

Personal Secretary/Personal Assistant: Training Guidebook



Pt. Deendayal Upadhyaya
Prashikshan Mahabhiyan 2019



Bharatiya Janata Party



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Training Guidebook**

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Prashikshan Mahabhiyan 2019**



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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 17 states consisting of more than 63 percent population of India. 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.



Personal Secretary play a vital role in office of any public functionary. They remain in the background, away from public limelight, but are the lifeline of the public office without which no office can function effectively and efficiently. A good PA/PS not only enhances the effectiveness of the office but is also responsible for bridging the gaps and presenting a favourable impression of the office. Ironically, it's very rare for a PA/ PS to get any specialised training to discharge his/her job and it is generally assumed that they know their job. However, in the changing times and in an era of massive technological developments, there is always an urgent need to learn new things and enhance one's skills and knowledge. The curriculum for this training guidebook has been developed by keeping in mind this particular need of personal secretaries and assistants.

This guidebook mainly provides rudimentary information about the party's history, ideology, a general introduction to the parliamentary systems, legislative process, the duties and responsibilities of personal assistant/ personal secretary, basics of office management, some tips for personality development, some quick tips for media/social-media engagement, 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 this guidebook will help in achieving the objectives as 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 Naroli Island on July 29. A Jana Sangh *karyakarta* Shri Hemant Soman hoisted the tricolour on the Portuguese Government Secretariat in Panaji on August 15. A group of 101 *satyagrahis* entered Goa under the leadership of All India Secretary of the Jana Sangh Shri Jagannath Rao Joshi. They were arrested and tortured brutally. Shri Rajabhau Mahakal of Madhya Pradesh and Shri Amir Chandra Gupta of Uttar Pradesh were martyred.
- With the call of changing the education system, third conference of the Jana Sangh was held in Jodhpur from December 28, 1954 to January 2, 1955. Pt Prem Nath Dogra, the leader of the movement for Jammu & Kashmir integration, became the president. From April 19 to 22, 1955 the fourth conference was held in Jaipur. Renowned mathematician Acharya Ghosh became the president. Fifth conference was held in Delhi. States were being formed for building a case for federation. 'Regionalism and Violence' were seen in their naked form. The Jana Sangh demanded 'Integral Administration' decentralised upto districts. At Delhi Conference itself the resolution of 'Bharatiyakaran' against communalism was passed and the manifesto for 1957 general elections was also drafted.
- On August 8, 1957, first 11-day study camp of the Bharatiya Jana Sangh was conducted in Bilaspur.



- Under the presidentship of Acharya Debaprasad Ghosh, sixth conference was held in Ambala from April 4 to 6, 1958. Constitutional arrangement for electoral reforms was demanded. The seventh conference of the Jana Sangh was again held under the presidentship of Acharya Ghosh in Bangalore from December 26 to 28, 1958. In the 1957 general elections, Jana Sangh won four seats and the vote percentage almost doubled to 5.93%.
- On September 10, 1958, Nehru-Noon Pact was signed. Consequently, the Berubari Union of Jalpaiguri was handed over to Pakistan. The Jana Sangh organised countrywide agitation to save Berubari.
- In 1959, strong voice was raised against the infiltration of China on the borders. The Jana Sangh demanded for liberation of Tibet. Mass awakening programmes were organised throughout the year.
- From June 27 to July 6, 1959, 10-day study workshop was organised in Pune for the MLAs and MPs.
- From January 23 to 25, 1960, the eighth conference of the Jana Sangh was held under the presidentship of Shri Pitambardas in Nagpur. Programmes to make government cautious against the illusion of "Hindi-Chini Bhai-Bhai" and raising of the voice against Chinese aggression continued throughout the year. From December 30, 1960 to January 1, 1961, the ninth conference was held under the presidentship of Shri Rama Rao. The tenth conference was held under the presidentship of great linguist Acharya Raghu Vira from December 29 to 31, 1962 in Bhopal. Unfortunately, on May 14, 1963, Acharya Raghu Vira died in a road accident and Acharya Ghosh was again elected president. Eleventh conference was held under the presidentship of Acharya Debaprasad Ghosh from December 28 to 30, 1963 in Ahmedabad.
- In 1962, 14 MPs were elected from the Jana Sangh and the



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

- In March 1965, Pakistan captured Kanajarkot in Kutch and continued its aggression. The Government of India wanted to make peace agreement with Pakistan, which was strongly opposed by the Jana Sangh. In July-August, Jana Sangh planned for countrywide demonstration. Demonstrations were held at around one lakh places across the country and on August 16, over 5 lakh people from every part of the country gathered in Delhi for the largest demonstration in the political history of the country against Kutch Agreement. The slogan was '*Fauj Na Hari, Kaum Na Hari, Haar Gayi Sarkar Hamari*' (Neither our army nor our people were defeated, but the Government was defeated).
- Prime Minister Lal Bahadur Shastri drew strength from it and he got ready for the War. On September 1 the war started. The Jana Sangh worked with the Government and the Army shoulder to shoulder. Indian army was victorious. Ceasefire was declared on the mediation of Russia and a Summit was decided to be held in Tashkent. The Jana Sangh opposed it. In Tashkent, at night Shastri ji signed the Agreement handing back to Pakistan the areas won by our forces and in the same night he died due to heart attack. Bharatiya Jana Sangh openly opposed the Tashkent Agreement.
- In April 1966, 13th All India Conference of the Bharatiya



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

- In March 1967, first non-Congress government was formed in Bihar and the Jana Sangh was part of it. Thereafter, Samvid governments were formed in Punjab, Delhi, Uttar Pradesh, Haryana and Madhya Pradesh, and the Jana Sangh was part of all the governments.
- From December 26 to 30, 1967, 14th all India Conference of the Jana Sangh was held in Calicut, 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 Gadra Road on the border of Rajasthan to Pakistan, Shri Atal Behari Vajpayee carried out a *satyagraha* by going to Gadra Road. Huge demonstration in front of the Parliament against 'Shimla Agreement' was held. On August 3, Shri Jagannath Rao Joshi held *satyagraha* in Siyal Kot sector and Dr. Bhai Mahavir in Suigam, Gujarat.
- The Jana Sangh celebrated Aurobindo centenary as 'Akhand Bharat Diwas' on 15th August.



