

Mahila Morcha

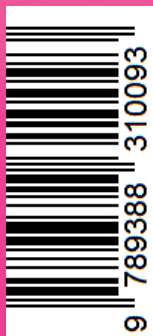
Training Guidebook



**Pt. Deendayal Upadhyaya
Prashikshan Mahabhiyan 2018**



Bharatiya Janata Party



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Prashikshan Mahabhiyan 2018**



Bharatiya Janata Party

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ISBN: 978-93-88310-09-3



2018

Printed by:
Excelprint
C-36, Flatted Factories Complex
Jhandewalan, New Delhi-110055



Preface

Bharatiya Janata Party (BJP) has emerged as the largest political force in India with the world's largest membership base. Now it not only governs at the central level, but also has governments in more than half of the states. With such a massive mandate, the party now occupies a very significant position in the Indian political system.

Bigger the trust of the people; greater is the responsibility of the party and the workers. Hence capacity building of the cadre and preparing them for the next level of leadership becomes very important. Understanding this, the BJP initiated properly organised training programmes for its cadre and the office bearers. Training to the political workers has always been a hallmark of the BJP right from its inception, and even before that from the Jana Sangh days. The main idea behind training activities has been to strengthen the democracy at grass-roots level and to have trained political workforce, who is rightly oriented to serve, deliver and satisfy the aspirations of the people.

The training for BJP's 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 largest training programme for political workers anywhere in the world. Thousands of training programmes were held from Mandal level to the national level under the first phase.

Now under the second phase of the training programme, specialised training for political functionaries working in various Cells (Morchas), Departments and Divisions of the party is being held. This is a new dimension to the training programme. Under the second phase, specialised training for the workers engaged in the activities dealing with the women and also to train them how to dealing with the media effectively has been planned.



The Bharatiya Janata Party has always played a lead role in the empowerment of women. The party supported not only various women empowerment movements, but also ensured a comprehensive stand on all the issues related to women. Whenever there was a need, the party took a bold stand inside the Parliament also in the interest of women. It was the Bharatiya Janata Party, which for the first time in the history of Bharat, had taken a lead role in the constitution of National Commission for Women. In the Ninth Lok Sabha, the Bharatiya Janata Party ensured that the ordinance related to the constitution of National Commission for Women is tabled in the Parliament and the Commission is constituted at the earliest. It was after the constant efforts of the Bharatiya Janata Party that the constitution of the National Commission of Women received the Presidential assent in August 1990.

This booklet mainly provides information about the party's basic vision about women, capacity building and introspection, women booth structure and election management, schemes of the Centre and BJP-ruled States for women and the role of women in their implementation, India of Indian women's dreams, use of social media for political activities, etc. The material compiled in the booklet, supported by interactions with the expert trainers, should provide sufficient motivation to the workers and the elected office bearers to enhance their learning and skills. This booklet should be seen as a starting point in this process.

I hope the booklet will help in achieving the objectives envisioned by the party.

P. Muralidhar Rao

(National General Secretary)

In-Charge, Pandit Deendayal Upadhyaya
Prashikshan Mahabhiyan



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1. 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 the 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) 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. 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*, 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 Nareli 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, Kerala. 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 the 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 in Bombay's Hutatma Chowk.
- Jana Sangh opposed the 'Shimla Agreement' after the victory in war. Against the returning of Gadr Road on the border of Rajasthan to Pakistan, Shri Atal Behari Vajpayee carried out a *satyagraha* by going to Gadr 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 into 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 Smt. 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 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 *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 single largest party. Shri Atal Behari Vajpayee remained Prime Minister of India first for 13 days, then for 13 months and after that for four and a half year. 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!





2. OUR PRINCIPLE

- Bharatiya Janata Party is a political party, which is based on some principles and ideals. It is not the party that centres around any particular individual, family, dynasty, caste or section of the society. We are driven by our principles.
- The slogan '*Bharat Mata Ki Jai*' explains our principles and ideals. Rather, it is the foundation of our principles. It is because of this slogan that we are called the nationalist. '*Bharat*' (land), '*Mata*' (culture) and '*Jai*' (people's aspirations) are the expressions. Since the 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 the cultural nationalism.
- The Rashtriya Swayamsevak Sangh (RSS) strongly opposed the Partition of India and Dr Syama Prasad Mookerjee saved Bengal from Partition. Bharatiya Jana Sangh was established after the consultations between the then RSS Sarsanghachalak Shri Guruji (MS Golwalkar) and Dr SP Mookerjee. Dr Mookerjee became a martyr in the movement for complete integration of Jammu & Kashmir. It is because of his martyrdom that Jammu & Kashmir is today an integral part of India.
- For complete integration of India, the Bharatiya Jana Sangh organised various movements including the Berubari Movement and the Goa Liberation Movement. Many *karyakartas* of the Jana Sangh sacrificed their lives in Goa among whom Raja Bhau Mahakal of Madhya Pradesh and Amirchand Gupta of Uttar Pradesh are prominent. The movement to oppose the Kutch Agreement and also the movement to oppose Tashkent Agreement tainted by the death of Lal Bahadur Shastri also need special mention.



National integration is not a political slogan for us, but a matter of commitment.

- In 1947, we achieved freedom from the Britishers, but we could not get freedom from the Western or British ideas. While opposing the five-year plans based on the Soviet Sangh inspired Socialist centralisation the Jana Sangh called for 'swadeshi economy' the basis of which was 'economic democracy' and 'decentralisation'. Pt Deendayal Upadhyaya called it '*arthayaam*' (economic dimension).
- During the initial days after Independence itself, the Bharatiya Jana Sangh gave a new direction to the country's politics, which was trapped in the debate of Western Socialism and Capitalism. 'Integral Humanism' was declared the philosophy of Bharatiya Jana Sangh at Vijayawada convention in 1965.
- The philosophy of 'Integral Humanism' stresses on the integration of individual and society, society and creation or nature and also calls upon the society to experience this integration and reflect it in practice. The integration of *vyashti*, *samashti*, *srishti* and *parameshti* is implicit in the existence of man.
- Indian politics was also becoming a follower of 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 '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 the 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 imposition of Emergency in 1975 had engulfed the democracy in India. In order to protect democracy, massive agitations took place under the leadership of Babu Jayprakash Narayan all over the country. Finally, democracy was restored, but in the political events that unfolded the need for collective politics was felt. And the Bharatiya Jana Sangh was merged into the Janata Party. On this so-called collective politics, the politics of power started dominating and the activists of the Jana Sangh started feeling irritation for those in power. Finally, following the Janata Party split, the Jana Sangh again emerged in the form of Bharatiya Janata Party.
- In its first convention the BJP declared '*panchnishtas*' (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 the value-based politics.
- The 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 to the Indian culture should be accepted by the BJP again. Therefore, the 1985 National Council accepted 'Integral Humanism' as its basic principle.
- As a political party, taking up the responsibility of opposition or ruling party and using the constitutional system is our 'means' and to lead the society on our principle is our 'end'. The much we work on this 'means-end' proposition, the



much we will get the results. 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, and our slogan is '*Jahan Hue Balidan Mookerjee, Wo Kashmir Hamara Hai*'.

Bharat Mata Ki Jai!





3. THE IDEOLOGICAL FAMILY

- With the achievement of political Independence in 1947, an opportunity to initiate deep thinking over the national reconstruction emerged before the entire nation.
- As the Rashtriya Swayamsevak Sangh (RSS) was already involved in man-making task since 1925, the need to start work in various fields of social and national life was sincerely realised.
- The process of expansion particularly began in the 1950s and the Sangh workers gradually started autonomous organisational structures in different walks of social life.
- Today the organisations sharing common goal and ideology are working not only in all the sectors, but also are effectively strengthening the task of national reconstruction.
- The objective of such activities is very clear to start work of national reconstruction in any segment of life as per the needs of that segment and put all possible efforts to achieve the desired change.
- In 1949, the Akhil Bharatiya Vidyarthi Parishad (ABVP) was formed. It was the initial experiment, but later many other organisations were also formed. Today the number of organisations working with the common goals is about 40-42.
- The ideological background of RSS forms the basis of all these organisations' principles look at the nation in totality, national interest is supreme, development of dedicated and committed workers force, respect the Indian traditions, history and knowledge, and build a healthy society by eradicating all the problems in the area where the work has been started.



- All the organisations sharing common goals and ideological base are independent and autonomous. Their working methods are as per their organisational nature and needs. Their work is gradually expanding showing impressive results.
- It is a unique organisational structure—broadly the ideology is same, but working methods are different. In other words, the ideological family is the same, but every organisation has created its own mechanism of organisational control, regulation and workers' strength through their own efforts.
- The organisations engaged in the upliftment of the deprived and downtrodden sections of the society through educational and other *sewa* activities have done wonderful work. The *sewa* activities and single teacher schools run by the organisations like Vidya Bharati, Vanvasi Kalyan Ashram and Sewa Bharati have set an example of positive social change.
- Despite all the organisations being independent and autonomous, a structure has been created in the ideological family to ensure proper coordination between them and also to ensure that there is no deviation from the core ideology.
- All the organisations are working for effective social change with perfection and they are now in the lead role in their respective areas of working. For example, Bharatiya Mazdoor Sangh is the number one labour organisation of the country. Akhil Bharatiya Vidyarthi Parishad is the largest and most disciplined students' organisation of the country. Equally, Vishwa Hindu Parishad has emerged as the strongest voice of the Hindutva.
- The role of all such organisations is not to seek and enjoy political power. Their activities might create a support base for a nationalist political party, which is natural, but they do not use their cadre and organisational base for any political



gain.

- Despite all the organisations working in diverse fields, they enjoy common vision and social outlook—an integrated and unscattered feeling towards the society, social harmony, unity in diversity, caste conflicts are not in social interest, one people-one nation-one culture, feeling of sacrifice for the society, etc. These values have been emulated by all the organisations.
- The creation of this ideological family is inspired by the spirit of achieving the pristine glory i.e. *param vaibhav* of our nation. This is the basic inspiration. It is the feeling that drives all the workers of all the organisations to conduct their activities in their respective areas, maintain cordial relations with one another and stay committed to the cause.
- All these organisations are now strong powers in their respective areas of working. This organisational strength is neither against anyone, nor in competition with anyone or to monopolise anything. It is inspired only by the spirit of national reconstruction.

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4. CHALLENGES BEFORE THE NATION

Bharat, once famous globally as a golden bird, today faces innumerable challenges. Apart from the internal challenges like unemployment, illiteracy, malnutrition, female feticide, poverty, etc the external challenges too are countless. Most of the external challenges have been posed by our neighbouring countries. Strategically, China has been posing different kinds of challenges, while Pakistan has particularly hit our unity, integrity and economy.

The incessant infiltration from several neighbouring countries too has emerged as a major challenge for our political and economic stability. The growing infiltration in the name of refugees also is a warning bell and Bharat needs to be careful. It seems a calculated move on the part of some of our neighbours as well as the terrorist outfits to change our demography and also to farther their evil designs. Similar problems are emerging from some areas of Assam bordering Bangladesh.

Fake currency being supplied from Pakistan is also a big challenge. It is a direct threat to our economy. We should also be cautious of the hawala rackets being operated with the help of our neighbouring countries. Recent raids have exposed that our enemies are shifting thousands of crore rupees from India through hawala operators. There are evidence of a nexus between the terrorist groups, hawala operators and some anti-national non-governmental organisations (NGOs). It seems to be a conspiracy to hit our economy.

The threat of cyberterrorism has also grown manifold. Today, one who completely controls the air-waves is the most powerful. China and the US are regularly inventing the satellite-based equipments, which can keep a close watch on every activity of



other countries. India faces more threat from China than the US, because China has tried to hack our websites many times in the recent past. There are allegations that some Chinese IT companies are repeatedly indulging in spying on the US and Europe. The improved information technology may also be used as a weapon against one another in coming days.

The foreign funded terrorist outfits, their suicide groups and also the emergence of terrorism in newer forms are big threats to us.

In order to formulate schemes for lasting development, there is a need to manage the population growth properly. If we continue to ignore the uncontrolled population growth due to political reasons, the situation may turn extremely explosive in coming days. It may also lead to a war like situation within the country.

External Challenges

- Since India has border disputes with both China and Pakistan, these neighbouring countries can create repeated troubles at the border and also at the domestic fronts.
- Both China and Pakistan possess nuclear weapons and both these countries have established strong diplomatic relations with each other to hit Bharat, the fast emerging global power.
- None of these countries is ready to declare 'no first use of the nuclear weapons', while Bharat is committed to this declaration.
- Thousands of people in India have lost their lives following Pak-sponsored terrorism and still hundreds of Pakistan controlled terrorist modules are active in our country. The entire world today knows that Pakistan is the breeding ground for terrorist activities and it supplies terrorists the world over. It still operates terrorists' training camps near the Indian border. It has not only provided shelter to India's fugitive terrorists like Dawood Ibrahim and Tiger Memon, it



repeatedly violates the peace agreements.

- India has to spend huge money on keeping a close watch over Pakistan sponsored terrorist modules, bringing the culprits of 26/11 to India for trial and to curb the Pak-sponsored terrorist activities in Jammu & Kashmir. It is the wastage of our national wealth.
- Although India is providing financial support and extending the status of the Most Favoured Nation, yet Pakistan never reciprocates with a similar status to Bharat, which hampers the Indian trade.
- Our border dispute with China is very old. However, earlier it appeared that China does not want its solution, but now there are positive signs on this front after the meeting of Indian Prime Minister Narendra Modi and Chinese President Xi Jinping in May 2018. Since then there is peace on the border and there are also no heated arguments. But despite that China continues to amass arms in huge quantity near the Indian border. It also continues to create a competitive atmosphere for India. It continued its anti-India stand on some issues in the UNO also.
- However, India has always adopted the policy of economic cooperation with China, it has always ignored the Indian economic interests—both diplomatically and as a country in the Indian Ocean.
- China is continuously strengthening its navy posing a grave challenge for Indian sea interests. It is a matter of worry for all of us.
- By building a huge road network near the Indian border, China is helping Pakistan and Sri Lanka. This has posed a big challenge to India's control in the Indian Ocean.
- Since the formation of the BJP Government at the Centre, Bharat has strategically been strengthening regional cooperation with Nepal, Bhutan, Myanmar, Bangladesh and



Sri Lanka. The visits of Prime Minister Shri Narendra Modi to these countries have developed a favourable atmosphere for Bharat. Bharat is taking all necessary and effective steps to strengthen its intelligence and security network to foil any threat from China and Pakistan.

