



Issue 8, 12 June 2017

ORGANISATIONAL NEWSLETTER

Vistrit Pravas, Kerala
02, 03 & 04 June 2017



NEXT GOVERNMENT NDA GOVERNMENT



KERALA PRAVAS



- 6:15** Leaves Delhi residence for the Airport
- 7:20** Leaves for Kerala from the Airport
- 10:20** Grand welcome by state office bearers and workers on arrival at Kochin Airport
- 10:25** Leaves for Ernakulam government guest house in procession with a bike rally
- 11:20** Holds discussion with senior office bearers on the daylong programs at the Ernakulam guest house
- 12:20** Has a detailed discussion about the strategy of the party in the state with Kerala core group members
- 2:25** Leaves for Hotel Renoy
- 3:00** Holds a meeting with senior workers at Hotel Renoy
- 4:00** Holds discussions on various issues related to the Christian community with Bishops of different churches in Kerala
- 5:30** Inaugurates the website of Jal-Swaraj at A.J. Hall, Ernakulam. While addressing a large gathering of intellectuals, pitches hard for the party's ideology and attacks the state government for the ongoing violence against BJP workers
- 7:00** Has detailed discussion with district office bearers on the progress in the construction of district offices
- 7:35** Gives interviews to a leading local news channel
- 8:15** Over dinner has a discussion with eminent people of Kochin
- 9:20** Gives an interview to a local news channel
- 10:00** Gives an interview to a national magazine
- 10:45** Leaves for the guest house
- 11:30** Night halt at the guest house

3rd June 2017

(7:30 AM to 11:45 PM)



7:30 Discussion over breakfast with senior office bearers

8:15 Leaves for Kochin Airport

10:30 Arrives at Thiruvananthapuram airport, is accorded a grand welcome by the workers and leaves for the government guest house accompanied by a bike rally

11:55 Reaches the government guest house

12:05 Reaches hotel Hayisth from the guest house

12:15 Interacts and meets with district and state office bearers at Hotel Hayisth

2:30 Meets with office bearers of the Sangh

6:00 Holds a discussion with Bishops of various Churches at the residence of Arch Bishop of Thiruvananthapuram

6:55 Reaches Subramanian Hall and in his interaction with intellectuals speaks on the party's ideology and spells out the assistance that the central government has provided for the development of Kerala

8:20 Reaches Hotel Hayisth and has a discussion with senior office bearers over dinner

8:55 Holds a meeting with various social and commercial organizations on issues related to them

9:30 Reaches guest house

9:40 Reviews the events of the day with senior BJP office bearers at the guest house

11:45 Night Halt





4th June 2017

(7:00 AM to 11:00 PM)



- 7:00** Talk with Kerala state president over the breakfast
- 7:20** Launches construction work for state party office
- 8:20** Reaches booth no. 95, Chenkalchoola and holds booth committee meeting at the residence of party worker Rathish ji over tea
- 9:40** Interact with Vistaraks of Pt. Deendayal Upadhyaya Vistarak Yojana and makes them aware of their responsibility and trains them about the system
- 11:35** Presentation by IT department, Media department, and Election Management department, after this national president determined the strategic goal of these departments
- 1:00** Informal discussion with senior editors by national president about the party ideology and the works of central government over lunch
- 2:45** Informal discussion with eminent citizens
- 3:35** Interacts and determines goals with the representatives of various projects and departments
- 4:10** Informal discussion with the managers of local TV channels
- 5:00** Discussion with different Hindu Saints on various important topics at the guest house
- 6:00** Leaves for Airport
- 7:00** Leaves for Delhi
- 11:00** Arrives at Delhi residence



Three days extended visit of Kerala by BJP National President Shri Amit Shah from 2nd June 2017 to 4th June 2017, has been very useful and beneficial for the party. During this visit and through the various programmes that the BJP national president undertook the organisational base of the party in Kerala has been strengthened. His meetings with party office bearers and through his connect with grass root workers he generated great enthusiasm among the rank and file. Qualitatively, the utility of this visit is very important in many aspects. This organisational visit in Kerala by Shri Amit Shah his being considered to have been very fruitful by the party.