- The victory of 1971 made Indira Gandhi arrogant. Corruption, arrogance and oppression became synonymous with her rule. In December 1972, the 18th Conference of Jana Sangh was held in Kanpur under the presidentship of Shri Lal Krishna Advani. There was a churning in the country due to 'Nav Nirman Movement' in Gujarat and 'Samagra Kranti' in Bihar. Babu Jayaprakash Narayan became the leader of the movement. Akhil Bharatiya Vidyarthi Parishad (ABVP) was leading the movement from the front. Jana Sangh was with the movement. Shri Nanaji Deshmukh played a significant role in bringing JP 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 Swayamsevak of the RSS were in the forefront of this movement. Elections were held in 1977. It was a silent revolution in India. Not only the Congress, but Indira Gandhi and her son Sanjay Gandhi also lost elections. In these elections, the Janata Party was in front of the



Congress. Under the leadership of Jayaprakash Narayan, Bharatiya Jana Sangh, Samajwadi Party, Bharatiya Lok Dal and Congress Organisation had come together to form one party. After the elections on March 23, 1977 the end of Emergency was declared. The Jana Sangh merged with the Janata Party. Three leaders of the Jana Sangh joined the Government.

- The Janata Party became victim of the mutual rivalry and power politics. In the contest for supremacy, the question of 'dual membership' was raised against the *karyakartas* of the Jana Sangh. Either the people of the Jana Sangh should leave the Janata Party or end their relationship with the RSS. On this issue, the leaders of Jana Sangh left the Janata Party and on April 6, 1980 formed the Bharatiya Janata Party (BJP) on the basis of *panchnishthas* (five commitments).
- Indira Gandhi had already won 1980 Lok Sabha by-election. After the split of Janata Party, again efforts were made for bringing together non-Congress parties to fight the Congress. The Jana Sangh leaders who were 'once bitten, twice shy' were very cautious and felt they would never again enter into an alliance which could affect their identity. On October 31, 1984 a personal security guard of Indira Gandhi assassinated her. Widespread anti-Sikh riots took place. The Jana Sangh and the Sangh *karyakartas* actively tried to foil all those efforts, which created enmity between the Hindus and Sikhs. Then President of India Shri Gyani Jai Singh administered the oath of Prime Minister to Rajiv Gandhi on October 31 itself. Lok Sabha elections were declared. The elections were washed away in the sympathy wave of Smt. Gandhi. It was the first election for Bharatiya Janata Party and it could get only two seats.
- A critical appraisal took place in the party. A working team was constituted under the leadership of Shri Krishna Lal Sharma, which recommended that 'Integral Humanism' should again be declared basic ideology of the party.



Consequently, in the National Executive held in October 1985 at Gandhi Nagar, it was included in the party constitution. The resolve to make the BJP a cadre-based organisation was taken. In 1986, the responsibility of presidentship of the party came on Shri Lal Krishna Advani.

- Shri Rajiv Gandhi was becoming very popular. He had an image of 'Mr. Clean'. The BJP seemed to be dragged on the sidelines of politics. But it was not a reality. In 1987, Bofors scam came to light in which senior minister Shri VP Singh revolted. The image of 'Mr. Clean' was demolished.
- In the Shahbano case, his minority vote-bank politics was exposed. The BJP activists organised huge public awakening programmes on this issue, and common civil code was demanded again. In January 1988, the BJP demanded resignation of Rajiv Gandhi and declaration of mid-term elections. *Satyagrahas* were held throughout the nation. On March 3, 1988, Shri Lal Krishna Advani was again elected president of the party. In August 1988, National Front was formed and NT Rama Rao became its president and VP Singh the convener. In this way, Janata Dal was born.
- On September 25, 1989, the BJP and the Shiv Sena alliance was formed. The election results were on expected lines. The Rajiv Gandhi Government was thrown out of power. In 1984, the BJP had got two seats, but now its tally increased to 86. Along with Bofors issue, the BJP also focused on the slogan 'Justice for all, Appeasement of none' in these elections. Shri Lal Krishna Advani was elected to Lok Sabha for the first time.
- In June 1989 at Palampur (Himachal Pradesh) National Executive, it was decided to support Shri Ram Janmabhoomi movement. It was a burning issue of cultural nationalism. It was a struggle between pseudo-secularism and real equal respect to every religion. The Ram Rath Yatra of Advaniji started from Somanth on the birth anniversary of Pt. Deendayal Upadhyaya on September 25 and it was



supposed to reach Ayodhya on October 30 to participate in the 'Karseva'. The Rath Yatra received unprecedented support from the people.

- On October 23, the Rath Yatra was stopped in Samastipur in Bihar and Shri Advaniji was detained there for five weeks. *Karseva* was held on October 30 throwing away all the government prohibitions. Shri Chandrashekhar became the Prime Minister with outside support from Congress and he tried unsuccessfully, though honestly, to resolve the Ayodhya issue. Rajiv Gandhi withdrew Congress' support from his government within seven months. In the Uttar Pradesh state assembly elections, held in July 1991, the BJP emerged victorious. Pseudo-secularism was defeated. Shri Kalyan Singh became the Chief Minister. In the course of Lok Sabha elections, Rajiv Gandhi was assassinated and the Congress got sympathy votes. BJP's tally increased from 86 to 119. Congress government was formed under the leadership of PV Narasimha Rao. Ram Mandir issue could not be resolved and during the *karseva* of December 6, 1992, the so-called Babri structure was demolished by the anguished *karsevaks*.
- In 1996, 1998 and 1999 three Lok Sabha elections were held in which the BJP emerged as the 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 '*arthayam*' (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 '*panchnishthas*' (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. ○



4. PARLIAMENTARY/LEGISLATIVE DEVICES

This Chapter is only a general introduction to the Parliamentary system for facilitating a quick understanding of the subject. All the Hon'ble representatives of the "Legislative Assembly" have material, rules, regulations and procedures containing detailed guidelines for the House management.