Internal Challenges

Maoism

- Enjoying regular support from Pakistan and China, the Maoists are a big threat to India's internal security.
- Thousands of security personnel and ordinary citizens have been killed in the violence unleashed by the Maoists. The development process has been hampered due to the presence of these left-wing extremists in about 200 districts.
- The Maoists are reportedly conspiring to conduct joint strikes with the support of some terrorist outfits active in north-eastern states.
- The separatist outfits active in north-eastern states of the country are operating their anti-India activities and terrorist attacks from their secret hideouts in Myanmar and Bangladesh.

Forced Conversion

- The conspiracy to change the demography of the country has been going on for several years in the guise of Jehadi and Masihi activities backed by money and muscle power. It is a big internal threat to the country.
- Some external agencies are also involved in conversions and they widely use money and goons for these activities.
- Forced conversion is a serious matter, because it disturbs the atmosphere of brotherhood and social cohesion.
- Conversion is politically a sensitive matter in our country, because some political parties either promote conversions or extend mute support.



- The speed of conversion has been so high in some states that it has completely changed their demography. The people in such states are extremely agitated over it and that anger may prove to be explosive any time.

Economic Challenges

- The social, economic and caste census of 2015 reveals that a big part of the country's population is forced to live below the poverty line.
- The 60-year rule of Congress Party has rendered over 60 per cent rural population of the country economically deprived.
- The monthly income of the country's about 75 per cent population is below Rs 5000.
- For about 30 per cent population, still farming is the only means of livelihood.
- About 56 per cent of the rural population is landless.
- Lakhs of people still depend upon begging for their livelihood.
- About 13 per cent of the country's population still lives in kutcha houses.
- About 11 crore people of the country live in highly poor conditions.

Social Issues Related to Economy

- The number of malnourished women and children is very high in Bharat.
- The maternal mortality rate is also very high, which indicates to the fact that large population is still away from the coverage of health facilities.
- The average ratio of girls and boys is still low in many states following female feticide and the infant mortality rate. It is at an alarming level in the states like Haryana, Punjab and Uttar Pradesh.



- In order to curb this imbalance, the BJP has started 'Beti Bachao, Beti Padhao' campaign.
- The health facilities in rural areas are still away from the reach of the people.
- We must keep in mind that Modernisation does not mean Westernisation.
- The Indian traditions, culture and industries are being put at stake in the name of globalisation.
- Our traditional and small industries are in danger because India is being converted into a dumping yard of the foreign goods.
- Known as 'Vishwakarma', the 10 traditionally skilled communities of Bharat including carpenter, weaver, goldsmith, ironsmith, potter, cobbler, mason, coppersmith, etc are losing their traditional occupations and now they are forced to search other means of employment. The need of the hour is that they are trained and included in the Skill India Programme of the government.
- Some concrete steps have been taken to skill the youth and reorient them to employment during the last four years. Mudra Bank has emerged as a good solution to the problems.

Social Issues

- The Government of India has started Clean India Mission to ensure cleanliness in the country.
- Cleanliness helps us in saving ourselves from various critical diseases.
- Clean Ganga Drive is a highly welcome step and it needs to be replicated on other rivers also.
- The historical and Puranic cities of the country need to be well maintained keeping them away from encroachment and ensuring proper cleanliness there.



- The local people need to be awakened about maintenance and security of the historically significant places.
- Every citizen of the country should be ensured safe drinking water.
- Electricity and safe drinking water have to be ensured to every house and these should be among the top priorities of the BJP governments.
- Ensuring 100 per cent literacy in the country is also the objective of the BJP.
- The problems cannot be resolved only by formulating policies or enacting the new laws. The involvement of the people in their effective implementation is more significant.





5. CADRE DEVELOPMENT

- The Bharatiya Janata Party is a cadre-based organisation. Proper development of the cadre is the guarantee of healthy leadership.
- The power centric politics makes the workers competitor of one another. It leads to erosion of values. Hence, the BJP workers are cooperative and not competitors of one another. We know that we can achieve the great objective for which our organisation has been formed only through collective efforts and team spirit.
- Therefore, there should be proper arrangements for suitable training of the workers arming them with the proper knowledge of sociology and psychology and also motivating them to show exemplary conduct in practical life.
- Holding any responsibility in a proper responsible manner plays a decisive role in the development of the workers. Therefore, there has to be some task for every worker in the organisation and plenty of workers should be available for every task.
- Meetings for prior and complete planning strengthen the thinking and decision-making process among the workers. Therefore, there must be review meetings after every activity. The review meetings promote the feeling of introspection among the workers.
- Every worker should be part of some team and he/she must be given particular independent responsibility, as it develops in them the feeling of collective effort and leadership.
- We are 'mass organisation'. Therefore, the workers should be provided with sufficient opportunities to be public-oriented like addressing the corner and public meetings, conducting agitations, etc.



- Reading and study have no parallel. The workers should be motivated to study more. Therefore, proper arrangements should be made in the offices for libraries and reading rooms.
- Curiosity, tolerance, collectiveness and activeness are the keys to the personality development of the workers.





6. OUR WORKING METHOD

Our working method reflects our ideology. Working method is a well-conceived process to make the organisation stronger and embattled. We can also say that our working method is a medium to show our ideology in practice. If there are some shortcomings in the working method or we commit any mistake in following it, the whole ideology derails. Therefore, the working method is a medium for taking our eternal ideology to the masses.

There are two components of the working method:

- I. Organisational Working Method
- II. Individual Working Method

The obvious objective of both the organisational and individual working methods is to strengthen the organisation and make it stronger day by day.

Ideology is the objective of organisation and our inspiration too. We work for a pious mission primarily for the organisation and with the help of the organisation. Therefore, the organisational working method is of paramount importance.

The main components of the working method are as follows:

Organisation of the Human Beings

We all know that the BJP is an organisation of the human beings. Therefore, we have to bring the people together in an affectionate and friendly manner. Efforts should be made that one who is associated with the party, stays connected and every 'member' should be transformed into a 'worker' and every 'worker' has to be transformed into an 'active worker' of the organisation. This should be the direction of all our efforts. In these efforts, we have to adopt the attitude that everyone is acceptable. The spirit to work for the organisation should be



alive in every worker and everyone should remain committed to the ideology and the organisation.

How should our thinking and conduct be as a worker?

- Easily accessible, simple, fearless, disciplined conduct, trustworthy, sensitive, punctual and good orator
- Refrain from criticising others, indulging in self-praise, having personal perversity and prejudices towards others.
- Have the feeling of responsibility, and not grieve for the post.
- Respect for the old and welcome for the new workers.
- Maintain balance in preaching and action.
- Giving credit for good and success to others and owning the responsibility of failures.
- Hard to self, soft to others.
- Avoid speaking too much and praising on the face.
- Instead of delivering lectures, listen to others too and let them too speak

I. Mutuality

The organisation moves forward with the help of one another. Therefore, cordial relations are a prerequisite of the organisation. Trust towards one another, regular and open dialogue and cooperation to one another are very important for mutuality. Competitiveness always dominates in politics, but we can reduce its impact through mutuality. Affection, goodwill and cooperation are the basics of the mutuality.

II. Collectiveness

Collectiveness is another condition for a strong organisational foundation. Collectiveness means the thinking of conducting activities in a group. The key to collectiveness is "taking all together" or providing equal opportunities to



everyone. We should have different workers for different activities and every worker should have some distinct assignment. The feeling of collectiveness should reflect from our action. "Different opinions, but one decision" is the essence of our collectiveness.

III. Dialogue

- In case of differences, dialogue helps in overcoming them.
- Despite diverse opinions, dialogue plays a significant role in building consensus.
- There should be equal dialogue at all levels.
- Dialogue helps in taking a formal decision.
- Communication gap many times leads to misconception, distrust and distance.
- Therefore, the problems should be resolved through dialogue and not through messengers.
- Discussion, meetings, letters, symposiums etc are the mediums of dialogue.

IV. Contact

- Regular visits to the party office.
- Proper planning to utilise the time of the Pravasi Karyakartas.
- Instead of contacting for some particular task, there is a need for informal and family like regular contacts also.
- Tours and meetings are the mediums of contact.
- The Pravasi worker who has good knowledge of political happenings can unite the society.

V. Discipline

- The objective of maintaining discipline is not to disconnect the worker from the organisation, it is rather to handle him/her with care.



- In order to curb indiscipline, use the rules formulated in the party constitution.
- Training of practicing self-discipline.

Tools of Working Method

1. Activities

- Organisational, constructive, agitational.
- Serving the people during natural calamities like drought, floods, earthquake, etc.
- Constant struggle for basic needs of the people like food, clothes, house, education, health and employment.
- Formation of voluntary organisations and active involvement in their activities.
- Organisation of symposiums, workshops and training camps.
- Execution of the district level programmes by higher units.
- Agitation for the public woes in one's respective area.
- Planning activities as per the role of a ruling or opposition party.
- Election management for the organisation, local bodies, state and general elections.
- Work distribution, involvement of maximum workers, review meetings after every activity and corrective steps as and wherever required.

2. Meetings

In order to maintain a positive atmosphere at the meetings of the working or other committees, there is a need to adopt some precautions. There should be advance planning of the meetings and proper execution of the decisions taken. The meetings of different units of the party should be held at least in the following duration:



- The meeting of the national council or state council should be held at least once a year.
- The meeting of the National Executive and State Executive should be held quarterly at least (once in three months).
- The meetings of the regional committees, district committees or the Mandal committees should be held bio-monthly (once in two months).
- The meeting of the local committee should be held at least once a month.

The meetings should be held with simplicity. The timings of the meetings should be fixed, issues to be discussed should be preplanned and the names of those who will conduct the meeting and also those who will participate in the meeting should be decided in advance.

The Basics of Working Method

- Making the organisation *sarvasparshi* (acceptable to all sections), *sarvavyapi* (encompassing all sections), and *sarvagrahi* (omnivorous).
- Ensuring proper representation to all sections at all levels of leadership.
- Constant dialogue and contact with the social organisations, intellectuals, social workers and the media persons.
- Maintaining contacts with the media is necessary without becoming a puppet in the hands of the media in the greed of publicity.
- A worker should not be treated as an employee and the leader should not behave a manager.
- Work for every worker and workers for every work.
- There should neither be shortage of funds nor the funds should impact the work.



- There should be a balance in money and the use of workers in the organisation. The ideological and organisational training camps should be organised on a regular basis.
- Democracy in organisational activities, but efforts should be made for consensus.
- Visit every booth, roam in every street, knock at every door and speak to every voter.
- Proper management for the organisational, local bodies, state and general elections.
- Follow the rules formulated by the Election Commission.
- Extensive discussion prior to the selection of candidates, but honest efforts should be made to ensure the victory of the candidate once declared.
- Follow the rule of 'one man, one post' both in the organisation and the government.





7.CAPACITY BUILDING AND INTROSPECTION

How civilised is a society is judged by the state of women in that society. It is needless to elaborate that women are not inferior to men in any sense. But it is also equally important that at present their talent is being least utilised in nation-building activities. When there are talks of women empowerment, the Bharatiya Janata Party believes in the comprehensive empowerment of women. Since the beginning, the party has been advocating all-round development of women and also treating them as an equal partner in the nation-building process. That is why they are ensured equal participation and encouragement in social, economic and political activities. The women cannot be said empowered in real sense until they have the right to live as per their wishes. The reservation granted to women at several levels of governance has surely helped them to show their talent. This proves that if they are given more opportunities, they can perform even better. It is because of this conviction that the Bharatiya Janata Party has been in the forefront of enhancing their role in social and political activities. Right from the Jana Sangh days, the women have been accorded a respectable place in the Party. Today also, the largest number of women are active in the Bharatiya Janata Party only. In order to make the process of modernisation of society successful, there is a need to help women join the mainstream at all levels in the society. They should be provided with equal opportunities without showing any discrimination against men. This balance has to be maintained. For it, they need to be empowered at all fronts whether social, economic, political or religious.

The women have to be empowered in a manner that they play a proactive role in the social development process. In fact,



if they are socially, economically and politically empowered, they will be able to live an active public life. This will lead the entire society to positive development. For it, there is a need to generate a positive atmosphere in the society so that women come forward with self-confidence and without hesitation. They should be provided with equal participation in decision-making process whether at family, society or the country level. The entire world is today passing through changes at social and economic fronts. However, these changes are not taking place in a balanced manner. Rather, they have widened gender inequality, and the women are the most sufferer in it. They have also adversely hampered the process of their empowerment. Therefore, we need a society where there are equal opportunities for everyone so that the women can contribute equally in social development. Prime Minister Shri Narendra Modi has given the slogan "*Sabka Saath, Sabka Vikas*". It includes the '*Saath*' (support) and '*Vikas*' (development) of women also. Hence, it is necessary that the women know their role in the political sector and act accordingly.

The process of capacity building is multi-dimensional. It includes personality development, discipline, the art of delivering an effective speech, time management, media management, use of social media and RTI, etc. We need to think about all these perspectives. We read and also hear from our seniors, teachers, etc about personality development. But, have you ever thought how significant is it in our individual lives? Whether it is about the way you talk to others, the way you dress, the way you connect to the people or you make friends. In fact, it is beyond all these. Everyone needs to be logical and vigilant to survive in the world today. Not only your strength, but your personality also plays a significant role in it. That is why there is so much concentration on personality development.

I. Self-Confidence

The first step in personality development is to trust oneself.



Never doubt your ability and always say yourself, Yes! I can do it. This assignment is for me only. Better, read inspiring stories of successful people, as they inspire one to move forward in the life. This also enhances self-confidence and refines the personality development. The important key to success is self-confidence, and the key to self-confidence is preparation. Every time you face your fear, you gain strength, courage and confidence in the work.

II. Openness in Vision

An important method to bring a change in the personality is to bring openness to the vision. Listen to others seriously and give the suggestion you feel fit. Have the courage to implement your decision on your strength. Following others' footsteps or implementing others' decision is the prime reason for failure. Always think with openness and have the feeling of compassion in your heart. Be humble, but be firm. Humility and openness are the keys to success without compromising your belief.

III. Body Language

Change in body language is a must for personality development. This shows much about you. How you eat, how you walk, how you sit, how you talk, etc are all connected to body language. In fact, the human body is the best presentation of the human soul. A body talks. Use your body like your voice. It is said that 80% of what others understand about you in a conversation is understood through your body, not the words.

