

Urban Local Bodies



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 training of the workers and elected represented of the Urban Local Bodies is also planned.



Urban Local Bodies in the form of Municipal Corporations have been a part of Indian governance for a long time. Under the Indian Constitution, after the 74th Constitutional Amendment, Urban Local Bodies now occupy an important position with wide ranging powers and duties.

This booklet is for the training of the workers and elected representatives of the Urban Local Bodies. The booklet covers a brief historical background of the urban local bodies; their importance in Indian democracy; outlines of basic legal provisions; role and duties of the elected members; guidelines for effective administration; etc. The material in the booklet, supported by the interactions with the expert trainers, should provide enough motivation to our workers and elected office bearers in various urban local bodies 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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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, 1952, 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 its general secretary of Bharatiya Jana Sangh. Deendayalji 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 was also abolished.

- From January 22 to 25, 1954 second conference of the Jana Sangh was held in Bombay in which a call was made for Swadeshi. The Five Year Plan formulated in imitation of Russia was also 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. He also led the freedom of Naroli Island on July 29. A Jana Sangh *karyakarta* Shri Hemant Soman hoisted the tricolour on the Portuguese Government Secretariat in Panaji on August 15. A group of 101 satyagrahis entered Goa under the leadership of All India Secretary of the Jana Sangh Shri Jagannath Rao Joshi. They were arrested and tortured brutally. 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' were seen in their naked form. The Jana Sangh demanded 'Integral Administration' decentralised upto districts. At Delhi conference itself the resolution of 'Bharatiyakaran' against communalism was passed and the manifesto for 1957 general elections was also 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 Jana Sangh demanded for liberation of Tibet. Mass awakening programmes were organised throughout the year.
- From June 27 to July 6, 1959, 10-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 from December 29 to 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 to 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 has been 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 to 26, 1965 in Vijayawada it was officially declared philosophy of the party. In December 1964, the Jana Sangh demanded the making of the atom bomb.

- In March 1965, Pakistan captured Kanajarkot in Kutch and continued its aggression. The Government of India wanted to make peace agreement 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 Shastri ji 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. Deendayalji delivered historic presidential speech. The leader who was working from behind came to lime light. But destiny was perhaps something else-on February 11, 1968, Deendayalji was martyred. It was a major shock and loss 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 to 27, 1969, 15th All India Conference was held in Bombay in which Shri Atal Behari Vajpayee was again elected as its president. It was at this conference where the slogan '*Pradhan Mantri Ki Agali Bari, Atal Behari, Atal Behari*' was raised. From July 2 to 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 cautioned through



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 and Bangladesh war started. The Jana Sangh again worked with government and the armed forces shoulder to shoulder. India emerged victorious and Bangladesh as an independent country 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 Behari Vajpayee sat on symbolic fast at Bombay's 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 Diwas' 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 (from March 1973), where 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 karykarts of Jana Sangh and Swayamsevak 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 *panchnishthas* (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 the Hindus and Sikhs. Then President of India Shri Gyani Jai Singh administered the oath of Prime Minister 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 'Karseva'. 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 emerged 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 karseva of December 6, 1992, the so-called Babri structure was demolished by the anguished 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, absolute 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 BJP 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 various 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 '*arth aayam*' (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 'panthnirapeksha' 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, Deendayalji 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 '*panchanishthas*' (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 '*VandeMataram*'. We are the worshippers of national integrity, so our slogan is '*Jahan Hue Balidan Mookerjee, Wo Kashmir Hamara Hai*'.

Bharat Mata Ki Jai!





LEGAL STATUS OF THE URBAN BODIES, INFORMATION ABOUT THE ACTS, ETC.

Background

- The Constitution of India directed the states to constitute Village Panchayats under Article 40 when it came into effect on January 26, 1950. But it did not give any instruction about the urban local bodies. Reference about the urban local bodies is found only in the States and Concurrent lists. The entry at serial number five(5) in the States List states, "Local administration, that is to say, the constitution and powers of municipal corporations, improvement trusts, districts boards, mining settlement authorities and other local authorities for the purpose of local self-governance or village administration."
- Thus, the Constitution of India keeps urban local administration basically under the jurisdiction of the states, and the role of the central government is more or less of advisory nature or that of a catalyst.
- Because of this provision, though, several committees were formed by the Central Government on different occasions to study different dimensions of the urban local administration, these were confined to the study of different subjects. Some prominent committees included Local Finance Enquiry Committee (1949-51), Taxation Enquiry Commission (1953-54), Committee on Training of Municipal Employees (1963), Rural-Urban Relationship Committee (1963-66), Committee on Service Conditions of Municipal Employees (1965-68) and National Commission on Urbanisation (1988). Therefore, the urban local administration mainly depended upon the states.



