target market really wants. With Lucidya, you can also measure the impact of your published content across different locations. How amazing is that? Plus, you can study the different conversion rates resulting from your marketing efforts and optimize them in order to

identify your areas of high demand. Since the demand for a particular product varies from place to place, location-based monitoring tools come in handy to enable you to make quick and smarter decisions.

C) MENTION

Monitor your **pr** anywhere online
Scour the web, social media, and more for powerful market insights.

Mention is a social media management and monitoring tool. It offers a variety of publishing, monitoring, social analytics, and integration capabilities. Through Mention, you may be able to use content translation, multi-channel publishing, and publishing curation services. Mention's social media listening and monitoring capabilities include amplification rate management, customer engagement notifications, engagement

rates, and mention volume. Likewise, it offers the social analytics services of exportable raw data, exportable reports, and social ROI reports. Additional features of the software include collaboration platform, task management, and product support. Believe it or not but Mention is a tool that can replace Google Alerts. (Google Alerts send emails notifying you whenever a keyword or phrase you specified was cited online.)

Through Mention, you can monitor millions of sources in real time and in 42 languages.

D) AUDIENSE

Audiense is a tool that can help you get to know more about your target audience and manage your communities on Twitter and Instagram. It enables you to find users and make use of the tool's different features like; audience segmentation, social community management and even social analytics reports.

The social intelligence data provided through Audiense allow you to highlight the personality traits of your audiences, and use this newfound knowledge to search for accounts that have similar personality traits to target.

One of the features you will find here is the tool's ability to transfer the list of audience you built within the platform into the Twitter Ads platform and then use paid marketing methods to target this filtered audience. Amazing stuff.

E) TWEETREACH

After merging with "Unio Metrics,"Tweetreach, can now
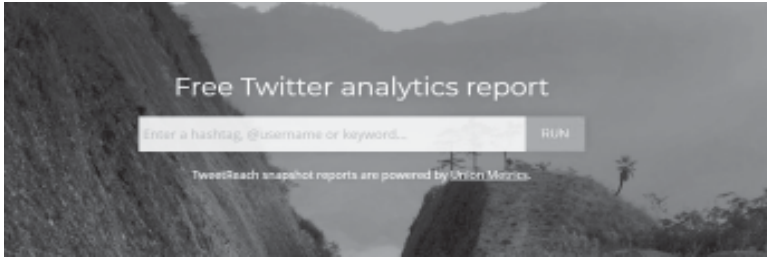
provide you with more accurate data starting from the density graph to show when posts are hitting the largest number of desired followers, and to report how far a Twitter handle, keyword or hashtag has reached. It also measures the number of accounts reached, number of impressions, number of retweets, top contributors, most retweeted Tweets, list of contributors and an embedded timeline of user tweets.

If you're analyzing the reach of an issue, a marketing campaign, or an event on Twitter, TweetReach will be able to help you as its functions allow you to measure the response, engagement and effectiveness of your campaigns.

TweetReach makes it easy to measure your Twitter campaigns so you can demonstrate real results. Through this tool, you are able to analyze tweets with your hashtags, brand names or URLs; get in-depth social analytics on reach, exposure, tweets and even contributors. If you are monitoring a brand, tracking media events, running marketing campaigns, or holding contests and games on Twitter for your company or your clients, TweetReach is a tool that will allow you to measure the impact of your efforts. How to respond to the market is already up to you.

This isn't an ordered list - all of these apps are great. Give a few of them a try and gain some insights that will help you reach your goals!

F) FOLLOWERWONK

Followerwonk helps you explore and grow your social graph. You can dig into your Twitter analytics to learn who your followers are, where they're located, and when they tweet. The app creates actionable visualizations that enable you to compare your social graph to others, as well as find and connect with influencers.

G) BUFFER

Buffer is a great tool that will help you in two main ways. You can write a few of posts at a time and choose which social profiles to send them to, and then Buffer will spread them throughout the day or week so that you don't have to be at a computer all the time in order to have a social media presence. It also shortens your links and tracks engagement so you can see how many people clicked on them.
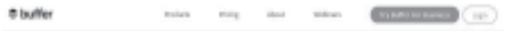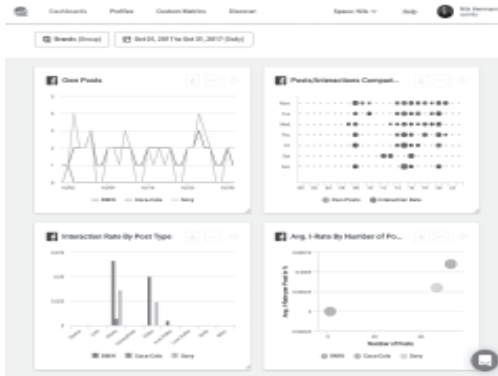
H) SUMALL

SumAll helps guide your decision making by connecting all your key online marketing and e-commerce data in one interactive chart. Features include real-time data monitoring, goal tracking, viewing new vs. returning customers, and trendlines

that project future performance.

I) QUINTLY

Quintly is a social media benchmarking and analytics solution that tracks and compares the performance of your social media marketing activities. Whether you are using Facebook, Twitter, YouTube, Google+, or all of them, their tool visualizes and checks your social marketing success, benchmarking your numbers against your competitors or best practices.

J) CYFE

Cyfe is an all-in-one dashboard that helps you monitor and analyze data found across all your online services, including Google Analytics, Salesforce, AdSense, MailChimp, Amazon, Facebook, WordPress, Zendesk, and Twitter from one single location in real time. No more wasting countless hours tracking down your data from all over the Web every day!

