

State Level Training Guidebook 2022



**National Training
Department**



Bharatiya Janata Party

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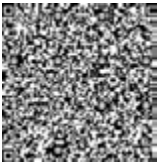


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PREFACE

Continuous training of the cadre has been an important and necessary part for BJP since it's Jansangh days. During 2015-16 BJP decided to bring training in the forefront by celebrating Sh. Deendayal Upadhyay'ji birth centenary year as "*Deendayal Upadhyaya Prashikshan Mahabhiyaan.*" During the last 7 years, i.e., from 2015 to 2022, the National Training Department of Bharatiya Janata Party has conducted a record number of nationwide training programs for political workers and it's office bearers at Mandal, State and National level. Training of Departments, Morcha's and Projects too have been held across the country.

This training exercise is no doubt the world's largest and most pervasive political training exercise anywhere in the world. This goes in sync with the faith people have reposed on Bharatiya Janata Party. As a result of this massive trust, BJP has emerged as the largest political force in India with world's largest membership base. With such a massive mandate, BJP now occupies a very important position in the Indian political system. Besides the 2014 and 2019 general elections, we have also won the *Vidhan Sabha* elections in nearly half of the Indian States too and the party is growing with leaps and bounds.

To take care of this exponential growth, capacity building and preparing for the next level of leadership remains of extreme importance. For us, training of our cadre is at the heart of our functioning. Since BJP is an ideological driven party so the objectives of our training program has always been to impart pragmatic and objective training to enhance the understanding of



our political philosophy and equity among our cadre. BJP also believes that through continuous trainings each and every political worker should understand the existing challenges and opportunity in the society and be in a better position to serve the society in a non-partisan and all encompassing manner. Not only this, our effort has been that through short trainings, BJP workers must be guided to use the modern tools and update their skill-sets to be more effective in public service. Since we are also in Government in the Center and many States so the office bearers and workers must also be updated about the achievements of the Government, enabling them to reach-out to the public, dispel misinformation and correctly convey the Government's achievements.

By conducting these trainings, not only do we strengthen our democracy at the grass-root level, but we also develop trained political workers who are rightly oriented to serve, to deliver and to satisfy the aspirations of the people. Even during the tough and challenging COVID times, from December 2019 to 2022, BJP did not lose its focus and remained steadfast in its resolve to train members at all levels. Even when Corona virus was at its peak, BJP was holding online & E-trainings, E-Chintan *shivars* along with other activities. As soon as training could be conducted within the COVID protocol, the Mandal and District level training programs across the country were concluded with a fixed timeframe. Now, State level training program are to be held across the country. A training of trainers (ToT) has already been conducted from 2nd June to 4th June 2022 to train trainers across the country on each of the 13 sessions to be held during the District Training Program.

This guidebook for training of the State level workers cover a total of 13 topics. The first five are ideological subjects; the next five are achievements of BJP Government and contemporary



political topics; and the last three topics are technical in nature, empowering the workers to engage in proper election management and to help him/her upgrade media and social media skills. Each State would be developing two more working papers on two State specific subject of their own choice.

The material in this guidebook, supported by the interactions with the expert trainers (during the sessions) should be useful for the party workers. We expect that those interested to learn further and desirous to enhance their learning and skill set to a higher level will refer to more detailed literature on the topics of their choice. This guidebook is a very brief outline of the topics and should be seen as a starting point in this self-learning process.



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1. INTEGRAL HUMANISM

1. After Independence, the political leadership of the country neglected the original Indian indigenous ideological path propagated by Lala Lajpat Rai, Bal Gangadhar Tilak, Vipin Chandra Pal, Sri Aurobindo and Mahatma Gandhi.
2. The ideological discourse of India's then political leadership was based on the path of the Western ideologies which are expressed in terms of individualism (capitalism), socialism, communism, secularism etc.
3. These ideologies are bereft of any ground connection with the Indian social circumstances and realities. These are the product of foreign environment and history. They were thrust upon the Indian society. The philosophical and cultural traditions of ancient India were scorned as backward and regressive.
4. 'Integral Humanism' originated due to insistence of Indian-origin ideologies and in opposition to imposition of the foreign ones. The then General Secretary of Bharatiya Jana Sangh, Pandit Deendayal Upadhyay, presented an explanation of Indian philosophy in parallel with the Western thought tradition, i.e. Integral Humanism. In this context, one should read the resolution of 'Cultural renaissance' presented by Deendayalji in the first session of the Jana Sangh, the 'Principles and Policies' document accepted at its Vijayawada session in 1965 and the four speeches delivered by Deendayalji at its Mumbai Lecture in April 1965.

What is Integral Humanism?

1. Integral Humanism essentially defines 'Human being'. The



thinkers of the West have heatedly debated whether 'human being' is an 'individual' or a 'society'. Those who said that 'human being' is an 'individual', they became individualists. This individualism was called 'capitalism' by Karl Marx. The thinkers, who refused to consider human being as individuals, claimed that 'human being' are a 'society'. They were called 'socialists'. Because of this discordant interpretation of human, no individualist (capitalist) can be a socialist and no socialist (communist) can be an individualist.

2. Both these conflicting views of the west are 'secular', i.e. they are 'materialistic'. Both of them ignore the 'spirituality' of human life whereas 'spirituality' is a stark reality of human life. For example, 'sensitivity' has a spiritual element in it and 'sensitivity' is a reality which cannot be denied. The non-spiritual and atheistic ideas have stemmed out of the special circumstances in the west which were the result of the 'Church versus State' struggle. This was called 'secularism', which is irrelevant to India.
3. Indian society is *Dharma*-oriented (not religion or sect). Indian culture considers 'materiality' and 'spirituality' to be complementary and supplementary to each other, instead of being conflicting. 'Individual' and 'society' are equally incorporated in the 'human' element, because individual and society are not separate entities. Individual is a social animal and a society cannot be imagined without individual.
4. The Western philosophy even considers 'nature' to be separate from humans, and that's why there were calls for the "Conquering over the nature". It raises questions over the very existence of God. Thus, the Western concept of 'human being' produces incoherent equations like "individual versus society", "nature versus human" and "God versus human".



5. Deendayalji points out that Indian philosophy does not consider individual and society as separate and conflicting entities. Neither we consider nature as the enemy of man nor does we negate God. In fact, 'human' is the name of the integrality among individual, society, nature and the Creator. Deendayalji has described it as the integrality of 'Vyashti' (individual), 'Samashti' (society), 'Srishti' (creation) and 'Parameshti' (the supreme being).
6. 'Integral' means it is that unit which cannot be divided. Human beings are also such units which can't be divided. Humans are not only individuals or a society but they are also an integral part of the nature itself. At the same time, human also has the Supreme Element in himself (*Aham Bramhasmi*).
7. Therefore, we are neither individualists, nor socialists, nor only 'naturalists' or 'ultimateists'. Only by understanding the integrality of all these four elements can we know the existence of 'humans'. Hence, while creating a system for the welfare of the humans, plans should be made only after having a proper understanding of the human being in its entirety.
8. This Indian philosophy should also be reflected in politics. That's why, Deendayalji said that "we are 'integral humanists'."

Practicality of the Concept of 'Integral Humanism'

1. '*Dharma Rajya*' is the substratum of 'integral man'. '*Dharma Rajya*' means 'rule of law'. The laws should be formulated in such a manner that the freedom and creativity of the individual is respected. Social responsibilities and norms should be properly followed. Nature is our mother and hence, it should be accorded due respect. The activities that neglect



the ecology are actually inhuman. Laws should be enacted to strengthen spiritual concerns. Such a '*Dharma Rajya*' is sect-neutral.

2. A person, who is endowed with resources and facilities, is a contented person. Therefore, every component of the society should have a role in the production of resources and facilities as well as the need of '*yogakshem*' (*roti, kapda aur makan, shiksha swasthya aur samman*). Acquisition and protection of property of each component should be fulfilled. In the context of economy, Deendayalji has given the concepts of '*Arthayam*' and '*Arthik Loktantra*' (economic democracy). "Like universal adult franchise is the measure of political democracy, every adult should have a creative job in an economic democracy." In fact, 'privatisation' and 'governmentalisation' are the main reasons behind the malaise of unemployment.
3. An 'equitable and exploitation-free' society can be created only by decentralisation of economic and political power as well as adopting (*Swadeshi*) indigenous planning.
4. We are the victims of today's inequality-ridden and exploitative economy. So, instant planning is needed giving utmost priority to '*Antyodaya*' (uplift of poorest of the poor), which is the pre-condition of '*Sarvodaya*' (progress of all).
5. The circumstance-neutral necessity of an integral human is '*Dharma*' (righteousness), '*Artha*' (resource), '*Kama*' (desire) and '*Moksha*' (liberation), which is called '*Chaturpurushartha*' (4 objects of human pursuit) in Indian philosophy. Deendayalji has given elaborate explanation for the accomplishment of these 4 objects. For better understanding of this concept, we should study the '*Ekatma Ghan*' explained by him.



Integral Humanism - 'ism' or '*Darshan*' (Philosophy)?

1. Deendayalji added 'ism' to the concept of 'integral human' for its better understanding by our intellectuals. Due to the influence of Western discourse, the debate then was only on 'isms'. Now that almost 75 years have since passed, no such debate on 'isms' occurs these days. In fact, the history of 'isms' has come to an end. The world is now tired to siege these contradictory 'isms' and all are looking for an alternative third path. So, there is nothing wrong if we don't call it an 'ism' any longer. It is only a historical fact that when Deendayalji deliberated on it in 1960s, it was then called 'Integral Humanism'.
2. In fact, the Indian philosophy, of which Deendayalji did an integral-oriented discussion, was not created in reaction to anything. It was the result of the positive efforts of Indian sages. The '*darshan*' (philosophy) tradition was developed in this context in India. Therefore, instead of 'Integral Humanism', many of our elders these days prefer to call it 'Integral Human *Darshan*', which is the proper nomenclature for this ideology. Therefore, we should understand the context of 'ism' and '*darshan*'. If someone calls it 'Integral Humanism', he is historically correct. If someone calls it 'Integral Human Philosophy', then he too is ideologically correct. We should rather understand the 'integral vision' of India.

Epilogue

1. Many contemporary concepts have arisen from this ideology, which we can list as follows:
 - I. Geo-cultural Nationalism
 - II. *Arthayam*, *Arthik Loktantra* and *Antyodaya*



- III. Indianisation
 - IV. *Dharma Rajya*
 - V. The foundation of life is not conflict, not even competition, but 'mutuality, complementarity and coordination'
 - VI. Happiness is not one-sided, but all-encompassing, i.e. total happiness of body, mind, intellect and soul
 - VII. 'Integrality' is not lopsided, but a holistic and integral idea of individual, society, creation (nature) and the Creator (almighty)
 - VIII. Chaturpurushartha is not temporary but an all time necessity
2. It is not just a political ideology, but a holistic concept of humanity. This should be reflected in all spheres of society, even in politics.



2. CULTURAL NATIONALISM

Indian culture looks at the *bhoomi* (land) as mother and people living on it as her children. We are the first nation, which has been visualised as '*matrishakti*' or mother. The details of the expansion of our national consciousness are found in many of our ancient literature, the Vedas including *Atharva Veda* and *Rig Veda*. A line in 63 shloka of the '*Prithvisukta*' in *Atharva Veda* explains our relationship with this land. Following is that shloka:

"Mata Bhoomi Putro Aham Prithvyah"

(The land is our mother and we are her children).

Similarly, some shlokas of *Atharvaveda* explains the nation thus:

Bhadra Ichhanta Rishayah Swavirdah I

Tapo Diksham Upaseduh Agre run II

Tato Rashtra Balam Ojascha Jatam I

Tadasmay Deva Upsam Namantu II

(Atharvaveda)

What the *atmagyani* (self-knowledgeable) saints did after seeking *deekshaat* the beginning of the universe for the welfare of the world led to the creation of this nation. Therefore, all should serve the nation with humbleness.

The *Atharvaveda* has also identified diversity. We have different traditions, modes of worship, languages and places. At some places, there are forests, while in other places there are snowbound mountains. Despite this diversity, we are one and we celebrate this diversity. The essence of our nationalism is '*Bharat Mata Ki Jai*'. Apart from the Vedas, Valmiki *Ramayana* also expresses deep faith in the nation. There is an episode in *Ramayana*. After the victory over Lanka, there was



a suggestion that Shri Ram along with His army should stay in Lanka only. At that time Lanka was the richest kingdom in the world and it was known as the golden city. But Shri Ram told Lakshmana "*Janani Janmabhoomischa Swargadapi Gariyasi*" (Mother and motherland are superior even to Heaven). Such ancient literature explaining the concept of nation is not found anywhere else in the world.

The concept of a nation finds mention in '*Vishnu Puran*' also:

*Uttaram Yat Smudrasya, Himaadraishchaiva Dakshinam,
Varsham Tad Bharatam Naama, Bharatee Yatra Santatih.*
(*Vishnu Puran*)

The country which is north of the oceans, south of the Himalayas is called Bharat and its denizens are called Bharatiyas. This visualisation is not two hundred or some years old. Sage Veda Vyasa wrote it more than 5000 years ago. It is our living example. The society through various traditions, modes of worship, pilgrimagecentres has also expressed full consciousness towards this nation. The cultural unity and nationality of Bharat are not negative but *vidhayak* (constitutive). Even today when we perform any *karmakand*, *anushthan*, *puja* etc. we say a *sankalp* and remember the geographical boundaries and significance of the whole nation.

*Hari Om.....Vaivaswat Manvantare Ashtavishantitame,
kaliyug kali pratham charaneI
Jambu dweepe Bharat varshe, arya vartantragat deshaik
punya kshetra....I*

Jambudweep is a big piece of land. South of it is '*Bharat Khand*' which has six parts. One part of it is *Aryavrata* or present *Bharatvarsh*. Not only this, epics like *Mahabharata* and *Ramayana* also present a full description of Bharat through *digvijaya*, pilgrimage, etc. No other civilisation or literature in the world presents such a description of a country.



We are the worshiper of Akhand Bharat (undivided Bharat). Deendayalji says that Akhand Bharat is not merely a slogan for us, but the matter of faith. The song that eminent literary person of Bengal, Bankim Chandra Chattopadhyaya, included in his famous novel '*Anandmath*', later proved to be the mantra for freedom movement. Rabindranath Tagore painted *Bharatmata* as the Hindu Goddesses with four hands and wearing saffron clothes. She has in her hands a book, a garland and paddy stalk. Swami Ram Tirath in 1897 echoed similar sentiment when equating Hind with his body, he said that "The land of India is my own body. The Comorin (Kanyakumari) is my feet and the Himalayas are my head. From my hair flows Ganga and from my head comes the Brahmaputra. The Vindhychal is girt round my lions."

Swami Vivekananda while defining the nation said: "Nation is a soul, a spiritual principle. Two things, which in truth are but one, constitute this soul or spiritual principle. One lies in the past, one in the present. One is the possession in common of a rich legacy of memories; the other is present-day consent, the desire to live together, the will to perpetuate the value of the heritage that one has received in an undivided form."

It means this nation is a soul and a spiritual principle. In fact, both these things are the same which propound the principle of soul and spirituality. One is connected to the past while one is connected to the present. One is the heritage of our rich memories and the second is the agreement of willpower to live with coexistence and the values of divided heritage.

On the other hand, the visualisation of a nation in the West is in the form of fatherhood. There is neither any concept nor any history in Western countries on which we can analyse our country. There has been the concept of the nation-state and the initial history of this concept has been controversial, as it is connected to a fundamental question-who came first-the country or the nation? The nation-state was formed to meet the demands



of nationalist movements for the sovereignty of the country. It means there are many countries within the country.

America is a nation-state. What is its history? If there is the same concept of nation-state in Britain or the United Kingdom or England, then what is its history? Germany and Italy also share the concept of a nation-state. But they do not have any literature, which shows their existence before 400 or 500 years ago. Whereas the history of our literature and values of life are older than 5000 years. That is why neither the US, nor England, Germany and Italy can match with the Indian definition of the nation.

Aryan Invasion: The British Propaganda

Dr Babasaheb BR Ambedkar comments on it thus: "The language in which reference to the seven rivers is made in the *Rig Veda* is very significant. No foreigner would ever address a river in such familiar and endearing terms as 'my Ganga, my Yamuna, my Saraswati', unless by long association he had developed an emotion about it. In the face of such statements from the *Rig Veda* there is obviously no room for a theory of a military conquest by the Aryan race of the non-Aryan races of *Dasas* and *Dasyus*."