IV. Think Positive

Maintaining positive outlook is a must for the personality development. The way we think, basically decides how we finish our work. Positive thinking enhances self-confidence. There may be various ups and downs in the life, but a person having positive thinking always treads the right path. Positive thinking is just to take a positive step. Every day is a new beginning, a chance to turn the failures into achievements and the sorrows into



happiness. The will to win, the desire to succeed, the urge to reach your full potential are the keys that unlock the doors to personal excellence.

V. Connect to the People

Connecting and meeting diverse people takes one to a new level in life. It helps one to learn not only about the culture and lifestyle, but also certain truths of life. Eventually, everything connects – people, ideas, objects. A thousand fibers connect us with our fellow men. Our actions run as causes, and they come back to us as effects. As you cannot do good to all, pay special attention to those who, by the accidents of time or place or circumstances, are brought into closer connection with you.

VI. Be a Better Listener

Most of the people do not listen to understand others; they listen to answer them. To be a good listener is very difficult. But, it is an important step in personality development. Whenever anybody talks to you, listen to him/her patiently and pay full attention to his/her words. Look at him/her with the direct eye contact. The successful persons listen more and speak less. It is said if speaking is silver, listening is gold. You never really understand a person until you consider the things from his point of view.

VII. Be Happy

The art of being happy lies in the power of extracting happiness from the common things. Hence, feel happiness in everything around you. Smile with others but never smile at others. Only a joyful personality is always admired. Smiling is part of a good personality. Success is not the key to happiness; rather happiness is the key to success. If you are happy with your work, you surely are successful. If you want to be happy, set a goal that commands your thoughts, liberates your energy and inspires your hopes.



VIII. Be Humble

No matter you are talented or a big personality, if you are not humble, people will not like you. Nobody likes a person who is an egoist. Humbleness is the best way to make friends. It is said that a proud person counts his/her newspaper clippings, but the humble person counts the blessings that he/she has received from others. That is why humility is nothing but truth and pride is nothing but falsehood.

IX. Honesty and Truth

Never cheat anyone, nor breach the trust of others. Your admirers will appreciate you if you are honest. Trust is the biggest wealth in life; once it is broken, it is difficult to restore. Hence, make honesty and truthfulness as a principle in your life. Being honest may not get you a lot of friends, but it will always get you the right ones. Therefore, speak with honesty, think with sincerity and act with integrity.

X. Patience in Troubles

Some people have a very inspiring personality at first glance. But, they lose patience when they are in trouble. The mind does not work in the proper direction at the time of emergency and they are always in tension. The people with such personality are internally very weak. Hence, always have patience, because Rome was not built in a day. Don't be nervous when things do not move along fast. Don't get excited over the things that will soon be past.

XI. Maintain Credibility

Maintaining credibility is also necessary. Also, have the feeling of dedication to the party and its ideology. Trust is the glue of life. It is the essential ingredient in effective communication. It is the foundational principle that holds all relationships. There are three pillars of morally courageous leadership-conviction, commitment and credibility.



Development of Oratory Skill

Developing the skill of delivering an impressive speech is an essential step in personality development. It is imperative to present our thoughts effectively whether we are in politics or any social activity. Delivering a speech is the most difficult task for some people-their legs start shivering when they reach the stage and hold the mike. However, it is also equally true that when one has spoken two-three times from the stage, the fear and hesitation are over. Then one becomes a speaker, but not a skilled orator. Skilled orators are always in demand everywhere whether in corporate, politics, college, society or any social activity. To be a good orator is not difficult. It requires practice and some norms to follow, as we do in driving or swimming. But, one cannot dominate others without a creative mind. When Shri Narendra Modi reaches the stage, the atmosphere is filled with enthusiasm and zeal. The main reason for this enthusiasm is his knowledge, command over the topic and the confidence in his eyes. Naturally, it requires advance preparations of the topic on which one has to speak. Hesitation is a situation, which disturbs everyone whether skilled or untrained orator. Better, don't let the hesitation dominate you. The key to keeping the hesitation away from you is a constant practice. If one wants to learn swimming, one will have to jump into the water. Taking some tips sitting on the banks of the river or the swimming pool will make no difference. Knowing of the subject and mastery of the subject are two different things. Having some knowledge about the subject is not enough. One must have command over the subject. The more you understand it, the more is your confidence and better is your expression.

The top prerequisite for oratory is connecting to the audience. Selection of impressive words and sentences is a must for it. One should prepare well for it. If you are connected to the audience right from the beginning, they will take your every



word seriously. An orator must know the A.B.C.D.E. of speaking. First is A. A for Action or Area—whether you have any action plan or knowledge for the area you are going to speak, whether you know the problems and their solutions too. Second is B. Be for Boldness. It shows your self-confidence when you reach the stage. The self-confidence level must be high when you speak. Third is C. C for Creative and Creativity. You must have some inspiring quotes, poems, jokes, anecdotes, etc in your mind and use them at the right moment. Fourth is D. D for Data. You must have some interesting statistics about your topic. Using statistics provides weight to your argument. Fifth is E. E for Energy. When you speak, your energy level must be high among the audience and also the people sharing the dais. The best orator is the one who enhances the energy level of the entire event as soon as one holds the podium. This could be done through any song, slogan or attractive sentences. One can also take the help of the speeches delivered by some people through the YouTube videos. When you are on the dais, you must have the confidence that it is your dais and you are the ruler of the stage. If you do not have this confidence, you will not have a complete grip on the event. Be humble, but certainly don't be passive. There must be truth in the statistics and the arguments. Present your views boldly.

Another important prerequisite is style and rhythm. If the speaker continues his speech in a single style, half of the audience will start sleeping. Therefore, ensure that the atmosphere is not boring. You should revitalise the audience through your distinct style. Feel your idea and then present it in emotionally. Then see how the audience starts admiring and following you. Before you start speaking, know whom you are interacting—the category of majority audience. If you are interacting with the children, you have to communicate with them keeping in view their level of understanding. If you are interacting with a group of women, you have to speak to them accordingly. If your audience is



corporate, you have to connect to them. If you have youth or the village people as your audience, you have to plan your speech accordingly. The biggest requirement in the oratory skill is a regular practice. Speak wherever you get an opportunity—school function, meeting of the locality, family function or anything else. Gradually, your hesitation will be over and self-confidence will start increasing. Swami Vivekananda used to advise to attack first the thing you are afraid of the most. It means start speaking. Nowadays, a beginning could be made before the mobile camera also. Prepare any topic, set the mobile phone camera at a certain height, switch on the camera and start speaking. Speak again and again and review your performance yourself or get it evaluated from any trusted friend. Compete with yourself. Gradually, you will have the confidence that delivering a speech is very simple and easy.

Discipline

Discipline is the key to success. Maintaining discipline in life makes the path easier and bright. If discipline is not there, the society will not make progress and if the society does not make progress the nation will not make progress. Discipline works as a bridge between the goals and the accomplishments. It is the basic foundation of the beginning of every new goal that one wants to achieve. To achieve a particular goal, first we need to choose the path that we need to follow to achieve it, then we need to stick to that path until we succeed in achieving that goal. This is what is called discipline. One needs to repeat certain things over and over again until it becomes a habit. The secret of discipline is a motivation; one has to be self-motivated and self-driven for it. Self-discipline is inherent; it comes from within. Some people can motivate you, but until and unless you put your mind to it, others cannot help you.

Time Management

We too have the equal time as any successful person has. There are people who often complain that they do not have



time. Time is moving fast. If we do not move with it, we are sure to lag behind. It is said that time respects one who respects time. In public life time management is must. Otherwise we would not be able to achieve anything. The most efficient way to live reasonably is to make a plan of the day every morning and examine the results obtained every night. You get to decide where to devote time. Either you can spend it moving forward, or you can spend it putting out fires. You decide. And if you don't decide, others will decide for you.

a. Do the Most Important First

Every day, make a list of what to do and start doing from the most important task. Moving aimlessly throughout the day will help achieve nothing in the evening. Start utilising every moment of life.

b. Learn to Say No

Know well that none can do more than one's strength. And never try to do that as it may lend you in serious health trouble. If you are doing anything and you get any other request while doing that and you feel that it creates trouble for you, clearly say no to do that or fix any other time for that. Saying no gains you respect. When you say no, the other person may feel disappointed, but ultimately they will respect you for taking good care of yourself. And, most of all, you will respect yourself because you are true to yourself.

c. Have Good Sleep

Some people feel that sleeping less is the key to success. But this is also a fact that you cannot do much with the tired body and mind. If you do that, it adversely affects your output. Ultimately, your health will also deteriorate. Sleep is a golden chain that ties health and body together. Hence, never waste any time you can spend on sleeping.

d. Focus on the Work in Hand

When you do any work, focus on that only. Don't get



involved in the work that creates trouble in your task at hand. Concentrate all your thoughts upon the work at hand. The Sun rays do not burn until brought to a focus.

e. Make Everyday's Plan

Making everyday's plan is essential. It can be made at night or after getting up in the morning. It helps you to decide your priorities for the next day. Setting goals is the first step in turning the invisible into the visible. A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by action makes the dreams come true.

f. Fix Time Limit

By limiting the time you spend on a particular task, you 'box it into' a specific period of your day. Not only does this save time, but you also make a conscious choice about how much time to spend on your work. When you place a limit on your work time, you will get surprised to feel just how much you can get done.

g. Avoid Insignificant Tasks

Avoid the activity that wastes your time or which takes you away from your real and productive tasks. We do not manage time; we manage activities within time. At any point of time, the first thing to consider is what could you possibly do where you are with the tools you have.

h. Be Good Time Manager

Always respect time. Have a watch. Sometimes, we do not realise the passage of time when we are busy in any task. Make it a habit to utilise every moment of life.

i. Fix Deadline

Deadlines give us the sense that we are really on our way and that we will achieve the goal. The time limit for every task should be fixed. This will not only save your time, but will also ensure the output in time. Dreams without deadlines are dead in the water.



j. Delegation

One person cannot do all the tasks. Hence, if we have a team of workers with us, better we delegate our tasks to different people. It is necessary for building new leadership also.

Media Management

In politics, the media is an effective tool to build an opinion. Hence, media management is necessary to use various media platforms like newspapers, TV news channel, social media, etc. One needs to be well versed in various activities associated with media management like preparing press release and circulating that to all media houses in time, organising press conferences, meeting with editors, providing printed material to journalists, joining any discussion on any news channel and presenting one's views assertively, sharing views on the social media with confidence, etc. This work has to be done by forming a media cell. There are so many laws which are related to women. Have a thorough knowledge of them and apprise the women in the society of them. Educating women about the institutions like the Women Commission, using Right to Information Act, keeping a watch on implantation of any scheme, etc are the things, which have to be shared with the fellow women workers.

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8. WOMEN BOOTH STRUCTURE AND ELECTION MANAGEMENT

The most imperative task for political workers during the elections, particularly on polling day, is to ensure that the maximum number of voters reach the polling booth and cast their votes. We have to motivate every voter to cast his/her vote and also stimulate all voters in our contacts to essentially vote. For it, booth management is an important exercise.

'Booth Management' is part of the comprehensive election management process, which ensures a connect to the voters in the booth area and maintain close relations with them. The strong is the booth structure of a party in a ward; the brighter are the chances of victory for the party. As a voter is the last point of polling, the booth is the last point of election management. Booth Management is the basic *mantra* for success in the election. It is simple, but the most significant component.

Elections and Booth Structure

While doing the party work in so many decades, it has repeatedly been realised that the working style, personality, nature and behaviour of different workers is different. Since a favourable government is helpful in the task of nation-building, propagating the ideology and also serving the people, it is necessary for a political party to win the elections. The BJP is a party with a difference. We are the party, which has successfully reached the last person of the society. Our former president Pt Deendayal Upadhyaya, who propounded the philosophy of integral humanism, stressed on reaching to the last person of the society, while Dr Syama Prasad Mookerjee sacrificed his life for the integrity of the nation. The BJP has been working dedicatedly for the nation following the ideals of all these great personalities. While doing this work, many workers, office



bearers and elected representatives are required to expand the organisational base up to the village, Taluka, District and Mandal level. The party has conducted various campaigns (*Abhiyans*) to expand the organisation. Some of the *Abhiyans* include:

- 1) Sadasyata Abhiyan (Membership Drive)
- 2) Mahasampark Abhiyan (Grand Contact Drive)
- 3) Vistarak Abhiyan (Expansion Drive)
- 4) Gaon Chalo Abhiyan (Village Contact Drive)
- 5) Ghar-Ghar Chalo Abhiyan (Door to Door Contact Drive)

All these campaigns were conducted tirelessly by the party workers and they proved to be a big hit.

The elections of municipal corporations and municipalities are contested on different issues and also through different methods like local issues, alliance, etc. Similarly, the elections of Assembly and Parliament are contested on the symbol and image of the party. Hence, ensuring the reach of the party's name, symbol, candidate, button number in the EVM, manifesto, publicity material, etc to the last booth at village level is very significant. Surely, this is done with perfection by workers all over the country, but our task is not limited to booth alone. We have to reach up to the last person of the society, who feels him/herself deprived and neglected. We have to reach all sections of the society including women, youth, farmers, traders, labourers, minorities, SCs/STs, etc.

Now a days elections are held very frequently or after every one or two years anywhere in the country. Hence, contesting the election or helping others to contest the election is a regular affair. That is why our strategies, methods and styles continue to change. And they will change in future also. Therefore, new methods and concepts will continue to surface.

Election management comprises many tasks. For example, candidate selection, tours of the candidate in the constituency,



meetings with the candidate, *padyatras*, bike rally, public speeches, details of the party election office, permissions, banners and posters for publicity, flags, meetings of star campaigners, financial management, voters list, election representative, polling agents, counting agents, booth agents, party's desk outside the booth, arrangement of meals for the workers on the polling day, etc. The objective of all these activities is only to win the election, nothing else.

Different people have different explanations about elections. Some say the election is won through money power, while some feel the election is won through the candidate. Many feel that election is won by managing the caste equations in one's favour. But, the fact is that the elections are won with the help of the party and the party workers. The most important link in the election process is the voter. It is the voter, who decides the win or defeat of a party or candidate. That is why the BJP has been concentrating on booth management and reaching the voters for a long time.

Our party president has directed us to focus more on booth structure and reach up to the last person of the society. Generally, to win the election, the study of voters' list is a must. Those who study the voters' list properly realise well that election process is very simple and easy. But those who feel that it is the party wave and the party will win in the wave, mostly taste the defeat. Hence, there is no alternative to booth management.