K) KLOUT

Klout measures influence based on your ability to drive action across the social Web. When you connect your social

media accounts, it generates a score on a scale of 1-100 that represents your ability to engage other people and inspire social actions. The platform helps you gain insights that allow you better understand how you influence other.

L) VIRALWOOT
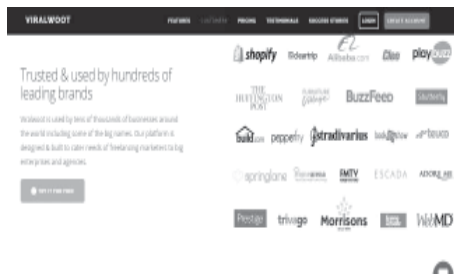
Viral Woot enables you to get more exposure for your Pinterest profile and your pins. You earn "seeds" (points) by following other users and re-pinning. It also helps with scheduling so your visibility is increased, and you can create alerts that let you know when other users are pinning your content.

M) ADDICTOMATIC

Addictomatic is straightforward tool that can be used to monitor your brand's influence and reputation. Its discovery platform searches Google, Bing, Twitter, WordPress, YouTube, and Flickr to find the most recent blog posts, news, images, or videos based on your keywords. It breaks the search results into headers, making them easier to navigate.

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SOCIAL MEDIA FOR POLITICAL WORK

Media is an instrument of communication, and social media can be described as a social instrument of communication. Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks.

The term 'social media' can be broken down as 'social', because you are being social, and 'media', because it's published on the web from where it can be communicated to many, i.e. mass-media. Though there are option to engage in one-to-one communication through some social media tools; however the use of social communication tools is one-to-many, i.e. whatever is shared on social media has to be seen as public communication. It helps one communicate, network, develop an image and built relationships online. It's a way of networking online, so rather than being tied to a physical location, event date and time; networking through social media is open 24/7.

The major difference in the usage of social media vis a vis traditional paper based media and television is that in the case of traditional media, there is one point of information and a number of viewers while in the case of social media, the interface between the disseminator of information and recipient is two-way.

Social media are internet based applications which use computers, tablets and mobile phones which enable us to use interactive platforms through which we can disseminate and access information, both as individuals and as groups.

A political worker should know how to use the social media

tools for reaching out to the public and disseminating useful communication.

A) SOME POPULAR SOCIAL NETWORKING SITES

There are thousands of social networking sites; some with over a billion followers and some less popular. Here are some examples of social media sites, which can be used.

i.   **FACEBOOK** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Facebook is very popular in India and abroad. With Facebook LIVE feature, you can also broadcast your event/ activity

ii. **TWITTER** is a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Twitter LIVE feature is also available just like FB.

iii. **GOOGLE+** (pronounced Google plus) is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services.

iv. **WHATSAPP** Messenger is a messaging app available for Android and other smartphones. WhatsApp uses your phone's Internet connection to message and call friends and family. Switch from SMS to WhatsApp to send and receive messages, calls, photos, videos, and Voice Messages. It's provides an opportunity to talk one-to-one, engage in group conversation, or broadcast your opinions.

v. **YOUTUBE:** YouTube is a video sharing App. It is very useful tool for uploading videos of party programs and other relevant material in Audio-Visual form. The link can then be posted on your other social media links too, like Whatsapp groups, Facebook, Twitter, etc.

I. PENETRATION OF TECHNOLOGY IN INDIA

i.   Usage of Internet in India: 25 crores (20% of population)

ii. Number of Mobile phones in India: 96 crores

iii. Number of Facebook users in India: 11 crores

iv. Number of Twitter users in India: 2 crores

B) WHY WE SHOULD USE SOCIAL MEDIA?

Political parties generally start campaigning when elections are near. However, successful political parties are always trying to reach out to people, communicating with them, disseminating correct information and addressing grievances, if any. Social media makes this easier and BJP workers must be in the forefront of this initiative. They are closest to the people/ voter and what they do and say will have a large say in defining the image of the party in the minds of potential voters. However the primary objective of your social media effort is to engage with citizens to disseminate right kind of messages so as to enhance BJP's image and to improve its voter-base. There are many other benefits to using social media, some of them are;

i.   Use of Social Media is mostly free.

ii. You have a huge audience which can be reached with less effort and minimal cost.

iii. It's another communication tool to be utilised alongside more traditional methods.

iv. You can engage easily with your target segment.

v. You will have a visible presence on the web and a 24/7 presence/ availability.

vi. You receive real-time feedback.

vii. You can do it 24/7, 365 days a year, at a time to suit you or your political/social needs.

viii. It's not location-specific.

ix. Sometimes the main stream media has its biases and/ or you are not properly covered. In such cases use of social media can be useful.

x. People often prefer information delivered at their fingertips

xi. Social media has captured imagination of Indian youth. It was evident in 2014 Lok Sabha elections and other state elections. So, social media platforms are extremely useful to directly reach the youth.

C) STRATEGY FOR QUICK SOCIAL-MEDIA ACTION

First you need to ask yourself what's your target for using social media in three, six and 12 months or longer. It could be;

i. A larger number of followers/ public base to engage with

ii. A certain number of connections and followers for image and communication

iii. To built a reputation/ image for being an expert in your field

iv. Diverting a certain number of visitors to your/specific website.

Then ask yourself these questions;

i. What is my purpose in using social media?

ii.   What am I hoping to achieve?

iii.   What is my desired outcome?

I.   HAVE A PROPER CONTENT PLAN

Content, or what information you choose to share from around the web or your own work, is what will make your efforts succeed. Brainstorm with your team and anyone else you wish to get involved, and make a list of the useful material/websites that always have great content on your chosen topic/ BJP.