What has been mentioned in the *Rig Veda* with the feeling and language is very significant. No foreigner can address the rivers with the reverence and faith like my Ganga, my Yamuna and my Saraswati unless he does not have a long association and emotional connect with them. After this reference in *Rig Veda* there remains no place for the theory that Aryans invaded India and made the non-Aryans their slaves.

"Gange! cha Yamune! chaiva Godavari! Saraswati!
Narmade!

Sindhu! Cauvery! Jaleasminsannidhim kuru!"I

Even today we have the tradition of offering 'ardhya' to



Sun while standing in the river and remembering the Ganga, Yamuna, Saraswati, Narmada, Sindhu and Cauvery. It shows that our Vedas find mention of all the prominent rivers flowing in Bharat.

Leftist, by accepting the European theory, called India a multinational country. That is why when the slogan of two-nation was raised on the basis of Islamic religion, communists were supporting the Muslim League. Religious and imperialistic politics assaulted the integral culture of India and the unfortunate Partition of the country took place.

To make us forget our 'self' the Britishers said we were never a nation. They called Bharat a nation in the making. According to them, India is in the process of becoming a nation. India is not one country and one people instead it is a multi-linguistic, multireligious and multi-cultural sub continent. The western world presented the idea of 'nation-state' in place of 'cultural nation' which led to two world wars, colonialism and non-stop global strife to the world.

The concept of 'nation-state' has also divided the West in opposing power camps. After World War-II, the positive European nationalism is getting strong. After the bitter experience of world wars, they are building European Parliament, European Market and European Currency. Divided into 'nation-states', Europe will take time to become 'geo-cultural nation'. This is the situation with 'Arab Nationalism' and 'African Nationalism'. These nationalisms are only in slogans, not on the ground. After building a strong geo-cultural nationalism India will have to lead a global campaign for world peace which we call '*Vasudhaiv Kutumbakam*'.

Chiti - Soul of Nation

Deendayal Upadhyaya ji said '*chiti*' is the standard to determine the qualities or drawbacks of any work. It has



widespread influence from nature to the culture. The path for upliftment, progress and dharma is *chiti*. *Chiti* is the creation and beyond that there is destruction. The soul of the nation is called '*chiti*' on which the building of a nation is possible. Visualising a nation without *chiti* is futile. This is the strength which leads the path of *shraddha* and *sanskriti*. Every citizen of the nation comes under the *chiti*. Not only this, but the organisations associated with the national interest also fall under the *chiti*. Why does a society consider something good or bad? Whatever is in accordance with '*chiti*' is good meaning culture, and the one which is opposed to '*chiti*' is bad or distortion. This '*chiti*' is inborn and the rise and fall of the nation depend on its condition. On forgetting '*chiti*' we became the slave of others and on the realisation of '*chiti*' we got the freedom. Iqbal says:

*Unan-o-Misr-o-Ruma sab mit gaye jahan se,
Kuchh baat hai ki hasti mit ti-nahi hamari.*

The renowned Urdu poet says that Unaan, Misra, Roma, etc all vanished from the world map, but there is something inherent in us that we still exist.

Power of Healthy Society - 'Virat'

The power of a healthy society is called '*Virat*'. It is the implicit and immunising power of society. All constituents of society are born from '*Virat*'. The sense of separateness makes '*Virat*' weak. Political sovereignty is the regulatory power of the Western 'nationstate', while the regulatory power of 'cultural nation' is *chiti* and *Virat*. People's *chiti* and powerful *Virat* organise and nurture the nation.

Swaraj and Surajya

If the idea of culture is absent, the struggle for freedom will become a struggle of selfish ends and hunger for power. The



hunger for power diverted India's freedom struggle and we got divided. The imperial power structure has been operated by Indian hands. We have to truly make it *swarajya* and *suraj*.

Unity and Diversity

We are one country, one people and one culture. India's culture has developed on the idea of '*ekam sat viprah bahudha vadanti*' (truth is one, the wise perceive it differently). Here diversity is a regulatory power for society, not a disruptive force. All sects, caste, languages, art and music express this same culture. On the idea of cultural nationalism, our national leader Shri Atal Behari Vajpayee described the land of India in the following manner:

*Bharat zamin ka tukda nahi,
Jeeta jagata Rashtra Purush hai.
Himalaya isaka mastak aur Gauri Shankar Shikhar hain.
Kashmir kireet hai,
Punjab aur Bengal do vishal kandhe hain.
Vindhyachal kati hai,
Narmada kardhani hai.
Purvi aur Pashchimi ghat do vishal janghayen hain.
Kanyakumari isake charan hain,
Sagar pag pakharata hai.
Pavas ke kale-kale megh isake kuntal kesh hain.
Chand aur suraj isaki aarti utaarate hain.
Yah vandan ki bhoomi hai,
abhinandan ki bhoomi hai.
Yah tarpan ki bhoomi hai,
yah arpan ki bhoomi hai.
Isaka kankar-kankar Shankar hai,
Isaka bindu-bindu Gangajal hai.*

The idea of composite culture reinforces two-nationalism and multi-nationalism. Therefore it should be given up.



Raskhan, Abdul Rahim Khan-I-Khana, Maulana Daud, Qutban, Manjhan, Malik Muhammad Jayasi, Nazrul Islam and poet Mir Taqi Mir, etc. are Muslim great persons who are the carriers of the integral culture of India. In the modern times also, Smt Annie Besant, Jamshed ji Tata, Justice Karim Chagla, former President Dr APJ Abdul Kalam and Maulana Wahiduddin Khan also come under the same category.

The threads of Indian national unity are extensively found in its history, geography, dharma, philosophy and culture. We get complete satisfaction when we see or touch the river banks on which our ancestors composed the literature which is still a guiding force for the entire humankind, the caves of the mountains where our sages performed *tapasya* and the ponds which are witness to them. The equally accepted values of life, followed across the country, basically extend *amaratva* (eternal) to this nation. Such values are still evident when we tour the country or go on pilgrimage, respect to every iota of the land, common cultural practices followed across the country, gathering of people during occasions like Kumbh, visit of saints and scholars even to the remote areas and the spiritual *chetna* generated by the visits of the saints.

In order to instil this feeling deep into the mind of every citizen, it is necessary that every countryman is acquainted with the holy rivers, mountains gifted with natural blessings, pilgrimage places, places associated with the memories of the great personalities, etc.



3. OUR IDEOLOGICAL FAMILY & OUR ROLE

One fundamental difference between our party and the other political parties is that our party is an integral part of a wider ideological movement. The ideology based on 'nationalism' is at the centre of this movement and the role of Rashtriya Swayamsevak Sangh (RSS) is that of a mother organisation in the whole set-up.

Origin of Our Inspiration

- Dr. Keshav Baliram Hedgewar founded the RSS, popularly known as 'Sangh', in Nagpur in 1925. Doctorji believed that when the Hindu society, which is the majority community of the country, would become disciplined and start working for the country, our country would certainly become the Vishwa Guru (spiritual master of the world) again. He used to say "this is a Hindu Rashtra (nation)". He thought of a harmonious Hindu society, and hence, of formation of a potent Hindu organisation to achieve it.
- Every person residing in this country is a Hindu, if he considers this country as his motherland, considers the heroes of this country as his ancestors and whose enemies and friends are similar to that of all other countrymen. All such Indians are Hindus, no matter how diverse they may be in their way of worship, language or attire. To translate this idea into action, Doctorji adopted a system in the form of 'Shakha' and a mantra in the form of Sangh prayer as the foundation.
- During the 97 years of its journey, many dignitaries came in contact with the Sangh from time to time, some of whom



were Swayamsevaks too. In view of the needs of the society at their time, they expressed their desire to work in different fields of social life (like workers, students, political, cultural), keeping the interest of the country in mind. After giving due consideration to all angles, the Sangh welcomed them to start working in their respective fields of interest and also offered necessary suggestions. As and when requested by these organisations, the Sangh also provided necessary resources at the level of human resource, management and ideology to them from time to time.

- The group of organisations so formed with such sentience in the background is what we call as our 'Vichar Parivar' (ideological family or school of thought).
- The individual organisations within this family have their own independent existence. They have their own constitutions. They have their own independent system of decision making, implementation, evaluation and running the organisation. They may be mutually supportive, but not dependent on each other.

Vichar Parivar Organisations

- To name a few such organisations of Vichar Parivar are: Akhil Bharatiya Vidyarthi Parishad, Bharatiya Mazdoor Sangh, Bharatiya Kisan Sangh, Bharatiya Janata Party, Vishwa Hindu Parishad, Vidya Bharati, Vanvasi Kalyan Ashram, Sevika Samiti, Seva Bharti, Akhil Bharatiya Adhivakta Parishad, Vigyan Bharti, Sahakar Bharti, Prabuddha Bharati, Laghu Udyog Bharati, Arogya Bharati, Akhil Bharatiya Grahak Panchayat, Akhil Bharatiya Rashtriya Shaikshik Mahasangh, Seema Suraksha Parishad, Akhil Bharatiya Sampadak Parishad, Drishtiheen Kalyan Sangh, Purva Sainik Seva Parishad, Rashtriya Sikh Sangat, National Medicos Organisation, Akhil Bharatiya Sahitya Parishad, Bharatiya Vikas Parishad, Bharatiya



Itihas Sankalan Samiti, Bharatiya Shikshan Mandal, Deendayal Shodh Sansthan, Hindu Jagaran Manch, Pragya Pravah, Sanskrit Bharati, Sanskar Bharati, Swadeshi Jagaran Manch, Samajik Samarasata Manch, Hindustan Samachar, Himalaya Parivar, etc.

- The source of inspiration of all these organisations is Rashtriya Swayamsevak Sangh. Their policy approach, team of workers and source of funding may be different and they might be completely autonomous in all other respects too, but their ideological foundation one.

Our Responsibility, Vision and Role in the Ideological Family

- To develop proper understanding towards all the organisations in the ideological family.
- To create an environment of trust that we all are working together for the upliftment of the country and its culture. So our paths may differ, but not our goal.
- To have a feeling of cooperation towards the workers of other organisations in the family while discharging whatever responsibility we have been assigned in Bharatiya Janata Party - the feeling that they are our siblings, so maximum cooperation.

A Word of Caution

If any discrepancy is found in the work or behaviour of any worker belonging to any other organisation of our ideological family while dealing with us or the public, we should consider it as his personal problem. We should better avoid associating it with the organisation he belongs to.



4. OUR WORK CULTURE & WORKING SYSTEM

BJP's ideology is not a philosophy locked in books; it is a way of life that governs daily life, so our principles and our practices are integral, there is no difference between them. Our behaviour should manifest our nationalism, our socialism, and our collective religion, and that is why a strong structure of the organisation has been formed. Our work style, which is essential to this organisation, is integral to our ideology.

Working methodology is the soul of the organisation. In the absence of a clear and definite work method, the organisation remains unorganised and lifeless. The Bhartiya Janata Party has a definite and cohesive working system that is unique to the party.

a) **Work of BJP:**

1. National Reconstruction

b) **Dimensions of work:**

1. Creation of the organisation.
2. Organisation and Government, are the means of service to the nation.
3. Goals of the Organisation - To build a harmonious nationalist society and form a public service government through elections.

c) **BJP's Working System:**

1. Parts of the Working System
2. Elements of Work System
3. Working System



Parts of Working System

a) Party worker

- Must be easily available; possess simplicity, fearlessness, disciplined behaviour, reliability, and sensitivity; know time management; and be efficient.
- Avoid blasphemy, self-praise, personal bias, and prejudice.
- Must have a sense of responsibility, not of position.
- Must respect the old Party workers and welcome the new ones.
- Harmony in words and deeds.
- Give credit for success to everyone and take responsibility for failure to yourself.
- Be hard towards yourself and soft towards others.
- Avoid speaking too much or avoid speaking by looking at one's face.
- Don't speak for self, let others speak and listen to them too.

b) Program

- Organisational, creative and agitative.
- Social service during natural calamities like drought, flood, earthquake etc.
- Struggle for common people's needs like food, clothes, house, education, health, and employment.
- Formation of voluntary social organisations and participation in them.
- Organising seminars, workshops, and training camps.
- Implementation of the programs prescribed in the heirarchical unit/ line of command.
- Movements regarding the problems of the people of



its unit area.

- Democratic and non-violent movements, demonstrations, etc.
- Programming according to the role of the ruling and the opposition party.
- Election management for the organisation, local bodies, provincial and national elections.
- Work division in the programmes, maximum participation of Party workers, doing a review after the program, and improvements to be made as needed.

Elements of Working System

a) Discipline

- The purpose of discipline is not to isolate the Party worker from the organisation, but the purpose is to take care of the Party worker.
- To ignore indiscipline is to promote indiscipline.
- To prevent the party from indiscipline, follow the rules provided in the constitution of the party.
- Training, observance and respect of self-discipline.

b) Reciprocity

- Regular meetings, discussions and decision making.
- The essence of our decision-making process is - "Mat Anek Nirnaye Ek".
- Sincere implementation of the decisions and further improvements on the basis of reviews and experiences.
- Mutual cordial relationship.

c) Contact

- Regular office visits.



- Planning and arrangements of regular and employed migrant Party workers.
- Make informal and family contacts, along with the contacts for work. Travels and meetings are the essential means of contact.
- A migrant Party worker, having an effective personality and knowledge of political activities, can connect with society.

d) Dialogue

- Despite differences, dialogue avoids discrimination.
- Dialogue plays an important role in developing consensus in spite of differences of opinion.
- Dialogue helps in communication equally, upwards, downwards and at the same level.
- Dialogue helps in taking formal decisions.
- Lack of communication sometimes leads to confusion, mistrust and distance.
- Sharing and Caring
- Solve problems through dialogue, not through a correspondent.
- Conversations, meetings, correspondence, seminars etc., are the means of dialogue.

e) Travel

- Planned
- Regular
- Casual
- Resident
- Informal

f) The Office

- The office is the soul of an organisation's work.



- Office - Fixed hours.
- Office environment, cleanliness.
- Office management.

g) Meetings

To maintain a positive atmosphere for the meetings of the Working Committee and other committees, take necessary precautions of behaviour in this regard, prepare before the meeting, and reach the decisions on the matters to be taken in the meeting. The meetings of the various units of the party shall ordinarily be held in the following manner:

- National Council and State Council - once a year.
- National Executive and State Executive - once in three months.
- Regional Committee, District Committee, Mandal (Circle) Committee - once in two months.
- Local Committee - once a month.

There should be simplicity in the meetings, and the time should be fixed, the topic (agenda) should be decided, and the name and the level of participants in the meeting should be fixed.

h) Compliance with constitutional provisions

- The constitution of the party is our guide.
- End-to-end study of the constitution, its contemplation and compliance.
- Insist on "Pledge" while becoming a member.

Working System

- To make the organisation omnipresent and omniscient.
- To give proper place to all the sections for leadership at each level.



- Continuous contact and dialogue with social organisations, intellectuals, social Party workers, media etc.
- Contact with the media is necessary but not just for publication.
- The Party worker should not be replaced by the employee and the leader by the manager.
- There should be work for every Party worker and a Party worker for every task.
- There should be neither a lack of money nor money's effect on our work.
- There should be a balance between sweat (hard work) and money in the organisation.
- Organisation of conceptual and organisational training camps.
- Strive for consensus, follow the democratic methods in the activities of the organisation.
- Going to every booth, walking down every street, knocking on every door and talking to every voter.
- Proper arrangement of organisation, management of local bodies, provincial and national elections.
- Adherence to the rules laid down by the Election Commission.
- Extensive deliberation before the selection of a candidate but after the announcement, sincere efforts should be made for the candidate's victory.
- Adherence to the principle of "one man one position" in the organisation and government as far as possible.



5. BJP'S CONTRIBUTION TO NATION BUILDING

- On 21 October 1951, the Jana Sangh was formed; in 1977 it was merged with the Janata Party in the national interest; and on 6 April 1980, the BJP was formed.
- Formed with resolved to give an alternative in politics.
- Politics is not just a means to get power. It is also a task to take society on the path of progress in the expected direction. A logical approach is required, which is obtained through a coherent ideology.
- Today, all political parties in India are ideologically bankrupt. The BJP is running its organization on the basis of the coherent ideology of cultural nationalism, integral humanism, and Panch-Nishthas. The reflection is also being seen in the policy of the government.

Contribution of BJP in National Unity and Integrity

- National unity and integrity; Kashmir as an integral part of India; resistance to Pakistani invasion in the garb of tribals; the struggle for the abolition of the permit system in 1952-53; the sacrifice of Dr. Shyama Prasad Mookerjee.
- Goa Liberation Movement, Satyagraha, and Sacrifice in 1954.
- Opposition to the grant of Berubari to Pakistan under the Nehru-Noon Pact in 1958.
- Opposed Chinese encroachment on the border in 1959 and demanded the liberation of Tibet. The Kutch



Agreement of 1965 was a challenge to our national integrity. Our party faced this challenge.