- There was little scope for central intervention in urban local bodies. The situation changed when extensive amendments were made in the related Act through the 74th Amendment in the Constitution, when the states basically failed to ensure desired development in cities.
- The Central Government proposed amendments in the Constitution about municipal local governance on September 16, 1991. It received approval of both the Houses of Parliament in December 1992. Soon, it got the approval from half of the States also. The Constitution (Seventy-Fourth Amendment) Act 1992 was published in the Official Gazette, the day it received President's ascent on April 20, 1993.

Structure

The 74th Constitutional Amendment mentions the following types of urban areas:

- I. **Metropolitan Areas:** It means an area of the state having a population of ten lakh or more, comprised of one or more districts and consisting of two or more Municipalities (Urban Local Body or Nagar Panchayat or Municipal Council or Municipal Corporation), Panchayats (village, central or district or village bodies of any level) or other contiguous areas as specified by the Governor by public notification to be a Metropolitan area. This administrative institution was called Municipal Corporation in whole of the country. The Governor was expected to keep in mind the following, while issuing notification for the Metropolitan areas:
 - A) Population of the area
 - B) Density of the population
 - C) Percentage of the people involved in non-agricultural activities
 - D) Generation of revenue for local administration
 - E) Economic significance of the area, and
 - F) Any other basis, which the Governor may deem fit



- II. **Smaller Urban Areas:** Notification for this also is issued by the Governor. Its administrative arm is called Municipal Council.
- III. **Transition Areas:** Notification for this too is issued by the Governor. Areas which are in Transition from rural to urban are included in it. Its administrative arm is called Nagar Panchayat.

Constitution

Urban local bodies shall have three types of members: elected, nominated and ex-officio.

I. Elected - All the seats in a local body shall be filled by persons elected by direct election from the territorial constituencies called wards in the Municipal area, except for the members who have been nominated or have been given representation in the urban local bodies by virtue of their office.

II. Nominated - The Legislature of the State may, by law, provide for the representation in a Municipality of persons having special knowledge or experience in Municipal administration: such nominated persons shall have right to participate in the debates of the Municipality, but shall not have the right to vote in the meetings of the Municipality.

III. Ex-officio - The State Legislature may provide for the representation in a Municipality of:

- the members of Lok Sabha and the Members of Legislative Assembly of the State representing constituencies, which comprise wholly or partly the Municipal area;
- the members of the Rajya Sabha and the Members of the Legislative Council of the State registered as voters within the Municipal area;
- the Chairpersons of the Committees constituted by the State Legislatures for any urban area.



Free and Fair Election

State Election Commissions have been established for holding free and fair elections. In fact, the same State Election Commission will holds elections to both the rural and urban local bodies.

Reservation

The 74th Amendment prescribes for reservation for the Scheduled Castes, Scheduled Tribes, Backward Classes and Women. Number of reserved seats shall bear the same proportion to the total number of seats to be filled by direct election in that Municipality as the population of the Scheduled Castes or the Scheduled Tribes in the Municipality area. Reservation has been provided to the Backward Classes for the seats to be filled by direct election. But the manner for implementing such reservation has been left to the State Legislatures, because no final policy was formulated regarding the Backward Classes at the time when the 74th Amendment was passed.

As far as women are concerned, one-third of the total seats to be filled directly have been reserved for them in the local bodies. To implement this, one-third of the seats reserved for the Scheduled Castes, Scheduled Tribes, Backward Classes, along with one-third of the unreserved seats will be reserved for the women of the same category. To ensure that the same Ward is not reserved for the same category every time, the 74th Amendment issues directions to allocate the seats reserved for women in a cyclical manner.

Reservation will also be ensured for the offices of the chairpersons of Municipalities for the Scheduled Castes, Scheduled Tribes, Backward Classes and Women, just as in the case of the members. But the manner for implementing such reservation has been left to the State Legislatures.

Duration

As per the 74th Amendment, duration of every Municipality shall be for five years. This duration cannot be extended, and



it is mandatory to hold fresh elections before that.

Dissolution

There is provision to dissolve the urban local body before completion of five years term. The 74th Amendment does not specify the reasons for dissolution. It only says that the municipality will be ensured a logical opportunity to be heard before the dissolution. If any local body is dissolved, fresh elections should take place within six months from the date of dissolution and the newly elected body will function only up to the pending period of the previous local body whose dissolution led to the fresh election. But if the period of the previous body remains less than six months, the newly elected body will function for the full five year term.

Financial Resources

In order to strengthen the urban local bodies financially, the 74th Amendment directs the State Legislatures to enact laws empowering the urban local bodies to impose different kind of taxes like road tax, tolls, etc.

Grant of various kinds of taxes, tolls or fees imposed and collected by the state government to the urban local bodies and arrangements are made to grants-in-aid to the municipalities from the Consolidated Fund of the State

The State Finance Commissions (SFCs) have been assigned the task of recommending the principles on which the above mentioned financial resources would be granted. This Commission would decide the principles for the following:

Distribution between the State and the municipalities of the net proceeds of the taxes, tolls fees liable by the state, and distribution of this income among the local bodies of different levels.