Polling booth is an integral part of the election process, whether in village Panchayat or the Municipality or Municipal Corporation of cities. Hence, booth management from all angles is very significant. If we can manage all the activities related to booth whether voters' list, contact with the voters, etc, winning election is not difficult. All this is possible if the booth committee is strong and active. If we have average 1000 voters at a booth, they can be classified or analysed under the following components:



- 1) Total male voters
- 2) Total female voters
- 3) Total youth voters
- 4) Total new voters
- 5) Well educated voters
- 6) Businessmen
- 7) Working
- 8) Big farmers
- 9) Small and marginalised farmers
- 10) Farm labourers
- 11) General labourers
- 12) Professionals like doctors/advocates/professors, etc
- 13) Carpenters/blacksmiths/barbers, etc (classification according to the occupation)
- 14) Divyangs
- 15) Different sections of the society

The voters can also be classified by different cooperative institutions in the area and their representatives, voluntary organisations/NGOs, religious institutions, temples, mosques, churches, etc. At the same time, we also need to know who are the influential people in the area, who influence the voters? Who are the chiefs of other political parties in the area? How many segments of the society have we reached? Our analysis of booth should involve all these components and the equations of the voters have to be understood and analysed properly. One more component of our analysis should be to know the number of voters, who have passed away. It helps us to curb fake voting. All this information not only helps to reach the target voters and motivate them to cast their votes, but also ensures an increase in polling percentage and ultimately ensures victory in the election.



As part of the booth management, we can also try to know the opinion of the people about the functions of our government, elected people's representatives and party office bearers. Sometimes, despite good opinion about the government, the negative opinion about a local elected representative or particular office bearer can also lead to the defeat of the party candidate. The effective booth management should involve all these aspects.

Some components of Booth Management can be as follows:

- 1) Shakti Kendra (a unit comprising 5-6 booths)
- 2) Booth
- 3) Total voters
- 4) Total No. of Families
- 5) Booth Incharge
- 6) Joint Booth Incharge
- 7) Booth Committee
- 8) Ten workers (at least three women and three youth must be among these ten workers)
- 9) The booth committee can also comprise women only
- 10) Panna Pramukh (Page Incharge)
- 11) Contact with the Voters
- 12) Classification by employees, family members, etc
- 13) Distribution of pamphlets, voter slips, etc
- 14) Relations with the voters
- 15) How to start the election campaign
- 16) Creation of Booth Structure
- 17) Organising Booth Sammelans

Various other questions also arise when we start actual work on the ground—how to fight against money power, muscle power, caste, interference by the ruling party, etc. We are in the process



of contesting elections since the Jana Sangh and Janata Party days. Now the awareness level of the people is high as compared to the past. Therefore, booth management is a mechanism to apprise and educate the workers how to use technology in polls and how to win the election by ensuring preparations at different levels. It is a mechanism, which helps us in fighting against the use of money and muscle power in polls and also curbing the bulk voting based on the basis of caste or misuse of official machinery. The basic *mantra* for defeating various negative forces is the booth management. It enhances the confidence level of the workers on the ground. There are so many seats, which have been won in the country despite being impossible. If our ground workers are full of energy and confidence, we can win any booth despite the opposite circumstances. Booth management also helps us to use the traditional methods by using the new technology. Proper study and groundwork are a must for effective booth management.

The primary task under booth management is to enroll the names of eligible people in the voters' list and to detect and ensure deletion of the names of those who have shifted from the booth or have passed away. The final voters' list has to be studied at different levels. We should also know who are our supporters and opponents and how many are floating voters who can vote for any party. The strategy of booth should involve all these components. To curb fake polling, take a copy of the old voters' list and discuss the number of voters in that list with all the workers including page incharge and the page team. Prepare a separate list of the people who have shifted, who are in foreign countries, or who have passed away. Their names must be deleted from the voters' list. Our polling and booth agents must have a copy of the latest voters' list. If the list has the names of any dead or shifted voter that must be in our knowledge. Curbing fake polling is also must to win the election.

Today (in 2017) there are over 100 crore mobile phone



connections and 42 crore people have mobile internet. The Facebook, Twitter and other social media platforms have reached up to almost every house. Social media is an effective tool to interact with the maximum number of people in the fastest manner. Any information can reach millions and billions of people on a single click only. It is also the cheapest method of communication. Every booth worker should have Facebook and Twitter profile and these platforms should extensively be used to popularise the party principles, candidates and positive information about the government. There should be WhatsApp and Broadcast Groups so that our information reaches thousands of people on a single click. These platforms should also be used to counter the allegations of opposition parties and build a positive atmosphere.

Every worker is the face of the party. As the conduct of the worker in the area, as is the image of the party in that area. Every worker should keep it in his/her mind every moment. It has to be kept in mind, while using the social media also. Social media is obviously an effective tool for canvassing and it should be used with perfection.

Booth Management

The election is a kind of battle. 50 per cent victory in this battle depends upon planning and 50 per cent on the groundwork. Therefore, pre-poll and post-poll preparations are must to win this battle. Nowadays the victory or defeat of a candidate depends upon the booth management. We have realised it in the elections of Gujarat, Uttar Pradesh and many other states. We have ensured many wins under the leadership of Shri Narendra Modi and Shri Amit Shah. The contribution of booth management has been highest in all the wins. Therefore, booth management has to be done very seriously and it should be full proof. Pre-poll preparations are very significant. Not only Shri Narendra Modi and Shri Amit Shah, but all other senior party leaders have repeatedly stressed on effective booth



management.

Guardians of the Booth

Booth Committee, Booth Pramukh, Booth Members and Page Pramukh are all part of a team, which jointly turns even an impossible task possible through their organised strength, study, hard work and vigilance. These are indeed the guardians of the booth.

Constitution of Booth Committee

A Booth Committee should have at least five active members and five primary members including three women workers and two youth. There should be an incharge of the voters' list having about 60 pages. And then there should be Page Incharge of every page of the voters' list. Every member of the booth committee should be well versed in social media. If somebody does not know using social media, that should be imparted training. There should also be a social media incharge. Booth Sah Pramukh and Booth Secretary should also be appointed. Booth Pramukh and Booth Secretary should divide the work properly. All the workers should have some particular assignment. There should be a review of the work and their training camps should also be organised.

Functions of Booth Committee

- 1) Preparing the list of Booth Committee members.
- 2) Gathering complete information about the polling station.
- 3) Study of the voters' list and handing over the list to Page Incharge.
- 4) Work related to Voters' Identity Cards.
- 5) Meeting with the Election Commission officials.
- 6) Contacting the family members of the voters.
- 7) While meeting the family members of the voters, please don't forget to give them party pamphlets, report of the



developmental activities and also discuss with them positive matters.

- 8) Also give them information about what our party can do for every member of the family-like help in the employment or helping the patient, etc.
- 9) Apprising them of the work done by our elected representatives and also the works done by our party.
- 10) Generating the election atmosphere in the area by hoisting party flags, pasting posters and stickers, installing banners, hoardings, etc.
- 11) Spreading information about the positive work of the governments, candidate, party, etc by using social media platforms like Facebook/Twitter/WhatsApp, etc and effectively counter the allegations of the opposition parties.
- 12) Electioneering with the help of party symbols.
- 13) Regular touch with the distinguished and influential persons of the area.
- 14) Distributing voters' slip at the doorstep of the voters.
- 15) Conducting activities like new voters' conferences, women conferences, discussion on tea, public meetings, etc.
- 16) Keeping a close watch on the activities and works of the people of other parties.
- 17) Maintaining contacts with the people of other organisations.
- 18) Educating the voters by showing dummy EVMs and apprising them of the name of our candidate, serial number on the EVM and election symbol.
- 19) Taking proper information about EVMs by the polling agent before the beginning of the polling, checking of



the EVMs through a mock poll, erasing the mock poll and staying in contact of the government Election Commission officials.

- 20) Keeping voters' lists at the tables outside the polling booth, marking tick right on the names who have cast their votes and also making arrangements for vehicles, etc
- 21) Avoid loose talks and negative comments. Keep the morale of the workers high and praise even for the minor effort of the workers.
- 22) Women are half of the population. Therefore, they should be used extensively in the election. They can enter any house during the election campaign and influence the women voters of the family.
- 23) Every worker should have a small diary and pen. They should note the matters discussed with the people during the visits and contact drives. They should also report in the office after completing the campaign every day.
- 24) Opening the Election Office on the main road and that must have a telephone, fax machine, computer with internet connection and also staff to maintain the office properly. Publicity material and some senior leaders should always be available in the office. At least three workers should be assigned this task. Those who have complete information of the area and recognise maximum people should sit in the office.
- 25) Election Commission enforces the rules strictly during every election. Therefore, all directives of the Election Commission should be followed without fail.

The last battle of the election is fought on the polling booth. The fearless, hardworking and dedicated workers should be deputed there. If we are able to do it, our victory is certain.





9. WOMEN CENTRIC SCHEMES BY STATES AND CENTRE

We repeatedly say that merely change in power is not our goal. We look at power as an effective tool for national reconstruction and social change. To use political power as a tool for social change, the role of different cells constituted in the party involving various sections of the society is very crucial. With the change in power, the role and direction of the government automatically changes as per the ideological leaning of the ruling party. Normally, various schemes are formulated for different sections of the society by governments as per their respective ideologies, but the implementing agencies for those schemes remain the same and those agencies have their own style of functioning. That is why with the change in government, the people who voted the party to power start feeling that the change is not visible as per the commitments of the new government. The government makes announcements, but the result is not felt on the ground as per the announcements. Basically, at this juncture, the role of the BJP women workers begins. Our prime concern should be to apprise every section of the society, living in villages, jhuggi clusters, city or anywhere, of the schemes formulated for different sections by the government. Following steps can prove to be helpful in doing it:

- 1) **Know the Schemes:** Every worker should have information about various schemes started by the government for various sections of the society. They should study every scheme so that they can explain them to the beneficiaries properly.
- 2) **Identify the Beneficiaries:** It is very important to know the beneficiaries of the scheme in our locality or area. Apart from personal contact, we can also take the



help of media and social media to detect the beneficiaries and ensure them benefits of the scheme.

- 3) Know the Implementing Agency:** We also need to know the implementing agencies of the particular schemes. Whether it is to be implemented by the District Administration, local body like Zila Parishad, Municipal Corporation, Municipality, Nagar Panchayat, Agriculture, Women and Child Development Department, Social Welfare Department, Tribal Welfare, Health, Education or any other department. We should also know the competent authority who takes a decision in that regard and we can also have a prior discussion with the authorities.
- 4) Ensuring benefits of the scheme to the right beneficiaries.
 - 5) If we see any positive change among the target groups through any of our schemes, we should apprise of that change to other people also through the media, etc.
 - 6) By maintaining close contacts with media persons we can take them to the beneficiaries of the schemes.
 - 7) We should also keep the concerned persons in our party informed about the positive changes emerging due to any scheme.
- 4) Organising Beneficiary Conference:** Many people draw benefits of government schemes. We can organise conferences of such people so that they stay connected to us in future also.

In a democracy, government means a body "made by the people, for the people and answerable to the people" for. Since the, public role is paramount in everything, the public is supreme in all respects. A country can make progress if the ordinary citizens take a serious interest not only in their own development, but also contribute to the development of the country. Hence, the people-friendly schemes should not only be formulated, but



they should be implemented effectively on the ground also. This is not the responsibility of government alone, but the party workers too. The BJP government at the Centre is serving 125 crore countrymen since 2014 with the commitment of '*Sabka Saath Sabka Vikas*'-objective *antyodaya*, commitment-*antyodaya* and path-*antyodaya*. That people are supreme should reflect in our action with complete honesty, dedication and commitment. Even Prime Minister Shri Narendra Modi calls himself as '*Pradhan Sevak*'.

With the objective of helping the last person standing in the queue to join the mainstream, the BJP government at the Centre has formulated about 150 schemes in four years. These schemes focus every section of the society whether women, children, old, farmers, youth, economically deprived, backward, SC, ST, etc so that the people live a respectful and secure life. Some of the schemes are as follow:

- 1. Jan Dhan Yojana:** Pradhan Mantri Jan Dhan Yojana is National Mission for financial inclusion to ensure access to financial services, namely banking/savings and deposit accounts, remittance, credit, insurance, pension in an affordable manner. With the target of opening bank account of every family, the Yojana was announced on August 15, 2014 and was formally launched on August 28, 2014. Before the launch of this scheme, Prime Minister Shri Narendra Modi wrote an e-mail to all the banks declaring at least one bank account of every family as a national priority. About 31.38 crore bank accounts, under this scheme, were opened and about Rs 77,600 crore were deposited in these accounts. The largest beneficiaries of this scheme are women.
- 2. Swachh Bharat Mission:** Swachh Bharat Mission is a campaign that aims to clean up the streets, roads and improve the infrastructure of Indian cities, smaller towns and rural areas. Its objectives include eliminating open



defecation through the construction of household-owned and community-owned toilets and establishing an accountable mechanism of monitoring toilet use. The Mission aims to achieve an Open-Defecation Free (ODF) India by October 2, 2019, the 150th anniversary of the birth of Mahatma Gandhi, by constructing 1.2 crore toilets in India. Clean India was basically an unfulfilled dream of Gandhiji. The Mission was launched on October 2, 2014. By now about 46.36 lakh individual toilets have been built and over three lakh public toilets have been constructed. About 2000 cities of the country have been made ODF. Similarly, people are being sensitised about the disposing of garbage. The use of dustbins has increased substantially. At some places, people have started segregating the garbage at source. The biggest impact of the Swachh Bharat Mission is that it has caused a positive change in the mindset and conduct of the people all over the country.

3. **Pradhan Mantri Awas Yojana:** The scheme was launched to ensure houses to the needy persons in urban areas as per their purchasing power. Under the scheme, the government has identified 305 cities and towns in nine states where these houses are to be built. The centrally funded scheme was launched on June 25, 2015 and it aims to ensure houses to all by the year 2022. About 20 lakh houses are to be constructed under the scheme. Eighteen lakh of them will be provided to the people living in jhuggi clusters and two lakh will be provided to economically deprived people of the cities. Under the scheme, the people having annual income up to Rs 12 lakh are provided a loan of Rs nine lakh for a house measuring 90 sq. metre. The government provides four per cent subsidy on it. Similarly, the people having income between Rs 12 to 18 lakh annually are provided loan up to Rs 12 lakh for a house measuring



110 sq metre. The subsidy on it is three per cent. If one gets Rs nine lakh housing loan for 20 years, one has to pay Rs 2062 less in EMI. Similarly, on the loan of Rs 12 lakh for 20 years, the beneficiary has to pay Rs 2019 less in EMI.