- Opposition to the Shimla Agreement in 1971.
- Unfurled the tricolor at Lal Chowk during the National Integration Yatra for Kashmir in 1991.
- Opposed giving 'Teen Bigha' to Bangladesh.
- Abrogation of Article 370 in 2019, BJP is the only party continuously fighting against separatism; otherwise, it would have been difficult to save Kashmir.
- A befitting reply was given to Pakistan-sponsored terrorism by carrying out surgical strikes and air strikes.
- Even today, whether it is to raise the issue of national integrity in the country or to fight against separatism or work to keep the society awake for this cause, only the BJP can be seen taking this responsibility in the country.

Committed to Democracy

- During the first phase of post-Independence, when almost all the leaders of the freedom movement were with the ruling party, the opposition was either absent or controlled by unpatriotic left. The Jana Sangh accepted the challenge and gave a strong opposition to the democracy in India in the form of Bharatiya Jana Sangh. In 1967, the Jana Sangh became the second-largest party.
- The only party raising the issue of electoral reforms is the Jana Sangh or the BJP. Our party has strengthened democratic norms and has checked its violation.
- The saga of the response to the emergency reaffirms our democratic commitment of the party. When the emergency was imposed in the country, we fought against it. To save the democracy, the Jana Sangh was



merged with the Janata Party.

- At the national level, only the BJP has the vibrant internal democracy required for Indian democracy; it has democratic organizational structure and leadership.

'Sarvapanth Samadar Bhav'

- 'Sarvapanth Samadar Bhav' was established in the true sense in Indian politics
- Opposed vote bank and appeasement politics on communal lines.
- Appeasement of none & justice to all.
- Shah Bano Case, Ram Mandir Movement, Triple Talaq.
- Opposing reservation on communal lines

Established value-based politics

- Formation of public opinion and shaping of public opinion
- We oppose the dynasty politics, Parivarvad, regionalism, and casteism.
- Corruption-free, transparent, authentic, accountable, and participatory governance.

Freedom from the politics of Right vs. Left

- Rejected the politics of Right vs. Left based on western ideas.
- Emphasis on Indian solutions based on Indian thought.
- Neither Right nor Left, Pragmatic and Real.

Establishing the concept of "Nation First"

- Nation first, party next, and self last.



- Supported the government several times on national issues, while in opposition.
- To protect national pride, Pt. Deendayal Upadhyaya even backed the then Prime Minister Pt. Nehru on foreign soil.
- Due to this principle, we created so many selfless, dedicated, and disciplined karyakartas.

'Vasudhaiva Kutumbakam'

- Foreign policy in national interest, proclamation of 'Vasudhaiva Kutumbakam'
- The emphasis is on getting out of the cold war mindset.
- Keeping out of factionalism in international politics
- Relations with all countries are based on self respect and equality.
- In the event of a Covid-19 pandemic, India assisted everyone. India also stands ready to assist in the event of a natural disaster or war in any country.

India becomes a nuclear power

- By becoming a nuclear power, Atalji's government sent a clear message to the world about the emergence of a strong India.

Swadeshi and political-economic decentralization

- Promotion of Indian industries. Considering the small, medium, rural, and cottage industries as the basis of the Indian economy, considering their potential to provide wide employment in the country we resolve to promote the *Swadeshi* economy.
- Faith in political and economic decentralization. Political



and economic decentralization are absolutely essential under the broader concept of democracy.

Good Governance and Development

- The power of dedicated karyakarta and the efficient government is the guarantee of good governance.
- Eight years of Modi government and the BJP governments in the states have given good governance as a model for others to emulate. Introduced a new work culture by removing obsolete rules and systemic distortions.

Antyodaya and Welfare of the Poor

- It was the result of the *Antyodaya* efforts of the Modi government at the Center that even during the COVID-19, rations, cash, and gas cylinders were delivered to the poorest of the poor in the country. The poor, women and youth were at the center of every welfare scheme of the Modi government, due to which crores of families were provided rations, medicine, insurance, free gas cylinders, Pucca houses, electricity, and piped drinking water. Along with free treatment, pension schemes, skill development, and employment opportunities, many other schemes have directly benefited people.
- The Bharatiya Janata Party has full faith in the concept of '*Antyodaya*'. According to the concept of *Antyodaya* and *Daridranarayan* of Pt. Deendayal Upadhyaya, the Modi government is dedicated to the upliftment of the poor and is dedicated for the empowerment of our mothers and sisters. Be it a village, poor, farmer, Dalits, oppressed, exploited, or deprived, the Modi government has been working for everyone.



Upholding the dignity of the constitution

- For the first time, a public awareness campaign was carried out to spread consciousness about the Constitution by organizing 'Constitution Day' in the country.
- Working according to the Constitution, respecting constitutional institutions, and running the government according to the Constitution, rule of law and equality before law; elimination of VIP culture and prohibition of privileges.

Removed the political untouchability

- Efforts to remove political untouchability along with social untouchability.
- Without considering the opposition or other ideologies as untouchable, dialogue and effort were made to bring them into the political mainstream.

Emergence of new work culture in politics

- Rising above the politics of sect, caste, regionalism and the beginning of the politics of development, good governance and performance in the country.

"Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas"

- Working on the Integrated Model of Development by rising above the divisive mindset of village vs. city, agriculture vs. industry and private vs. public, under which we have taken everyone along, winning everyone's trust, everyone's participation was ensured, and politics of development was introduced in the Indian politics.



Building Modern India

- Encouraging the use of new technology in every field by promoting research and innovation.
- India surpasses the many advanced countries of the world which becoming leader in digital transactions.
- The creation of world-class infrastructure in the country with a far-reaching vision.
- Successes in manufacturing, 'Made in India' vaccines were developed amid the COVID-19 pandemic.

Atmanirbhar Bharat, 'Ek Bharat, Shreshtha Bharat'

- Committed to '*Atmanirbharta*' or self-reliance in every field. Decisive steps taken toward an *Atmanirbhar Bharat* and 'Make in India' was introduced in the defense, industry and service sectors.
- Worked for the resurgence of the centers of civilization and culture of the country, Committed to '*Ek Bharat, Shreshtha Bharat*' by invoking the nation's self-esteem, self-confidence and self-respect.

**Bharat Mata ki Jai!
Vande Mataram!!**



6. MODI GOVERNMENT'S POLICIES WITH FAR REACHING RESULTS

In the last eight years India has wonderful achievements to its credit while pursuing the goals of '*Aatmnirbhar Bharat*'. Addressing the nation on the 75th Independence Day, Prime Minister Shri Narendra Modi has laid down a roadmap for coming 25 years calling for everyone's effort to build a strong, prosperous and vibrant India. While terming the coming 25 years as '*Amrit Kaal*' for the nation, he said that this is the right time to embark on a journey of achievements on the basis of our own talent, resources and strength. He added the call of '*Sabka Prayas*' to the mantra of '*Sabka Saath, Sabka Vikas, Sabka Vishwas*', invoking the people to make their contribution in the journey of building an '*Aatmnirbhar Bharat*' on the completion of hundred years of independence. The Prime Minister clearly laid down the path of '*Amrit Kaal*' setting the goal of ascending new heights of prosperity, equipping the nation with modern infrastructure while bridging the rural-urban divide and reducing the unnecessary interference of government in the lives of people to the minimum. The rise of New India can undoubtedly be ensured with the participation of everyone and dedication and commitment of every Indian.

As we know that almost all the decisions of Modi government have long-term visions but some main decisions in the context of long-term implications for economy, infrastructure, governance and ecosystem are as follows:

PM Gati Shakti Yojana

Prime Minister Shri Narendra Modi unveiled the "PM **Gati Shakti**-National Master Plan for Multi-Modal Connectivity" on



October 13, 2021. The entire economy will be transformed, with special emphasis placed on the Pradhan Mantri *Gati Shakti* Yojana's seven engines: roads, railways, airports, ports, public transportation, waterways, and supporting infrastructure. This will allow for the best possible use of the country's resources. This will give infrastructure planning, implementation, and monitoring a new direction. It will also monitor the projects' time and cost escalation. For this, a portal of 16 ministries has been brought together.

The PLI Scheme for 14 Major Industries

The Modi government launched the Production Linked Incentive (PLI) scheme on November 11, 2020. The primary goals of this scheme are to promote domestic manufacturing and to make the country self-sufficient. PLI schemes have so far been announced by the central government for 14 industries, including automobiles and auto components, electronics and IT hardware, telecommunications, pharmaceuticals, solar modules, metals and mining, textiles and apparel, drones, and advanced chemical cell batteries. This scheme has attracted a massive investment of Rs 2.34 lakh crore in 14 sectors until April 21, 2022.

Self-reliance in Defence Production

The Central Government's major policy initiative is to achieve self-reliance in the field of defence production. In 2020-21, 87 percent of the products approved for armed forces modernization were 2

'Make in India.' Similarly, 98 percent of equipment-related contracts in 2020-21 were prioritised for 'Make in India.'

In the case of PSUs, the Department of Defence Production notified two positive indigenization lists in December 2021 and March 2022. The first list contains 2,851 items, 2,500 of which



are already indigenous and 351 of which are being indigenized. The second report identified 107 major line replacement units or subsystems for indigenization.

Digital Skill Eco-system

The Union Budget 2022-23 focuses on developing a digital skill eco-system, skill development based on industry demand, and improving industry linkages. The One Classroom, One Channel, and Digital University initiatives will expand access to high-quality higher education, which will be especially beneficial in rural/remote/tribal areas. This university can close the previously identified gaps in areas such as faculty development, SEDG enrollment, employability enhancement skills, quality instructional materials in regional languages, formal and non-formal (recognition of prior learning) teaching, and so on.

Promoting the Start up Ecosystem

After the United States and China, India now has the world's third-largest start-up ecosystem. The number of newly recognised start-ups increased from 735 in 2016-17 to over 69 thousand in 2021-22, with 100+ Indian start-ups achieving unicorn status in 2021. So far, 332.7 billion dollars have been invested under this programme.

Digital Health Mission of Ayushman Bharat

Prime Minister Shri Narendra Modi announced the National Digital Health Mission in his Independence Day address on August 15, 2020. The "National Digital Health Mission" will significantly advance digital health technology. This allows the country's healthcare infrastructure and human resources to be used more effectively. The *Ayushman Bharat* Digital Health



Mission facilitates communication between the consumer and the healthcare provider. This will make both receiving and providing treatment in the country much easier.

Digital India Mission

Digital India Mission was launched by the Prime Minister Shri Narendra Modi on July 1, 2015. 'Digital India' mission has contributed immensely in transforming the lives of people, creating a digital economy and creating strategic benefits for the country. Significantly, India has made its place in the digital sector of the world and now India is one of the largest mobile manufacturing countries in the world.

Green Hydrogen

In February 2022, the Union Power Ministry announced the Green Hydrogen Policy. The policy has set a target of producing 5 million tonnes of green hydrogen per year by 2030, which is 80 percent more than the country's current hydrogen demand. This is a watershed moment in India's energy transition, as India has become the 18th country to issue a comprehensive Green Hydrogen Policy. Ammonia and hydrogen are being promoted as potential replacement fuels for fossil fuels.

Promotion of hybrid and electric vehicles in the country

To promote hybrid and electric vehicles in the country, the government launched the "Faster Adoption and Manufacturing of Electric and Hybrid Vehicles in India (FAME India) in 2015 on a pan-India basis. At present, the second phase of the FAME India Scheme is being implemented for a period of five years as of April 1, 2019, with a total budgetary support of Rs. 10,000 crores. As of February 11, 2022, there are 966,363 electric



vehicles on the roads across the country.

Launch of vehicle junk policy

On August 13, 2021, Prime Minister Shri Narendra Modi announced the National Vehicle Scrap Policy. This policy will give the vehicle sector and transportation facilities in New India a new identity. This policy will play a significant role in modernizing the country's vehicle fleet. This will aid in the scientific removal of unsuitable vehicles from the roads.

Chemical Free Natural Farming: Creation of a Green Corridor

The Modi government has stated its commitment to natural, chemical-free, organic, and zero-budget natural farming. Chemical-free natural farming will be promoted throughout the country, with a five-kilometer-wide green corridor being built on the banks of the Ganga in the first phase. The emphasis will be on encouraging chemical-free organic farming on the land of farmers in this corridor.

Rashtriya Krishi Vikas Yojana has been allocated Rs 10,433 crore 4.2 times (over the previous year) in the budget for 2022-23, with funds earmarked for on-the-ground implementation of chemical-free farming.

Launch of 'Agriculture Infrastructure Fund'

On August 9, 2020, Prime Minister Shri Narendra Modi launched the 'Agriculture Infrastructure Fund,' a one lakh crore rupee financing facility. The Agricultural Infrastructure Fund will assist in the development of "post-harvest crop management infrastructure" and "community agriculture assets" such as cold storage, collection centers, and processing units.



New Education Policy, 2020

The Union Cabinet chaired by Prime Minister Shri Narendra Modi has approved the National Policy on Education 2020 on 29 July, paving the way for massive transformational reforms in both the school and higher education sectors. This is the first education policy of the 21st century and will replace the 34-year-old National Policy on Education, 1986. It has set a target of universalisation of education from pre-school to secondary level with a 100% Gross Enrolment Ratio in school education by 2030.

Yoga & Healthy Lifestyle

Yoga, India's gift to humanity is now revered worldwide. The initiative of Prime Minister Shri Narendra Modi resulted in the declaration of 21 June as 'International Yoga Day,' with the support of 177 countries in the United Nations. The importance of 'Yoga' in the era of the Covid-19 epidemic was recognized and adopted by the entire world.

Abolition of 1,450 irrelevant old laws

Under the leadership of Prime Minister Shri Narendra Modi, 1,450 out of 1,800 irrelevant old laws have been abolished so far. It aims to make life easier for the people.

DBT (Direct Benefit Transfer Scheme)

The objective of DBT is to bring transparency to the funds remitted by the Central Government and eliminate theft of funds. Through DBT, the benefits or subsidies are transferred directly to the citizens below the poverty line. In the last eight years, more than 22 lakh crore rupees have been directly transferred to the accounts of the countrymen through DBT.



The central government implemented the Drone Rules, 2021

The Union Civil Aviation Ministry implemented the liberalized Drone Rules 2021 on 26 August 2021. Drones, due to their accessibility, brilliance, and ease of use, can significantly contribute to employment and economic development, especially in remote and inaccessible areas of India. Given its traditional strengths in innovation, information technology, economic engineering, and widespread domestic demand, India has the potential to become a global drone hub by 2030.

Namami Gange Campaign

In 2014, the Central Government launched an Integrated Ganga Rejuvenation Mission named 'Namami Gange' to end the pollution of the river Ganga and revive the river. The scheme is being implemented by the Union Ministry of Water Resources, River Development, and Ganga Rejuvenation. So far, 313 projects worth Rs 25,000 crore have been approved by the World Bank under the mission. Fish Diversity has increased to 36%.

Prime Minister's North Eastern Region Development Initiative

Prime Minister Shri Narendra Modi has given a lot of priority to the development of the North-East region. Due to this, a new phase of peace and prosperity has started in the North East. Extensive efforts are being made toward improving rail, road, air, water, and telecommunication connectivity in the North East region to enable economic growth and increase in trade and investment opportunities. According to a statement issued by the Union Ministry of Development of the North Eastern Region on 16 March, 2022, the total gross budgetary support



of 54 Central Ministries in the North Eastern Region has increased by about 110 percent from Rs 36,108 crore in 2014 to Rs 76,040 crore in FY 2022-23.

One Nation, One Tax (GST Reform)

'GST' is the most fundamental historical reform of Indian taxation. This reform was implemented on 1 July, 2017. It includes 17 local Charges/ Taxes.

Insolvency and Bankruptcy Code

The Central Government enacted the Insolvency and Bankruptcy Code to solve the huge problem of banks' bad loans. This is a significant improvement. This code has improved the financial condition of the banks.

Electricity reached every village

Electricity has reached every village. This is a historic achievement. Prime Minister Shri Narendra Modi, on 15 August 2015, took a pledge from the ramparts of the Red Fort to electrify 18,452 villages in the dark within 1,000 days. This resolution was fulfilled on 28 April 2018, i.e., 12 days before the deadline.

NITI Aayog

The National Institution for Transforming India, also known as NITI Aayog, was constituted on 1 January 2015 through a resolution of the Union Cabinet. NITI Aayog is the premier policy 'think tank' of the Government of India, providing directional and policy inputs. Keeping in mind its reform agenda, the Government of India constituted NITI Aayog to replace the Planning Commission established in 1950.