I. Question Hour (Legislative Assembly)

Background

Generally, the first hour of each sitting of the Assembly Session is reserved for question-answer. Question-answer is essential and is the most effective Parliamentary device for public representatives in a Parliamentary Democracy. Complaints and problems can be quickly resolved through question-answer. Public representatives can be questioned in the House about the functioning of various government schemes and they provide answers to the same. This system helps the government fulfill its role of addressing public grievances and problems.

Public representatives ask questions related to various schemes and other working systems of government in the House. The Minister concerned answers the questions pertaining to his/her Ministry; the answers are to be given only in the House and only orally.

The Question Hour is of interest to the media as well, because the procedure mandates a face to face discussion between the public representative and the hon'ble Minister.

During the question hour three types of question can be asked:

1) Starred Question (2) Unstarred Question (3) Short Notice Question



1. **Starred Question:** The questions which are answered orally in the House are called Starred Questions. In order to ensure that the Minister concerned provides answers to Starred Questions in time, the sequence (list) of Starred Questions is sent to the officer concerned, usually 45 days ahead of the Session, by the Secretariat. The first hour of every day of the meeting (from Monday to Friday) of the Legislative Assembly is reserved for Starred Questions every week during the Session. The Members can also ask supplementary questions related to the answer of the original question with the permission of the Hon'ble Speaker. A member is permitted to ask only three admitted Starred Questions on a single day.
- 2) **Unstarred Question:** If a Member expects a detailed answer in writing, with facts and figures, they can give notice for such questions, which are called Unstarred Questions. Since there is no time limit for giving notice for such questions, the Hon'ble members can give notice for Unstarred Questions anytime during the year. When the Unstarred Questions admitted by the Hon'ble Speaker are sent to the concerned government department, it is mandatory for that department to reply within 30 days of the receipt of the question.
- 3) **Short Notice Question:** These are questions pertaining to urgent public importance and to which the hon'ble Members expect immediate answers. Such notice can be given during the Session or not more than 7 days ahead of the start of the Session as the Minister concerned has to reply to a short notice question within 7 days.

II. Half-an-Hour Discussion

Every Tuesday is fixed for discussion on matters of urgent public importance that emerge from the answers to starred and unstarred questions in the Legislative Assembly.



1. These questions are put at the end of the Legislative Assembly sitting on every working Tuesday of the week for half-an-hour discussion.
2. A member is required to give notice for half-an-hour discussion three days in advance of the allotted day. Such notice must be seconded by at least two members.

Conclusion

1. In order to solicit an opinion or decision of the House on any matter, a motion is moved in the House for consideration through members. No discussion can be held on matters of public importance through the motion without the permission of the Speaker.

III. Defamatory and Contemptuous Settlement

Criterion

1. A member, who wants to level an allegation against any person for defamation or crime, is required to give notice for it on the next working day by 5.00 pm positively.
2. The Member must be fully confident about the details, authenticity and veracity of the fact/document on the basis of which the allegation is to be levelled.

IV. Personal Explanation

If the members want to give a personal explanation with regard to any matter in the Hour, they can do so with the permission of the Hon'ble Speaker.

Criteria

1. No disputed issue can be raised by personal explanation
2. Similarly, no discussion can be held on such an explanation.

V. Adjournment Motion

If a serious situation arises in the state, it is not possible to



give advance notice as per rules in order to draw attention to immediate matters. It may become essential to hold an immediate discussion on such matters in the House. In such a case, adjournment motion is passed to keep aside the regular business of the House and take up the urgent matter for discussion.

Criteria

1. The main purpose of this device is to draw the attention of the House towards matters of urgent importance and recent events, keeping aside the regular business.
2. The matter should be urgent and of public importance and the Government must be accountable for it.
3. Incidents like Morcha, Dharna, Lathicharge, Strike, Bandh, judicial matter, agitation, suicide case that occurs in another state cannot be the subject matter of the adjournment motion. Similarly, adjournment motion cannot be moved on the day of the address by the Governor, the day of discussion on demands of the department or the day on which discussion is held on No-confidence Motion.

VI. Short Duration Discussion

This is an important device for holding discussion on matters of public importance. After this discussion, no voting is done because of the absence of any formal motion before the House.

Criteria

1. The member desirous of holding discussion on matters of public importance have to give notice for short duration discussion as per the rules.
2. Such notice is given three days before the start of the session.
3. A discussion of maximum 2 ½ hours can be held on such a notice. At that time the member, who gives notice,



makes a very brief speech. After that, the Minister concerned gives a brief reply.

VII. Calling Attention Notice

This device is useful for placing any important matter on the Table of the House. It draws the attention of the government to the shortcomings of the administration and the immediate action to be taken to overcome them. This device can be employed to goad the Government.

Criterion

1. It is essential to mention the date of the incident. Simply writing that the incident has taken place recently should be avoided in general. The Members must ensure that Calling Attention Notice reaches the officer concerned five days before the start of the Session (except holidays).