4. **Beti Bachao Beti Padhao:** The campaign 'Save the Girl Child, Educate the Girl Child' was launched with the objective of generating awareness and improving the efficiency of welfare services intended for girls. The Scheme was launched by Prime Minister Shri Narendra Modi on January 22, 2015 from Panipat, Haryana, as a comprehensive programme to address the declining Child Sex Ratio and related issues of empowerment of women. The Scheme mainly targeted clusters in Uttar Pradesh, Haryana, Uttarakhand, Punjab, Bihar and Delhi, but in November 2017, the cabinet approved pan India coverage of the scheme in all 640 districts. It 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.
5. **Pradhan Mantri Ujjwala Yojana:** Launched on May 1, 2016 the scheme aims to safeguard the health of women and children by providing them with clean cooking fuel -LPG, so that they don't have to compromise their health in smoky kitchens or wander in unsafe areas collecting firewood. Under the scheme, 5 crore LPG connections were to be provided to BPL families by 2019, but now the connections will be given to eight crore households. The connections are issued in the name of the woman of the house. Within the initial two years, over 3.60 crore gas connections have been issued to women. The smoke inhaled in an hour while preparing meals in a smoky kitchen is said as



harmful as equal to 400 cigarettes. The LPG connections will save the women from this pollution.

- 6. Pradhan Mantri Mudra Yojana:** It is a flagship scheme to 'fund the unfunded' by bringing such enterprises to the formal financial system and extending affordable credit to them. It enables a small borrower to borrow from any Public Sector Bank for loans up to Rs 10 lakh for non-farm income-generating activities. The Scheme was launched on April 8, 2015. Any Indian citizen who has a business plan for a non-farm sector income generating activity such as manufacturing, processing, trading or service sector and whose credit need is less than Rs 10 lakh can approach the bank for loans under this scheme. Mainly three types of loans are provided under the scheme.

Shishu: Covering loans up to Rs 50,000

Kishor : Covering loans above Rs 50,000 and up to Rs 5 lakh

Tarun : Covering loans above Rs 5 lakh and up to Rs 10 lakh.

In the year 2016-17 itself, loans worth Rs 1.80 crore were distributed and 70 per cent of the beneficiaries were women belonging to all sections of the society. It has empowered them a lot.

- 7. Pradhan Mantri Kaushal Vikas Yojana:** It is a flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry-relevant skill training that helps them in securing a better livelihood. Individuals with prior learning experience or skills are also assessed and certified under Recognition of Prior Learning. The scheme has to cover 10 million youth



during the period 2016-2020. Under the Scheme, training and assessment fees are completely paid by the Government. Skill training is imparted based on the National Skill Qualification Framework (NSQF) and industry-led standards. About 30 lakh persons were trained under the scheme by July 2017.

- 8. Pradhan Mantri Surakshit Matritva Abhiyan:** With the objective of providing quality Ante Natal Care (ANC) to every pregnant woman of the country, the Government of India launched this campaign on June 9, 2016. Under the campaign, a minimum package of antenatal care services is to be provided to the beneficiaries on the 9th day of every month at the Pradhan Mantri Surakshit Matritva Clinics to ensure that every pregnant woman receives at least one checkup in the 2nd/ 3rd trimester of pregnancy. If the 9th day of the month is a Sunday/a holiday, then the clinic has to be organised on the next working day. Every pregnancy is special and every pregnant woman must receive special care. Any pregnant woman can develop life-threatening complications with little or no warning, so all pregnant women need access to quality antenatal services to detect and prevent life-threatening complications during childbirth. The scheme provides financial benefits of Rs 6000 during first delivery at three stages. About 52 lakh pregnant women are expected to be benefited under this scheme.
- 9. Maternity Benefits:** Under this scheme, maternity benefit is the right of every working woman. A woman can avail 26 weeks maternity benefits without any deduction in her salary.
- 10. Women Empowerment Schemes:** The Union Ministry of Women and Child Development has come up with several schemes and programmes, which



empower the women. These schemes provide assistance for education, training, financial assistance/cash, subsidy on the loans, scholarship, nutrition, self-employment and other facilities. The prime goal is for empowerment, development, protection and welfare of the women. Some of such schemes are as follows:

- I. Pradhan Mantri Mahila Shakti Kendra:** The Scheme empowers rural women through community participation and creates an environment in which they realise their full potential. It provides an interface for rural women to approach the government for availing their entitlements also empowering them through training and capacity building. Under this scheme, community engagement through three lakh college student volunteers, known as '*Parivartan Doot*', has been envisioned in 115 most backward districts. The student volunteers play an instrumental role in awareness generation regarding various important government schemes/ programmes as well as social issues. Association with NSS/NCC cadre students will also be an option.
- II. One Stop Centre:** One Stop Centres are meant to support women affected by violence, in private and public spaces, within the family, community and at the workplace. Women facing physical, sexual, emotional, psychological and economic abuse, irrespective of age, class, caste, education status, marital status, race and culture are facilitated with support and redressal. Aggrieved women are provided with specialised services. The scheme facilitates access to an integrated range of services including medical, legal, and psychological support. It has been integrated with the Helpline No. 181



and other existing helplines. It supports all women including girls below 18 years of age affected by violence, irrespective of caste, class, religion, region, sexual orientation or marital status.

III. Women Helpline: The Scheme provides 24 hours immediate and emergency response to women affected by violence. The Women Helpline works with One Stop Centre Scheme. The Department of Telecommunication has allocated shortcode 181 to all States/UTs as Women Helpline. It provides toll-free 24-hours telecom service to the affected women. The helpline has proved to be very useful for the women.

IV. Hostel for Working Women: As more women are leaving their homes in search of employment in big cities as well as urban and rural industrial clusters, one of the main difficulties faced by them is lack of safe and conveniently located accommodation. This scheme has been launched to address this challenge. About 190 hostels are to be built under this scheme, which will provide accommodation to 19,0000 working women.

V. Swadhar Griha: Formulated for the women in difficult circumstances, the scheme aims at providing temporary accommodation, maintenance and rehabilitative services to the women and girls rendered homeless due to family discord, crime, violence, mental stress, social ostracism or forced into prostitution. The scheme provides shelter, food, clothing, counselling, training, clinical and legal aid with the aim to rehabilitate the affected woman. About 208 Swadhar Grihas are to be built under this scheme to provide accommodation to 26,0000 women.



VI. National Nutrition Mission: It is a comprehensive approach towards raising nutrition level in the country on a war footing. It comprises a mapping of various schemes contributing towards addressing malnutrition. The scheme aims at reducing malnutrition level from 38.4 per cent to 25 per cent by the year 2022. In the first phase, 42 lakh children in 162 backward districts have been identified. There is also focus on reducing anemia level among children, pregnant women and young girls to 3 per cent.

Some other schemes launched by the Government led by Prime Minister Shri Narendra Modi are as follows:

1. Pradhan Mantri Awas Yojana
2. Pradhan Mantri Sukanya Samridhi Yojana
3. Pradhan Mantri Mudra Yojana
4. Pradhan Mantri Jeevan Jyoti Bima Yojana
5. Pradhan Mantri Suraksha Bima Yojana
6. Atal Pension Yojana
7. Sansad Adarsh Gram Yojana
8. Pradhan Mantri Gram Sinchai Yojana
9. Pradhan Mantri Gharib Kalyan Yojana
10. Pradhan Mantri Jan Aushadhi Yojana
11. Deendayal Upadhyaya Gram Jyoti Yojana
12. Deendayal Upadhyaya Antyodaya Yojana
13. Mission Indradhanush for Immunisation
14. Nai Manzil Scheme





10. BHARAT OF MY DREAMS

Bharat is a dreamland not only for human beings but for the gods too. Shri Atal Behari Vajpayee described it not as merely a piece of land, but a living Rashtra Purush. It is the land to be revered. What should be the dream for this land? We have always been praying for a prosperous Bharat and we have pledged to make this land a strong nation. But some people are bent upon eliminating the nationalism itself. Our ideological clash with them is not new. The ideological legacy, which is the foundation of our work in political and social sectors, needs to be understood properly so that we remain stick to it. Hence, the issue of 'Bharat of our Dreams' should be imbibed in depth. What is our concept of prosperous Bharat? In our culture we have so many ideals like the ideal son Shri Ram who instead of becoming the king accepted exile, ideal brother Bharat who ruled for 14 years by keeping the footwear of his brother on the throne, mother like Jijamata who instilled the spirit of restoring *swarajya* even in the opposite circumstances, ideal King like Shivaji Maharaj, Rani Jhansi who sacrificed her everything for self-respect of the country. We need the society, which displays similar lifestyle and ideals in practice.

The Bharat of my Dream is the land where such ideals are practised in daily conduct. The topmost characteristic of Bharat of my dreams is the society, which, instead of confining these values of life into books and stories, follows them in practice. The Indian way of life thinks for the betterment of not humans alone, but also for every creature in the universe. The primary requisite of this way of life is that our daily conduct should be to fulfill this wish. If the country, which moves ahead keeping such high values at the centre and becomes the world power, it will benefit the entire humanity. Such a society can never oppose any other way of worship. The cultural legacy of this land has



equal respect for religious freedom and also to those who do not believe in any way of worship. We have the freedom to treat an individual, creature etc as a form of God. There is equal respect for any person, symbol, thing, creature, which shows the way for an ideal life. So much freedom is found in no other way of life or country in the world as is found in India. If such a great vision becomes strong in the world, there is no question of any injustice, pressure, violence etc against any society.

The circumference of these ideals is not limited to human conduct alone. It believes in the balance of *vyashti* (individual), *samaj* (society), *srishti* (universe) and *parameshti* (Supreme Power). Society, universe and the ultimate Supreme power cannot be the subject of exploitation by the individual. The responsibility of nurturing them lies on the individual only. The present serious environmental crisis has developed due to the science without the vision of duty and aimless development. Our culture has accepted even the snake, which kills the individual, as a form of god. Many of our festivals like Nagpanchami, Dusshera, Vat Savitri, Tulsi Vivah, etc connect us with the Supreme Power and remind us of our duties towards nature and the universe. Following them should not be limited only to the faith, but the basic concept behind them has to be understood by all of us. The picture of a woman who leads the society keeping these high values and ideals in the centre is seen in the Bharat of my dreams.

The Bharat of our dreams is not ready to accept any difference by language, region, gender, etc. Our thinking and vision the equality of men and women should also be clear. The basic premise of this thinking is that every girl child is the form of goddesses and every child is the form of Shri Ram '*Har Bala Devi Ki Pratima, Bachcha Bachcha Ram Hai*'. Every woman in the Bharat of our dreams is free from all kinds of atrocities. We are for the equality of men and women where there is neither female feticide, nor there is any question of dowry and there



are equal opportunities of education and employment for all. The declining number of women in comparison to men is not the sign of a healthy society. It has no place in the Bharat of our dreams. The Bharat of my dream has the society, which is committed to eliminating any difference created in the name of a way of narrow mindset of worship, state, language etc. Equal development is the characteristic of the Bharat of my dreams. Equal development, equal opportunities and equal respect is our specialty. That is why the Government run by the BJP follows the ideal of 'Sabka Saath, Sabka Vikas'. If there is any problem in the foot, the eyes express the pain through tears. We want such harmony in our dreams. We may have so much diversity of food, dress and language, but the element of ideals, humanity and emotions is the same among all. It is the harmony.

In the Bharat of my dreams, there is aguarantee of bread, clothes, house, education and employment. Some people are generally seen saying that our society is getting selfish. After globalisation it is visible everywhere. The parameters of success have changed. The only objective of life seems to be amassing more money. The ultimate goal is to amass more resources. The feeling about the society and the country and the responsibility towards them is gradually vanishing. This is not the identity of our culture. How can we be selfish if we are the inheritors of the ancestors who sacrificed even their bones for the welfare of the humanity? Is our life limited to only our home, family and our Television? The feeling of patriotism and duty towards the society are vanishing. This is not the picture of the Bharat of our dreams. The society of our dreams does not live only for the individual gains; it is committed to the country. To show it in practice should begin with ourselves. Instead of indulging in superstitions and following outdated practices, we are for a scientific society. We have a unique identity in the world. The largest number of youth are in this country today. Whether it is a cricket match or the visit of our Prime Minister



Shri Narendra Modi our tricolour is seen flying high all over the world. The respect of our Indians is the identity of our scientific and intellectual prosperity. The scientific and technological inventions and computer skills of our youth have earned respect for them in every corner of the world. From agriculture to space research, we have achieved new heights. Even women have shown their wonderful presence in this sector. Kalpana Chawla is the example of it.

The process of empowerment and self-reliance is must in women development. The potential of constructive development should increase in the lives of women. They do not need only protection or subsidy for a dignified life. They are not weak, but they can write a new chapter of development through their strength.

The Bharat of my dreams or the Bharat of every woman's dream is a harmonious, scientific, strong and free from any discrimination. There are both Mata Jijabai and Rani Jhansi. There are both Captain Lakshmi and Kalpana Chawla here. We also have Ahilyabai Holker, Savitribai Phule and Bhagini Nivedita. The women in this country are the forms of goddess Kali for the devilish rulers and as Annapoorna for the good forces. Bharat of our dreams is strong, developed and harmonious. We have to create the society, which shuns the selfish interests and is always ready to sacrifice everything for the welfare of the world. Our nation will be victorious and will overcome all the challenges with the strength of the patriotic spirit.





11. EFFECTIVE MEDIA INTERACTION

Like other areas of social life, the influence of media has increased substantially in the political field also. Majority of the houses have access to newspapers or the news in any form whether television, mobile phone, radio, etc. In urban areas, almost every house has a television set and most of the people own either a laptop or smartphone. However, in rural areas print media is still the major source of information. In coming days, the number of newspaper readers, online, as well as the social media users, is sure to increase in rural areas. Hence, sincere efforts should be made to ensure our effective presence in social/digital media also. Every worker needs to be well-versed in all modern means of communication to stay updated and connected to the media. 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 and informed about our party's 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 not everyone but only those workers who have been assigned by the party the task of interacting with the media persons, whether print, electronic or digital, should speak or interact. And, those who have been assigned the task of media interaction have always to follow the party line on every issue and there should never be like "personal opinion" on any issue. Also, all the workers interacting with the media should have a thorough knowledge of the party's stand on different issues including the knowledge of *panchnisthas*, 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 media men should become a habit. We know that the BJP is different from all other political parties in the country. It is 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 Central Government, State Governments, Local Bodies and even the Panchayat Bodies. 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 stand. In the beginning, it is essential for the workers dealing with the media to focus more on the print 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 minimum words. In the press conference also, apart from ensuring the presence of the representatives of leading 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 and factual information. If we are able to do that with perfection, it means we have finished half of our work.