Keep a list of the resources you are going to be using so that regardless of who is looking after your social media, anyone in the team can update it, should the need arise.

D) TYPES OF SOCIAL MEDIA INTERACTIONS

Use of Social-Media can be categorised as;

i.   **External Interactions:** These primarily deal with your social media relationship with those outside the party sangathan.

ii.   **Intra Party Interactions:** These are your social media interactions within other BJP members.

iii.   **Personal:** These involve your own preparedness and evaluation of how successful you have been on social media.

I.   EXTERNAL INTERACTIONS

i.   **Develop stronger relationship** with our voter-base and retain our existing voter-base through positive messaging.

ii.   **Build awareness** amongst new voters through focused efforts.

iii.   **Increase engagement with BJP:** Just reaching the people is not enough. We need to ensure that the recipient of our message remains engaged with us.

This is through continuous interactions which is reflected in; likes, shares, comments, retweets, etc.

iv. **Improve the reputation of the party** by countering negative propaganda by rivals and increasing positive mentions for our party.

v. **Get Voter Feedback:** One can use surveys, organize meetings etc.

vi. **Generate Interest:** This can be done by messaging local issues and getting them resolved.

vii. **Become a media resource and earn trust:** Your social media interaction has to be such that your contacts start taking you seriously and viewing you as a reliable media resource.

II. INTRA-PARTY INTERACTIONS

i. Exchange leads through group messaging within BJP groups.

ii. Improve awareness of opposition's actions through accessing their social media interactions and observing them on the field.

iii. Improve the morale of party workers by being a resourceful, reliable and respectable face of the party.

iv. Help raise funds for the party: This can be done through focused social media campaigns. Etc.

III. PERSONAL PREPAREDNESS & EVALUATION

i. **Prepare your resource base:** Access the BJP website, Social Media handles/ pages & WhatsApp groups daily and keep yourself aware of what is happening in the party. Also keep abreast of the latest initiatives of the party. Access google to remain aware

of the opposition too. This will keep you informed and your communication as reliable. It will also help you counter negative propaganda about the party.

ii. **Set your personal goals:** This is metered by setting specific goals such as number of followers, number of retweets, number of likes, number of contacts on your party email group etc.

iii. **Measure your effectiveness:** Compare the actual personal goals achieved with the goals, at the end of every 6 months.

iv. **Be balanced** in your social media interactions and approach.

E) DO'S AND DON'TS FOR SOCIAL MEDIA

Some general rules to follow while using different social media tools are, as follows;

i. **Be a Social Media Leader:** Users with the most influence over social media are one of the following:

a. Users who disseminate knowledge,

b. Those who engage other people, and

c. Those who lead conversations.

ii. **Be Well Informed:** To be a social media leader, you have to be aware and well-informed, both about BJP's policies, achievements and focal issues and about the concerns of the public in your area.

iii. **Know your audience:** Get to know the issues which your audience is most concerned about. Make yourself an expert on these and you will get the respect of those you interact with.

iv. **Be polite:** This is a sign of maturity and your readers will respect you for it.

v. **Be inspiring:** This is important for both BJP groups and non-BJP groups. Being positive helps a lot in this.

vi. **Choose your reaction wisely.** Do not post in a knee-jerk reaction. Take the time to interpret the context of a situation before jumping in with a response. In order to do so, it is important to do the following:

   a. **Get to the bottom of the issues:** Sometimes people are often just looking for ways to vent their frustration. It is very important to understand the reason why someone is posting a particular post.

   b. **Consider the source:** Some people are out to create trouble because it gets them attention. Others are the opposition parties who consider that badmouthing BJP is their prime job. Ensure that your response is such that you get appreciation and support from your followers.

   c. **Do not believe everything you read:** There are a lot of fake posts on social media. Before forwarding or reacting to any post, ensure that it is a real one and not a fake one. There are many sites such as hoax-slayer to confirm this.

   d. **Do not get defensive in a knee-jerk reaction:** Being defensive blinds you to real issues and ends up with you wasting more of your time than the issue deserves.

vii. **Listen carefully and respond quickly:** Social media never sleeps. Listen to the public in your area carefully, so that you can understand their real concerns. Respond to resolve as many of these as

you can, as quickly as you can, through informing your seniors, speaking to the local authorities etc.

viii. **Ask for guidance:** Whenever you are not sure, or if an issue is open for a long time, refer it to those in the party who are most qualified to answer. Do not post your views on such topics without approval of your seniors.

ix. **Don't run away from controversy but be careful:** You need not let wrong information about BJP or its leaders remain unanswered; however at the same time, there's also a need to be careful. Do not take a negative comment personally. Do not abuse. Answer calmly with data and facts and understand when to let it go.

x. **Own your mistakes:** Owning your own mistakes is a great way of earning the trust of the public. You should, of course, ensure that these mistakes are not too frequent.

xi. **Sometimes, do nothing:** Sometimes it is preferable not to engage with those trolling you. Remember, if you fight with a pig in the mud, the pig will enjoy it and you will come out dirty, even though you may think that you have won the argument. Such interactions also keep the initial trolling alive, which is exactly what your opponent wants. Keeping quiet makes the issue dies away very quickly as the social media attention moves to something else. Some general tips on 'Troll' are as follows;

   a. **Ignore Trolls and do not become a troll:** A 'troll' on social media is like a stalker in real life. A troll posts offensive, divisive and controversial comments.