Determination of the taxes, tolls fees which may be assigned to, or appropriated by the municipalities, and also grants-in-aid to the urban local bodies from the consolidated fund of the state. ○



DUTIES AND RIGHTS OF THE ELECTED REPRESENTATIVES IN THE HOUSE OF THE MUNICIPALITIES

Municipality is the smallest unit to manage the affairs of a city. Its representatives are also elected by the general public. These representatives have to take care of each and every basic but significant needs of the people in localities. The urban local bodies are governed through the House, which is constituted by the elected or nominated representatives and aided by the administrative officials.

Special laws have been enacted in India for every State and Union Territory and also their urban local bodies. The House of the local body functions on the basis of those laws only.

Jurisdiction of Urban Local Bodies

Prior to the 74th Amendment in the Constitution, the urban local bodies entirely depended on their respective state governments for their rights. But the 74th Amendment for the first time defined their jurisdictions separately.

1. Urban planning including town planning.
2. Regulation of land use and construction of buildings.
3. Planning for economic and social development.
4. Roads and bridges.
5. Water supply for domestic, industrial and commercial purposes.
6. Public health, sanitation, conservancy and solid waste management.
7. Fire services.
8. Promotion of urban forestry, environment protection and ecological activities.



9. Safeguarding the interests of the weaker sections of the society, which also include physically challenged or Divyangs and the mentally challenged.
10. Slum improvements and up gradation.
11. Urban poverty alleviation.
12. Provision of urban amenities and facilities like parks, gardens and playgrounds.
13. Promotion of cultural, educational and aesthetic aspects.
14. Burials and Burial grounds, cremations, cremation grounds and electric crematoriums.
15. Cattle pounds; prevention of cruelty to animals.
16. Vital statistics including registration of births and deaths.
17. Public amenities including street lighting, parking lots, bus stops and public conveniences.
18. Regulation of slaughter houses and tanneries.

Statutory Provisions, Procedures and Guidelines

Apart from the statutory provisions, there are procedures and conduct of business regulations too. All these provisions, procedures and guidelines help in smooth functioning of the House and the committees. Example of some basic procedures and guidelines are:

1. It is compulsory for all the elected representatives to provide details of their property in writing to the Municipal Secretary within a month of taking the oath. This detail has to be furnished every year prior to the stipulated date.
2. The members should attend every meeting of the House. Continuous absence in three meetings without permission of the 'House' may lead to termination of the membership of the Member.
3. A seven-day notice is required for any question to be asked in the House about the public or the Corporation,



and the Question has to be given to the Secretary of the Corporation in writing.

4. In case of any urgent question, a short notice has to be given to the House at least two hour in advance and the written question to the Secretary. Such questions can be asked with the permission of the Mayor.
5. During discussion on any topic in the House (agenda is provided in advance) one should join the discussion according to the Leader of the House and party policy.
6. Agenda of the House is provided to the Members in advance. One should join the discussion in the House only after going through it thoroughly and armed with proper facts
7. Only the questions related to policy matters of the whole Corporation or any particular department can be asked in the House.
8. The question related to the ward should be asked in the Ward Committee only.
9. Special Committees are constituted for specific departments like education, health, social welfare, sanitation, etc.
10. Chairman of the committees are elected and they have to ensure regular, weekly or training meetings of their committees. They also have to formulate annual or five year action plans in consultation with the officials.

It is also necessary to prepare annual budget of the department through the committee, get it passed from the Committee and the House and then spend it within the stipulated time frame with the help of the officials.

Understanding Finance

It is often witnessed that the members are not aware of the matters related to the budget. They should have adequate knowledge of such matters.

- a) Municipality's own budget.



- b) Budget provided by the state government
- c) Budget provided by the central government
- d) The State Government has to provide a certain percentage of the taxes collected from the public to the urban local bodies, which is decided by the state or the Union Territory by forming the State Finance Commission, as prescribed under Article 243 of the Constitution.

Provisions Relating to Special Budget

The central and state governments also provide some budget according to the particular subjects such as:

1. Resettlement Colonies.
2. Scheduled Caste Colonies.
3. Maintenance of nullhas and construction of new one.
4. Schools.
5. Cleanliness.
6. Toilets.
7. Health services.
8. Others

It must be noted that this type of budget has to be utilised only under the particular head for which it has been approved and released.

Effective Use of Administration

Officials are the most important component of any urban local body. Therefore, one is expected to respect their authority and maintain cordial relations with them. From undertaking feasibility study to preparing the project reports, estimates, tendering, work award and monitoring of the implementation and developmental activity are all responsibilities of the officials. The officials have to work according to the rules and regulations of the Body. Therefore, one should have ample knowledge of the entire process.

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COORDINATION BETWEEN ORGANISATION AND GOVERNMENT

Government, its officials, functionaries, associates and political organisations; they all work towards the same goal - to maximise the welfare of the people. One must remember that the Government and Organisation are complimentary and not adversarial to each other.