- In the last year Assembly elections in Kerala NDA received 16% vote share with an approximate rise of 10% but the party managed to win a lone seat. Because of this there was a sense of disappointment among workers. During this visit, BJP national president pointed out that keeping in mind the past electoral performances of the BJP in Kerala, the last Assembly election result is very encouraging and if the party's graph grows in this manner then the BJP with its allies will certainly get 30 to 35 % of the vote share and that will be a winning block in a triangular fight. Because of his logical and confident articulation, there was a new enthusiasm in the workers and it generated in them a positive approach to the entire issue.
- The workers of BJP and RSS have been facing violence sponsored by left parties for a long time in Kerala, which has been now on its peak since the LDF government came in power in the last one year. In this visit, BJP national president put the state government on the dock for these atrocities. He succeeded in assuring the BJP workers that during this difficult hour all their party colleagues and the central leadership is standing behind them and backing them strongly as a rock.
- During his visit, BJP national president Shri Amit Shah not only met with various respected Catholic priests and heard them out but also assured them of looking into their legitimate demands and of extending any possible help by the central government. Because of this effort not only in Kerala but minorities all over India received a very positive message. This effort of the BJP national president shall have far-reaching results and it will impart direction to the politically divided society of Kerala to rally behind the BJP.
- While having a detailed discussion with Hindu Dharma Gurus, Shri Shah carefully listened to them speak about the atrocities being committed on them by the state government and assured them of all support from the central government and BJP. This effort of the BJP national president has definitely sent a message to the members of the Hindu society that they are not alone in their battle against the LDF government.
- Representatives of various backward classes of Kerala met Shri Shah and briefed him about their social, financial and commercial issues. Apart from this, while having discussion with people associated with the rubber, jute and fishery industries, BJP national president made them aware about various programs of the party through different forums and requested them to join the BJP after assuring them of all reasonable support by the central government regarding their concerns. This effort of the BJP national president has succeeded in bringing about a change among a large section of Kerala society in their perception about the BJP, which will reflect in terms of political gains in the upcoming days.
- The BJP has never been in power in the state, the workers of the state unit therefore has not much really to show before the people of Kerala other than the important developmental works of the central government in the state. But, during this visit BJP national president Shri Amit Shah logically pressed on with facts about the extra financial grant of 1.5 lakh crores rupees extended by the Modi government for Kerala in the last three years. This argument given by Shri Amit Shah has definitely provided an effective tool to the state workers for having a positive discourse with the people of Kerala.



Department managing IT, website and social media

The main job of the department is to ensure that the message of the government and party, its policies and programmes is relayed to the public directly and expeditiously through social media and the web. The principal responsibilities of the department include:

- To ensure that the information published on the party's official website and on the Facebook page is communicated clearly with regular updates.
- To feed assorted social media platforms with ongoing party activities, and formulate a methodology in this regard.
- To counter disinformation campaigns with hard-hitting factual responses strong on form and content.
- To have a dependable inbuilt mechanism whereby techies and others with sound knowledge of technological developments can give their feedback on the quality of the party's website and social media transmission.
- To effectively communicate the party's publicity material through video, live press conferences and live presentations on social media.
- To advise and counsel the party's frontline leaders on how best to use social media tools to extend the party's reach.
- To devise sustained and effective cyber security and anti-hacking measures.

Views of national party president Shri Amit Shah on the Party's IT/Social Media Department

Social media is no less important a tool than traditional media like print and TV in spreading the message of both government and party. A strong presence on Facebook, Twitter and WhatsApp has thus become absolutely essential. This is why we cannot even imagine a modern and alert BJP sans social media.



“In the way that Kerala Bharatiya Janata Party unit is working tirelessly for the expansion of the party and the party ideology, I am confident that after four years, we will form the Bharatiya Janata Party’s government in Kerala too.”

The manner in which the Kerala unit of the BJP is working hard to spread the party’s ideology in the state makes me confident that there will be a BJP government in the state after four years.



True self-governance will come to Kerala only when it is free of LDF and UDF rule.



Let not BJP workers in Kerala feel isolated. Party workers all over the country are standing shoulder to shoulder with them.



The organised violence unleashed on BJP workers in Kerala will be responded to with democratic means. Let me assure you that all those behind the killing of party workers will be severely punished. Every effort will be made to ensure this.



If the BJP wishes to come to power in Kerala in the next assembly poll, it is absolutely necessary for the NDA to win a majority of Lok Sabha seats from the state in 2019.



During the Sonia-Manmohan regime of which the Left was a constituent, the 14th Finance Commission had allotted Kerala Rs 33,368 crore from Central taxes. This was raised to Rs 98,912 crore by the Modi government.



Development of highways was allocated Rs 64,000 crore, deep water seaport more than Rs 2,500 crore, and another Rs 2,500 crore for railway expansion.

Win over minorities, Shah tells Kerala BJP'

'केरल में भाजपा को हिंसा करके नहीं रोक सकते'

Amit Shah Slams Kerala Govt for Killings of BJP, Sangh Workers

Violence against BJP will make more lotuses bloom in Kerala: Shah

Work 24x7, Amit Shah tells leaders

केरल में भाजपा के राष्ट्रीय अध्यक्ष अमित शाह का लेख पर 'जितनी बढ़ेगी हिंसा, उतने खिलेंगे कमल'

Amit Shah to arrive on two-day visit to city

Prepare action plan for attracting minorities

Rousing reception to Amit Shah



₹1.5 lakh cr given to Kerala in 3 yrs, says Amit Shah

Closed-door sessions dot Shah's itinerary

Amit Shah calls upon partymen to form next govt in Kerala

Business community halls meet with Amit Shah

केरल में भाजपा की प्रगति को हिंसा से नहीं रोका जा सकता - अमित शाह

Mission possible? Shah chats up Church, corporate leaders

Amit Shah on a three-day state tour