Often, a troll will make obvious and inflammatory statements that are meant to bait new users into reacting.

b. Some trolls will also use phrases like 'Bhakt' for you. There is no need to get irritated and respond with a counter negative word, etc.

xii. **Do not badmouth the Opposition on and on:** There is no need to badmouth the Opposition as it also brings the opposition in the mainframe. You should be convinced that BJP is the better party and should compare with others based on values and differentiation. This does not mean that you should not point out the weaknesses and hypocrisy and other faults of the opposition when the opportunity arises. However, this should be on the basis of hard facts and not be just name-calling.

xiii. **Do not try to defend the indefensible:** All parties have some bad elements. If a member of our party is alleged to be doing something reprehensible and there is apparently ample proof against him/ her, do not try to defend such people/ incidents on social media. Silence is the best answer to such posts till the time the clouds settle on the issue and/or you have better evidence.

xiv. **Keep your seniors aware:** Social media is also a rumor mill. If you come across any rumor concerning the party, please inform your seniors (With your comments) immediately.

xv. **Promote harmony wherever you can:** As a responsible national party, BJP stands for social and communal harmony all over India. When you are

using the BJP handle on social media, you, too, must promote these national values. This includes not initiating or forwarding or re-tweeting blatantly divisive posts.

xvi. **Move toward face-to-face interaction:** Social media is a useful tool but there it's no substitute to the physical interaction with people. Convert all opportunities on social media to a field level event/ activity where you can meet people. Identify opinion leaders in your area and use social media to set up meetings with them.

xvii. **Beware of information over-load:** It is quite annoying to get too many messages from one person. Understand the limits of different social media tools. You should try not to be too prolific but you must stay active. If your BJP handle remains dormant for a long time, you slip out of people's mind.

xviii. **Be brief:** Long posts are not read by many people. Make your point in a few well-chosen words.

xix. **Do not be repetitive:** One of the most annoying things in communications is repetitiveness. Say what you have to say, once. If you have to repeat it for emphasis, refer to the earlier post.

xx. **Language:** Post in the language you and your audience are most comfortable in.

xxi. **Re-read and revise your post:** It is essential to re-read and revise your posts before pressing 'share' or 'post'. Check for grammar, spellings, facts, etc.

xxii. **Keep the tone of your messages mature:** Bragging, constant complaining and berating will not

make you popular with readers.

xxiii. **Remain realistic:** Do not promise anything you cannot guarantee to deliver.

xxiv. **Act the way you'd want to be treated:** If you do not like to receive rude posts, do not post such messages yourself, too.

xxv. **Remain relevant:** Most groups tend to deteriorate into the lowest common factor and are soon engulfed with jokes, inane posts, family news etc. Confine your BJP handle to factual posts relevant to the BJP.

xxvi. **Get your facts before you post:** Ensure that the content of your posts, the data and statistics used and other assertions are correct. You may cite sources wherever you are relying on external agencies/ sources.

xxvii. **Be consistent:** Be aware of the policies of BJP and post only once you are convinced of the particular position you are taking. Thereafter stick to your line of thought and don't oscillate from here to there and back.

xxviii. **Share your experiences with your team:** This should be done in face to face meetings, perhaps once a month. You can learn positive and negative points from each other.

xxix. **Social Media posts are permanent:** Be careful about what you post because once it is on the internet, it is there to stay. You may delete the message but someone somewhere would have taken a screen shot, forwarded it or copied and saved it. Be certain that a thoughtless post will come back to haunt you sooner or later. Remember this!

xxx. **Protect confidential and proprietary information:** The easiest way to turn a supporter into an enemy is to post something he or she told you in confidence on the website. Never do so.

xxxi. **Keep your personal views away:** The BJP social media handle is not the appropriate place to share personal views unless these reinforce the image of the party.

Vande Mataram

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HISTORY AND DEVELOPMENT OF BHARATIYA JANATA PARTY

- The freedom movement of India was polluted by the idea of two-Nations. Due to appeasement of communal separatism and lack of proper vision of nationalism, the then leaders accepted Partition of the country on the basis of religion. Due to strong opposition of the Partition, the Congress government under the false allegation of Mahatma Gandhi's murder banned the Rashtriya Swayamsevak Sangh (RSS).

- Dr. Syama Prasad Mookerjee strongly agitated against giving the whole Bengal to Pakistan. Consequently, Pakistan could get only half of Bengal. On the advice of Mahatma Gandhi, Dr. Mookerjee was included in the Central Cabinet, but due to India's subdued policy with Pakistan and being against the Nehru-Liaquat Pact expressing indifference to the security of Hindus in Pakistan, Dr. Mookerjee resigned from the Cabinet.

- These two contexts gave birth to the Jana Sangh. Dr. Mookerjee met the second RSS Sarsanghachalak Shri Guruji and the process of forming the Jana Sangh was started. Having been started in May 1951, this process was completed on October 21, 1951 with the formation of the Bharatiya Jana Sangh under the presidentship of Dr. Syama Prasad Mookerjee. It was formed at the Raghomal Kanya Madhyamik Vidyalaya in Delhi. Rectangular saffron flag was accepted as its flag and Deepak inscribed on it was accepted as the election symbol. In the same inaugural session, the manifesto for first general election was also approved.

- In the first general election, the Jana Sangh got 3.06 per cent votes and three MPs, including Dr. Mookerjee, were

elected. Jana Sangh got the status of a national party. In the Parliament, 'National Democratic Front' was formed under the leadership of Dr. Mookerjee. Akali Dal, Gantantra Parishad, Hindu Mahasabha, Tamil Nadu Toilers Party, Commonweal Party, Dravid Kazhagam, Lok Sevak Sangh and independents together had 38 MPs (32 Lok Sabha and 6 Rajya Sabha MPs) in this Front. In this manner, president of the Bharatiya Jana Sangh Dr. Mookerjee was the first informal Leader of the Opposition of the country.