VIII. Resolution

Resolution is an important Parliamentary device. It is a suitable medium to hold discussion on matters of public importance in the House. Members express their opinion about the working or policies of the Government and can draw the attention of the Government by moving a motion in the form of a resolution. The resolution in a way is an original motion. Resolutions are generally of the following types:

1. Private Member Resolution
2. Government Resolution
3. Statutory Resolution

1. Private Member Resolution

According to rules of the State, the last 2 ½ hours of the sitting on Friday have been allotted for private members' business, which is of two types - (i) Private Members' Bills and (2) Private Members Resolutions. Resolutions and Bills are allotted time on successive Fridays in turn. If there is no sitting of the House on a Friday, the Speaker can allot 2 ½ hours time



on any other day for private members' business. The Members, who wish to give notice of their resolutions, are required to move their resolutions 15 days in advance. A member is permitted to move a maximum of five resolutions in one session, but in the event of non-admission of some resolutions by the Speaker, members can move other resolutions in their place.

2. Government Resolution

According to the rules of the Legislative Assembly, the Resolution for which notice has been given by the Minister or Attorney General is called Government Resolution. No sub-rule is applicable to this Resolution. A notice in respect of such a Resolution is required to be given 7 days in advance.

3. Last Week Motion

This is an additional occasion available to members to hold discussion on matters of public importance. Through this motion, the matters of urgent public importance can be raised before the House such as law and order situation in the state, price-rise, state-wide drinking water problem, drought etc.

Criterion

1. The Speaker allots one day in the last week for discussion on matters of urgent public importance. Written notice can be given three days in advance.

IX. Propriety Issue

In the absence of any provision in the Legislative Assembly regarding matters of propriety, the Hon'ble Speaker, under his/her discretion, gives permission to place important matters before the House.

Criterion

The matter must pertain to the state government and must fall under its jurisdiction. There should not be any disputed issue in the matter and it must be an urgent one.



X. Ordinance

When the Assembly is not in session, a situation may arise requiring the Governor to take immediate action. Under such circumstances, after having been fully satisfied, the Governor can promulgate Ordinance under Article 231(1) of the Constitution of India. The Ordinance promulgated by the Hon'ble Governor is laid on the Table of both the Houses. Printed copies thereof are given to the members at that time. As per the rules of the State Government, any Member can move a motion to reject the ordinance by giving three days prior notice to the Secretary of Assembly within six weeks before the meeting of Vidhan Sabha. In case the Ordinance is not transformed into a Bill within six weeks (42 days) from the date of laying the Ordinance on the Table of Vidhan Sabha, it becomes null and void.

XI. Constitution Amendment

When required, a message of such intent from Parliament is put before the House. Subsequently, a motion for giving assent to amendment can be moved by giving a three-day notice. The Speaker allots time for discussion thereon. Whether amendment can be made or not, the motion on having been adopted or rejected, a message is sent to the House of Parliament to this effect.

XII. Government Bill

In Vidhan Sabha business, legislative work is treated as the main work. Before the enactment of any Act, it is necessary to lay it on the Table of House in the form of a Bill. After the passage of the Bill in both the Houses, the Governor, or President affixes a stamp on it under the provision of the Constitution and it becomes an Act.

There are two categories of Bills - Government and Private Members' Bills. The Bills moved by Government are called Government Bills and the Bills moved by any other member (other than Minister) are called Private Members' Bills.



Such Bills can be of three types: (1) Ordinary, (2) Money Bill, (3) Finance Bill.

The Hon'ble Governor's recommendation is essential for the Bills which are governed by Article 207(1) of the Indian Constitution. Prior approval of the Hon'ble President is essential for Bills governed by Article 304(b) of the Indian Constitution.

Money Bill falls under Article 199 of the Indian Constitution. Such a Bill can be moved only in the Vidhan Sabha when the Hon'ble Speaker authenticates any Bill as a Money Bill. After the Money Bill is passed by the Vidhan Sabha, it is sent to Vidhan Parishad for its recommendation.

In case the Money Bill sent to Vidhan Parishad is not returned to Vidhan Sabha within a period of 14 days, the said Bill, as passed by Vidhan Sabha, is treated as passed in both the Houses after the expiry of the said period.

After moving the Bill, the same is published immediately in the Gazette with the objects and reasons. Subsequently, it is placed before the House within a period of a minimum of 4 days for discussion. According to the rules, the motion to send the Bill to Select Committee or Joint Committee for consideration is moved. After a general discussion on the Bill, the discussion is held on it as per the department.

After taking a decision for making amendments, the Bill, after its reading, comes in the state of passing. This is called the third reading of the Bill. At this time a motion is moved to pass the Bill, as amended, or in its original form and after its adoption, the Bill is treated as passed.

After passing the Bill, Vidhan Sabha sends it to Vidhan Parishad. If the Vidhan Sabha rejects it or does not return it within a period of three months, Vidhan Sabha can pass it again. Thus, in the event of a second rejection of consented Bill by Vidhan Sabha or agreeing to it with amendments, but on disagreement with the said amendments by Vidhan Sabha or if



more than one month passes without passing the Bill in Vidhan Parishad from the date of laying it on the Table of Vidhan Parishad, then the said Bill is treated as passed by both the Houses as it has been passed by Vidhan Sabha the second time.

XIII. Private Members' Bill

Fifteen days prior notice is necessary for Private Members' Bill. The concerned department of Vidhan Sabha Secretariat provides necessary guidance in preparing the Draft of Private Members' Bill. The Member should make a brief mention of objects and reasons along with the Draft Bill.

XIV. Cut Motion Notice

There are two types of Government expenditure: (1) 'Voted and (2) 'Charged'; amounts are shown in the Budget under the Head "Voted" after voting in the Hour. Members can give notice of Cut Motion to (1) reduce it or (2) remove any matter from it or (3) dilute any matter in respect of the grant of "voted" amount. But such notices cannot be given to change the original purpose of the grant or to increase it.

The notice of cut motion related to a particular demand is required to be given four days before the date on which it is to be put before the House for discussion and voting. (Each Member can give minimum 10 notices for each department). The prototype is available in the Vidhan Sabha Secretariat of the state.