Interaction with 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 particularly before their deadlines. It is must at least at district, state and national level. We need to be extra cautious, while talking to 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 the 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 the 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 properly present to the media. 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 you 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 to involve the youth who have an interest in social and digital



media in the content generation team. Also, keep a close watch on the social networking sites. This helps you 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 on posts on 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 effective medium of disseminating the message, is available in all android and smartphones today. This can be used on a 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 the 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 generally find it difficult to secure space in the media. It is more difficult for the women workers in rural areas. One of the prime reasons for it is that the media still do not have much reach to this segment of the population. Sometimes our workers too do not try to maintain



close relations with the local media. Hence, there is a huge scope and need to expand our reach there. With the remarkable improvement in the role of the three-tier Panchayat system in the country, the interference of our party has strengthened there. Therefore, the workers, including the women workers, should prepare themselves for different roles in Panchayats. Panchayats (Gram Panchayat, Intermediate or Block Panchayat and District Panchayat) are regarded as third government. They now play a major role in development. Hence, to ensure effective development or to put the development process on the 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 Women's Issues

Since women enjoy 50 per cent reservation in Panchayat bodies in several states, more women workers should be motivated at the village level to play an active role in public life. This has to be done at Block and District level also. But, the potential of expanding the party at the village level is very high. If we develop strong party base among women at village level, the BJP would be a formidable political force in the country. For some times, the Bharatiya Janata Party has made effective inroads in rural areas by addressing the issues of farmers including women. This is surely the largest segment of the country's population and not only the Central Government, but also all our state governments have taken some effective farmers-friendly steps during the last several years to address the basic issues of the farmers, ensure them fair prices of their produces and double their income by the year 2022. Therefore, the party workers need to be active among farmers also.



The media reach in rural areas has increased substantially for sometimes and most of the leading newspapers have started expanding their base thereby starting hyper-local editions. Hence, we too need to maintain warm contacts with the media persons there. The formula is the same—maintain personal relations with them and continue to update them on the party activities. Provide them instantly any information they require about the party. Here too, the social and digital media prove very effective. If we are able to design our content with perfection with catchy words, images, visuals and audio, we can definitely secure the attention of women in high volume. As the number of women workers in BJP is high in urban areas, we need to address their issues at all levels—Block Level, District Level, Taluka Level, State Level, etc. While carrying out various activities at all these levels, there is a need to maintain close relations with the media there. The use of social media should also be more now.

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12. CONTRIBUTION OF WOMEN IN NATION BUILDING

Nation is not merely a piece of land. It includes the way of life, values, mentality and *samskars* followed by the society living there. The concept of society and nation is decided by the *samskars*. An individual gets *samskars* mainly from home, education and society, and women play a significant role in imparting the *samskars* at all these levels. Since the ancient days, women have played a key role in shaping the Indian civilisation. The personality of the great people who played a key role in the foundation and building of this nation, was shaped by one or the other woman. Today also, women are coming forward in every field and they are inferior to none. Despite holding their other responsibilities, they are successfully contributing to give a new direction to the society and the nation.

Contribution of Women in Ancient, Medieval and Present Bharat

Like men, women are also proving their talent in every segment of life. History has witnessed that they have played a significant role in national building since the ancient days. The contribution of women scholars like Gargi, Kapila, Arundhati and Maitreyi during the Vedic period cannot be ignored. Was saving the life of Dashratha by his queen Kaikeyi during the battle less than the *Rashtra Sewa*? During a fierce battle, the wheel of Dasharatha's chariot was dismantled and Sambarasura's arrow had pierced the King's armour and lodged in his chest. Kaikeyi, who was acting as Dasharatha's charioteer, quickly repaired the broken wheel and then drove the chariot away from the battlefield. However, the condition of women was not good in some parts of the country during the medieval period, when they were mostly treated as a commodity. Even



then it was during the medieval period that Padmawati, Razia Sultana, Chandbibai, Jijabai, Ahilyabai, Rani Laxmibai and many other women warriors emerged and proved their talent. During the freedom movement also many women including Annie Besant, Sarojini Naidu, Vijaya Lakshmi Pandit, captain Lakshmi Sahgal of Indian National Army and Begum Hazrat Mahal played a significant role. There might not be even one country in the world where the women did not play a key role in nation building.

Role of Women in National Reconstruction

Today, when Bharat is passing through the reconstruction phase, women are ensuring their active contribution. Apart from finishing their family responsibilities, they are playing a significant role at the national and international level. When the first lady of the world, Valentina Vladimirovna Tereshkova, flew in the space on June 16, 1963, it motivated other women also to go to Space. Born in Aligarh Suman Sharma is the Indian lady, who first flew the Russian Mig Aircraft. Marry Com of Manipur is the boxer who has earned laurels from across the world. Saina Nehwal from Haryana created history when she won the Asian Satellite Tournament twice. Santosh Yadav went to the Everest twice. Divyang Olympian Dipa Malik, Grand Master Tania Sachdev and mountaineer Rina Kaushal etc are the other women personalities who are known figures now.

Always Ahead

Arundhati Bhattacharya is the first lady to occupy the top post of State Bank of India, the biggest bank of India. Head of PepsiCo Indira Nui received the third position in the list of world's most powerful women prepared by 'Fortune' magazine in February 2014. Women are ahead in the field of writing also and they are creating new narratives on women's issues. Women have proved at their workplace also that they are inferior to none if provided a chance. They have created history in the field of medicine, education, science and technology, space,



sports, politics, teaching, engineering, media management, research, law, marketing, tourism, cinema, literature, administration, etc. The women like Sania Mirza, Kalpana Chawla, Lata Mangeshkar, Indira Nui, Shikha Sharma, Kiran Majumdar Shaw, Naina Lal Kidwai, Dipa Bhatia, Namrata Rao, Sushmita Sen, Deepika Padukone, Rajmata Vijayaraje Scindia, Sushma Swaraj, Vasundhara Raje, Jayalalithaa, etc have shown their presence in the fields previously dominated by men. Today some men also promote women in various fields and are happily ready to work with them. Women can play a significant role in making Bharat a developed country.

There are many other segments of national and social life where the women have played a key role. This contribution can be underlined under the following points:

- I. Contribution as Mother:** As a mother, a woman shapes the personality of the child. She instills in him/her the values of life and *samskars*. The lives of many great personalities like Bhagat Singh, Chandrasekhar Azad, Vivekananda were shaped by their mothers. The sacrifice, dedication and devotion of many mothers like Jijabai are remembered with reverence in the history. It is the mother, who creates the multi-dimensional personality of a child. Napoleon Bonaparte had said 'Give me a good mother, I will give you a good nation'.
- II. Contribution as Wife:** Along with the role of mother, a woman plays a significant role in national reconstruction and development as a wife also. Our history has witnessed that when it came to saving the nation the wives instilled the feeling of trust and enthusiasm in their husbands by putting *tilak* on their forehead when they moved to the battlefield. It was the wife like Hadi, who offered her head to the husband who was reluctant to go to the battlefield. In the field of literature also the contribution of women is very



significant. Ratnavali, the wife of Tulsidas, played a key role in generating the religious consciousness in her husband. Vidyotma made her husband Kalidas a great poet of Sanskrit. There are some other different qualities also. It is the wife who can keep the husbands away from many ills like corruption, etc, which weaken the nation.

III. Contribution as Housewife: Women are the main axis of the family in our country and they play a significant role as housewives in national reconstruction. As a housewife, she leads the entire family and even develops the habit of saving. All countries of the world suffered during the recession of 1930, 1998, 2008 and 2014, but Bharat remained unaffected. It was because of the agriculture and animal husbandry, where 65 per cent work is done by women only. They also contribute through handicrafts. It is also a contribution in nation building.

IV. As Preserver of Culture, Samskars and Traditions: Women are the real preservators of culture, *samskars* and traditions. They not only preserve and nurture them, but also transfers them from one generation to the other. Women have played a key role in making Bharat Vishwaguru.

V. Social, Educational and Religious Contribution: It needs no elaboration that the civilisation, culture, *samskars* and traditions are transferred from one generation to the other through women. Their social, educational and religious contribution empowers an individual, family, society and the nation. That is why it is said that an empowered woman is the foundation of an empowered society. Mother is the first teacher of a child and she shapes the child's complete personality. When she educates the society as a teacher, it becomes



a noble profession. Savitribai Phule, who is regarded as the first female teacher in modern India, is the best example of it. The women scholars like Maitreyi, Gargi, Vishwavara, Lopamudra, Ghosha etc are revered because of their contribution to the field of education. They contributed a lot to nation-building.

VI. Contribution in the Freedom Movement: Slavery not only hampers the development of a nation, but also puts it into the state of stagnation. During India's independence movement women played a lead role. Many women also sacrificed their lives during the freedom struggle. The contribution of Captain Lakshmi Sahgal, Aruna Asaf Ali, Durga Bhabhi, Madam Bhikaji Cama, Sarojini Naidu, Annie Besant etc cannot be forgotten.

VII. Contribution as Scientist: Women have played a significant role in scientific inventions and research also. Even today many women are contributing as defence experts and scientists. Dr Terry Thomas achieved the title of 'Missile Woman of India' and 'Agniputri' for her immense contribution to the development of Agni-5 Missiles. There are many other women, who are contributing in nation-building.

VIII. Contribution in Politics: The direction and condition of politics depend upon the personality, who leads it. In this sector also the women of India have ensured their contribution. Women politicians like Sarojini Naidu, Sucheta Kripalani, Rajmata Vijayaraje Scindia, Sushma Swaraj etc have led this nation through their talent.

IX. Contribution in Administration: The administration of a nation reflects the progress and development of the nation. The administrative acumen leads the nation to the right direction. There are many women today,



who hold key posts in the administration. The growing number of women in the civil services also indicates to the role of women in administration. In the private sector also, women are coming forward to prove their leadership skills.

- X. Contribution in Literature:** Literature is regarded as a mirror of the society. It plays a main role in shaping the intellect and personality. The women are active in this field also since the ancient days. In recent time also, the literary persons like Mahadevi Verma, Amrita Pritam, Mira, Mahashveta Devi, Subhadrakumari Chauhan, etc have created eternal literature.

We can say that women have proved their creativity, ability and acumen in the field of national reconstruction. They are active in every field whether social, economic, politics, religion, sports, arts, literature, history, geography, space, medicine, services, media, etc. Apart from fulfilling their family responsibilities, they are contributing to various fields.





13. WOMEN AND INDIAN VISION

The ideal of any nation's womanhood can be understood in the light of its holistic life only. Swami Vivekananda said that body and mind are mere names; they are like small waves in the ocean of matter. There is only one soul in the entire universe. The soul is genderless, but it has to travel various births to recognise itself. These births are in the form of man or woman as per the deeds of the *Jivatma* (soul). The soul is the same in both the man and the woman. When there is *ekatmabhav* (the feeling of oneness) the question of competition does not arise at all. For example, there can be no competition between mind and heart or hands or feet or any other organ in the same body. They do not even think of equality. When the hands and feet take rest at night, the heart cannot say that it would also take rest at night. Every organ of the body has a different task. Similarly, the question of competition between the man and woman kills even the humanity.

The man and woman together form the complete human life. Similarly, their working together is must for the progress of the society. This religious equality should not be misunderstood as equality of work. The roles of man and woman are different. One is incomplete without the other. A woman has been accepted as a form of *Jagat Janani* (mother of the universe) in our life philosophy. The ideal woman in the Indian life philosophy is the mother. When one hears the word female, one has the feeling of a motherly figure; whereas the meaning of female in the Western philosophy is limited to a commodity. But, it does not mean that since a woman is a mother by nature, she should be confined to the boundaries of home only or is limited to the task of looking after the children alone. We say *Vasudhaivakutumbakam* the entire world is a family. Hence, her qualities and strength of nurturing as well as the spirit of



samskars and conservation are not limited to a family alone, these are for the entire social welfare, reconstruction and development of the nation and the civilised world also. This thinking has not been confined to philosophy alone, rather it has been in our practice for centuries.

The foreign travellers too have mentioned the same in their work, while discussing the condition of Indian women in those days. But it deeply pains when we compare the high level of regard extended to women in our culture and social conduct in ancient days with their pathetic condition today. We today feel derailed due to various reasons. The repeated invasions also generated many problems. Newer challenges like the veil, child marriage, convention of Sati, problems of widows, treating birth of a girl as unwanted, female feticide, rape, exploitation etc. continued to emerge. Many such problems exist even today. This disappointing picture has to be changed. There must not be any difference in our saying and preaching and this must reflect in our action.

Dimensions of Women upliftment after Independence

After Independence, we tried to emulate some Western countries for solutions to our problems. Those countries evolved and adopted solutions to their problems according to their own situations, thinking, life philosophy, values, principles and vision, whereas our global vision, life structure, values, life philosophy, culture, thinking and historical references are totally different. Their solutions do not apply to our problems at all. Female liberation movement prevailing in the West is one of them. The West considers the women as inferior to men. They believe that the only task of a woman is to keep the man happy and serve him. Even a woman has been considered as the reason of man's downfall. The thinking of individualism was also promoted due to the philosophies of survival of the fittest. When we accept that there is no relation of man with others, the feeling



of helping each other, welfare, bearing pain for others, sacrifice, etc become irrelevant. Noted thinker S Gurumurthy writes that the women of the West started a fight for their rights because the people of the West had fought for regaining their rights first from the Church and then from the State. The women in the West had to fight for their liberation. The words like freedom, liberation, empowerment were necessary for the women there. But the methods adopted by them to resolve their problems cannot be replicated in India at all, because the Indian philosophy, ideological and historical references as well as thinking towards women have been totally different in our country. As a principle and also in practice, the women have been neither treated inferior to men in any sense, nor they have been misbehaved as was done in the West. It was basically the insecure atmosphere in the society that forced the women to withdraw their active role in the society. Since this condition continued for several centuries, some unhealthy and inhuman practices also developed. Therefore, the women issues in India are basically to restore their respect as has been in our country since the time immemorial and effectively curb the unhealthy and wrong practices. They do not require to fight against any Dharmashastra or seek liberation. Those who have been treated as 'Shakti' in practice cannot be empowered at all. We only need to refocus on our life philosophy and principles and enhance the involvement of women in all activities. Instead of liberation, we have to awaken their strength and increase their involvement in social and national activities. We have to think about long-term solutions in the interest of women and humanity.