In a democracy when a political party comes to power, it becomes the government and therefore the civil staff, officials and other functionaries work on the public agenda decided by such elected representatives, and/or as lawfully decided by consensus.

It's clear that after getting elected, the organisation has a duty towards the public and all administrative staff is there to aid the Government in fulfilling the public welfare measures promised by the incumbent government. A look at the democratic history of the world makes it clear that organisations give direction to the government. In no country of the world, organisation is born out of the government, it's vice-versa. Hence, if government is the lamp, organisation is its light.

Taking action in public interest is the primary responsibility of the organisation after assuming the power. It is the ideology of a political party that makes it different from other political parties. It is the responsibility of the organisation to ensure that the government acts properly in public interest. There can be individual ego clashes or difference of opinion among bureaucrats/ civil staff and the political leadership; but this should not be allowed to disrupt the public welfare activities as envisaged by the organisation. The effort should be to resolve it amicably to the extent possible.



Sometimes, some political workers, after getting elected start thinking that now their public work is over and job has been done. This should not happen. It is the ideologically committed worker who is instrumental in helping the organisation get elected and gain power. Such workers also act as a bridge between the government and the supporters and thereafter become instrumental in satisfying the aspirations of the public. It is the organisational worker who toil day and night and visits even the remotest of villages, Chaupals, streets and localities of the cities to seek mandate for the organisation.

It is believed in our ideology that the workers perform ground level duties which help a leader to get a prominent position in the heart of the society. As our Prime Minister Shri Narendra Modi'Ji said in his 2014 speech which was delivered after getting historic mandate in Lok Sabha, "5 पीढ़िया खपी है तब जाकर हमें कामयाबी मिली है". This is the essence of organisational growth, collective toil and efforts, and this must always be remembered.

The Bharatiya Janata Party or the erstwhile Jana Sangh were not born only to contest elections, but to actively contribute in future growth of Bharat with an objective to restore pristine glory of this holy land by serving people through the democratic process of forming governments. Government formation to serve the motherland is possible only with the help of a formidable organisational force. Dr Syama Prasad Mookerjee, the founder of Jana Sangh, once said, "Our behaviour, our activity and conduct will be tested every day, and the more successful we are in this test of the society the more strength we will amass. The more strength we amass, the stronger we will be." He further said, "The centre point of our activities is the nation." Pt Deendalyal ji said, "The life of citizens of the nation gets integrated with the nation, that nation does not take much time to be strong." He also said, "The soul of an organisation resides in oneness and the discipline further deterges it. Discipline and oneness apply both in the organisation and government."



Solidarity in organisation and democratic power by forming governments (at different levels) make the work easier. At the same time it provides vigour to the ideology. Coordination is not just a word, but rather the mantra for efficiency and effectiveness. Coordination between all arms of the Government is also the emotive principle which must survive among all those who move the organisation, acquire power or control the power. Pt Deendayal ji used to say that service to the people is only possible by effective coordination and by a desire to obtain the cooperation of even the most hostile person; this was possible only if every political worker and elected representative think himself to be merely a worker assigned the task to serve the motherland. Therefore, the concept of service and basic humbleness of thinking oneself only as another worker is the foundation of effective coordination between the organisation, political power and the administrative units. Neither those heading the organisation nor those enjoying the power must ever feel that power belongs to them. In fact, power belongs to the society, and it has been acquired by the organisation through accumulation of collective strength. The foundation of coordination is dialogue, contact, simplicity, ingenuity, empathy, sensitivity, harmony, and at the same time active involvement in all of these. Both the organisation and the people representing the government should always make it a habit to follow these simple principles in actual practice. The organisation should cherish and care for the functionaries with motherly touch, but at the same time it should also admonish and direct it when needed. At the same time the elected government should also always endeavour to win the heart of the people, so that the organisation continues to demonstrate its policies effectively and also gain more space in the society.

It is important to take a practical view in accepting the fact that an elected representative has to undertake a lot of other works related to administration and engage in exhaustive governance and public welfare activities too. For this purpose,



there are provisions to ensure that all facilities and aid is available to elected representatives and others so as to improve their efficiency for smoother working. Facilities like House, Car, Secretarial and menial staff etc. is also provided to such functionaries working in Government. All this should not be seen by other organisational workers as a symbol of power but rather they should understand the reason why such facilities are often necessary for smooth functioning. If the functionary remains committed towards the organisation, its ideology, public service and national development, the workers will not see the facilities as symbol of power but rather it will aid in smooth interaction and coordination with the workers and the organisation.

BJP Governments, whether in Centre or States, from time to time introduce many new innovative schemes, policies and actions for enhancing the public good and welfare. Such schemes are not only for upliftment of the poor but also aimed at expediting growth of our country and empowering the masses. It's not only the duty of the Government but every person in the organisation to ensure that every single person knows about such schemes/policies and also benefits from it. Wherever necessary, the organisation should also work to aid the government in its outreach activities.