Cut Motion Notices are of the following three categories:

- i) Cut by 1 rupee (Policy-related cut)-** Policy-related matters of great importance, involving criticism of the Government, are put under this category. This cut Motion notice is treated as no-confidence and therefore such a notice can be used to show no-confidence in the Government. After giving this notice in the House and its adoption, the Cabinet is to resign as per the established practice of Parliament.



- ii) **Token cut Motion-** A notice of token cut of Rs. 100 is given to hold discussion on the general functioning of the Government or on the general policy of the concerned department. Adoption of such cut motion in the House implies that the House has expressed dissatisfaction regarding Government policies.
- iii) **Cut of a specific amount -** When there is a suggestion for a cut of a specific amount in the demand or any matter mentioned therein, then the notice for cut of that specific amount should be given. While giving such notice, the Member concerned should state as to how the said cut can be made on adoption of such notice in the House; voting can be done on the grant of reduced amount only. ○



5. ROLE AND RESPONSIBILITIES OF PERSONAL ASSISTANT

Every PA/PS should have a clear understanding of his/her duties and responsibilities. The image and reputation of the office of a public representative largely depend on the effective and efficient discharge of duties and responsibilities by the office staff, mainly the Personal Assistant or a Personal Secretary of the public functionary. The competence of the Personal Assistant increases the efficiency level of the Legislator too. The Assistant also plays an important role in public relations and in building trust and confidence about the Legislator among the people. The responsibilities of a PA/PS also include ensuring the legislator maintains important Individual and social contacts. The Personal Assistant is an extension of the Legislator and is also accountable to the Legislator. Hence, in addition to executing the desired works, he has to ensure that the Legislator remains in constant contact with the local *karyakarta*, senior leadership, organisations of Vichar Parivar, important individuals and the general public of the constituency.

PA/PS also ensures ease of communication and operational functionalities between the Legislator and various government officers/employees and maintaining personal co-ordination with them is also the responsibility of the Personal Assistant.

Being a Personal Assistant is not a nine-to-five job, it requires full time commitment. The Personal Assistant has to involve himself/herself in each and every aspect of public activity with remaining in the background and without involving himself in politics. It's a skill and art to maintain a delicate balance without asserting one's own individual personality, likes or dislikes. This is the basic 'Mantra' for working as a Personal Assistant.



I. Tour Programme of the Legislator

- i) Chalking out the daily tour programme.
- ii) It is very necessary to ensure publicity through newspapers, social media and to give prior intimation to the *karyakartas*. Information given by *karyakartas* must be investigated personally, as there may be mutual hostility among the political *karyakartas*.
- iii) The PA should reach out to the *karyakartas* and the eminent persons whom the Legislator could not visit during the tour and maintain contact on auspicious or sad occasions. Studying memoranda, applications received during the tour and ensuring action thereon is also part of the duties.

II. Vidhan Sabha (House) related works

- i) Ensuring timely presence of the Legislator in the meetings as per party whip.
- ii) Local issues suggested by the organisation for preparing Vidhan Sabha questions. If not suggested, the Legislator should be informed before the session about burning problems mentioned by the *karyakartas*. In order to ensure better utilisation of time during the session, the various works of the area may be listed and meetings may be arranged between the Legislator and officers concerned after seeking appointment.
- iii) Studying the rules pertaining to Question Hour, Zero Hour, Privilege, Private Members' Bill, Budget, etc. and deciding when and for which type notice is to be given. It is important to select the type of device to be used and the timing of the same. After discussing these matters with the Legislator, his/her participation may be ensured.

III. MLA Fund

The following points must be kept in mind to ensure the



maximum political benefit of the fund:

- i. The number of beneficiaries of the work for which the money is being spent.
- ii. No fund should be given for works of personal interest.
- iii. Ensure durability of the work at the time of deciding the work.
- iv. To give importance to infrastructure works.
- v. Ensuring that all the separate groups in each village get almost equal benefit during five years.
- vi. For construction or development work that is desired by the Legislator, local demand may not be present in the absence of awareness. The PA should prepare a list of such works keeping in view necessities of the area and build an atmosphere to get that work done.
- vii. The opinion and demands of the Vichar Parivar organisations must be looked after e.g. if a tube-well is to be installed in a village that houses a school of Vichar Parivar, the benefit of the school must be kept in mind.
- viii. No work should be carried out contrary to the public opinion, so the PA should attempt to get recommendation of the local responsible institution.
- ix. Phase-wise planning be made in the beginning of the year itself to ensure 100% spending of the fund.
- x. Daily monitoring of expenditure from the fund should be carried out.
- xi. Complete record should be maintained booth-wise.
- xii. Ensure participation of local eminent persons, *karyakartas*, leaders in foundation-laying and release functions.

IV. Complaints and Recommendations

Each complainant is important. She/he should not be viewed



as a problem for you, rather, as someone who is facing a problem and has approached you for a solution. Treat complainants properly. If they do not have a written complaint, get it written by an Office Assistant or write it yourself. Help can also be obtained from the *karyakartas* present. It is your duty to help the person who has come to you for help.

The problems related to help for medical treatment, handicapped assistance, old age pension, non-receipt of ration, etc. may be treated as sensitive. Always maintain detailed latest information regarding government schemes and responsible officers and for the solution of such problems.

While dealing with police and local administration officers, always maintain restraint i.e. '*maryada*' and balance, in order to maintain weight and to ensure that the image of the Legislator and party is not tarnished.

- i) To ensure time bound disposal of complaints, mention a time limit for seeking a reply while sending the same to the department concerned.
- ii) The reply received may be sent to the complainant.
- iii) Classify the complaints received department wise or block-wise as is convenient and enter them in a register after assigning a serial number to them. If the reply is not received within the prescribed time limit, send a reminder.
- iv) Maintain a record of the complete details of the complainant.
- v) General personal recommendations should be made keeping in mind the responsibility and public feeling.