- On May 29, 1932, Jammu-Kashmir Legislative Assembly accepted the proposal of autonomous state under Indian Federation and on July 24 Nehru-Abdullah Agreement was signed. It was a conspiracy to create controversy and separate state of Jammu-Kashmir, which had already merged with India. Under this, arrangements for separate Constitution, separate Prime Minister and separate Flag were made for the state. Praja Parishad strongly agitated against this and the Bharatiya Jana Sangh supported it. In Parliament, Dr. Mookerjee delivered strong speech against it. Agitation became intense in Jammu & Kashmir.

- First conference of the Bharatiya Jana Sangh was held in Kanpur from December 29 to 31, 1952. Pt. Deendayal Upadhyaya became the general secretary of Bharatiya Jana Sangh. Deendayal ji moved the resolution of Cultural Renaissance expressing 'Geo-cultural nationalism'. It was the first ideological resolution. State Reorganisation Commission was demanded.

- In March 1953, a *satyagraha* was started in Delhi with the demand of complete integration of Jammu & Kashmir. On May 11, Dr. Mookerjee entered Jammu-Kashmir without permit under *satyagraha*, he was arrested and taken to Srinagar. To enter Jammu-Kashmir, over 10,750 *satyagrahis* participated in the agitation from all over the country. On June 23, Dr. Mookerjee attained martyrdom. Satyagraha

was withheld.

- As a result, on August 9, Sheikh Abdullah had to be arrested after being removed from the post of Prime Minister. Ultimately, permit system also ended.

- From January 22 to 25, 1954 second conference of the Jana Sangh was held in Bombay in which call was made for Swadeshi. The Five Year Plan formulated in imitation of Russia was strongly opposed.

- Britishers had left India in 1947, but Goa-Daman-Diu and Pondicherry were still parts of the Portuguese and French empires. The Jana Sangh started movement for their freedom. Jana Sangh *karyakarta* Shri Narvane freed Dadar on July 22, 1954 and Shri Narvane led the freedom of Naroli Island on July 29. Jana Sangh *karyakarta* Shri Hemant Soman hoisted the tricolour on the Portuguese government Secretariat in Panaji on August 15. Under the leadership of All India Secretary of the Jana Sangh Shri Jagannath Rao Joshi with a group of 101 *satyagrahis* entered Goa. They were arrested and tortured. Shri Rajabhau Mahakal of Madhya Pradesh and Shri Amir Chandra Gupta of Uttar Pradesh were martyred.

- With the call of changing the education system, third conference of the Jana Sangh was held in Jodhpur from December 28, 1954 to January 2, 1955. Pt Prem Nath Dogra, the leader of the movement for Jammu & Kashmir integration, became the president. From April 19 to 22, 1955 the fourth conference was held in Jaipur. Renowned mathematician Acharya Ghosh became the president. Fifth conference was held in Delhi. States were being formed for building a case for federation. 'Regionalism and violence' was seen in its naked form. The Jana Sangh demanded 'Integral Administration' decentralised upto Janapadas. At Delhi conference itself the resolution of 'Bharatiyakaran' against communalism was passed and the manifesto for

1957 general election was drafted.

- On August 8, 1957, first 11-day study camp of the Bharatiya Jana Sangh was conducted in Bilaspur.

- Under the presidentship of Acharya Debaprasad Ghosh, sixth conference was held in Ambala from April 4 to 6, 1958. Constitutional arrangement for electoral reforms was demanded. The seventh conference of the Jana Sangh was again held under the presidentship of Acharya Ghosh in Bangalore from December 26 to 28, 1958. In the 1957 general elections, Jana Sangh won four seats and the vote percentage almost doubled to 5.93%.

- On September 10, 1958, Nehru-Noon Pact was signed. Consequently, the Berubari Union of Jalpaiguri was handed over to Pakistan. The Jana Sangh organised countrywide agitation to save Berubari.

- In 1959, strong voice was raised against the infiltration of China on the borders. The Jan Sangh demanded for liberation of Tibet. Mass awakening programmes were organised throughout the year.

- From June 27 to July 6, 1959, ten-day study workshop was organised in Pune for the MLAs and MPs.

- From January 23 to 25, 1960, the eighth conference of the Jana Sangh was held under the presidentship of Shri Pitambardas in Nagpur. Programmes to make government cautious against the illusion of "Hindi-Chini Bhai-Bhai" and raising of the voice against Chinese aggression continued throughout the year. From December 30, 1960 to January 1, 1961, the ninth conference was held under the presidentship of Shri Rama Rao. The tenth conference was held under the presidentship of great linguist Acharya Raghu Vira on December 29-31, 1962 in Bhopal. Unfortunately, on May 14, 1963, Acharya Raghu Vira died in a road accident and Acharya Ghosh was again elected president.

Eleventh conference was held under the presidentship of Acharya Debaprasad Ghosh from December 28-30, 1963 in Ahmedabad.

- In 1962, 14 MPs were elected from the Jana Sangh and the vote percentage was 6.44. In the history of the Jana Sangh, the year 1964 is a milestone. From August 10 to 15 a study camp was held in Gwalior where 'Principle and Policy' draft was conceptualised in which 'Integral Humanism' was implicit. In November 1964, the National Executive accepted the draft and in the 12th All India Conference held under the presidentship of Shri Bachh Raj Vyas from January 23-26, 1965 in Vijayawada it was officially declared philosophy of the party. In December 1964, the Jana Sangh demanded the making of atom bomb.