Leading the world on climate change (COP-26)

India is leading the world on a global crisis like climate change. At the COP-26 Summit in Glasgow on 1 November 2021, Prime Minister Shri Narendra Modi assured the world that India will reach 500 GW of non-fossil energy capacity by 2030 and India will achieve Net Zero by the year 2070.

It is noteworthy that today India is number four in the world in installed renewable energy capacity. India's non-fossil Fuel Energy has grown by more than 25% in the last seven years, and now it has reached 40% of India's energy mix.

International Solar Alliance

The International Solar Alliance is an Indian initiative launched by Prime Minister Shri Narendra Modi and the then President of France, Mr. François Hollande, at the Conference of the Parties to the UNFCCC (COP-21) in Paris on 30 November 2015 with 121 solar resource-rich nations, which are wholly or partially situated between the Tropic of Cancer and Capricorn. Currently, it has a total of 101 member countries, and its headquarters is located in India.

RERA (Real Estate Regulation and Development Act

The full form of RERA is Real Estate Regulation and Development Act (RERA). The act passed in 2016 was designed to protect home buyers' interests and promote suitable real estate investments. Today lakhs of middle-class people are getting the benefit of RERA.



India on its way to becoming a space superpower

India is poised to become a space superpower with the successful launch of Lunar Mission-2. Chandrayaan-2 was successfully placed in lunar orbit, Cartosat-3 and 13 commercial satellites were successfully launched by India, and many more such achievements. The Modi government is taking many steps in this direction by encouraging the intellect of Indian scientists.

Today, India has emerged as a confident nation which can take historic decisions like abrogation of Article 370, introduction of GST, enactment of CAA & Triple Talaq law, OROP for defence personnel, building of Shri Ram Temple, Surgical Strike and Air Strike and many more such determined actions. At the same time, under the dynamic and charismatic leadership of Prime Minister Shri Narendra Modi India is gifted with 'Can Do' generation capable of scripting an incredible saga of achievements and accomplishments. There is no doubt that 'Amrit Kaal' will take the nation to unimaginable heights.

**Vande Mataram!
Bharat Mata Ki Jai!!**



7. MODI GOVERNMENT'S ECONOMIC WELFARE SCHEMES FOR THE UNDERPRIVILEGED

In 2014, the people of the country entrusted the mandate to the Bharatiya Janata Party with full majority under the leadership of Shri Narendra Modi. On 16 May 2014, the results of the Lok Sabha was declared, on the same day the Hon'ble Prime Minister addressed a public meeting in Vadodara, in the same meeting, the Prime Minister had, objectively, made it clear that now the poor would get better opportunities.

Consequently, when 282 BJP MPs elected Honorable Narendra Modi as their leader on 20 May 2014, in the Central Hall of Parliament, he gave a very passionate speech and many people got emotional during that speech, that emotional speech of Modi ji itself expresses the pain towards the poor, he himself has suffered poverty, has seen his mother working in the homes of others, so he feels the pain, sufferings of poverty closely, that is why he made it clear that the new government will be dedicated to welfare of the poor.

Reforms in Planning - Niti Ayog

Hon'ble Shri Narendra Modi took oath as Prime Minister on 26.05.2014. Thereafter, hon'ble Prime Minister, exposing his strategy, declared the Government dedicated to welfare of the poor. Expressing his intention, the Prime Minister decided to form NITI Aayog abolishing the Planning Commission, which used to make different plans functioning in parts for years, which shall work on the basis of all-inclusive development. Expert groups were formed in NITI Aayog to formulate policies for the



welfare of the poor. We all have realized that the positive and effective results of the policies made after coming Modi government in power. We all are observing in present.

The chief concern of Honorable Narendra Modi ji is the poor and welfare of the poor. Its ideological background has been formed from the Antyodaya notion and the philosophy of "*Ekatmmanav Darsan*", of Pt. Deendayal Upadhyay which pronounces that only the development of the person standing on the last ladder of society will lead to complete development. Apart from this, we also get a glimpse of Dr. Ram Manohar Lohia's philosophy of social justice. Mahatma Gandhi's concept of '*Gram Swaraj*' also inspires and leads for the welfare of the poor.

Pradhan Mantri Awas Yojana

First of all let's talk about the Pradhan Mantri Awas Yojana. Till the day, about 3 crore poor families have been allotted concrete houses under the Pradhan Mantri Awas Yojana. It doesn't mean that earlier the central government didn't provide housing scheme. Before this government, there was a housing scheme namely Indira Awas Yojana, but neither the government was aware of its implementation nor the officials on the ground. Financial assistance was provided for hardly one or two houses in a gram panchayat. There was widespread corruption in this scheme as well. People did not even go to collect their third installment. I would like to describe one incident here. Once the Prime Minister asked in a meeting with the officials that what the suggestion is regarding those who did not take the third installment, in return, someone also suggested that FIR should be lodged against those who did not take the third installment. Hon'ble Prime Minister said that FIR would not be registered against any of the poor under any circumstances. This exemplifies his kindness towards the poor. Honorable Prime Minister instructed that we should identify the reasons



for which people do not come to take the third installment.

Hon'ble Prime Minister, instantaneously directed NITI Aayog to make a plan so that both speed and scale may increase. The result is before all of us. Pradhan Mantri Awas Yojana has been launched, where earlier one or two houses were built in the gram panchayat, now this figure is touching from 200-250 to 600 houses. Earlier, where assistance of Rs 40,000 was provided, the same assistance is now provided from 1.5 lakh to 2.5 lakh. The money directly reaches the beneficiary's account through DBT. This has put a full stop to any possibility of corruption. Now we all have realized a more effective and transparent plan.

Enhancing the Idea of Liberty and Equality

In fact, our constitution makers put forth aim of liberty, equality and fraternity. The thinking of the constitution makers was to keep the liberty of the individual intact, to remove inequality and brotherhood has to be flourished continuously. Imagine that a poor person has a mud house and another capable person has a concrete house, this is an indicator of inequality, and it also creates inferiority complex in the mind of the poor person. Hon'ble Prime Minister Modi ji is working to remove inequality by providing concrete houses to the poor through Pradhan Mantri Awas Yojana, and is working to convert their inferiority complex into self-respect.

Ujjwala Yojna

Similarly, Ujjwala scheme was introduce, the objective of this scheme is not to provide only gas cylinders, basically it is a matter related to women's respect. It is the issue of freedom of women from smoke and the serious diseases and problems caused by it i.e. it is a matter of their better health. It is a matter



of women empowerment. It is a matter of bringing equality. At its core there is welfare of the economically poor.

Where in 60 years before 2014, only 55% households had access to LPG, in the last 8 years since 2014, the Modi government has made a successful effort to provide LPG to 100% households. Today women of every household cook food with self-esteem and respect. The central government had given free LPG connections to give freedom from smoke to more than 9 crore mothers and sisters.

Construction of Toilets

Honorable Modi ji is the first Prime Minister who talks about constructing toilets from the ramparts of the Red Fort. The Prime Minister sets a target of constructing 10 crore toilets from the Red Fort., this goal was criticized by the opposition, it was joked and it was described as an impractical target. Here it is worth mentioning again that toilets were constructed during previous government under the Nirmal Gaon Yojana which was subject to implementation failure and rampant corruption. It is the result of hon'ble Modi ji's strong will power and the successful implementation that today more than the target stipulated, more than 11 crore toilets are ready. This scheme is also basically a scheme related to self-respect, especially women's self-esteem and their dignity, keeping the welfare of the poor at the center. Earlier, there was an inferiority complex in the absence of toilets; there was inconvenience when the guests arrived.

Modi is the name of making the impossible possible, the reason behind this spirit is reality of undergone sufferings, which gives him the power to work for the poor. That's why, concern of poor welfare acts as a driving force in each of his plans mainly.

Garib Kalyan Anna Yojana

We can take the example of Garib Kalyan Anna Yojana,



distributing free ration to 80 crore poor during entire time period of Corona tragedy so that no one may suffer hunger due to lack of food.

Ayushman Bharat

Under Ayushman Bharat Scheme free medical treatment up to 5 lakhs has been provided for the poor. Today more than 3 crore poor people are getting their good treatment through Ayushman card.

PM Kisan Samman Nidhi

Under PM Kisan Samman Nidhi, financial support is being provided in the accounts of small farmers through DBT. Under this scheme, the Prime Minister had directly transferred to the accounts of farmers, the 11th installment of more than Rs.21 thousand crores to more than 10 crore farmers in the function organized at Shimla on 31st May, 2022.

Jan Dhan Yojna

Similarly, the path of financial inclusion of the poor was facilitated through Jan-Dhan accounts. 45 crore and 21 lakh accounts were opened through Jan Dhan Yojna, this is how, the benefits are directly being availed in the accounts of the poor through DBT today.

Pradhan Mantri Crop Insurance Scheme

We can illustrate an example of Pradhan Mantri Crop Insurance Scheme. Earlier such a scheme was based on weather, which depended on survey by machines; therefore, it benefits everyone except the farmers due to widespread corruption. Hon'ble Prime Minister has decided that farmers who have insurance, whether KCC holder and non-KCC holder



will also get benefit of this scheme if it causes 33% damage and today money is sent directly to farmers' account - it proves that there is Modi, there is possibility.

No Pilferage

Former Prime Minister of India Rajiv Gandhi used to say that Central Government sent Rs 100, but the beneficiary received only Rs 15, but now the time has changed, Modi ji says with vision self respectfully that today the entire 100 rupees reaches the poor through transparent and strict system and technology. Modi government has taken strong steps to eradicate corruption.

Saubhagya scheme

Under the Saubhagya scheme, Modi government is making efforts of supplying electricity to every household. It reflects the policy of integrated approach and holistic development of the Modi government. Lack of electricity was also a major cause of inequality and inferiority complex. Modi ji is working to reduce inequality and inferiority complex by providing electricity to every household. Through the survey, 18,000 such villages were identified, where electricity was not yet accessible, that is why there was a problem in the marriage relationship of young men and women. Today the sense of self-respect is flourishing because of the arrival of electricity. Children are being educated properly, they are becoming capable through reading and writing. There is a positive improvement in the quality of life.

Pandit Deendayal Upadhyaya Gram Jyoti Yojana

Today through the Central Government Scheme "Pandit Deendayal Upadhyaya Gram Jyoti Yojana", the Modi government is working to provide electricity to small villages



and habitations. Earlier also there was Rajiv Gandhi Gram Vidyutikaran Yojana, under which 1 or 2 pillars were erected somewhere. Honorable Prime Minister named it as 'Pt. Deen Dayal Upadhyay Gram Jyoti Yojana' and instructed to increase the speed and scale of work. We have seen the result that even small villaged habitations are getting illuminated with electric light today. The thought behind the naming of this scheme was that Pt. Deen Dayal Upadhyay had realized the lack of electricity and the trouble and hardness caused by it, Modi himself also felt the same in his lifetime; Whereas Rajiv Gandhi had not felt the pain of no electricity. Hence this scheme was named Pt. Deen Dayal Upadhyay Gram Jyoti Yojana. Today this scheme is helpful to realize the thinking of Antyodaya (uplifting of the last) Deen Dayal ji.

Swanidhi Scheme

Under Swanidhi Scheme, Financial assistance of up to 10,000, then 20,000 and now up to 50,000 thousand is being provided to the poor people engaged in handcarts, street vendors through loan without any guarantee. Earlier, if a vegetable seller did not have money yet he used to pick vegetables from the market, then he had to pay interest. Now-a-days, the poor person is running his business with self-respect by getting benefit through the Swanidhi Scheme.

Jan Aushadhi Kendra

Similarly, through the establishment of Jan Aushadhi Kendra, quality medicines at affordable and reasonable prices are being availed to the poor people.

Pradhan Mantri Swamitva Yojana

Lease is being granted to the poor people by conducting a survey of the land used by them through drone under the Pradhan



Mantri Swamitva Yojana. Earlier the poor person used to get in trouble when he got the notice. His troubles mounted further due to prevailed corruption. Now they are being empowered granting a lease deed, their self-esteem is increasing.

Hon'ble Prime Minister always says that the citizens of the country should be excellent, capable and skilled. He believes that health plays a major role in this. Only healthy citizens can be the best citizens. Therefore, under the National Nutrition Campaign, arrangements for the nutrition of poor children too are being made.

Janani Suraksha Yojna and Matra Vandana Yojana

Financial assistance is being provided under Janani Suraksha Yojna and, Matra Vandana Yojana additionally. Under Matra Vandana Yojana, financial assistance of Rs 5,000 is provided in three installments through DBT for nutrition for mother and child as soon as the woman becomes pregnant, so that the mother and the upcoming child may remain healthy from the time of birth and become a ideal citizen. The name Matrivanandana also is a name in itself underlining the importance of mother according to Indian culture, it justifies great personality our Prime Minister.

Jal Jeevan Mission

Under the Jal Jeevan Mission, the Central Government under the leadership of Hon'ble Prime Minister Modi is eradicating inequality by making herculean efforts of providing water through tap to every household and providing clean drinking water to all.

Vaccination of every person may be ensured to deal with the tragedy of Covid-19, no person be deprived of vaccination in the lack of money due to poverty, so Honorable Prime Minister



has made arrangements to ensure free vaccination for all.

PM Cares for Children

Hon'ble Prime Minister has launched a new scheme 'PM Cares for Children' on 30th May, 2022 for the welfare of children who have lost their parents to Covid-19. Under this scheme, their parents- The entire responsibility of the children who have lost their parents due to the infection of Covid-19 will be borne by the government. It justifies the humanitarian aspect of our noble Prime Minister Shri Narendra Modi and his compassion for the children. Under this scheme, children below 18 years and above 18 years of age will be provided assistance of Rs.10 lakh, scholarship of Rs.4,000 per month and Ayushman card of Rs.5 lakh and other assistance and facilities till the age of 23 years. When the letter of the Prime Minister was being handed over to those children on January 30, the moment was very emotional, the children and their relatives were with tears in their eyes that was signifying their affection for the Prime Minister.

Direct Benefit Transfer (DBT)

The Prime Minister has ensured a path for the welfare of the poor by curbing corruption and fraud. By linking poor welfare schemes with Aadhaar and direct money transfer through DBT, more than 9 crore names of fake people have been deducted, who were taking benefits of government schemes even though they were not eligible. The government has got a saving of Rs 225 lakh crore, which is being utilized for the welfare of the poor.

By curbing corruption and fraud, the Prime Minister has ensured that there is a path for the welfare of the poor. By linking poor schemes with Aadhaar and direct money transfer through DBT, names of more than 9 crore such fake people have been deducted, who were taking benefits of government schemes



even though they were not eligible. The government has got a savings of Rs 225 lakh crore, which is being used for the welfare of the poor.

We have several things to be glad with such visionary leadership, one of them is exiting that Hon'ble Narendra Modi ji is the first Prime Minister who bear in mind the welfare of poor in foreign policy also. When I was discharging the responsibility of election in-charge in Puducherry elections, one day some fishermen accidentally went to the Sri Lankan region in the sea and so they were arrested. Hence it was election time; there was pressure of local leaders and workers to rescue them. Prime Minister was on a visit to Bangladesh at that time. when I brought this matter to his notice, he talked to the President of Sri Lanka from there and all the fishermen were released by Sri Lanka within a day. Earlier, if Indian fishermen used to go to Sri Lanka even by mistake, it took 6-6 months to rescue them. When those fishermen returned from foreign clutches, a large number of people were gathered at Karaikal to welcome them and all were full of gratitude towards Prime Minister Modi ji.

Under the leadership of Hon'ble Prime Minister, a new India which will be strong, self-reliant, strong, financially prosperous, has been gradually taking shape for the last 8 years. The India whose citizens will be the ideal, capable, talented; India where there will be no inequality; India which will lead the world; is taking shape. Now Modi ji is making successful efforts to realize the vision of Antyodaya of Pt. Deen Dayal Upadhyay and is accelerating India towards the developed India.

Here we have thrown only a glance on the schemes and plans framed and launched for the citizens of our mother land just to pave the way to build strong and invincible nation.

[From the talk delivered by Sh. Arjun Ram Meghwal, Union Minister State, Parliamentary Affairs and Culture Department on 2nd of June 2022]



8. MODI GOVERNMENT'S ACHIEVEMENTS IN AGRICULTURE SECTOR

When Narendra Modi became the Prime Minister, the total budget of agriculture was equal to a drop in the ocean. Till 2013, the total budget of agriculture had been 23000 crores, of which more than half was secured to the salaries of the officers or to small schemes or succumbed to corruption. You can understand that the budget of agriculture of the whole country was 23000 crores under the UPA government, but now the budget of agriculture has been increased to Rs 1 lakh 32 thousand crores, in which the ministry of Fisheries, Dairy and Cooperative has been separated. Earlier when all the four ministries were together, the all-inclusive budget was 23000 crores, but now the budget for only agriculture is 1 lakh 32 thousand crores. Half of that, about 65 thousand crore rupees is sent in the account of farmers through direct DBT in the form of **Kisan Samman Nidhi**. It clarifies that the concern of the Prime Minister is for the farmers and for the welfare of the farmer.