V. Review and Monitoring.

- i. Before any official meeting, provide a brief statement of the agenda and minutes of the previous meeting to the Legislator.



- ii. Compile all the pending recommendations and complaints before review meetings of the departments.
- iii. After every meeting, obtain and study the minutes of the meeting. If the matters raised by the Legislator do not find any place therein, get it amended by the person concerned.
- iv. The opinion of the organisations having the same ideology and related to the concerned department can also be obtained before the meeting. e.g. - from Vidya Bharati before the meeting of Monitoring Committee of School Education Department.

VI. Participation in Programmes

- i. In religious, social, public programmes and public functions related to festivals.
- ii. In all the official programmes held in the Vidhan Sabha area.
- iii. Meetings of party organisation, tours and other programmes
- iv. Auspicious and other occasions of the importance of *karyakartas*, friends, acquaintances and relatives.

VII. Highlighting Achievements

- i. Press release of daily activities
- ii. Posting of daily photos, press clippings on social media
- iii. Co-ordination with media persons. Identify one or two persons in the media who understand the party ideology and functioning and are helpful in crisis management.
- iv. Convey systematically all the development works and popular schemes to *karyakartas*. Mandal-wise WhatsApps group can be formed to implement this.

VIII. Promotion of Public Relation

- i. Prepare a list of other public representatives of the area,



party office bearers, eminent social/religious representatives and institutes, family members and classify them on the basis of their relations with the legislator.

- ii. Ensure their cooperation with the Legislator and fulfillment of their expectations to the extent possible.
- iii. Prepare a list of new contacts on a daily basis.
- iv. Ensure full utilisation of the Legislator's time in public relations.
- v. Identify new occasions for public relations.

IX. Qualities required in a Personal Assistant

- i. Information about the villages in the constituency, major supporters and opponents.
- ii. Information about caste, social equations.
- iii. Eloquence/Conversation skill
- iv. Technical competence.
- v. Dedication towards ideology, integrity
- vi. Diplomatic skills
- vii. Soft-hearted/moderate nature
- viii. Dedication towards the party
- ix. Close communication with the Legislator (upto the level of understanding hints)
- x. Adjustment with *karyakartas* and other eminent persons
- xi. Capability of maintaining secrecy
- xii. Dedication towards the Legislator.





6. OFFICE MANAGEMENT

Any public leader-MLA can function effectively only when he has a very good office. Through the office, an MLA is always available to his voters and *karyakartas*. Office management can be divided into the following parts:

1. Office Environment
2. Functioning
3. Public Relation & Reaching-Out
4. Management of employees
5. Financial Management
6. 24x7 Availability

I. Office Environment

In politics, the office of the leader, its approach, and its overall environment become the identity of the leader. In order to build this identity, there should be a healthy and conducive atmosphere in the office. Staff should be properly dressed and the overall feel of the office should be helpful, cooperative and conducive.

II. Functioning

The fixed programme of the MLA must be written in a diary. The said diary should be with the MLA and a copy of the same with his Secretary. Maintaining a daily record is necessary. The record of incoming and outgoing letters must be kept in Inward Register, Outward Register.

Inward Register

S. No.	Date	Name of the Writer	Remark	Reminder
Subject/Company				

Dispatch Register

S. No.	Date	Name of the writer	Remark	Reminder
Subject/Company				



Generally, in a political office efforts are made to complete maximum work with minimum staff. Time can be saved by preparing drafts of daily correspondence

For example-

Shri

Thank you for the invitation sent with great affection for the marriage of your daughter Kumari ----

I may not be able to attend the function despite willing to do so because of prior engagement in the programmes already finalised. Hope you will forgive me for my absence. I wish a very happy, peaceful and prosperous married life for Ku..... and Shri

With regards,

Yours,

(.....)

M.P./MLA

It's important that all the correspondence should be filed properly.

III. Public Relations and Reaching-Out to Public

Today, even the choice of daily necessities like tooth powder is influenced by advertisements. Publicity and propaganda can enhance the popularity not only of commodities but also that of people. In order to remain in politics, the MLAs will always desire that their names should reach to the maximum number of people.

Media management

Through newspapers or TV channels, the MLA can reach out to hundreds of people within no time. But, it is not easy to



remain in positive headlines. To ensure this, the office should make good arrangements for contacts with the media.

Internet

The office is responsible for getting publicity material like press releases, banners, brief literature, etc. prepared. The internet is another strong source for publicity, networking and reaching-out to the target audience.

Others

The MLA's work can also be publicised through persons who come to meet him/her. Videos regarding achievements and latest developments of the MLA can be played on the TV set installed in the office.

IV. Management of Employees

The office of an MLA or politician is very different from other offices. While commercial offices remain closed on Sundays, an MLA's office cannot remain closed. A number of public programmes are held on Sundays. During the Assembly Session, it is possible for the MLA to visit the constituency and the office on these days only. Employees, however, cannot work without holidays. This can be managed by giving weekly days off in rotation to employees on different days.

V. Financial Management

The financial management of a political office must be transparent. Financial management can be divided as under:

i. Salary of employees

Payment of salary to employees should never be delayed.

They should be paid their salary as per the record of their attendance and overtime.

Expenditure on running the office

We should always be in a position to give accounts of office expenditure. Transparent functioning can be maintained by writing the expenditure as under:



i. Expenditure to be incurred on MLA

The expenditure incurred on the MLA should be recorded separately, with the personal and family expenditure segregated.

I. Expenditure to be incurred on publicity and reaching-out

If the expenditure incurred on media is recorded separately e.g. for banners, videography, media release, etc., it facilitates preparation of subsequent annual budget.

VI.24x7 Availability

The office and the MLA must appear to be available 24/7 i.e. should be seen as always available.