- In March 1965, Pakistan captured Kanajarkot in Kutch and continued its aggression. Government of India wanted to make peace with Pakistan, which was strongly opposed by the Jana Sangh. In July-August, Jana Sangh planned for countrywide demonstration. Demonstrations were held at around one lakh places across the country and on August 16, over 5 lakh people from every part of the country gathered in Delhi for the largest demonstration in the political history of the country against Kutch Agreement. The slogan was 'Fauj Na Hari, Kaum Na Hari, Haar Gayi Sarkar Hamari' (Neither our army nor our people were defeated, but the government was defeated).

- Prime Minister Lal Bahadur Shastri drew strength from it and he got ready for the war. On September 1 the war started. The Jana Sangh worked with the Government and the Army shoulder to shoulder. Indian army was victorious. Ceasefire was declared on the mediation of Russia and a Summit was decided to be held in Tashkent. The Jana Sangh opposed it. In Tashkent, at night Shastriji signed the Agreement handing back to Pakistan the areas won by our

forces and in the same night he died due to heart attack. Bharatiya Jana Sangh openly opposed the Tashkent Agreement.

- In April 1966, 13th All India Conference of the Bharatiya Jana Sangh was held under the presidentship of Prof. Balraj Madhok in Jalandhar. In 1967, fourth general election was held. Jana Sangh had by now become number 2 political party after the Congress. In Lok Sabha, 35 members of the party were elected and vote percentage increased to 9.41. In the Legislative Assembly also the Jana Sangh became no.2 All India party. In the entire country, our 268 MLAs won the elections.

- In March 1967, first non-Congress government was formed in Bihar and the Jana Sangh was part of it. Thereafter, Samvid governments were formed in Punjab, Delhi, Uttar Pradesh, Haryana and Madhya Pradesh, and the Jana Sangh was part of all the governments.

- From December 26 to 30, 1967, 14th All India Conference of the Jana Sangh was held in Calicut. The Jana Sangh was being nurtured by Pt. Deendayal Upadhyaya as general secretary. Then he was elected president of the party. Deendayal ji delivered historic presidential speech. The leader who was working from behind came to light but destiny was something else - on February 11, 1968, Deendayal ji was martyred. It was a shock for the country's politics.

- On February 13, 1968, Shri Atal Behari Vajpayee was elected president of the Jana Sangh. From July 8 to 11, first All India Women Study camp was held in Nagpur. From April 25-27, 1969, 15th All India Conference was held in Bombay in which Shri Atal Behari Vajpayee was again elected as its president. It was the conference where the slogan was raised - 'Pradhan Mantri Ki Agali Bari, Atal Behari, Atal Behari'. From July 2-8, All India study camp

was organised in Raipur.

- The 16th All India Conference was held in Patna under the presidentship of Shri Atal Behari Vajpayee from December 28 to 30, 1969. Against the nexus of Congress, Communist and Muslim League trio the country was warned with the slogan, '*Tin Tilange, Karte Dange*'. The slogan echoed in the entire country. 'Swadeshi Plan' was announced in Patna itself. Again the slogan of 'Bharatiyakaran' was raised. In July 1970, declaration was made for 'Plan for Complete Employment'.

- In January 1971, general election manifesto was released in the name of 'Declaration of War against Poverty'. The defection politics in Samvid government and division of the Congress by Indira Gandhi had raised the political temperature of the country. The Jana Sangh was part of the non-Congress governments. It witnessed a slide for the first time since its inception. In Lok Sabha, its number came down to 21 from 35 and vote percentage too came down. Smt. Indira Gandhi registered a historic win.

- In December 1971, Pakistan attacked India, Bangladesh war started. The Jana Sangh again worked with government and armed forces shoulder to shoulder. India emerged victorious and Bangladesh was formed. The Jana Sangh organised a huge demonstration in Delhi with demand to give recognition to Bangladesh. On April 2, the Jana Sangh organised 'No to Second Tashkent' day.

- Against the oppression of Dalits, the Jana Sangh president Shri Atal Bihari Vajpayee sat on symbolic fast at Bombay Hutatma Chowk.

- Jana Sangh opposed the 'Shimla Agreement' after the victory in war. Against the returning of Gadra Road on the border of Rajasthan to Pakistan, Shri Atal Behari Vajpayee carried out a *satyagraha* by going to Gadra Road. Huge

demonstration in front of the Parliament against 'Shimla Agreement' was held. On August 3, Shri Jagannath Rao Joshi held *satyagraha* in Siyal Kot sector and Dr. Bhai Mahavir in Suigam (Gujarat).

- The Jana Sangh celebrated Aurobindo centenary as 'Akhand Bharat Divas' on 15th August.

- The victory of 1971 made Indira Gandhi arrogant. Corruption, arrogance and oppression became synonymous with her rule. In December 1972, the 18th Conference of Jana Sangh was held in Kanpur under the presidentship of Shri Lal Krishna Advani. There was a churning in the country due to 'Nav Nirman Movement' in Gujarat and 'Samagra Kranti' in Bihar. Babu Jayaprakash Narayan became the leader of the movement. Akhil Bharatiya Vidyarthi Parishad (ABVP) was leading the movement from the front. Jana Sangh was with the movement. Shri Nanaji Deshmukh played a significant role in bringing JP in the movement. Shri Lal Krishna Advani who became president of the Jana Sangh for second time, invited JP in the All India Conference (19th - 7th March 1973). JP said, "If Jana Sangh is Fascist, then I am also Fascist".