Self-Contemplation

We are the organisational workers and often also part of the ruling government; so we should from time-to-time contemplate and ask ourselves these questions;

1. Do we devote sufficient time in the party as an ordinary worker?
2. Do we maintain and display information in our offices about the people-friendly schemes started by the government?
3. Being an awakened worker, do we regularly visit the



government institutions like schools, hospitals, dispensaries, Panchayat Bhavans, etc.?

4. Do we have regular interactions with our elected representatives or ministers?
5. Do we organize any seminar or event to apprise the people of the government schemes?
6. Do we study the budget presented by the state or the central government?
7. Do we conduct activities/ seminars/ etc. on financial appreciation and for obtaining inputs from the public?
8. Is the office of our party well equipped with the information about various schemes?
9. Do we regularly fix the tours of our leaders or ministers in our areas?
10. Do we organize any Chaupal to popularize our schemes?
11. Do we have regular contact in the local markets or market places?
12. Do we exchange ideas with other people about our urban local body?

Dialogue, contact and interactions are the foundation of coordination. Therefore, we should enhance dialogue and contact between the organisation and the government for better coordination. In politics, the society too acts as a sentinel and it keeps a close watch on our activities through a million eyes. Hence, we should always abstain from controversial statements and unnecessary discussions.

The electorate, which elected our government, expects coordination between the government and the organisation. The people expect BJP governments to deliver on all parameters on the basis of which they votes BJP to power. People also don't expect behaviours detested in other political parties from BJP workers. Therefore, we must try to live to their expectations



and avoid all the acts which are not appreciated by the public. The society has rejected Congress. We all know the reasons why the society abandoned it. Hence, we must abstain from all the wrongs for which other rejected political parties are known for.

Prime Minister Shri Narendra Modi does not require any publicity. It is because of his hard work that he has achieved highly respectable place not only in India, but also all over the world. Hard work invites veneration. Today Narendra Modi is not dependent on the media, rather media runs after Modi.

If the Prime Minister repeatedly stresses in his speeches to take our schemes to the public and evaluate the work, we must pay attention to it. We are a cadre-based political party. Both the organisation and the government function with the help of the workers. Both should always have the image of Bharat and Bharatmata before their eyes.

On the coordination between the organisation and the government, former Prime Minister Shri Atal Behari Vajpayee once said that we are one *prana* (soul) despite being two different bodies. Therefore, we should not waste any moment from the opportunity that we have got with the God's grace to perform duties towards the people through the power that we have got through the organisation.

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SOME GOVERNMENT SCHEMES AVAILABLE TO URBAN LOCAL BODIES

The Central Government has launched many schemes during the last three years exclusively for development in urban areas. Some of the schemes are as follows:

AMRUT Yojana: Atal Mission for Rejuvenation and Urban Transformation (AMRUT)

Providing basic services (e.g. water supply, sewerage, urban transport) to households and build amenities in cities, which will improve the quality of life for all, especially the poor and the disadvantaged is a national priority under the Scheme. An estimate of the funds required over a 20 year period was made by the High Powered Expert Committee (HPEC). The Committee estimated that Rs. 39.2 lakh crore was required for creation of urban infrastructure, an additional amount of Rs. 19.9 lakh crore was estimated for Operation and Maintenance (O&M). Scheme details in brief are mentioned hereunder:

Coverage

Five hundred cities are to be taken up under AMRUT. The category of cities that are being covered under the Scheme is given below:

- i. All Cities and Towns with a population of over one lakh with notified Municipalities, including Cantonment Boards (Civilian areas),
- ii. All Capital Cities/Towns of States/ UTs, not covered in 2.1(i),
- iii. All Cities/Towns classified as Heritage Cities by MoUD under the HRIDAY Scheme,
- iv. Thirteen Cities and Towns on the stem of the main rivers



- with a population above 75,000 and less than 1 lakh, and
- v. Ten Cities from hill states, islands and tourist destinations (not more than one from each State).

Mission Components

The components of the AMRUT consist of capacity building, reform implementation, water supply, sewerage and septage management, storm water drainage, urban transport and development of green spaces and parks. During the process of planning, the Urban Local Bodies (ULBs) will strive to include some smart features in the physical infrastructure components.

The details of the Mission components are given below.

Water Supply

- i. Water supply systems including augmentation of existing water supply, water treatment plants and universal metering
- ii. Rehabilitation of old water supply systems, including treatment plants
- iii. Rejuvenation of water bodies specifically for drinking water supply and recharging of ground water
- iv. Special water supply arrangement for difficult areas, hill and coastal cities, including those having water quality problems (e.g. arsenic, fluoride)

Sewerage

- i. Decentralised, networked underground sewerage systems, including augmentation of existing sewerage systems and sewage treatment plants
- ii. Rehabilitation of old sewerage system and treatment plants
- iii. Recycling of water for beneficial purposes and reuse of wastewater

Septage

- i. Faecal Sludge Management-cleaning, transportation and treatment in a cost-effective manner



- ii. Mechanical and biological cleaning of sewers and septic tanks and recovery of operational cost in full