There are many other aspects of managing a political office and everything cannot be described in words. Practically, the strategies, the day-to-day operations and details of managing the office may vary with time.





7. PERSONALITY DEVELOPMENT

Personality development and self-development is an absolute need for everyone. In today's world, a lot of opportunities for self-development can be availed by e-learning, online courses, distance courses, short-term courses, workshops, etc. Today even remotest villages are connected by electricity and internet facilitating self-learning.

I. Why Personality Development?

- i) A mantra for a successful life; where there is a success, there are possibilities. Hence, one must aim at achieving his/her goal at all times.
- ii) Development: Our party is a cadre-based organisation. Hence, the development of *karyakartas* will foster the development of the party.
- iii) Becoming an ideal citizen: The nation needs citizens, who wish to lead it to progress. We should aim at becoming such ideal citizens.
- iv) Achieving goals: We should set a goal of for life and tirelessly strive to achieve it.

II. Contributors to Personality Enhancement

- i) External Personality: This can create a positive impression on others.
- ii) Clothes: The clothes have a lot of importance in personality. They can create an impression on others.
- iii) Voice: The voice is the mirror of our personality. The voice should be enthusiastic and the language must be sweet and simple, to communicate easily with others.
- iv) Style of Working: Style of working should be modified as per the situation around us as well as our instincts.



- v) Mind, Wisdom, Thought, Feeling: Mind, wisdom, thoughts and feelings, all these things improve our inner personality.

III. Points affecting Personality Development

- i. Sanskar: Sanskar means that we should mould ourselves in such a way that others are impressed by us, they appreciate us and may even follow us. Therefore, *sanskars* are a must in political life.
- ii. Family: Parents and relatives-family is the support system which helps us march forward on the right path in life.
- iii. Friends: After family, friends are our support, in joy and sorrow. Therefore, befriend those who always show us the right path.
- iv. School: the purpose of education is development. An educated person leaves his/her print on all. Hence, the school has great importance in one's life.
- v. Teacher: Guru i.e. the person who leads one from darkness into light. A teacher is an important factor in personality development.
- vi. Professional Place: The place where we spend more than half our time, its atmosphere also affects us.
- vii. Neighbours and Society: Cordial relations with the neighbours is a must in life as the neighbours are often closer to us in a crisis than our relatives.

IV. Personality Development and Education

- i. Personality Development: Your personality and achievements shape your identity. Aim to become an example to others.
- ii. Thoughts: Think of everyone with equality.
- iii. Style of Working and Outlook: The working style and outlook of a politician should always be comprehensive.



V. Modes of Personality Development

- i. Education: There is no alternative to studies. So, karyakartas should study constantly and should inspire others also to do so.
- ii. Writing: Besides education, writing is also important. It paves the way to personality development.
- iii. Goal: We should set a certain goal in our life. Efforts should be made to achieve the goal.
- iv. Listening to Others: In order to increase your knowledge, listen to others seriously.
- v. Public Relations: In politics, public relations is important in order to reach out to people and convey our views, to explain to them our working style and personality and derive benefit from the same.
- vi. Art of Speaking and Listening: We should cultivate the art of talking less and listening more. (Communication Skills)
- vii. Health and Food Habits: For good health, quality food is essential. Getting up early and exercising are beneficial to health.
- viii. Eloquence: Speech should be clear, pleasant and understandable to all.
- ix. Time Management: Planning of Daily Routine helps us to march forward efficiently on the path of personality development.

VI. Hurdles to Personality Development

- i. Concern and Fear: Concern and fear are big hurdles to personality development. We should leave aside concern and further develop the personality fearlessly.
- ii. Tension: Tension arising from power politics and competition can affect our health.
- iii. Addiction: Addition not only affects our health, but also



our public life.

- iv. Disappointment: Disappointment hampers personality development and ultimately brings disrepute. So, it should be avoided.
- v. Unstable life: Implement the scheme, constantly ponder over it.

VII. How to Remove these Hurdles:

- i. Meditation, yoga (Pranayam): It is true that there are hurdles in political life, but they can be overcome. Mental tension can be relieved through meditation and yoga.
- ii. Positive Attitude: Always maintain a positive attitude, never think negatively.
- iii. Studying the Favourite Subject: Select your favourite subject and study it.

VIII. Discharging Social Responsibility and Upholding Values

- i. Rights: Indian Constitution grants us certain rights. We should be aware of these rights and should assert them.
- ii. Eradication of Corruption: Corruption has become a critical issue in our country during the last many decades. A campaign should be launched to eradicate it.
- iii. Fight against Terrorism: Terrorism is a conspiracy against the nation. We should collectively launch a campaign to root out terrorism completely.
- iv. Social Equality: Social inequality is a bane. We can uphold values by establishing social equality while discharging social responsibilities.
- v. Gender Equality: Gender equality should be promoted to ensure national development.
- vi. Faith in Indian Constitution: The Indian Constitution provides Fundamental Rights to all. It contains a



provision for delivering justice without any discrimination. Every political karyakarta should have faith in the Indian Constitution.

vii. Leadership: Leadership is an art through which karyakartas can be created and developed. Proper development of party karyakartas is a sign of healthy leadership.

I. One should always keep in mind the following:

- Knowledge
- Skill
- Excellence
- Attitude





8. Media/ Social-Media Engagement: Quick Tips for PA/PS

As a Personal Assistant/ Personal Secretary you have a very important duty to ensure that the media always gets a favourable image of your office. Your senior would be often too busy to deal with all the nitty-gritty of the daily media calls, requirements etc. and/or focus on the finer details of the media/social-media; in such an eventuality the responsibility falls on the PA/PS. You as a Personal Secretary are the face of the office and the bridge between your office, the functionary, the media person and the public.