The main reasons for the pathetic condition of women before Independence were illiteracy, economic dependence, religious restrictions, caste barriers, lack of women leadership, etc. After Independence, sincere efforts were started to improve the economic, social, educational and political condition of women.



Special efforts were made to help them in joining the mainstream of development, providing opportunities for education and awakening them about their rights and duties and also changing their mindset. The women have set many milestones in the field of education, politics, social, economic, religious, administration, sports, etc by the beginning of the 21st century.

Today the women are more self-reliant and self-confident than before. They are not working merely as teachers, nurses or gynecologists, but are exploring new areas as an engineer, pilot, scientist, technocrat, army person or media person. They have set new standards in the field of politics also. They have occupied the post of President, Prime Minister, Lok Sabha Speaker, Foreign Minister, Defence Minister, Governors, Chief Ministers, etc. In the field of social service also there are many names like Nivedita Bhide, Sunita Haldankar, Ila Bhat, Sudha Murthy, etc. In the field of sports also, there are names like PT Usha, Sania Mirza, Sakshi Malik, Gita and Babita Phogat, Merry Com, Anjali Bhagwat, Saina Nehwal, PV Sandhu etc. IPS Kiran Bedi, astronaut Sunita William and Kalpana Chawla, etc have proved their talent after getting higher education. The mindset of people has changed towards the working of women. Earlier, the man who enjoyed life over the income of a woman was ridiculed, but now the thinking has changed. Educated women have received a big boost to excel at national and international level. Women are also aware of their rights and condition. Education has helped them to demand their economic, political, and social rights and also equality with man. The thin line between nudity and decency is built and ruined by the society itself. Sometimes it concentrates on men, while the next moment it is seen close to the women. We need to have clarity between right and wrong, justice and injustice, sensible and insensible, decency and indecency, etc. A woman should not consider man as her competitor and the man too should not look at the women merely as the human body, but should see the human being in



her. Women can be said free when her brain, and not her body alone, is accepted without hesitation and reservation.

After the formation of BJP government at the Centre under the leadership of Prime Minister Shri Narendra Modi, women empowerment has witnessed new dimension, vision and motion. Respect towards women is the foundation of our way of life. The Government has taken steps to curb the violence and discrimination against women. Many schemes started by the government have helped the oppressed and depressed women to raise their voice against injustice. Their contribution to the economy has also been recognised.

Some schemes started by the BJP government have been discussed in brief in the 8th Chapter. We need to work tirelessly to take these schemes to the women living in villages, cities, towns and the inaccessible areas. We have to work towards developing respect and positive attitude towards women in the changed scenario. However, some newer kinds of challenges have also emerged with an improvement in the condition of women. We need to address them too. Apart from looking after their families, they have to show their talent at workplace also. There is a need to focus on their health issues too. This is the Indian vision towards women.





14. ECONOMIC POLICIES OF OUR GOVERNMENT

The economic progress in India during the last three and a half years can be counted among the most amusing success stories. When the government headed by Prime Minister Shri Narendra Modi had assumed the office, there were countless challenges. But, this government has created many success stories through its people-friendly and liberal policies. In fact, after getting political Independence in 1947, the economic Independence has been achieved now only. That is why India is now being considered as a strong power at the world level.

Since the beginning, this government has focused on infrastructure development. There are efforts to ensure everything, which is required for fast economic development. It is a bitter truth that the traders never found an easy atmosphere for business during the last 50 years. The foreign exchange of the country was too short to think of working with self-confidence. The flow of foreign direct investment in the country was never smooth. It started improving after the PV Narasimha Rao Government opted for economic liberalisation. Many sectors were opened for foreign investment. The process witnessed new heights under the leadership of Prime Minister Shri Atal Behari Vajpayee.

Now under the leadership of Prime Minister Shri Narendra Modi, Bharat is the fastest growing economy in the world—even faster than British economy. Doing business has become very easy in the country thanks to the reforms introduced by Shri Modi one after the other. That is why Bharat is today the most favoured destination for investment by leading global companies. It is for the first time that many leading powers of the world are themselves offering to invest hugely in India. The growth rate of Bharat is today 7.9 per cent, while the average



growth rate in the world is 3.1 per cent. It is really a wonderful scene.

If we talk about the economic policies of Modi Government, we can identify top ten dimensions, which have influenced everyone not only in India, but also abroad. Following are those top ten dimensions:

Goods and Services Tax (One Nation, One Tax)

Described as the most significant tax reform after Independence, the Goods and Services Tax (GST) has truly connected India in a single thread. All 29 States and seven Union Territories are now a single market, where only one tax has to be paid. It is not limited to tax rates only, there are provisions for every kind of facility and protection to the consumers.

GST was implemented in the country from July 1, 2017. But the government did not sit silent by introducing the new tax regime. The top leadership took the complaints and reactions of the market seriously and took corrective steps without delay. It was because of this action that the GST rate was reduced on 178 items from 28 per cent to 18 per cent. Now there are only 50 items on which 28 per cent tax is paid. On some items, the GST rate has been reduced from 18 to 12 per cent, while some items have been exempted. Even then the GST collection is expected to cross Rs one lakh crore per month from the financial year 2018-19.

Not only this, the constitution of National Anti-Profiteering Authority was approved. The objective of this Authority is to determine whether the reduction in tax rates or benefit of input tax credit is being passed on to the recipient by way of commensurate reduction in prices. This is an example of how the interests of the consumers have been protected by the government. There may be some troubles due to GST in the beginning, but in the long term it will cause a big change in the country.



'Antyodaya' in Practice

The meaning of *Antyodaya* is to ensure the benefits of government schemes to the last person of the society. For us, *Antoydaya* is not merely a scheme named after Pandit Deendayal Upadhyaya. It is our mission to empower the most deprived people. Under Deendayal Antyodaya Yojna-National Urban Livelihood Mission, benefits have been extended to 2,45,384 persons up to December 2017. Under this Mission, a total of 3,48,200 Self-Help Groups (SHGs) have been provided loans. From 2014 to December 2017, a total of 2,54,631 SHGs have been constituted and 1,79,061 SHGs have been provided revolving funds. About 5.7 lakh street vendors have been issued ID cards.

These statistics show that the BJP government is committed to empowering every section of the society. But *Antyodaya* is not limited to a scheme alone. This thinking reflects in all actions and decisions of the government. The schemes like Jan Dhan Yojana, Ujjwala Yojana, Mudra Yojana, electricity to every village are example of it. Under Ujjwala Yojana about 3.5 crore women have been provided with free LPG connections. Buoyed over this scheme, now the target is to provide LPG connections to eight crore women. The results of Mudra Yojna are also encouraging. During the last financial year, the loans up to Rs one lakh seventy-six thousand crore have been distributed. Interestingly, 70 per cent of the beneficiaries of this scheme are women. In the next financial year, the Mudra loans worth Rs four lakh crore are to be distributed.

Ease of Doing Business

The BJP government at the Centre is moving ahead like Team India, where every state seems to be competing with one another to ensure ease of doing business. The Centre has also increased allocations to states on the pattern of the recommendations of 14th Finance Commission. The Department of Industrial Policy and Promotion (DIPP) is working



tirelessly to make the process of doing business in Bharat easy. The Central Government has rationalised and simplified many rules after coming to power. One of them is issuance of passport. Apart from it, about 1400 Central and State laws have been abolished and steps have been taken to make real estate industry permit-raj free. Also, India has jumped into 100th place on the World Bank's ranking of countries by Ease of Doing Business for the first time in its report for 2018, up about 30 places, driven by reforms in access to credit, power supplies and protection of minority investors. The report, based on data from New Delhi and Mumbai, ranked India among the top 10 "improvers" globally, having done better in eight out of 10 business indicators. The factors responsible for this jump in India's ranking between 2017 and 2018, according to the World Bank, are greater ease in the payment of taxes online, the possibility of submitting building plans in advance, a new form for business incorporation that combines the permanent account number with the tax account number, and a reduction in the time required to complete provident fund and state insurance applications. This ranking is expected to improve further. The previous governments never paid attention to ease of doing business. Modi ji has set the goal to be among the first 50 countries in this list. Hope this goal will be achieved shortly.

Ease of Living

Howsoever the opposition parties criticise the BJP government terming it the government of businessmen and capitalists, the fact is that the government has ensured that the fruits of development should reach every section of the society. After the presentation of the budget for 2018-19 in Parliament by Shri Arun Jaitley, Shri Modi had stated that apart from 'ease of doing business', there is an emphasis on 'ease of living' too in the budget. The ease of living means improvements in the living standards. Ujjwala Yojana is an example of it. This scheme has changed the lives of lakhs of women who were forced to suffer



from smoke in the kitchen every day. Under Mudra Yojana, lakhs of people belonging to backward and economically deprived sections of the society have been given an opportunity to become businessmen. Pradhan Mantri Awas Yojana and Mudra Yojana have realised the dreams of lakhs of people who had no hope for having their own house and business. Under rural electrification, all the villages have been electrified. Apart from it, Pradhan Mantri Jeevan Bima, Suraksha Yojana, Health Abhiyan, regulation of the prices of medicines and stents have generated hope in the lives of millions of people.

Rationalising Subsidies

Direct Benefit Transfer (DBT) is an important scheme because it ensures benefits to the targeted beneficiaries and curbs misuse of government funds. During the year 2016-17, the government saved Rs 57,029 crore through DBT. The Pahal Scheme (LPG subsidy) contributed Rs 29,769 crore in it. Apart from it, Rs 14,000 crore were saved under PDS. Rs 11,741 were saved under MGNREGA. Rs 399 crore were saved under National Social Assistance Programme. Rs 6500 crore were saved as subsidy after Neem coating of Urea. This step has been taken to curb the overuse of urea, because the access use was damaging fertility of the soil. The Neem coating is expected to increase the production from 15 to 20 per cent. We can say that the government has curbed the loot of this much amount and the saved money has been transferred to the needy persons of the society in different forms.

Demonetisation and Severe Assault on Black Money

The demonetisation by Prime Minister Shri Narendra Modi was a historic step and it provided a strong base to the Indian economy. Earlier, the Indian economy was very much dependent on informal or the unorganised sector. It resulted in tax evasion and serious lapses in the implementation of labour laws. Demonetisation was an important step in the direction of



redistribution of money to create the equal social system. This step brought forth huge black money and the fake currency worth billions of rupees was destroyed. The people of the country with very much patience and trust on the government supported this decision. However, some political parties tried to disturb the atmosphere by indulging in negative propaganda, the public completely did not pay attention to that at all.

Statistics make the picture clearer. The raids by Enforcement Directorate registered 158 per cent increase—from 447 cases to 1152 cases of the raid. The case of forfeiting money increased 105 percent—from Rs 712 crore to Rs 1469 crore. The cases of admitting undeclared income increased 38 per cent—from Rs 11,226 crore to Rs 15,497 crore. The cases of detecting undeclared income increased 44 per cent—from Rs 9654 crore to Rs 13,920 crore. The suspicious transaction amount recorded by the banks was worth Rs 3,61,214 crore. During the year 2015-16 it was merely Rs 61,361 crore. The cash flow worth Rs four lakh crore reduced in the market. About 60 lakh new taxpayers came under the tax net.

The first decision taken by the BJP government at the Centre under the leadership of Prime Minister Shri Narendra Modi was the constitution of SIT against black money. Later the fight against black money was strengthened through various other steps also that included voluntary income tax scheme, Jan Dhan Yojana, Black Money Act, Bankruptcy Insolvency Law, DRT amendment law, Benami Property Act, etc. This undeclared surgical strike against black money has helped to detect undeclared income worth Rs 70,000 crore. The strict action taken against the money deposited in foreign banks fetched Rs 5000 crore to the exchequer. No government in the country has taken such strong action against black money in the country. Still, the government seems committed against the black money.

Digitalisation and Aadhar

Promotion of digital economy and curbing corruption and



black money have been a top priority of Prime Minister Shri Narendra Modi right from the day one. That is why the government decided that the transactions worth more than Rs three lakh would not be in cash. The people also supported the decision. The BHIM App has been downloaded by 12.5 crore people. More than five crore transactions are being done through this app only every month. Modi ji is working to link at least 100 crore Aadhar numbers and an equal number of mobile phone numbers with the bank accounts. This will further strengthen the digital economy. In order to improve cashless transactions, the government has promoted the use of UPI, USSM, AEPS and Rupay Card. It is a big step in making Bharat a transparent and corruption-free country. The use of digital technology in the transactions related to scholarships to students, subsidy to deprived sections of the society, benefits of various schemes to the SCs/STs and OBCs has effectively curbed the role of intermediaries, who earlier stole huge share from these benefits.

Privatisation and Disinvestment

The government has taken bold steps to reform the banking sector and also to collect funds for various schemes. As part of it the disinvestment process in 24 central PSUs has been started. It includes the disinvestment of Air India also. In order to collect Rs 14,500 crore the government has started exchange-traded fund Bharat-22. In the year 2017-18 the target of disinvestment was Rs 72,500 crore. That target was not only achieved but collected Rs 92,500 crore from it. Now for the year 2018-19 the Finance Minister has set the target of Rs 80,000 crore. By abolishing the oil subsidy, rationalising service tax, auction of coal blocks and spectrum, better tax collection the government has collected huge money in the public exchequer.

Use of Banking Network

The public sector banks are facing a serious challenge of NPAs. This problem basically began during the UPA government



and it has now assumed a serious form. The number of defaulters had started increasing since the year 2009. Many big industrialists like Vijay Mallya and Neerav Modi borrowed huge loans from the banks during the UPA rule and they, following corrupt practices, drew the benefits of loan beneficiaries. The BJP government not only took bold steps against them, but also decided to strengthen the banks. The decision to borrow additional fund of Rs five lakh crore for public sector banks was taken. In order to strengthen the PSB of public sector banks affected by NPA, the government started a roadmap for arranging Rs 2.11 lakh crore for two years. It includes re-registration bonds, budgeted support, etc during the last three and a half years the government has provided capital worth Rs 51,000 crore to the public sector banks. The Finance Ministry has instructed the banks to improve their performance and reduce dependence on the government. Jan Dhan Yojana was a revolutionary step in this direction. It is for the first time after Independence that 35 crore people of the country have bank accounts. All these people are automatically eligible for the life insurance.