- Congress was defeated in the by-election and on the petition of Shri Rajnarayan, Allahabad High court declared election of Indira Gandhi invalid and disqualified her from contesting elections. Emergency was declared in the midnight of June 25, 1975 and democracy was suppressed. All leaders were either jailed under MISA or went underground. The Rashtriya Swayamsevak Sangh (RSS) was banned. The next year general elections were scheduled to be held, but by amending the Constitution the tenure of Lok Sabha was extended by one year, consequently elections were not held.

- Babu Jayaprakash Narayan handed over the responsibilities of Lok Sangharsh Samiti to Shri Nanaji Deshmukh. Widespread movements took place throughout the country

and a large number of people were jailed. The karykartas of Jana Sangh and swayamsevaks of the RSS were in the forefront of this movement. Elections were held in 1977. It was a silent revolution in India. Not only the Congress, but Indira Gandhi and her son Sanjay Gandhi also lost elections. In these elections, the Janata Party was in front of the Congress. Under the leadership of Jayaprakash Narayan, Bharatiya Jana Sangh, Samajwadi Party, Bharatiya Lok Dal and Congress Organisation had come together to form one party. After the elections on March 23, 1977 the end of Emergency was declared. The Jana Sangh merged with the Janata Party. Three leaders of the Jana Sangh joined the Government.

- The Janata Party became victim of the mutual rivalry and power politics. In the contest for supremacy, the question of 'dual membership' was raised against the *karyakartas* of the Jana Sangh. Either the people of the Jana Sangh should leave the Janata Party or end their relationship with the RSS. On this issue, the leaders of Jana Sangh left the Janata Party and on April 6, 1980 formed the Bharatiya Janata Party (BJP) on the basis of *panch nishthas* (five commitments).

- Indira Gandhi had already won 1980 Lok Sabha by-election. After the split of Janata Party, again efforts were made for bringing together non-Congress parties to fight the Congress. The Jana Sangh leaders who were 'once bitten, twice shy' were very cautious and felt they would never again enter into an alliance which could affect their identity. On October 31, 1984 a personal security guard of Indira Gandhi assassinated her. Widespread anti-Sikh riots took place. The Jana Sangh and the Sangh *karyakartas* actively tried to foil all those efforts, which created enmity between Hindus and Sikhs. Then President of India Gyani Jail Singh administered oath of Prime Ministership to Rajiv Gandhi on October 31

itself. Lok Sabha elections were declared. The elections were washed away in the sympathy wave of Smt. Gandhi. It was the first election for Bharatiya Janata Party and it could get only two seats.

- A critical appraisal took place in the party. A working team was constituted under the leadership of Shri Krishna Lal Sharma, which recommended that 'Integral Humanism' should again be declared basic ideology of the party. Consequently, in the National Executive held in October 1985 at Gandhi Nagar, it was included in the party constitution. The resolve to make the BJP a cadre-based organisation was taken. In 1986, the responsibility of presidentship of the party came on Shri Lal Krishna Advani.

- Shri Rajiv Gandhi was becoming very popular. He had an image of 'Mr. Clean'. The BJP seemed to be dragged on the sidelines of politics. But it was not a reality. In 1987. Bofors scam came to light in which senior minister Shri VP Singh revolted. The image of 'Mr. Clean' was demolished.

- In the Shahbano case, his minority vote-bank politics was exposed. The BJP activists organised huge public awakening programmes on this issue, and common civil code was demanded again. In January 1988, the BJP demanded resignation of Rajiv Gandhi and declaration of mid-term elections. *Satyagrahas* were held throughout the nation. On March 3, 1988, Shri Lal Krishna Advani was again elected president of the party. In August 1988, National Front was formed and NT Rama Rao became its president and VP Singh the convener. In this way, Janata Dal was born.

- On September 25, 1989, the BJP and the Shiv Sena alliance was formed. The election results were on expected lines. The Rajiv Gandhi Government was thrown out of power. In 1984, the BJP had got two seats, but now its tally increased to 86. Along with Bofors issue, the BJP also focused on the slogan 'Justice for all, Appeasement of none'

in these elections. Shri Lal Krishna Advani was elected to Lok Sabha for the first time.

- In June 1989 at Palampur (Himachal Pradesh) National Executive, it was decided to support Shri Ram Janmabhoomi movement. It was a burning issue of cultural nationalism. It was a struggle between pseudo-secularism and real equal respect to every religion. The *Ram Rath Yatra* of Advaniji started from Somanth on the birth anniversary of Pt. Deendayal Upadhyaya on September 25 and it was supposed to reach Ayodhya on October 30 to participate in the '*Kar seva*'. The Rath Yatra received unprecedented support from the people.

- On October 23, the Rath Yatra was stopped in Samastipur in Bihar and Shri Advaniji was detained there for five weeks. *Karseva* was held on October 30 throwing away all the government prohibitions. Shri Chandrashekhar became the Prime Minister with outside support from Congress and he tried unsuccessfully, though honestly, to resolve the Ayodhya issue. Rajiv Gandhi withdrew Congress' support from his government within seven months. In the Uttar Pradesh state assembly elections, held in July 1991, the BJP came out victorious. Pseudo-secularism was defeated. Shri Kalyan Singh became the Chief Minister. In the course of Lok Sabha elections, Rajiv Gandhi was assassinated and the Congress got sympathy votes. BJP's tally increased from 86 to 119. Congress government was formed under the leadership of PV Narasimha Rao. Ram Mandir issue could not be resolved and during the *kar seva* of December 6, 1992, so-called Babri structure was demolished by the *karsevaks*.