Do's & Don't

As a Personal Assistant you must;

1. Ensure that media personnel are handled with courtesy and care. Always keep the journalists in good humour and maintain a friendly and welcoming tone.
2. Maintain a complete database of all media persons/ journalists in the geographical area important for your office. The database maintained should be detailed to include their mobiles, email, social media handles, WhatsApp numbers and their allocated beat. It's preferable to maintain such a database in an Excel sheet or similar database management software where it is easy to access, update and use.
3. Don't keep media personnel waiting for too long if there is no reason for it. In case the functionary is busy and/or in some meeting, convey the approximate time when they can meet the functionary, instead of keeping them waiting.
4. Don't encourage reporters/media personnel to sit idle in your office and gossip in the absence of the functionary.
5. Ensure that there is no communication gap and all messages



from media personnel are conveyed with utmost care and without any distortion.

6. As a PA/PS, you never pass-on an official/unofficial comment or information to any media person on your own.
7. Remember that a PA/PS is not authorised to talk with the media but only to coordinate and maintain a good relation with your office.
8. Send any press-note/release, as directed from time-to-time, without adding any comments of your own. In case there is any clarification required by any media personnel, always direct them to an official and never give the clarification on your own.
9. Make proper arrangements for all press meetings and interactions, whether in the office or at some other venue. Ensure that the venue has all the required equipments/material/articles, as required for the press interactions.
10. While arranging for any Television discussion shows and/or any other such programmes, always collect complete details about the time of shoot, time of arrival, venue, anchor name, name of other guests, the exact topic, etc. from the Studio in advance and convey the same to the functionary properly, preferably in writing.
11. For any scheduled interview/press interaction, TV show, etc. provide all relevant material/background notes/latest news/internet documents, etc. w.r.t. the subject matter of the interview to the functionary in a systematic manner, with proper tags affixed, and also provide any quick notes, if available.
12. It's the duty of the PA/PS to look at all the daily newspapers and search the internet on daily basis to look for the material of interest and/or any news item mentioning your office or the functionary. All such material should be collated in proper files and brought to the notice of the functionary on daily



basis. Soft copies of any important news items should be properly saved in different folders, with proper names and tags relevant to the topic.

13. Any tagging in the social media or a mention in any web news/story about your office and/or the functionary should immediately be brought to the notice of the functionary.

Plain common sense is enough to understand the basic do's and don'ts. The list of what to do and what to avoid can extend to a very long list and the above mentioned is only some very basic guidelines.

Social media is also an important part of public life these days. Social media differs from print media (e.g., magazines and newspapers) or traditional electronic media such as TV broadcasting in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Social media operates in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a monologist transmission model (one source to many receivers), such as a newspaper which is delivered to many subscribers or a radio station which broadcasts the same programmes to the entire audience. Another big advantage as-well-as challenge of social media is that it can reach to millions of people within a matter of minutes. So, for a public functionary and a public office, it's of utmost importance that an eye is kept on both positive and negative news. The PA/PS has an important role in keeping a watchful eye on any such developing news and immediately inform the seniors w.r.t. any such critical development.

Some of the basics to be taken care of with regard to social media are:

1. Always keep an eye on social media handles of your office/functionary and inform the social media handler of any critical development.



2. Keep a tab on new followers joining and keep an eye on the profiles of the new followers/friends, etc. on the social media to keep track of people joining in with fake profiles/identity who may thereafter may troll and/or submit negative comments on every post. It's not uncommon for thousands of fake followers joining in and then at sometime in future posting negative comments.
3. Keep a tab on the daily #Hashtags and #tags with the name of your office, its functionaries and topic of interest to your office. Do update the functionary about all such developments on the day-to-day basis.
4. Ensure that the person in-charge of handling the social media only post the content approved by the functionary and doesn't post content on his/her own. In case of any anomaly, update the functionary immediately.
5. Ensure that the content/pictures/graphics/video and other content to be posted is approved by the functionary and he/she is properly informed about the exact material to be posted. In case the functionary is busy or travelling, one can send the material over the e-mail/WhatsApp for approval and talk over the phone.
6. Ensure that you don't unnecessarily tag people and pages in official posts while posting content from the official/functionaries social media handles.
7. The PA/PS should run the analytical tool for social media for developments in the account of the office/functionary as-well-as for the opponents and discuss the new developments with the functionary and/or social media in charge from time to time.
8. Ensure that the website, email id and social media handles are prominently mentioned on all important material, communication, e-mails, etc. so that not only there is an increase of followers but people can access the latest



development of your office easily.

9. Maintain a database of such social media users/leaders, who understand the ideology and philosophy of the BJP and manage and maintain their own popular pages/social media handles, web portals, etc. The database should have their mobiles, email, social media handles, WhatsApp numbers, website, etc. Maintain such a database in an Excel sheet or suchlike database management software where it's easy to access, update and use.
10. Whenever you get an opportunity, request people to follow social media handles of your office/functionary and share important content.
11. Don't respond to trolls and/or negative comments on behalf of your office and/or functionary from your own or official account until and unless you are specifically directed to do so.
12. Don't give your own critical opinion and/or comments in the social media with regard to any policy and/or any action/activity and any current affair concerning your office/functionary with which you personally may disagree. Remember when you work in an office, no comment is ever personal and/or unofficial. If you have a concern with regard to anything, it's better to discuss the same with your office first.
13. Don't add your (or of someone important in the office) personal friends and acquaintances in the list of "People followed" and or "Friends" from the official account of your office and or the functionary. Only add/follow such people from the official account, which your office/functionary specifically asks you to do.

These are some of the basic guidelines for social media. You should remember that BJP is not a party like any other party. We have a well-defined ideology, a vast cadre base, a



specific working style and a programme to lead the country to a glorious future. Your actions should reflect that we are a "Party with Difference." While dealing with the media or during our interaction through the social-media/ web-tools, you should remember that our every action, interaction and communication should reflect our ideology and philosophy, strengthen our reach, and add to the overall image of BJP.





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