Kisan Credit Card

The scheme of Kisan Credit Card was introduced in the time of Atal Bihari Vajpayee ji, theretofore if any disaster stroke or the farmer was anyway harmed, then the farmer had to rely only on God or he was left with no support but sitting helpless in such situation. Prime Minister Atal Bihari Vajpayee ji performed the historic task of formulating a crop insurance scheme for the farmers. A person was insured, a car was insured, but the farmer had to depend on his destiny.

Earlier the Prime Minister had started KCC at the beginning,



but now Kisan Credit Card which I want to tell you that by during Corona period we increased the number of holders of KCC, KCC by running a campaign earlier it was seven lakh crore rupees. They had their budget through Kisan Credit Card, but today we are giving 16 lakh crore rupees to the farmer through KCC. At that time about 6 crore farmers were associated with KCC, but during this corona, we have increased 3 crore farmers and today 9 crore farmers are taking advantage of KCC.

Crop Insurance

The scheme of crop insurance for the first time had been started for the farmers; it could be possible only during the time of our hon'ble Prime Minister late shri Atal Bihari Bajpayee ji. After that, formulating schemes for the farmers began but for next 10 years, unfortunately the UPA government of Congress came in power again, during this period, neither any change was made in the scheme nor any new scheme was launched. And then respected Narendra Modi, the hon'ble Prime Minister of our country, came in power, the scheme of crop insurance was launched for the farmers.

Voice for the amendments in the scheme of crop insurance which was launched by Atal Bihari Bajpayee ji had been raised all around during the successor government of UPA, but no specified amendment could be made in the Scheme of crop insurance. Now at the time of Narendra Modi, a policy for crop insurance was prepared, in which damage up to 2 hectares was included i.e. if there is a loss of up to 2 hectares, it should be redressed, and earlier the claims were settled only if the loss touches 50 percent. This has been reduced to 33 percent loss; the farmer should be paid compensation for it.

Along with his commitment, today the farmers are getting their compensation in time.



Implementation of Swaminathan Report

I would also like to tell you that the topic of Swaminathan Report comes before us. When recommendation of Swaminathan Commission was submitted by Swaminathan in 2007, at that time he formed a committee consisting of 11 ministries for one year. At that time there was the UPA government and the UPA government had agreed to 202 out of 217 recommendations of Swaminathan, but we have approved 217 recommendations and the government is working on them with full willpower. Out of what Swaminathan ji had said in the Swaminathan report, the 15 recommendations which were not accepted, included the recommendation relating to procurement at rate of one and a half times the cost of MSP. When Narendra Modi's government came in power, recommendation relating to procurement at rate of one and a half time of the MSP was implemented and it is being implemented on the ground today. According to Swaminathan's report, the name of the ministry was to be named "Agriculture and Farmers Welfare" that too was rejected by the UPA government but we also renamed the ministry as the Ministry of Farmers Welfare. This makes clear that we have done the work of implementing the recommendations which were in the Swaminathan report.

Farmer Producer Organisation(s) - FPO

We want development of the farmers, therefore we have made a plan also, so that small farmers may be organized and they may be connected with the market, for this target of making 10 thousand FPOs has been set. Today, about 5000 Farmer Producer Organizations have been formed in our country and for the target of 10 thousand, we are making FPO through CBBO. With the help of these FPOs, small farmers will be able to reduce their cost and will be able to sell their crops at a good



price in the market. 10 thousand FPOs which are being formed, Rs 15 lakh as equity grant is being given by the Government of India to support them, and the Government of India will also spend Rs 18 lakh to support them like office rent, telephone bill, light, salary of one person and registration fee Rs 40 thousand. CBBO has been formed to guide them for 5 years, to whom a provision of giving 25 lakh rupees has been made in our government. FPOs are being formed and farmers are being given money in Kisan Samman Nidhi. I am happy to inform that on the 31st May 2022, the Prime Minister has released the 11th installment of Kisan Samman Nidhi, due to which 2 lakh 1 thousand crore rupees have directly reached in the accounts of our 11.5 crore farmers. Along with this, I also wish to tell you that the crisis of Corona also came where the whole country was under locked down, at that time the farmer's crop was in the field, it should not be wasted, therefore the laborers were given exemption for this. Farmer may obtain high production of the crop, therefore more and more Kharif centers were opened. Discounts continued to be given to the then shops of pesticides, tractors or parts thereof. To help the farmers, a helpline was also setup, the farmer's vehicle was allowed to move and the growth in production of crops increased more than expected at that time. I am happy to inform that when Corona came, even then the production of crops had increased and continuous growth is also going on.

e-NAM Mandi

I want to tell that under the leadership of the Prime Minister, schemes were started continuously in the interest of the farmers, when there was a need for marketing; the e-NAM Mandi scheme was started that how the farmers could sell their produce from home or from their market to another market, E-NAM Mandi platform has been prepared. through e-NAM Mandi, as before the time of corona 625 mandis inside the country were connected



to e-nam mandi but connecting more mandis during corona, today 1000 mandi are directly connected with each other. And I am happy to inform that there are the FPOs across the country, those FPOs are also being linked with e-NAM Mandi. If the farmer's FPO is inside the village, then he can sell his crop directly from the village to any corner of the country from the same FPO center. E-NAM Mandi have also been linked with FPOs, which will bring changes the lives of farmers and production is increasing continuously.

Soil Health

I am happy to inform that when respected Narendra Modi ji became the Prime Minister, the first step he took was to worry about the health of the farmers, to worry about the health of the soil. The Earth is our Mother, it is being made barren or what are the nutrients it has, which are not? For this also, I want to tell you that the Soil Health Card scheme was introduced, which was launched by the Prime Minister in 2016 from the land of Churu, Rajasthan at that time and today soil health cards have been made in the whole country, which have been distributed to the farmers. lab has also been set up along with it, not only the cards have been given, but also labs for soil health cards are also being set up all over the country.

Agriculture Infrastructure Fund

Along with this, provision of Agriculture Infrastructure Fund was made available for the farmers, the farmer can set up his crop sorting, breeding unit under the Agriculture Infrastructure Fund, and can also set up poly house, greenhouse. Thus, if a farmer wants to build a cold storage or warehouse, then agriculture infrastructure fund of Rs 1 lakh crore has been provided and not only for agriculture but also for apiculture, a provision of Rs 23100 crore has been made. Agriculture infrastructure fund of 20 thousand crores was also provided for



the fishery and a budget provision of 15 thousand crores was made for animal husbandry and also a provision of 13433 crores was made available for treatment of the diseases of the animal so that the animal would also be safe, they may not suffer any disease. In this point of view, to send and declare the Agriculture Infrastructure Fund to the farmer in the time of crisis of Corona, I think, this plan has been made to change the life of the farmers for secure future.

For the farmers, I want to tell that if any farmer or FPO wants to set up his Sorting, Breeding or Poly House, Green House or Cold Storage, Warehouse under the Agriculture Infrastructure Fund, then there is provision that the Government of India will give Rs. 2 crores. My young fellow, anyone can establish it, and under these Rs. 2 crores, the important thing is that there is a rebate of 3 percent interest in it and without depositing any letter, without mortgaging any kind of land paper, Bank of Government of India has been compelled and under this project, the Government of India has entered into an MOU with all the agricultural bankers in the country and it that MOU provides that the farmer does not need to visit the bank. Farmer shall submit their project online and they will get his money without going to the bank. A processing unit for FPO can also be set up under this, along with this, an order is also going to be issued in which Rs. 2 crore is going to be replaced to Rs 5 crore, then FPO will also get support from Agriculture Infrastructure Fund up to Rs 5 crore and for bank guarantee of farmers, the Government of India is liable. Thus, the bank can't refuse in any way and it is monitored by the ministry at every 15 days. Due to this monitoring, projects are being sanctioned now a day.

Hi-Tech Agriculture Policy

How to make agriculture hi-tech? How to connect with the new technology? Therefore, drone technology has been



introduced in the country first time. Now the farmer of our country can spray manure through drones. This will also save his time and many times the farmer used to fall ill due to pesticide or his body was affected due to this, he will also get rid of it and will be able to spray within less time. For this purpose we have linked the state governments with 100% subsidy. If there is any central institute of the center or there is any agricultural science, there is 100 percent subsidy for training, and if a person takes it in individual capacity than 40 percent subsidy shall be provided and if women or SC-ST take it then there is a subsidy of 50 percent. Earlier there was no freedom in this country to spray with drones now India has become independent celebrating the nectar festival of independence, abroad we used to see that the spraying with drone but we didn't have it here. For the first time, when we had a locust attack, passing through the border of Rajasthan, Punjab and Gujarat, when the locust group was moving forward inside the whole country, then at that time the Prime Minister gave a special exemption that we use drones. And for the first time drones were used to eliminate locusts. Now the farmer can use drone technology at his place like abroad and now the farmer will be connected with the new technology in the coming time, the possibilities of farming like hydroponics, aeroponics, are open for the farmers and the farmer can use such hi-tech farming. Joining too. How to increase farmer's income? For this, the government is moving towards hi-tech farming and production is also increasing.

Kisan Rail

I also have to tell that the facility has also been made for the farmers. Particularly the farmers of North East or some farmers, of Maharashtra, who produce onion in Nashik or some such places where kinnow is produced a lot or Different crops where more is produced. Kisan Rail has been started for them so, that the farmer's production is reached safely the entire train is cold



for the farmer's produce to reach him. The goods that the farmer puts, the same way it reaches that destination. Till date 1640 Kisan Rails have been run and through Kisan Rail there was a logistic problem and the farmer always had to worry about the way the trucks used to get more fare to reach the market. Because of this, the farmers have definitely got freedom from running Kisan Rail.

DAP - Neem Coated Urea

The way black marketing of urea, DAP was in practice and we all knew how there was crowding, how much corruption there was. Neem Coated Urea has also been started and work is also being done to provide subsidy under Neem Coated Urea. DAP bags are being given within Rs 1200, whereas the DAP that we buy internationally is around Rs 4000. In the UPA government, there were long ques for urea and DAP, there used to be uproar and lathi-charge also, but you must have seen that now no lathi-charge would have been heard. If it is a matter of subsidy, then the burden on the farmer should not be allowed.

Promotion of New Technology

We have promoted new technology and mechanization, be it rotavator or whatever we have, whatever our threshers or cultivators are, we have given them to the farmers in UP, Delhi, Punjab, Haryana etc., free of cost or even at very low prices. We have done the work of giving, so that we get freedom from the terrible problem of stubble.

Krishi Sinchai Yojana

Under the leadership of Prime Minister, the budget of Krishi Sinchai Yojana has also been increased. The budget of Krishi Sinchai Yojana has just doubled. The budget for agriculture



under the UPA government was 5100 crores, but now this budget has increased to Rs 10,250 crores for agricultural irrigation.

Kisan Maandhan Yojana

Along with this, Pradhan Mantri Kisan Maandhan Yojana has been started under this scheme a pension scheme for the farmer, when the farmer becomes more than sixty years old, then at that time the farmer will become get 3 thousand rupees per month as a pension has been started. About 30 lakh farmers have been connected from this scheme those farmers will definitely get the benefit of this scheme.

I also want to tell you that the way all these schemes have been implemented by the Prime Minister today and these schemes have changed lives of farmers; I would like to give you an example about it that what is its effect on the life of the farmer? I would also like to tell you that whatever the Prime Minister said, he implemented it.

If you want to see, then I want to tell about my own area (Rajasthan). In my area, when Prime Minister was the Chief Minister of Gujarat, came here AND Lok Sabha elections were going on. At that time he told the public that everyone knows that my Lok Sabha constituency Barmer-Jaisalmer is a desert area and we did not even expect, or even think about any kind of farming of fruits but at that time Prime Minister I had told the forum that fruit trees will be planted here and fruit farming will be done here, this is my promise to you, but at that time leave the public even if did not believe, because before this many MPs had come, they had also said that they would cultivate grapes here, but never saw grapes, neither apple nor any other fruit. But after becomes the Prime Minister he fulfilled his promise which he made and today the funds started to reach there under the agricultural irrigation scheme and the farmers got the benefit results t world's best date palm is grown inside that desert, which costs the farmer Rs 2,000 per kg. and



pomegranate is also being grown there, which has become a hub in India today. Figs started growing inside that area and, mushroom cultivation will also start there in future, so if we talk about mushroom cultivation and talk about it, it seems whether it is possible, but the Prime Minister has asked the farmers to make a plan for it and it reached the ground, only then all this is possible.

MSP Purchase

In the coming days, I would like to tell you that the talks of G.D.P. for farmers which was and what was talked about in the UPA government, I want to tell you the figures made at that time and talks in UPA government were took place about the production of food grains in India used to be 246 million tonnes and now the production of last year is 308 million tonnes. In pulses also, the UPA government used to have 17.5 million tonnes, in its present time it is 25.72 million tonnes, but if we talk about e-nam market, there was no such plan in the UPA government, but now 1000 e-nam Market has been established. At the same time, in the food grains as we have discussed above we procured above MSP, we have mentioned to do one and a half times the MSP cost and the purchase done on MSP till 2010-2013-14 in the UPA government was 3168 lakh metric tonnes and in our time. So on a percentage basis, it was 154 percent more. In crop insurance, we have taken a premium of about 24 thousand crore rupees, but the farmers were given a claim of 1 lakh 21 thousand crore rupees, but it was negligible during the time of Congress.

If we talk about machines, then 10 lakh 47 thousand machines have been distributed and 33 lakh 51 thousand machines have been distributed in our time. Talking about the subsidy, the subsidy was Rs 41 thousand crore during the time of UPA and is around Rs 65 thousand crore in its time.



Healthy Farmer - Healthy People

The way fertilizers and urea are being used indiscriminately in the country and all of us know what happened in the time of Congress, but Hon'ble Prime Minister has made the country's agriculture and the common people of the country healthy. He took a pledge that common citizens should get healthy food, food grains due to which they can stay healthy, for this they also promoted natural farming and to promote natural farming, they should give 12 thousand rupees to the people who are doing such natural farming. Provision has been made by the Government of India and this time a separate provision has been made in the budget also. In order to reduce the cost, natural farming is being promoted, for that land-based farming should be done, which will reduce the cost.

During my stay in Himachal, I had the opportunity to meet natural farming farmers, who told me that within each hectare, there has been a cost saving of Rs. ICAR has also brought out many varieties for improved varieties of seeds. The variety that came during UPA's time were 1115 in five years, but we have invented 1956 variety, in which 68 new organic varieties have also been dedicated to the country.

[From the talk delivered by Sh. Kailash Chaudhary, Union Minister of State, Agriculture and Farmers Welfare on 3rd June 2022]



9. OUR FOREIGN POLICY AND ACHIEVEMENTS

In 2014 PM Modi suggested that our foreign policy be upgraded; for which he gave the following directions;

- How to change the world view towards India.
- To focus on Projecting India's talent/capacity & capabilities to the world
- New alliances be formed on equal terms
- Taking a centre stage in shaping global agenda (climate change, black money)
- Foreign policy be focused on country's development
- Foreign policy be People centric
- Opportunities be facilitated for India's talent at global workplace
- More attention to Indian Diaspora so that it acts as a bridge between India and world
- Our views on the policies should take into consideration our culture and civilization

Changed Global Outlook

In the last eight years;

- PM's leadership has been recognised by the world. It changed how world views India.
- PM spent significant time travelling to foreign lands and networking. He tried to cover maximum countries in minimum time.



- Right from the swearing-in ceremony in 2014, the agenda was laid out and the PM proactively invited SAARC countries heads for swearing in; a unique initiative in history of India. This in itself spelt our intention to build and strengthen relations.
- Neighbourhood first has now become one of the main pillars of our Foreign Policy.
- When Prime Minister visited US in Sept 2014, it itself highlighted the new and fresh approach of India. "Madison Square Garden" interaction with the diaspora becomes a new dimension of international diplomacy. Never before any foreign head of country has addressed such a massive gathering on a foreign land.
- The power of Indian culture was showcased positively and was brought to the forefront. International Day of Yoga is an example of this. By a unanimous resolution, UNO decided to mark Yog by an International day of Yoga.
- We were instrumental in changing the thought process of world on many issues including global terrorism. We also emerged as a powerful voice on the Global Agenda of climate change, Healthcare, Terrorism, etc.
- Paris COP21 was successful due to PM's leadership.
- India became an initiator and fulcrum of International Solar alliance, 121 countries joined this till today and it is headquartered in Gurugram, India.
- India is now a trusted partner in any disaster and over a year has built up a lot of trust with our neighbours. India is now seen as a very reliable ally and neighbour. A new informal Disaster resilience alliance has India as a leader.
- Cross Border Terrorism has been brought to the global central stage. It's purely due to the efforts of the PM.