Storm Water Drainage

- i. Construction and improvement of drains and storm water drains in order to reduce and eliminate flooding

Urban Transport

- i. Ferry vessels for inland waterways (excluding port/bay infrastructure) and buses
- ii. Footpaths/walkways, sidewalks, foot over-bridges and facilities for non-motorised transport (e.g. bicycles)
- iii. Multi-level parking
- iv. Bus Rapid Transit System (BRTS)

Green Space and Parks

- i. Development of green space and parks with special provision for child-friendly components

Reforms management & support

- i. Support structures, activities and funding support for reform implementation
- ii. Independent reform monitoring agencies

Capacity Building

- i. This has two components-individual and institutional capacity building
- ii. The capacity building will not be limited to the Mission Cities, but will be extended to other Urban Local Bodies as well
- iii. Continuation of the Comprehensive Capacity Building Programme (CCBP) after its realignment towards the new Missions

Indicative (not exhaustive) list of the inadmissible components

- i. Purchase of land for projects or project related works



- ii. Staff salaries of both the State Governments/Urban Local Bodies
- iii. Power
- iv. Telecom
- v. Health
- vi. Education, and
- vii. Wage employment programme and staff component

Pradhan Mantri Awas Yojana (PMAY) Housing for All (URBAN) (Ministry of Housing and Urban Affairs, Government of India)

The Union Ministry of Housing and Urban Poverty Alleviation (MoHUPA) has introduced on June 25, 2015, an interest subsidy scheme called Credit Linked Subsidy Scheme (CLSS) under Pradhan Mantri AwasYojana (URBAN) Housing for All, for purchase/construction/extension/improvement of house to cater to the Economically Weaker Sections (EWS)/ Lower income Group (LIG)/ Middle income Group (MIG), given the projected growth of urbanisation and the consequent housing demands in India.

The scheme envisages the vision of housing for all by the year 2022. ICICI Bank offers "Credit Linked Subsidy Scheme" under Pradhan Mantri Awas Yojana. It was announced by the Honourable Prime Minister Shri Narendra Modi ji.

The mission will be implemented during 2015-2022 and will provide Central assistance to the Urban Local Bodies (ULBs) and other implementing agencies through states/ UTS for

1. Rehabilitation of existing slum dwellers using land as a resource through private participation
2. Credit Linked Subsidy
3. Affordable Housing in Partnership



4. Subsidy for Beneficiary-led individual house construction/enhancement

Credit linked subsidy component will be implemented as a central sector scheme while other three components will be implemented as central sponsored scheme (CSS).

Beti Bachao, Beti Padhao Yojana

The Beti Bachao, Beti Padhao (BBBP) Yojana is a social campaign of the Government of India that aims to generate awareness and improve the efficiency of welfare services intended for girls. The scheme was launched with an initial funding of Rs 100 crore. As a national initiative jointly by the Ministry of Women and Child Development, the Ministry of Health and Family Welfare and the Ministry of Human Resource Development it was launched on January 22, 2015. It initially focused multi-section action in 100 districts throughout the country where there was low Child Sex Ratio (CSR). On August 26, 2016, Olympics-2016 Bronze Medallist and Indian Freestyle Wrestler Sakshi Malik was made Brand Ambassador of the BBBP.

According to census data, the child sex ratio (0-6 years) in India was 927 girls per 1000 boys in 2001, which dropped to 918 girls for every 1000 boys in 2011. A 2012 UNICEF report ranked India 41st among 195 countries.

Speaking on the occasion of International Day of the Girl Child in 2014, Prime Minister Narendra Modi had called for the eradication of female foeticide and invited suggestions from the citizens of India via the 'MyGov.in' portal.

The Beti Bachao, Beti Padhao (BBBP) scheme aims to address the issue of declining child sex ratio image (CSR) and is a national initiative jointly run by the Ministry of Women and Child Development, the Ministry of Health and Family Welfare and the Ministry of Human Resource Development. It initially focused multi-section action in 100 districts throughout the country where there was a low CSR.



On August 26, 2016, Olympics-2016 Bronze Medalist and Indian Freestyle Wrestler Sakshi Malik was made brand ambassador for the BBBP.

Discrimination against girl infants for several reasons has combined with the technology to result in a rise in abortions of foetuses identified as female during ultrasonic testing. The rates of female foeticide have been on the rise. Hence, social mobilisation and effective communication campaign to create equal value for the girl child and promote her education have been focused under this scheme. The Beti Bachao campaign is supported by the Indian Medical Association also.

Pradhan Mantri Ujjwala Yojana

Pradhan Mantri Ujjwala Yojana (PMUY) is a welfare programme of the Government of India launched by Prime Minister Shri Narendra Modi on May 1, 2016 in Ballia, Uttar Pradesh. The stated objective of the programme is providing five crore LPG connections to women from families below the poverty line. As of April 3, 2017, 20 million LPG connections have been issued under this scheme. It is guided by a strong commitment to bring a change in the lives of the deprived women.