- In 1996, 1998 and 1999 three Lok Sabha elections were held in which the BJP emerged as the largest single party. Shri Atal Behari Vajpayee remained Prime Minister of India first for 13 days, then for 13 months and after that for four and half years. It was not only the BJP, but the NDA rule.

The NDA lost the 2004 Lok Sabha elections.

● For ten years, the party played active and constructive role as opposition. In 2014 under the leadership of Shri Narendra Modi, for the first time, full majority government of the BJP was formed in the country, which is now rebuilding a glorious India with the declaration of 'Sabka Saath, Sabka Vikas'. The BJP has also become the world's largest political party with 11 crore members under the leadership of Shri Amit Shah.

Bharat Mata ki Jai!

OUR PRINCIPLE

- Our Party is neither centred around any particular individual or leader nor any family or dynasty, nor caste or religion, but our faith is in principles.

- The declaration of our principle is made by the slogan of '*Bharat Mata ki Jai*'. This slogan is the main basis of our principle. Therefore, we are called nationalist. 'Bharat' (land), 'Mata' (culture) and 'Jai' (people's aspirations) are expressions. Nation emerges from the union of land, people and culture, therefore patriotism is the basis of our work. We have faith in cultural nationalism. The idea of political imperialism and separatism is opposed to cultural nationalism.

- Rashtriya Swayamsevak Sangh (RSS) was in active opposition to the Partition of India. Dr. Syama Prasad Mookerjee was the person who saved Bengal from Partition of India. Bharatiya Jana Sangh was established after the mutual discussion between RSS Sarsanghachalak Shri Guruji (MS Golwalkar) and Dr. Mookerjee. Dr. Mookerjee became a martyr in the movement for complete integration of Jammu & Kashmir and for saving it from the shadow of Partition. As a result, Jammu & Kashmir is today an integral part of India.

- For the integration of India, Jana Sangh organised many movements among which Berubari Movement, Goa liberation movement (many *karyakartas* of Jana Sangh sacrificed their lives in Goa among whom Raja Bhau Mahakal of Madhya Pradesh and Amirchand Gupta of Uttar Pradesh are prominent) are important. Movement to oppose Kutch Agreement and movement to oppose Tashkent

Agreement tainted by the death of Lal Bahadur Shastri are worth mentioning. National integration is not political slogan for us but an issue of commitment.

- In 1947, we got freedom from the Britishers, but we could not get freedom from western or British ideas. While opposing five year plans based on Soviet Sangh inspired socialist centralisation the Jana Sangh called for 'swadeshi economy' the basis of which was 'economic democracy' and 'decentralisation'. Deendayalji called it '*arthayam*' (economic dimension).

- Bharatiya Jana Sangh gave a new direction to the politics trapped in the debate of Western Socialism and Capitalism; Integral Humanism was declared as its philosophy at Vijayawada in 1965.

- The philosophy of Integral Humanism appeals for integration of individual and society, society and creation or nature and calls upon the society to experience this integration and reflect it in the politics. The integration of *vyashti, samashti, srishti* and *parameshti* is implicit in the existence of man.

- Indian politics was also becoming follower of the secularism, which emerged from the reaction to western theocracy. In India, neither was there theocracy ever, nor it can be in future. Indian culture is '*panth nirapeksha*' and culture of 'equal respect to all religions'. Shri Lal Krishna Advani renamed the so-called 'secularism' of the Indian political parties during his Ram Rath Yatra as 'pseudo-secularism'. We are supporters of non-communal 'Dharma Rajya'. The constitutional phrase near to 'Dharma Rajya' is 'Constitutional self-rule'.

- Democracy is hitherto the best system discovered by man. For it, Deendayal ji presented the concepts of 'Indianisation of Democracy' and 'Chastening the Public Will'.

- The conspiracy of Emergency had engulfed the democracy in India. To protect democracy, massive agitations took place under the leadership of Babu Jayprakash Narayan. Democracy was restored, but in the political events that unfolded the need for collective politics was felt and Bharatiya Jana Sangh was merged into the Janata Party. On this so-called collective politics, the politics of power became pronounced, the principled activists of Jana Sangh became irritation for those in power. Finally, following Janata Party split, the Jana Sangh again got established as Bharatiya Janata Party.

- In its first convention the BJP declared '*pancha nishthas*' (five commitments) as its principle:

    1. Commitment to nationalism and national integration,

    2. Commitment to Democracy,

    3. Commitment to Gandhian Socialism (Gandhian approach to socio-economic issues leading to the establishment of a *samaras samaj* free from exploitation),

    4. Commitment to positive secularism (*sarva dharma sambhava*), and

    5. Commitment to value-based politics.

- Bharatiya Janata Party was formed on the principle of five commitments. With time, it was felt that the complete philosophy which the Jana Sangh had accepted in 1965 at Vijayawada in the form of 'Integral Humanism' expressing basic commitment in Indian culture, should be accepted by the BJP again. Therefore, 1985 National Council accepted 'Integral Humanism' as its basic principle.

- As a political party, taking up the responsibility of opposition or ruling party, using constitutional system is our 'means' and to take the society on our principle is our 'end'. As much

as we work on 'means-end' proposition we will be fulfilling our practical work plan. Unprincipled politics leads to chaos and ultimately damages the country. We should always remember '*Bharat Mata ki Jai*' and '*Vande Mataram*'. We are the worshippers of national integrity, so our slogan is '*Jahan Hue Balidan Mookerjee, Wo Kashmir Hamara Hai*'.

Bharat Mata Ki Jai!