- FATA: Pakistan has been put on the "Gray" list for several years. We have been successful in maintaining continuous pressure on Pakistan.
- We have also been successful in ensuring that the terrorist leaders (creating disturbance in India) are kept in the list of sanctions.
- Issue of Black money and tax avoidance was also brought to forefront by India. India is now taking a prominent role in devising strategies which ensure that people benefiting from tax heavens are brought to some kind of minimum taxation system.

Covid Pandemic & Global Outlook

- India provided leadership to show that India also cares for other. Our humanitarian approach came to the forefront.
- India helped all Nations during these times, be it supply of HCQ, paracetamol, vaccine, or anything else.
- If there is one example of which country has helped others whole heartedly during pandemic, it's India.
- India has come a long way from being a Vaccine importer to becoming a Vaccine exporter.
- India has exported vaccines to countries like Nepal, Myanmar, Bangladesh, and Iran under the Vaccine Maitri Programme and also has been contributing to the international initiative of Covax.
- India during the pandemic has supplied more than 200 million COVID doses to 100 countries out of which 14.8 million has been supplied as a grant in aid, 143.8 million commercially and 42.5 million to COVAX.
- Humanitarian assistance were provided during many crisis, example Nepal earthquake. Prime Minister Modi



instructed that our team must reach the site on the same day.

- Yemen war: We evacuation of thousands of people of several countries.
- Evacuation of students from China during pandemic.
- India's image in the world as "First Responder" in crisis.
- Russia- Ukraine War: India evacuated around 22,500 Indian nationals from the war hit Ukraine safely in Feb 2022.
- India's strategic neutrality during the conflict between Russia and Ukraine has been appreciated globally. India condemned the violence and provided the necessary humanitarian aid to Ukraine. By not taking any side and negotiating with both the countries for the safe movement of the common people speak volumes about the global diplomacy that India has achieved in recent years.

National Security

- We have managed well the Doklam and Ladakh crisis from a position of strength.
- Results of the negotiations during this crisis make world realise that India will not back down.
- India procured Rafael from France, S-400 from Russia, Helicopters from USA. India is now able to diversify it's defence procurements.

Indian Diaspora

- We have Indian diasporas of more than 3.5 crores.
- We evacuated thousands of people during pandemic under "Vande Bharat" mission. We brought 70 lac people back home.



- We had community welfare fund for several years; by using an approach of trust and by removing bureaucratic hassles, it was effectively utilized during pandemic by our embassies.
- More people centric policies were adopted. We ensured ease in getting passport. We partnered with Postal Department/ post offices and now there are more than five hundred passport Seva Kendra.
- "Madad" portal was created for those in distress, especially for those in gulf countries
- With this new approach now there's a big change in the mindset of our Embassies and Consulates
- India is also working on agreements with foreign countries to give employment opportunities to students who go out for education
- Infrastructure development in friendly countries has visible impact in foreign countries.

We completed several projects in neighbouring countries in last seven years like

- Hospital in Nepal,
- Parliament building and dam in Afghanistan,
- Rapid execution of Supreme Court building in Mauritius,
- 47000 houses in Nepal after earthquake.

New Partnership

- World has recognised India's capabilities
- After assuming office, President Biden gave first priority to a virtual meeting with India as a partner. US President Biden held the QUAD meeting as the first meeting after assuming office.
- Russia invited us in SCO.



- Solar alliance partnered with France.
- Humanitarian assistance: several countries have come together.
- India now has membership in groups on Missile control, chemical weapons.
- New partnership in healthcare have been formed.
- Foreign policy does not remain confined to foreign lands
- We need technology, investments.
- Bullet train is a project with Japan
- There's also Japanese investment in North East (upgrade of sewage system of Guwahati by Japanese assistance, Convention centre in Banaras).
- Smart city partnership is with Europe.
- Clean technology assistance is from Finland, Denmark, Norway.
- Manufacturing in India is now being done by many US companies.

India's image has changed

- First time all the heads of EU had a meeting with Indian PM.
- African conclave held by India saw attendance of 41 heads of govt
- Republic Day of 2018 saw attendance of 10 heads of Asian countries.
- American president could not come on the Republic Day but he came later and held massive program with PM Modi.
- Excellent relations with Russian President and regular meetings are held with him



- Dealing with China on equal level.
- In Global elections too, India has shown its strength; India got a seat in UN Security Council, and got its place in ICJ by defeating a permanent member like UK in International court of justice election.
- Several countries offered awards to PM Modi'ji which is an example of a new kind of respect for India and the Indian Prime Minister
- Construction of a Hindu temple in UAE is an example of how our diplomacy has gained strength.

Challenges

- Elites in world oppose India on several issues like abrogation of 370 or CAA. We have to make efforts to convince them.
- Foreign policy is not only foreign ministry, it's entire government that worked together. Several ministries have actively participated in global projects and worked in coherence under the leadership of the Prime Minister to achieve so much in Foreign Affairs in such a short time.



10. OUR DEFENCE CAPABILITIES & NATIONAL SECURITY

A government needs to pay serious attention to the security of the country for not merely its survival but also for its prosperity, growth, and international standing. These precepts of Chanakya are very well-acknowledged and implemented in the Modi model of governance. In fact, these precepts were ingrained in the tradition of the Bhartiya Janata Party (BJP) and Jan Sangh. The Vajpayee government refined it for contemporary India, and the Modi government is doing it for this century.

During the 2014 Parliamentary elections, the BJP heralded that its government will assign utmost priority to national security. Since the formation of the BJP government, it has been implementing directive principles for India's national security, namely, i.) meeting the full spectrum of security challenges affecting the sovereignty and integrity of the country; ii) People should not live in fear; iii) shedding the hesitancy to go beyond borders to protect the nation; iv) joining hands with the like-minded countries to meet common security challenges; and v) Military modernization.

Border Management

Border management remains on the frontline of the country's security even today. For this purpose, the government synchronizes the administrative, diplomatic, security, intelligence, legal, regulatory and economic activities quite efficiently. The Modi government's efforts have resulted in the drastic reduction of infiltration efforts. Pakistan's proxy war has suffered a setback due to proper border management.

The Modi government has combined the classical border



management style with some unique innovations. Although it continues the principle of 'One Border, One Border Guarding Force', it does customize the solution to the border problems that India has been facing with each of its neighbours.

India's land frontier of 15,200 km and 7516.6 km-long coastline has been posing a serious problem to India's security for decades. In recent years, India has been increasing Border Outposts. The government sanctioned fixing 2,078 km of floodlights and 2,091.046 km of fencing.

India has also adopted a Comprehensive Integrated Border Management System along the borders with Pakistan and Bangladesh. Because of the use of sensors, and other modern technology, the country is benefitting by what is called smart or virtual fencing. This greatly helps in managing tough and difficult terrains such as riverine belts, hills, and forests.

With Bangladesh, India shares the longest border of 4,096.7 km. This border has been famous for illegal migration and criminal activities. The government exchanged corridors with Bangladesh, developed roads, and took the help of the Border Area Development Programme through the State Governments.

India shares the second longest border measuring 3488 km with China. India and China are yet to resolve their boundary question. China does not agree to the customary and traditional alignment of the boundary between India and China based on deep-rooted geographical premises established by treaties and agreements, along with historical usage and practice, well recognized for centuries.

As yet there is no commonly delineated or perceived Line of Actual Control (LAC) in the border areas between India and China, to ensure peace and tranquility in the border areas, the two countries have signed a number of agreements and protocols. However, China has resorted to the buildup of troops and armaments by the Chinese side in the border areas next to



Eastern Ladakh and earlier in Doklam in the Eastern sector.

However, India has refused to accept the unilateral changes in the status-quo by China. The Indian armed forces are deployed to counter any aggressive and provocative action of China. The Indian pressure resulted in withdrawal of China's illegal deployment from most of the areas. For the remaining area, where the Chinese troops are still stationed, China is talking to India, and soon it will have to withdraw. India is also giving an appropriate response to the Chinese infrastructure development along the border.

Maritime Security

India's coastline of 7,516.6 km has the Bay of Bengal on the East, the Indian Ocean on the South, and the Arabian Sea on the West. The Modi Government has been strengthening coastal, offshore, and maritime security through

- Capacity augmentation of maritime security agencies for surveillance and patrol of the nation's maritime zones
- Enhanced technical surveillance of coastal and offshore areas
- Institution of mechanisms for inter-agency coordination
- Improved regulation of activities in the maritime zones
- Integration of the fishing and coastal communities.

Indian Naval ships and aircraft are deployed on 'Mission Based Deployments' in Indian Ocean Region to boost maritime security. It supports surveillance to improve Maritime Domain Awareness and responds to an emergency situation whenever it arises. The vision of Security and Growth for All in the Region (SAGAR) and the Maritime Security Strategy to build its role as the 'Preferred Security Partner' in our extended maritime neighbourhood guide maritime security policy.

India has been engaging with regional Navies to enrich



cooperation and promote maritime security in the Indian Ocean Region. Joint Exclusive Economic Zone Surveillance, Coordinated Patrols on an annual/bi-annual basis along the International Maritime Boundary Line, Maritime Exercises, etc are improved because of the engagement with the regional navies. India has evolved a policy of maritime information exchange with friendly countries.

In his August 9, 2021 speech at the United Nations Security Council High-Level Open Debate on "Enhancing Maritime Security: A Case For International Cooperation", Prime Minister, Shri Narendra Modi proposed five basic principles for maritime security. These five basic principles are: i.) removal of the barriers from legitimate maritime trade; ii.) peaceful settlement of maritime disputes and on the basis of international law only; iii.) joint global strategy for natural disasters and maritime threats created by Non-state actors; iv.) preservation of the maritime environment and maritime resources; and v) encouragement of responsible maritime connectivity

Internal Security

The Modi government evaluates the internal security situation in the country systematically and strengthens security after addressing security concerns. Close and effective coordination is strived to synchronize the works of security and intelligence agencies at the Centre and the State levels. Terrorism in the country's hinterland has almost disappeared. Insurgency in North-East is on the wane in most of the states. Other states, which are experiencing insurgency, are also hopeful of nearing its solution. Security forces have secured decisive control over terrorism in Jammu and Kashmir. The desperate acts of Pakistan to promote terrorism in the state are being frustrated quite successfully by the current administration with the help of security agencies.



Removal of Article 370 and introduction of new progressive laws started a completely new era of all-inclusive development in Jammu & Kashmir. Now women, Pahari, and downtrodden sections of society are properly linked to mainstream development.

The modernization of Police Forces is enhancing the government's ability to fight Naxal threats. Except for a couple of states, Naxalism is also on the wane during the Modi government. The strengthened and re-organized Multi Agency Centre is functioning on a 24x7 basis for real-time collation and sharing of intelligence with Central and State agencies concerned.

Defence Modernisation

The Modi government has taken steps towards delicensing, deregulation, export promotion, and foreign investment liberalization in the defence sector. Defence budget, which was Rs. 2,53,346 crore in 2013-14, is more than doubled to Rs. 5,25,166 crore in 2022-23. A large section of the defence budget is going for modernization and Infrastructure development of the Defence Services.

Aatmanirbhar Bharat Abhiyan

New, futuristic, or emerging technologies are being developed in the country. India is progressively bringing down imports in the defence sector and promoting indigenization. For example, during 2018-19 to 2020-21 imports of defence items have gone down from 46% to 36%. Quite significantly, the Value of Production of Public & Private Sector Defence Companies went up to Rs. 84,643 crore during 2019-20 to 2020-21. The Modi government has taken several initiatives to boost indigenization and modernization of India's defence preparedness. The embargo on import of some items



- Notification of three Positive Indigenisation Lists
- two 'Positive Indigenisation List' of 2851 items and 107 Line Replaceable Units (LRUs) respectively of Defence Public Sector Undertakings(DPSUs)
- Simplification of Industrial licensing process with a longer validity period
- Launch of Innovations for Defence
- The Union Budget 2022- 23 allocated 25% of the Defence R & D Budget for industry-led R & D. 18 (eighteen) major platforms are going to undertake industry-led Design & Development under various routes prescribed in Defence Acquisition Procedure-2020, namely, Make-I, Make-II, Special Purpose Vehicle and Innovations for Defence Excellence (iDEX).
 - The decision on these major Platforms has been taken after evaluating the capabilities of the Indian industry.
 - The factors-- cost effectiveness, faster and scalable; technological advancements; requirement of future warfare; operational challenges; the need for import substitution, etc. --were considered for allotting these platforms.
- SRIJAN portal to promote indigenization by the industry.
 - As of April 1, 2022, 19509 imported defence items were uploaded on the portal for indigenisation. The Indian industry expressed interest for in 4006 defence items yet.
- Offset policy has been reformed to attract investment and Transfer of Technology for Defence manufacturing
- Establishment of two Defence Industrial Corridors, one each in Uttar Pradesh and Tamil Nadu.



Technology Development Fund

The Government has allotted fund to Technology Development Fund to provide the required support to industries especially Micro, Small and Medium Enterprises (MSMEs) and Startups to develop defence technology. Under the scheme public/private industries especially MSMEs and Startups get up to 90% of total project value up to Rs. 10 Crore as grant-in-aid for the development of technologies, not available in the country. As of April 1, 2022, 30 projects have received this grant.

Strategic Weapons

If Prime Minister Vajpayee stunned the world with nuclear weapons tests in May 1998, Prime Minister Modi consolidated the gain of the then NDA government under Shri Atal Bihari Vajpayee. Although for national security reasons India does not disclose the size of its weapons, the current government has ensured the country's robust credible minimum nuclear deterrence remains vigorous. India has developed its nuclear weapons for its security, not prestige. The nuclear triad required for the delivery of weapons is in place. India has also demonstrated its capability to develop hypersonic weapons. India has acquired advanced drones for surveillance from outside. However, the way its drone technology is developing, it may have a drone carrying and dropping nuclear weapons.

India also called Pakistan's nuclear bluff when the Modi government ordered a strike on the terror centers inside Pakistan after the Uri and the Balakot terror incidents. The Pakistani nuclear blackmail received a big setback. Another significant development has been witnessed in the realm of doctrine. Although the government is continuing with its no first use policy and other components of nuclear doctrine, it has clearly signaled that if circumstances demand, it may review and modify its doctrine. A number of countries, including the United States



and Russia, had changed their nuclear doctrines, including no first use policy.

Cyber Security

During the Modi government, cyber-attacks substantially damaging defence establishments are absent. Defence Cyber Agency to control and coordinate the Joint Cyber operations is managing cyber security. Cyber Emergency Response Teams exist in each wing of the armed forces. Cyber Audits, Physical Checks, and Policy Guidelines are enabling a robust cyber posture for armed forces.

Cyber Coordination Centre is a one-stop platform for sharing all cyber-related matters among law enforcement agencies and other Government organizations. The government is continually updating its National Cyber Security Strategy.

Defence Export

Since 2014, the value of Defence Exports of India has increased approximately by six times. An entirely end-to-end online portal for receiving and processing export licenses has been established. The digitally signed applications are accepted and even licenses are digitally issued.

Respecting Martyrs and Inspiring Generations

- National War Memorial: Inaugurated in January 2019
 - For Indian Soldiers who were martyred during various wars and other conflicts such as United Nations Operations, Humanitarian Assistance, and Disaster Response Operations since Independence.
 - An advancement over India Gate Memorial erected by the British empire to honor the Martyrs of India



during World War I and the Third Anglo-Afghan War. The India Gate monument records only 13, 516 martyrs out of over 83,000 Indians.

In the last eight years, the Modi government has shifted the paradigm of defence policy and strategy. Several existing policy instruments have been revised. New emphases are given. A proactive defence policy has been witnessed vis-à-vis Pakistan, China, and Myanmar. The government has instilled confidence in the armed forces and the people that the government will stand up to China. The preventive strikes inside Pakistan, once unthinkable, has become operational. Modernization of armed forces has found a new and genuine thrust. Maritime security has drawn new attention under this government. Rafale aircraft has strengthened the country's air power.

Indigenization of defence or swadeshi in Suraksha is no longer a cherished dream but a ground reality. Tejas with the indigenous engine may presage a new strategic era. Soon, the country will have the best artillery gun in the world, and that too indigenously developed. Cruise and ballistic missiles are finding new dimensions. For sure, the Modi government is arming the country with an aim. Security imperatives are of supreme importance and guide the defence and weapons policy.