Some of the objectives of this ambitious social welfare scheme are:

- i. Empowering women and protecting their health
- ii. Reducing the serious health hazards associated with cooking based on fossil fuel
- iii. Reducing the number of deaths in India due to unclean cooking fuel
- iv. Preventing young children from significant number of acute respiratory illnesses caused due to indoor air pollution by burning the fossil fuel

National Heritage City Development and Augmentation Yojana

Launched on January 21, 2015 the main objective of the



National Heritage City Development and Augmentation Yojana is to bring together urban planning, economic growth and heritage conservation in an inclusive manner to preserve the heritage character of each Heritage City. The Scheme has been implemented in 12 identified Cities of the country - Ajmer, Amaravati, Amritsar, Badami, Dwarka, Gaya, Kanchipuram, Mathura, Puri, Varanasi, Velankanni and Warangal.

Smart City Mission

Launched on June 25, 2015 the main objective of the Smart City Mission is to develop 100 cities all over the country making them citizen friendly and sustainable. Under the Mission, the Government aims to develop smart cities equipped with basic infrastructure and offer a good quality of life through smart solutions. Assured water and power supply, sanitation and solid waste management, efficient urban mobility and public transport, robust IT connectivity, e-governance and citizen participation along with safety of its citizens are some of the likely attributes of these smart cities.

Some other Schemes for Urban Areas

There are some other central schemes, which are beneficial for the people of urban areas. Some of them schemes are:

- Janani Suraksha Yojana to improve the state of expecting mothers
- Mission Indradhanush to achieve full immunisation coverage for all children by 2020
- Pradhan Mantri Jan Aushadhi Yojana to provide drugs/medicines at affordable cost
- Pradhan Mantri Sukanya Samriddhi Yojana for promoting small deposit savings for girl child
- Deendayal Upadhyaya Antyodaya Yojana to alleviate poverty
- Skill India to train over 400 crore people in different



skills by 2022

- Mudra Bank Yojna (Micro Units Development and Refinance Agency) to provide loans between Rs 50,000 to 10 lakh
- Direct Benefit Transfer Scheme to plug leakages in kerosene delivery through PDS and also transferring subsidy of LPG to the beneficiary's account
- Swachh Bharat Mission to make Bharat 100% open defecation free by 2019
- Pradhan Mantri Suraksha BimaYojana to offer death and disability cover on account of an accident
- Pradhan Mantri Jeevan Jyoti BimaYojana to provide for life insurance to the needy
- Atal Pension Yojana to enhance old age income security of the working poor
- Stand Up India, Start Up India to promote bank financing for start-ups
- Pradhan Mantri Kaushal Vikas Yojana for recognition and standardisation of skills
- Digital India to deliver Government services to citizens electronically by improving online infrastructure and by increasing internet connectivity
- Udaan Scheme to encourage girls for higher technical education and to provide a platform that empowers girl students and provides them with better learning opportunities
- National Sports Talent Search Scheme to identify sporting talent among students in the age group of 8-12 years

There are some schemes which are launched by the state governments also for the benefit of the Urban Local Bodies. Hence, effective steps should be taken to ensure their implementation in our respective areas. ○



DEALING WITH THE MEDIA

Like all other areas of social life, the influence of media has increased unexceptionally in political field also. Majority households have access to newspapers or news in one form or another. Almost every house has a television set and majority people own either a laptop or smart phone today. In coming days this number is sure to increase further. Apart from the print and electronic media, the social and digital media too have interfered in public life immensely. Hence, sincere efforts should be made to ensure effective presence in the social and digital media also. Every worker needs to be well-versed in all modern means of communication to stay updated. There are dozens of popular websites like Google, Facebook, Instagram, Twitter, etc which can be used to improve the image of the party in general public and also to keep the people updated about our programmes, policies and activities.

Stay in Regular Touch

While dealing with the media the point which has to be kept in mind by every worker is that only those workers who have been assigned by the party the task to speak to the media or interact with the media persons, whether print, electronic or digital, should speak or interact on behalf of the party. Workers should not assume this important responsibility out of turn and/or without authority to do so. Furthermore, those who have been assigned the task of media interaction must always follow the party line on every issue and they should never issue comments/remarks/statements stating them to be "personal opinion, "or something to this effect, on any issue. It is also important that those interacting with the media should have thorough knowledge of the party's stand on different issues including the knowledge of *panchnishtas*, basic principles and core issues. The workers dealing with the media are supposed



to maintain close contacts with the media and use it maximally for the benefit of the party. Hence, maintaining regular contacts with the mediemen should become a habit. We know that the BJP is different from all other political parties in the country. We are an ideology-based party. In order to ensure that the real image of the party comes before the people and it expands in all the hitherto unreached areas, it is necessary that we all are deeply aware of our ideology and the performance of our States' as well as Central governments. It is also equally necessary that we know well about our political opponents so that we can logically counter them and push forward our party view. In the beginning, it is essential for the workers dealing with the media to focus more on the print media so that we could know the requirements of the media. For example, the information to be circulated in the media should be factual and brief. While preparing a press release we should know how to provide more information in lesser words. In the press conference also, apart from ensuring presence of the representatives of big media houses, we should ensure that the representatives from small newspapers and the digital media too join. They all should be provided with the correct information. If we are able to do that with perfection, it means we have finished half of our work.