Focus on Agriculture

Prime Minister Shri Narendra Modi is working sincerely to double the income of farmers. There are efforts that instead of increasing the production, farming should be made profitable and farm production should begin inside the city or in the surrounding areas. A network is being created so that the requirements of cities are fulfilled within the radius of 100 to 200 km. This will also provide an attractive alternative to employment. This will also help in curbing the conversion of agriculture land near cities into towns. The Prime Minister has launched Kisan Sampada scheme. Rs six thousand crore have been earmarked for it. Rashtriya Gokul Mission was started in 2014 to promote the Indian breeds of cattle. This project will double the milk production from desi breed of cows. Schemes



have been approved in 27 states under this Mission. The cows of 41 Indian breeds are being promoted. The Agriculture Ministry is also working on honey revolution. The National Bee Board has been provided with 205 per cent more funds in the last three years. The honeybee colonies have increased from 20 lakh to 30 lakh. The honey production has increased 20.54 per cent. The agriculture growth rate in states like Madhya Pradesh, Chhattisgarh, Gujarat and Bihar has been in double digits.

What the Modi government has done in the last three years has changed the mindset towards development. This is the biggest achievement of this government. *The Economist* had published a cover story last year under the title 'India Online'. The story said that three Indians are enjoying internet for the first time every second. More than one billion people will connect to the internet by the year 2030. Indian economy is the fastest growing economy in the world. The companies like Facebook, Uber, Google are eager to develop their strong base in India. The World Bank also says that India is the only Silver Line in the dark sky.





15. LEGAL RIGHTS OF WOMEN

Despite being educated, most of the women in our country are still unaware of their legal rights. They are touching new heights of success and have proved that they are inferior to none in any sector, even then the crimes against them, violence, injustice, rape and exploitation have not decreased. They continue to suffer because they are not aware of their legal rights. Following are some of the laws, which ensure protection to them from violence and various other crimes:

Domestic Violence Act

- A woman, whether married or unmarried, by registering the injustice or atrocities against her under the Domestic Violence Act can get the right to reside in the same house where she has been residing.
- If her money, shares or bank account are being used against her will, she can stop it under this law.
- A part of the house can be allotted to her for her exclusive use and those who torture her are banned for even talking to her.
- In case she is married, she has the right to ask for compensation against the mental and physical tortures and the custody of her children.
- An aggrieved woman can directly approach the court and she does not require even any advocate for it. The victim can accompany anyone from the advocate protection officer or service provider with her. She can also put up her case herself.
- Under Section 498 of the IPC, torturing any married woman for dowry is an offence. Now the punishment under the law has been enhanced to life term.



- Under Hindu Marriage Act 1955, a wife can seek divorce from her husband under several circumstances like second marriage by husband despite having first wife, husband not seen or heard alive for seven years, unsatisfactory cohabitation, mental and physical cruelty, conversion, husband suffering from any serious or incurable diseases, if husband has deserted the wife and they are staying away for one year.
- Even if the husband files a case for custody of children before the wife, even then she has the right to get custody of the children.
- There is right to maintenance, get back '*stridhan*' and custody of children after divorce. This is decided by the court based on the evidence.
- In case of death of the husband or divorce, a woman can claim to be the guardian of her children.
- Under Indian law, abortion is an offence. But it is permitted if the life of the woman is in danger due to pregnancy. No person can force her for abortion without her wish. If it is done, she can file a case.
- A married woman can seek maintenance in case of divorce under section 24 of the Hindu Marriage Act. There is the provision of permanent alimony under section 25 after the divorce. If a widow does not marry again, she has the right to seek maintenance from her father-in-law. Not only this, if the woman finds that the money given to her by the husband is insufficient, she can force the husband to give more amount as maintenance. The provision for maintenance is also there in the Adoption and Maintenance Act.
- Under Section 125 of the CRPC, a wife has the right of maintenance. It needs to be emphasised here that the rights that the Hindu women have been granted, have



been granted to the non-Hindu women also under the Personal Law.

Rights Related to Children

- The doctor, who indulges in the determination of the sex of the fetus, or the husband, who forces for abortion, are both treated as criminals. The doctor who determines the sex of the fetus is punished with imprisonment from 3 to 5 years with a fine of Rs 10,000 to 15,000. There is the provision of punishment for husband and the relatives who force for sex determination.
- According to Section 26 of the Hindu Marriage Act, a wife can request for her child's safety, maintenance and education.
- Under Hindu Adoption and Maintenance Act, any adult married or unmarried woman can adopt a child.
- If the woman is married, she can adopt a child only after the consent of her husband.
- Mentioning the name of the father is not mandatory for admission in schools now. The name of either parent can be mentioned as a guardian.

Rights Related to Property

- The married or unmarried women have right to get an equal share from the property of their father. Apart from it, a widow can also seek maintenance from her father-in-law and equal share in the property.
- Under Section 27 of the Hindu Marriage Act 1955, a wife can also ask for a division of the entire property owned by both husband and wife. Also, she has full right over her '*stridhan*'.
- In Hindu Marriage Act 1954, the women did not have the right to property, but now under coparcenary right, they have full right to seek their share from the property



of her ancestors or the Grandfather. This has been implemented in all the states.

Rights of Working Women

- There is provision for action against the employer under Scheduled V of Rule 5 in Industrial Dispute Act for denying any benefit or removing a woman from a job for declining the sexual offer.
- Women have the right to get equal pay for equal work as is given to men.
- Under Section 66, the women employees cannot be forced to work before sunrise (6.00 am) and after sunset (7.00 pm).
- Even if they are paid overtime, if any woman employee does not want to stay in the office after 7.00 pm she cannot be forced to stay.
- Women can file a complaint against the harassment done in the office.
- After delivery, the women employees are entitled for 26 weeks maternity leave with the payment of salary under the Maternity Benefit Act 1961. After that also they can avail three months' maternity leave without pay.
- Under Hindu Succession Act 1956, a widow is the full owner of the property owned by her husband. Even if she marries again, she continues to have the right over that property.
- Even if the wife does not stay with the husband, her right to be the wife continues.
- If the wife is HIV positive, she has the right that husband looks after her.
- A rape victim can deny sexual relations with anyone even if she is pregnant in her sexual behaviour.



- Like women of other communities, the Muslim women also have the right to get maintenance under Section 125 of the IPC. A Muslim lady has the right to get maintenance from her husband until she marries again. (Shahbano case).
- The Bombay High Court recently ruled that the second wife cannot accuse her husband of second marriage because she did not know that the husband was already married.

Some Issues Related to Rights

- Taking serious cognizance of the growing rape incidents against minor girls, the Supreme Court while hearing a Public Interest Petition (PIL), recently issued a direction. Now those, who rape the minor girls or push them into prostitution, will be tried as the rapists, because child prostitution is equal to rape.
- Many times the rape victim women prefer to keep quiet because of the insult that they have to undergo during the trial in court and police investigation. That is why the Central Government has issued a notification regarding the much-awaited amendments in the CRPC. The notification makes it clear that:
 - The cases related to rape will be heard by women judges only.
 - Efforts will be made to complete the hearing in such cases within two months.
 - The statement of rape victim will be recorded by a woman police officer only.
 - The statement will be recorded at home of the victim in the presence of her family members.
- Drawing a lesson from Ruchika Rathore case, the Law Ministry prepared a draft bill known as Sexual Crimes (Special Courts) Bill 2010 in which eve teasing has been



treated as a non-bailable and cognizable offence. If it happens, the accused will be arrested merely on the complaint against him and the bail will not be granted from the police station at all.

- If a capable person does not look after his mother, who is not able to look after her needs, the court can direct him to provide money for her needs under Section 125 of the Code of Criminal Procedure.
- According to a decision taken by the government, a woman living alone has the right to get ration card under her name.
- Girls have the right to get free education up to graduation level.
- If the parents arrange the marriage of a minor girl, she can remarry after getting major, because the marriage of a minor is invalid.

Special Rights Related to Police Station

- If the crime or the complaint is of serious nature, the police register FIR.
- If the police register FIR, it is the duty of the police to give a copy of it to the complainant.
- A woman cannot be stopped in the police station for an interrogation after the Sunset and before the Sunrise.
- Presence of woman constable is a must during interrogation or search of any woman at the police station.
- The medical check-up of a woman accused will be done by a lady doctor only or will be done by any male doctor in the presence of a lady doctor.
- No woman witness can be forced to come to Police Station for any interrogation. If need arises, the police will visit her home.



Apart from all these laws, there are some laws, which should be known to all of us.

I. Protection of Women from Domestic Violence Act,

2005: The term 'domestic violence' has been used in widest sense, which covers all forms of physical, sexual, verbal, emotional and economic abuse that can harm, cause injury to, endanger the health safety, life, limb or well-being either mental or physical of the aggrieved person.

- Under this law, the victim can apply for any relief like protection order, economic relief, temporary custody of the children, order for residence or compensation.
- The victim can seek the help of official service providers.
- The victim can approach the protection officer.
- The victim can ask for free legal help.
- Under IPC, she can also file a criminal complaint. Under it, the respondent can be punished with three years' jail term if the victim proves serious exploitation.

II. Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013:

The Act came into force from December 9, 2013. As the name suggests, the law ensures redressal to the victim in case of violation. The act is applicable where more than ten employees work.

- The law declares sexual harassment at workplace as offence.
- The law detects different kinds of sexual harassment and also makes it clear how to seek redressal in case of violation.
- The law has been enacted for women who have been sexually harassed at workplace.
- The law also makes it clear that it is not necessary that



the victim has to work at the place where the sexual harassment was committed.

- The workplace can be any office whether private or government.

III. The Equal Remuneration Act, 1976: In this Act, there is provision for equal remuneration for equal work. If a woman does the same work as is done by a man, she cannot be paid less than the man.

IV. Maternity Benefit Act, 1961: Under this law, maternity benefits are the right of every working woman. A pregnant woman can get 26 weeks maternity leave with pay.

V. The Protection of Children from Sexual Offences (POCSO) Act, 2012: The Act deals with sexual offences against persons below 18 years of age, who are deemed as children. The Act for the first time, defines "penetrative sexual assault", "sexual assault" and "sexual harassment". The offence is considered graver if it is committed by a police officer, public servant, any member of the staff at a remand home, protection or observation home, jail, hospital or educational institution, or by a member of the armed or security forces. The Act is a comprehensive law to provide for the protection of children from the offences of sexual assault, sexual harassment and pornography, while safeguarding the interests of the child at every stage of the judicial process by incorporating child-friendly mechanisms for reporting, recording of evidence, investigation and speedy trial of offences through appointment of Special Public Prosecutors and designated Special Courts. The Act incorporates child-friendly procedures for reporting, recording, investigation and trial offences. The Act provides for stringent punishments, which have been graded as per the gravity of the offence.

VI. The Dowry Prohibition Act, 1961: In this Act 'dowry' means any property or valuable security given or agreed



to be given either directly or indirectly:

- by one party to a marriage to the other party to the marriage
- by the parents of either party to a marriage
- by any other person to either party to the marriage or to any other person
- at or before or any time after the marriage in connection with the marriage of said parties but does not include dowry or *mahar* in the case of persons to whom the Muslim Personal Law (Shariat) applies
- If any person gives or takes or abets the giving or taking of dowry, he shall be punishable with imprisonment for a term which shall not be less than five years, and with the fine which shall not be less than Rs 15,000 or the amount of the value of the dowry, whichever is more. If any person demands directly or indirectly, from the parents or other relatives or guardian of a bride or bridegroom as the case may be, any dowry, he shall be punishable with imprisonment for a term which shall not be less than six months but which may extend to two years and with fine which may extend to Rs 10,000. Later, through an amendment, these imprisonments have been increased from minimum six months and maximum 10 years. The amount of fine has also been increased to Rs 10,000 or equal to the amount sought or given as dowry, which is higher. However, the court has decided to reduce the jail term, but it can be done on the basis of the sufficient reasons.

VII. The Prohibition of Child Marriage Act, 2006: As per the Prohibition of Child Marriage Act 2006, which came into force on November 1, 2007, a child is a person who has not completed 21 years in case of male and 18 years in case of a female. The child marriage has been



banned under this law.

VIII. Section 354 of Indian Penal Code: Section 354 of the Indian Penal Code, which has been into force since 1860, covers the assault or criminal force to woman with intent to outrage her modesty. Whoever assaults or uses criminal force to any woman, intending to outrage or knowing it to be likely that he will thereby outrage her modesty, shall be punished with imprisonment of either description for a term, which may extend to two years, or with fine, or with both. The Section was bailable and the accused got bail after committing the crime. After Nirbhaya case, the Government introduced an anti-rape law which made it tougher. Now anyone found guilty in teasing is punished with imprisonment up to five years. It has been made a non-bailable offence.

IX. Section 354A of Indian Penal Code: Under Section 354A of the IPC, a man committing physical contact and advances involving unwelcome and explicit sexual overtures; or a demand or request for sexual favours; or showing pornography against the will of a woman; or making sexually coloured remarks shall be guilty of the offence of sexual harassment. Any man who commits the offence shall be punished with rigorous imprisonment for a term, which may extend to three years, or with fine, or with both. Also the guilty can be punished with imprisonment of either description for a term which may extend to one year, or with fine, or with both.

X. Section 354B of Indian Penal Code: Any man who assaults or uses criminal force to any woman or abets such act with the intention of disrobing or compelling her to be naked, shall be punished with imprisonment of either description for a term which shall not be less than three years, but which may extend to seven years, and shall also be liable to fine.



XI. Section 354C of Indian Penal Code: Any man who watches or captures the image of a woman engaging in a private act in circumstances where she would usually have the expectation of not being observed either by the perpetrator or by any other person at the behest of the perpetrator or disseminates such image shall be punished on first conviction with imprisonment of either description for a term which shall not be less than one year, but which may extend to three years, and shall also be liable to fine, and be punished on a second or subsequent conviction, with imprisonment of either description for a term, which shall not be less than three years, but which may extend to seven years with fine.

XII. Section 354D of Indian Penal Code: Under this Section any man who follows a woman and contacts or attempts to contact a woman to foster personal interaction repeatedly despite a clear indication of disinterest by the woman; or monitors the use by a woman of the internet, email or any other form of electronic communication, commits the offence of stalking shall be punished on first conviction with imprisonment of either description for a term which may extend to three years, and shall also be liable to fine; and be punished on a second or subsequent conviction, with imprisonment of either description for a term, which may extend to five years, and shall also be liable to fine.

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ISBN 978-93-88310-09-3



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