11. MEDIA MANAGEMENT

The 2014 & 2019 general election and the results from various Vidhan-Sabha have provided us an opportunity to serve the people. This opportunity has also given us an opportunity to expand our base and project an alternative nationalist narrative based on cultural nationalism, Antyodaya and integral Humanism. Nationalism, Public welfare and making India a world leader again is at the core of BJP's ideology. Our media policy and approach have to reflect this spirit.

The mass media is essentially the medium of communication, information and propaganda. This medium includes, print media, visual media, film, radio, social media, recorded music, various kind of outdoor media, and all forms of propaganda and information material. Digital media comprises both Internet and mobile mass communication. Internet media comprises such services as email, social media sites, websites, and Internet-based radio and television. Many other mass media outlets have an additional presence on the web. Media also include news agencies and various other forms of information dissemination systems.

Even in the growing era of social-media, the importance of the conventional media should not be discounted; it remains as relevant and important as ever. There were over 1 lakh and 10 thousand registered publications on record with a reported total circulation of over 63 Crores copies per publishing day. More than 17 thousand newspapers are registered under the PRB Act. The number of copies of dailies published per day is over 37 Crores. Hindi dailies claim a circulation of over 19.5 Crore while Urdu & English dailies claimed 4.2 Crores & 3.8 Crores copies per publishing day respectively. There are over 900 TV channels with around 190 Government run or sponsored channels, including the educational channels. Besides this there



are a large number of regional and international television channels too.

The conventional media is still rated very high on the credibility index compared to the social media.

Print Media - How to make an Effective Press Release

A press release, news release, media release, press statement or video release is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. It's a simpler way of outreach. Now a day's it's also possible to add audio or video releases to the Press-Release.

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

- **Grab attention with a good headline:** The beginning of a press release is the most important. Your headline should be engaging and accurate.
- **Get to the point in the first paragraph:** It's important that you get the message of your press release out quickly. Every important point should be addressed in the first few sentences. The subsequent paragraphs should be for supporting information.
- **Include facts and hard numbers:** Always try to pack your press release with proper authenticated statistics that support the significance of your story, parties stand and/ or announcement.
- **Be grammatically correct:** Take care of grammar and spellings. Do a good proofreading of your press release; preferably let a few other senior functionaries in the Party proofread it before releasing.



- **Wherever relevant use direct quotes:** Direct quotes in an official release gives an element of credibility to a press release. Including a good quote from someone senior in the party (Who is authorized) supporting the subject matter of the press release can be helpful.
- **Include your contact information:** Include the name of the contact person to be reached for more information, official email address, phone number and address on the press release is very important. Add the contact detail every time, without fail.
- **Keep it short - One page or two is the maximum:** Condense your information in one page or maximum two. Shorter is usually better.
- **Use good quality pictures and images:** Always annex a good quality picture or graphics relevant to the press release in printable resolution.
- **Provide access to more information:** Provide opportunity and resources to journalist who want to write more about the topic. Keep additional matter on the press release handy for any reporter who wishes to cover the issue/ topic more extensively.

Press Conference - How and When to Hold

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

- **When to Call for a Press Conference:** There are many ways to get media coverage. A press conference should only be used under certain circumstances;



- a. **When you have big news to communicate:** You should only hold one when there are directions from the State/ National Party units and/or you have really big news to communicate, and want to get it out to the public immediately, as fast as possible.
 - b. **When the news is about to break:** No journalist is interested to attend a press conference if the news has already broken. The information to be shared in the news conference has to be 'new' news. However, you can also hold press conference in the event you are for the first time giving formal response and/or answering questions concerning an issue/ subject.
 - c. **When journalists want to know:** Another time to hold a press conference is when the party office is getting a lot of queries/ inquiries and journalist visits on a particular issue/ subject matter. This is an indication that the press would be interested to know and so once the party line is clear on an issue and an approval has been obtained; press-conference, can be held to clear the air.
- **What time is the best:** A mid-morning press conference, from 11:00 a.m. to 1:00 p.m. gives you the best chance of getting maximum coverage. Similarly mid-week is also generally considered better for news coverage; though this is not hard-and-fast rules and coverage will also depend on the importance of the subject matter.
 - **Where to hold the conference:** If the Press conference is not held in the Party office, please ensure a convenient and spacious place which can accommodate everyone and where everyone can reach easily. Please check the venue in advance and ensure that it is suitable. It's also a good idea to have a 'plan B'



in case there's a problem.

- **Public Address and other Equipment(s):** Always ensure the Mic/Speaker/ Projector, etc. is properly working and check all equipment's thoroughly at-least 2 hours before the start of the conference.
- **Media Kit:** You may like to provide a media kit to the reporters. A media kit is a folder with information which includes the press release (In different languages), pictures/ CD/ DVD/ Pen Drive and any other material.
- **Who should address from the Party:** You need to freeze in advance who all should attend and who from the party should address the media. You must also decide on the order in which the people will sit on the dais. Follow the general party guidelines in this regard. Ideally, just one or two speakers should address the conference.
- **Proper Displays:** Make sure that proper backdrops are used and the area behind the speakers is not distracting or merging with the speakers' attires/ head, etc. Ensure the BJP logo is properly displayed.
- **Moderator:** It's always good to use a moderator to conduct the press-conference. The moderator may introduce the speakers and also ensure that all journalists, who will to ask a question get a chance to do so. It's best to have a party member, who has media experience to be a moderator.
- **Send Proper Press Invites:** Ensure that you send proper press invites to all the journalists, even if they are well known to you. If the matter is of interest to the national media, send an invite to them too. Don't forget the photographers.
- **Presenting Your Information:** KISS is the rule; i.e keep it short and simple. Say only what you need to say and then stop. If there is more than one speaker, each



one should know what he/she needs to speak. Each speaker should only make three to five specific points in approximately about three to five minutes.

- **Duration:** The whole press conference should last approximately 45 minutes, including question answer session.
- **Question Answer Session:** This is the most important and the challenging part of managing a press conference. You should be prepared for unexpected questions and new angles which you have not even thought about. Prepare as much as you can beforehand by working out what might be asked, and putting together a good response to each difficult question.
- **Managing Response:** If you have more than one person speaking at the press conference, agree beforehand who is going to answer which types of questions. Moderator also has an important role in this and should be alert to questions that are outside the scope of the press conference.
- **A Last Precaution:** Don't get agitated under any circumstances.

Electronic Media-Newsbite(s)

It is a short statement which an electronic media journalist may require from you in response to a news development, an issue, news story, documentary, etc. The response in the form of Newsbite would be run along with the main story so make sure that your response always reflects BJP's philosophy and is in tune with the party policies. Always be brief while responding to request for a "Bite." Some tips for giving news-bites are;

- **Stick to Party Line:** Don't deviate from party official line and don't give anything off-the-record or my-personal-opinion type of statements.



- **Be Brief:** News-bites may be 10-40 seconds long, so there's no point in giving a speech in the name of news bite. It wouldn't be covered anyway. On the contrary, it will give the reporter an opportunity to pick any statement from a long response and it may not be the one which you wanted to convey.
- **Be Clear and Remain Relevant:** Understand why the "bite" is required and remain absolutely relevant to the issue with utmost clarity; reflecting the Party views only.
- **Have your facts right:** If you are not aware about the background of the matter/ issue, first check the relevant facts from authentic sources before giving your statement.

Electronic Media - Debates on News Channel

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

- **Discuss The Arrangement:** When you get a call from a TV debate programme, ask who all are invited for the debate and what's the format of the debate. If you are asked to spell your views, remain a little reserved and don't give your complete stand on the telephone itself. Save the best for the debate.
- **Ask Basic Questions:** There are some obvious questions which you must ask when invited to take part in a debate. (1) What is the angle? (2) Why have I been invited? (3) Who else will be invited? At times you can also suggest a speaker for the debate. Don't miss any



such opportunity and recommend a person with similar views.

- **Know The Duration:** Find out how much time has been set aside for the programme and for you. But be prepared for changes to be made at the last minute, and that you may only be able to give a few short comments only.
- **Do Background Research:** Before you enter the studio, do a quick research on all important aspects of the issue in debate. Be clear on the party line and directions.
- **Formulate Your Main Message:** Time is almost always short on television. Decide which effective statements summarise your main message in a simple way?
- **Prepare Concrete Examples:** Use concrete examples that support your main message to emphasise what you want to say. Concrete examples are also good for ensuring intelligibility.
- **Get Help From Your Colleagues:** Ask your colleagues to help you polish your message. However, bear in mind that the wording should be your own. Do not include suggestions from others immediately before your appearance, as it will be easy to get confused and mix up ideas.
- **Prepare For Flexibility:** With live broadcasts, changes are often made at short notice. In such a case, you will need to be well prepared and flexible. Think through short and long versions of what you want to say.
- **Prepare For Criticism:** Expect to face tough opposition. Answer critical questions honestly without losing your composure.



- **Do Research On The Debaters:** If you know the other speakers, you will probably know their stand and be prepared to counter their points. Research how your fellow debaters have expressed themselves previously. Prepare for the most common arguments without allowing others to steer your message. Sometimes it can be worth taking the initiative in the debate by holding a fellow debater to account for previous statements or actions.
- **Make A Conscious Choice Of Clothing:** Think about what you will wear on TV and ask a colleague for advice. Does your choice of outfit match the message you want to get across? Avoid small-patterned clothing, all white or all black outfits.
- **Arrive In Plenty Of Time:** Arrive at the studio early so that you can compose yourself. Engage in small talk and make new contacts, but avoid debating with your opponents. If you are already well prepared, do not use the time to go over your arguments again.
- **Get Straight To The Point:** If you start with your main message instead of providing complicated background details, you have the best chance of getting your message across.
- **Speak Clearly At A Natural Pace:** Speak concisely and clearly. Avoid complex words and technical terms. If you are too pensive and cautious, you risk losing the floor. But if you speak too quickly, you will not be understood.
- **Listen Carefully And Answer Wisely:** Listen to the presenter and your fellow debaters, rather than just thinking about how you will word your next contribution. Do not say everything you want to say in your first comment, but be prepared to shorten prepared



wording if time is short.

- **Focus on The Presenter:** Speak primarily to the presenter, who often acts as the viewers' representative in the studio. Avoid getting into conflict with the presenter, either on factual matters or on the debate itself.
- **Use Body Language:** Lean forward slightly to show involvement, and emphasise an important statement with a gesture. A friendly smile makes you look confident and assured in the situation.
- **Ask For Feedback:** Criticism from fellow debaters can leave even the strongest of characters feeling dejected afterwards. Ask friends for feedback. Things will often have gone better than you thought. Watch the programme. What did you do well? What should you think about next time?

Basic Guidelines for Handling Media

"What is not to be said," and the "Timing" are more important than what is to be conveyed to the media. No reporter can force you to say something you don't want to say. One should be always alert and careful while addressing the media. There are some basics to be taken care of;

- **Do your own research:** There is no substitute of doing a good research, background study and looking at the data before going in for a discussion; meeting a journalist, issuing a press release and/or writing anything.
- **Keep Research Properly Arranged:** It is extremely important to maintain proper documentation on important subjects. Create separate files (Physical or in Computer Folders) on different topics and arrange them in a way so that they are easy to search and look-at



when required. Update your files regularly. Whenever there's any new development on any subject matter

- **Listen carefully to the questions:** Many misquotes and misunderstandings arise from confusing "answers" given to questions that were not actually asked. Consider what is really being asked.
- **Think fast, talk slow:** Stick to the point. Be concise. Be specific. Short answers make for easier understanding. Make sure the journalist understands your point clearly.
- **Summarize from time to time:** A concise review of what you've said—"So let me sum up where we're coming from"—may help a reporter and the reader/viewers understand you better.
- **Do have supporting documentation at hand:** Your preparation will help you figure out what reports and documents you may need on hand for quick reference.
- **Offer to be available for further questions or follow-up:** Give the reporter all your phone numbers: office, home, cellular, weekend retreat. Smart politicians give reporters their unlisted numbers, too. Reporters do not abuse these numbers; it is not in their interest to.
- **Follow up after the meeting with thank-you note,** mentioning that you will be in touch as appropriate. This is important to set the stage for future dialogue.
- **Let them know what your goals are** and what special events, news, or programs you have coming up.
- **Send out news releases by email well in advance,** when you have a special event planned. Send a follow-up email a few days later. The bigger the event, the more advance notice should be given.



- **Tailor your pitch for the needs of each medium:** For example, set up plenty of photo opportunities for television media, human-interest stories for print, and interviews for radio.
- **Ensure that you or parties' spokesperson is available on short notice;** otherwise much of your efforts will be in vain. You should have facts, statistics, and anecdotes in your head, ready to use.
- **Remember that the reporter can "hear" or "see" more than just your words:** Your tone and your style—as well as your content—are part of the picture, too.
- **Be aware that the reporter's questions rarely appear in print or on the air; only your answers do:** No matter how good or bad the question is, make sure your answer is good, clear, accurate, concise and in accordance with party line.
- **Understand who the audience really is:** You may be talking to a reporter, but the real audience is the people who will read or see or hear what you are saying. The audience is the public. And, through your answers, you and your party are communicating with them.

Things to Take Care During Media Interaction(s)

While writing anything for the Media and/or while interacting one should try to be objective and use simple and clear language. One should try to take care of the 5W & 1 H of the media rules, i.e. What, When, Where, Who, Why and How to be more effective.

- **Don't ever tell the media what you want from them:** Instead, ask them about the kinds of stories they're looking for, or if there are any other reporters in



their newsroom who would be interested in your party or its activities. By learning what they want, you can tailor your communications to get what you want.

- **Don't answer questions that are not asked:** The reporter won't know what you're talking about, and a confused reporter talking at cross-purposes with you is a recipe for trouble.
- **Don't question the questions:** A reporter's question may sound irrelevant, immaterial, offensive or even downright stupid. But it is not so to the reporter. If a question really does seem out of line, try to use it to get back to relevant territory.
- **Don't answer hypothetical questions with hypothetical answers:** The reporter's questions do not appear-only your answers appear. Your hypothetical answer, appearing on its own, may suggest there is smoke where there is none, and thus a fire where there is none.
- **Don't say, "No comment:"** "No comment" is a comment. And it usually comes across as somehow guilty or negative. If you really can't give or get an answer, say so-and explain why. And really do explain; don't just say glibly: "It's our policy."
- **Don't say: "That's off the record:"** If you say something to a reporter or blogger, it should be for the record. After all, you're trying to tell the public your story. If you can't say something publicly, don't say it at all.
- **Don't ask if you can review the story in advance:** You can not see it or check it in advance. Nor can you check the reporter's notes, or see or listen to their recording or disk.
- **Don't argue or lose your cool:** By definition, the reporter, editor or blogger always has the last word. Fencing with them, arguing, or blowing your stack may



be a natural reaction, particularly if you are provoked by some harsh or off-the-wall question.

- **Don't play favourites:** You may have your favourite reporter or blogger. But giving information to one reporter, and not to another, can be a very risky game. If one reporter calls you on a story, chances are another will. Treat them all equally and fairly. Don't give nice detailed answers to one, and reluctant, partial answers to another.
- Don't send out a news release with vague, general statements: Your story has to show not tell, and you must convince the editor to cover the news that promotes BJP and its ideas rather something else's.
- Don't underestimate the importance of less prominent media like community newspapers, cable TV, trade journals, and special-interest newsletters. Look at the entire spectrum of news media for different angles.
- Deadlines are hugely important because the news media cannot delay publication or broadcasting. So be on time be it print media or electronic. Reaching-out within time will work as a win-win for both.

The BJP is not a party like any other party. We have a well-defined ideology, a vast cadre base, a specific working style and a programme to lead the country to a glorious future. There was a one-sided narrative promoted by many opposition parties, including Congress and communist parties and its affiliate communal and casteist bodies of different hues and colours. All these years we were at the receiving end of a concerted propaganda to defame and malign us. If we use and apply proper media management principles and are able to put our real philosophy and activities before the public, by proper media use, we can defeat such attempts.

There is no reason to believe that the media is hostile to BJP. Vast majority of people are nationalist in outlook but however some organisations and people continue to defame



us and spread misinformation about us. All this can be reversed only by changing the public perception by proper use of our professional skills in media management, social-media application and by effective application of media management.

Another important aspect is setting the agenda. We should as far as possible not be seen as reacting to issues but rather build our brand in such a way as to change the direction of the discourse so that BJP brand dominates the discourse. By a little effort we can change any negative public perception and steer the direction of the discourse in a positive way.