Be Cautious while Talking to the Media Persons

It is also necessary to ensure that all media persons get the copy of our press releases, photographs, audio-video bytes in CD, DVD or Pen Drive timely and as per their requirements and also specially prior to their deadlines. It is must at least at district, state and national level. We need to be extra cautious while talking to the TV news channels. We should not talk to them off the record. We must ensure not to derail from the party line while talking to them any time or in any situation. One must be extra cognizant while choosing words on news channels. In live telecast, full care is required. Speak with full confidence without getting provoked. We should know well



what to be said and what not. The contacts with the media houses and also journalists prove very helpful in such matters. Give them your phone number, mobile number, residence number or email id without hesitation. We should always ensure that we maintain cordial relations with the media.

Concentrate on Facts

Journalists are always in search of new story ideas and information. We can make good use of this habit by providing them positive information about our party with correct facts. This also helps in strengthening personal relations with the journalists concerned. There is a need to pay special attention to statistics. Maintain a record of the statistics released by governments on different issues and the reports published by various State and Central governments, constitutional bodies, national and international agencies at times. Making best use of the Right to Information (RTI) is also desirable on our part. Extensive use of internet makes the things faster and easier. So, always stay updated on the happenings around you. Connect to the Google; this will make most of the things convenient.

Content is called the King in media. The better the content is, the effectively our message is conveyed to the people and we gain greater support on various issues and also expand our ideological base. Therefore, don't take any matter related to the party lightly. Understand its background, study it deeply and then present to the media in proper manner. While preparing the content, the fact which has always to be kept in mind is the audience-write according to the interest of the audience we wish to target.

Focus on Digital Media

A research team can also be constituted to prepare interesting, catchy, impressive and factual content. Don't forget involving youth who have interest in social and digital media in the content team. Also, keep a close watch on the social



networking sites. This helps in improving the image of the party and individual too at national and international level. We can also use audio-video tools in the form of tweets or posts in social media. Tagging is an important tool, which disseminates the message in multiple ways. Video is going to be highly popular among the social media users in coming days. Today also, online video is the most effective tool in social media communication. We can spread our message all over the world within seconds by using the popular social networking sites like Facebook free of cost. Equally, we can use free micro blogging social media sites like Twitter. But, we have to be highly concise and brief while using the Google. Our work will be easier and faster if we successfully make Google and Google+ as our friends. We can spread the message of our party with their help. WhatsApp, the very effectively medium of disseminating the message, is available in all android and smartphones today. This can be used on large scale. YouTube can also be one of the best mediums to connect to lakhs of people globally.

Social media is getting very popular among the people. We must use it to educate the people about our policies and ideology. Social media is free. It is the most effective medium to connect to the maximum people in the cheapest manner. Sometimes we do not find proper coverage of our events in the mainstream media. In such a situation, we can use the social media to fill the gap. Today people desire latest news. By providing them new information about the party, we can make good use of their desire in our favour.

Media Coverage in Rural Areas

The workers active in rural areas or at the Panchayat level generally find it difficult to secure space in the media. One of the prime reasons of it is that the media still do not have much reach to that segment of the population. Sometimes our workers too do not try to maintain good relations with the local media. Hence, there is huge scope and need to expand our reach there.



With the remarkable improvement in the role of three-tier Panchayat system in the country, the presence of our party has strengthened there. Therefore, the workers should prepare themselves for different roles in Panchayats. Panchayats (Gram Panchayat, Intermediate or Block Panchayat and District Panchayat) are regarded as the third government. They now play a major role in development. Hence, to ensure effective development or to put the development process on right track we should make good use of the media by maintaining close relations with media persons from small towns to District level. Provide them information about the party activities and developmental schemes. People have android phones in their hands in rural and small towns also. Hence, don't forget making good use of the social media sites. Digital media too is now accessible to us.

Media and Urban Local Bodies

Bharatiya Janata Party is making effective inroads in the Urban Local Bodies, Municipal Corporations, Municipalities and Nagar Panchayats. Therefore, the workers need to be active there also. As the urban areas are sure to expand in future, the number of civic bodies too will increase. Therefore, we need to focus on them constantly. Media persons are very active in urban areas, we too need to maintain warm contacts with them. The formula is same-maintain personal relations with them and continue to update them with the party activities. Provide instantly any information they require about the party. Here too, the social and digital media prove very effective. In urban areas, not only the mainstream media but also the social and digital media have effective reach. If we are able to design our content with perfection using catchy words, images, visuals and audio we can definitely secure the attention of people in high volume.

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