12. CORRECT APPLICATION OF SOCIAL-MEDIA

Today handling social media is not just an Art but a perfect Science and a talent to master. It's desirable that every BJP worker, who has been assigned any kind of responsibility, must have some basic understanding of the social media and also follows the law and the party guidelines in this regard.

Social Media - What and Why of it?

- Media is an instrument of communication, and social media can be described as a social instrument of communication. Social media are use computers, tablets and mobile phones which enable us to use interactive platforms and tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks.
- The term 'social media' can be broken down as 'social', because you are being social, and 'media', because it's published on the web from where it can be communicated to many, i.e. mass-media. Though there are option to engage in one-to-one communication through some social media tools; however, the use of social communication tools is one-to-many, i.e. whatever is shared on social media has to be seen as public communication.
- It helps one communicate, network, develop an image and built relationships online without being tied to a physical location, event date and time.
- The major difference in the usage of social media vis a vis traditional paper-based media and television is that in the



case of traditional media, there is one point of information and a number of viewers while in the case of social media, the interface between the disseminator of information and recipient is two-way.

- primary objective of your social media effort is to engage with citizens to disseminate right kind of messages so as to enhance BJP's image and to improve its voter-base. There are many other benefits to using social media, some of them are;
 - i. Use of social-media is mostly free. It is the most effective medium to connect to maximum people in shortest possible time and in a highly cost-effective fashion.
 - ii. You have a huge audience which can be reached with less effort and minimal cost.
 - iii. It's another communication tool to be utilised alongside more traditional methods.
 - iv. You can engage easily with your target segment.
 - v. You will have a visible presence on the web and a 24/7 presence/ availability.
 - vi. You receive real-time feedback.
 - vii. You can do it 24/7, 365 days a year, at a time to suit you or your political/social needs.
 - viii. It's not location-specific.
 - ix. Sometimes some of the main stream media has its biases and/or you are not properly covered. In such cases use of social media can be useful. In such a situation, we can use the social media to fill the gap.
 - x. People often prefer information delivered at their fingertips
 - xi. Social media has captured imagination of Indian youth. It was evident in 2014 and 2019 Lok Sabha elections and other state elections. So, social media platforms



are extremely useful to directly reach not only the youth but the masses.

Some Popular Social Networking Sites

There are thousands of social networking sites; some with over a billion followers and some less popular. Here are some examples of social media sites (without getting into details), which can be used.

(i) FACEBOOK (ii) TWITTER (iii) INSTAGRAM (iv) WHATSAPP (v) TELEGRAM (vi) YOUTUBE (vii) REDDIT (viii) KOO APP (ix) ETC.

Social-Media: A Mixed Bag

Social media platforms have empowered ordinary users but they need accountability against its misuse and abuse. We all know by now that social media can be used to spread rumors, misinformation, hatred and falsehood. In India, as per our Constitutional guidelines and Government policies, social media platforms are welcome to do business in India but they need to follow the Constitution and laws of India.

- Proliferation of social media, on one hand empowers the citizens then on the other hand gives rise to some serious concerns and consequences which have grown manifold in recent years.
- Social media platform can be used for asking questions and criticize but the backend algorithm (of the company) is not under the control of the users or the Government and there's a possibility of manipulation as the world has seen in "Cambridge Analytica" case.
- Over the years, the increasing instances of misuse of social media by criminals, anti-national elements, fraudsters have brought new challenges for law



enforcement agencies.

- Challenges include inducement for recruitment of terrorists, circulation of obscene content, spread of disharmony, financial frauds, incitement of violence, public order etc.

How Modi Government made social-media Accountable

BJP led Government notified Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021. These rules related to digital media and OTT focuses more on in-house and self-regulation mechanism.

- These rules and guidelines have been framed keeping in mind the difference between viewership in a theatre and television as compared to watching it on Internet.
- The 2021 rules has been framed in exercise of powers under section 87 (2) of the Information Technology Act, 2000.
- These Rules are a fine blend of liberal touch with gentle self-regulatory framework.
- It works on the existing laws and statues of the country which are applicable to content whether online or offline.
- These Rules substantially empower the ordinary users of digital platforms to seek redressal for their grievances and command accountability in case of infringement of their rights.

Guidelines Related to social media under 2021 Rules

The Rules prescribe due-diligence that must be followed by intermediaries, including social media intermediaries. Outlines



of these rules are as listed hereunder;

- In case, due-diligence is not followed by the intermediary, safe harbour provisions will not apply to them.
- Intermediaries shall appoint a Grievance Officer to deal with complaints and share the name and contact details of such officer. Grievance Officer shall acknowledge the complaint within twenty-four hours and resolve it within fifteen days from its receipt.
- Intermediaries shall remove or disable access within 24 hours of receipt of complaints of contents that exposes the private areas of individuals, show such individuals in full or partial nudity or in sexual act or is in the nature of impersonation including morphed images etc.
- The Rules make a distinction between social media intermediaries and significant social media intermediaries.
- Social Media companies have to appoint a Chief Compliance Officer, a Nodal Contact Person for 24x7 coordination with law enforcement agencies. Such a person shall be a resident in India.
- They also have to appoint a Resident Grievance Officer and publish a monthly compliance report mentioning the details of complaints received and action taken on the complaints.
- Users who wish to verify their accounts voluntarily shall be provided an appropriate mechanism to verify their accounts.
- In cases where significant social media intermediaries remove or disables access to any information on their own accord, then a prior intimation for the same shall be communicated to the user who has shared that



information with a notice explaining the grounds and reasons for such action.

- An intermediary upon receiving actual knowledge in the form of an order by a court or being notified by the Appropriate Govt. or its agencies through authorized officer should not host or publish any information which is prohibited under any law in relation to the interest of the sovereignty and integrity of India, public order, friendly relations with foreign countries etc.

Digital Media Ethics Code Relating to Digital Media and OTT Platforms

It was decided by the Government that issues relating to digital media and OTT and other creative programme(s) on Internet shall be administered by the Ministry of Information and Broadcasting but the overall architecture shall be under the Information Technology Act, which governs digital platforms.

- Code of Ethics prescribe the guidelines to be followed by OTT platforms and online news and digital media entities.
- The OTT platforms, called as the publishers of online curated content in the rules, would self-classify the content into five age-based categories.
- Publishers of news on digital media would be required to observe Norms of Journalistic Conduct of the Press Council of India and the programme Code under the Cable Television Networks Regulation Act.
- A three-level grievance redressal mechanism has been established under the rules with different levels of self-regulation.
- Publisher shall appoint a Grievance Redressal Officer based in India.



- There may be one or more self-regulatory bodies of publishers. Such a body shall be headed by a retired judge of the Supreme Court, a High Court or independent eminent person and have not more than six members. Such a body will have to register with the Ministry of Information and Broadcasting.
- Ministry of Information and Broadcasting to have an oversight mechanism.

As a User: Basics for Using Digital/ Social Media

Some of the most basics, which should be taken care of while using Social-Media as a user

- Understanding the values and culture of Bharatiya Janata Party and ensuring decorum and standards of decency is the core to our use of Social Media tools.
- Getting the facts right is the baseline while interacting through the social media.
- Your posts should help not only in disseminating information but also aid in improving the image of the party and individual too at local, regional, national and international level.
- Social media is getting very popular among the people and people are spending a sizeable chunk of their time in virtual environment. We must use it to educate the people about our policies and ideology.
- Today people desire latest news. By providing them new information about BJP and achievements of the Government, we can make good use of their desire in our favour.



Some Do's and Don't for Using Social-Media

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

- i. Be a Social Media Leader:** Users with the most influence over social media are one of the following:
 - a. Users who disseminate knowledge,
 - b. Those who engage other people, and
 - c. Those who lead conversations.
- ii. Be Well Informed:** To be a social media leader, you have to be aware and well-informed, both about BJP's policies, achievements and focal issues and about the concerns of the public in your area.
- iii. Know your audience:** Get to know the issues which your audience is most concerned about. Make yourself an expert on these and you will get the respect of those you interact with.
- iv. Be polite:** This is a sign of maturity and your readers will respect you for it.
- v. Be inspiring:** This is important for both BJP groups and non-BJP groups. Being positive helps a lot in this.
- vi. Choose your reaction wisely.** Do not post in a knee-jerk reaction. Take the time to interpret the context of a situation before jumping in with a response. In order to do so, it is important to do the following:
 - a. Get to the bottom of the issues:** Sometimes people are often just looking for ways to vent their frustration. It is very important to understand the reason why someone is posting a particular post.
 - b. Consider the source:** Some people are out to create trouble because it gets them attention. Others are the opposition parties who consider



that badmouthing BJP is their prime job. Ensure that your response is such that you get appreciation and support from your followers.

- c. **Do not believe everything you read:** There are a lot of fake posts on social media. Before forwarding or reacting to any post, ensure that it is a real one and not a fake one. There are many sites such as hoax-slayer to confirm this.
- d. **Do not get defensive in a knee-jerk reaction:** Being defensive blinds you to real issues and ends up with you wasting more of your time than the issue deserves.
- vii. **Listen carefully and respond quickly:** Social media never sleeps. Listen to the public in your area carefully, so that you can understand their real concerns. Respond to resolve as many of these as you can, as quickly as you can, through informing your seniors, speaking to the local authorities etc.
- viii. **Ask for guidance:** Whenever you are not sure, or if an issue is open for a long time, refer it to those in the party who are most qualified to answer. Do not post your views on such topics without approval of your seniors.
- ix. **Don't run away from controversy but be careful:** You need not let wrong information about BJP or its leaders remain unanswered; however, at the same time, there's also a need to be careful. Do not take a negative comment personally. Do not abuse. Answer calmly with data and facts and understand when to let it go.
- x. **Own your mistakes:** Owning your own mistakes is a great way of earning the trust of the public. You should, of course, ensure that these mistakes are not too frequent.



- xi. Sometimes, do nothing:** Sometimes it is preferable not to engage with those trolling you. Remember, if you fight with a pig in the mud, the pig will enjoy it and you will come out dirty, even though you may think that you have won the argument. Such interactions also keep the initial trolling alive, which is exactly what your opponent wants. Keeping quiet makes the issue die away very quickly as the social media attention moves to something else. Some general tips on 'Troll' are as follows;
- a. **Ignore Trolls and do not become a troll:** A 'troll' on social media is like a stalker in real life. A troll posts offensive, divisive and controversial comments. Often, a troll will make obvious and inflammatory statements that are meant to bait new users into reacting.
 - b. **Don't get irritated by being called names:** Some trolls will also use phrases like '*Bhakt*' for you. There is no need to get irritated and respond with a counter negative word, etc.
- xii. Do not badmouth the Opposition on and on:** There is no need to badmouth the Opposition as it also brings the opposition in the mainframe. You should be convinced that BJP is the better party and should compare with others based on values and differentiation. This does not mean that you should not point out the weaknesses and hypocrisy and other faults of the opposition when the opportunity arises. However, this should be on the basis of hard facts and not be just name-calling.
- xiii. Do not try to defend the indefensible:** All parties have some bad elements. If a member of our party is alleged to be doing something reprehensible and there is apparently ample proof against him/ her, do not try



to defend such people/ incidents on social media. Silence is the best answer to such posts till the time the clouds settle on the issue and/or you have better evidence.

- xiv. Keep your seniors aware:** Social media is also a rumor mill. If you come across any rumor concerning the party, please inform your seniors (With your comments) immediately.
- xv. Promote harmony wherever you can:** As a responsible national party, BJP stands for social and communal harmony all over India. When you are using the BJP handle on social media, you, too, must promote these national values. This includes not initiating or forwarding or re-tweeting blatantly divisive posts.
- xvi. Move toward face-to-face interaction:** Social media is a useful tool but there it's no substitute to the physical interaction with people. Convert all opportunities on social media to a field level event/ activity where you can meet people. Identify opinion leaders in your area and use social media to set up meetings with them.
- xvii. Beware of information over-load:** It is quite annoying to get too many messages from one person. Understand the limits of different social media tools. You should try not to be too prolific but you must stay active. If your BJP handle remains dormant for a long time, you slip out of people's mind.
- xviii. Be brief:** Long posts are not read by many people. Make your point in a few well-chosen words.
- xix. Do not be repetitive:** One of the most annoying things in communications is repetitiveness. Say what you have to say, once. If you have to repeat it for emphasis, refer to the earlier post.



- xx.** **Language:** Post in the language you and your audience are most comfortable in.
- xxi.** **Re-read and revise your post:** It is essential to re-read and revise your posts before pressing 'share' or 'post'. Check for grammar, spellings, facts, etc.
- xxii.** **Keep the tone of your messages mature:** Bragging, constant complaining and berating will not make you popular with readers.
- xxiii.** **Remain realistic:** Do not promise anything you cannot guarantee to deliver.
- xxiv.** **Act the way you'd want to be treated:** If you do not like to receive rude posts, do not post such messages yourself, too.
- xxv.** **Remain relevant:** Most groups tend to deteriorate into the lowest common factor and are soon engulfed with jokes, inane posts, family news etc. Confine your BJP handle to factual posts relevant to the BJP.
- xxvi.** **Get your facts before you post:** Ensure that the content of your posts, the data and statistics used and other assertions are correct. You may cite sources wherever you are relying on external agencies/ sources.
- xxvii.** **Be consistent:** Be aware of the policies of BJP and post only once you are convinced of the particular position you are taking. Thereafter stick to your line of thought and don't oscillate from here to there and back.
- xxviii.** **Share your experiences with your team:** This should be done in face to face meetings, perhaps once a month. You can learn positive and negative points from each other.



- xxix. Social Media posts are permanent:** Be careful about what you post because once it is on the internet, it is there to stay. You may delete the message but someone somewhere would have taken a screen shot, forwarded it or copied and saved it. Be certain that a thoughtless post will come back to haunt you sooner or later. Remember this!
- xxx. Protect confidential and proprietary information:** The easiest way to turn a supporter into an enemy is to post something he or she told you in confidence on the website. Never do so.
- xxxi. Keep your personal views away:** The BJP social media handle is not the appropriate place to share personal views unless these reinforce the image of the party.

Analysing Social Media by using Tools

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

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

Some of the tools available for analyzing the data on the internet are; Keyhole; Real Time Hashtag; Lucidya; Mention; Audiense; Tweetreach; Followerwonk; Buffer; Summal; Quintly; Cyfe; Klout; ViralWoot; Addictomatic; etc.

For learning more about various analytic tools; please follow a relevant book.



13. ELECTION MANAGEMENT

The Bharatiya Janata Party's election management effort is continuing with the hard work of crores of patriotic party Karyakartas spread across the length and breadth of the country based on its ideological foundation and unique methodology. Our glorious political journey began in 1951 and continues to this day. Our central government is moving forward and achieving the goal of 'Antyodaya,' thanks to large scale public participation.

From 1951 to the present, the journey of the Bharatiya Jana Sangh to the BJP has also developed a healthy democratic organization throughout the country while also contributing to the reputation of parliamentary democracy.

Since 1952, we have gradually increased our support base in all elections. This is possible because we are constantly working to strengthen the party from the booth to the national level. As a result, the party has successfully won 303 Lok Sabha seats despite having only three MPs and 3.7 percent of the vote in the first election in 1952. Until 2014, our vote percentage was 18-19%, which increased in the 2014 Lok Sabha elections. The party received 17 crore votes in 2014, up from eight crore votes in 2009. The party increased its voter base to 23 crores in the 2019 Lok Sabha elections. The reason for this was the growing popularity of the party's leadership, as well as the party's support base.

Not only did we win the election, but we also received more positive votes than negative votes. Not only did we want to contest elections, but we also wanted to win them. We were successful in making development a major issue in elections. We forced all other political parties, whether our opponents or those campaigning on the basis of 'regionalism,' to think about development.

Elections were frequently fought or won on the basis of caste



equations or immoral illegal alliances and local adjustments, and we have gradually succeeded in changing the character of elections.

We have not only changed the way we contest elections, but we have also brought about a drastic change in the country's political character. 'Politics of Performance', is a change of character. Based on the work we have done so far, we have been receiving positive mandates. Along with all this our election management, election preparation, strategy, and electoral arrangements have brought a significant change in all, which even the opposition parties discuss.

We will look at some key points in election management:

When to Start?

- We begin our work well in advance, much before the election are announced. Our election management works begin about 6-7 months or nearly a year before the election.

Formation of various committees

- Chunav Sanchalan Samiti (Election Campaign Committee) from the perspective of Lok Sabha and Vidhan Sabha constituencies) as well as in the case of local body elections or elctions to Swaraj institutions these committees are formed.
- Sankalpa Patra Committee
- Campaign Committee
- Media
- Social Media
- Call Centers (These call centers were formed in the past from the point of view of every Assembly or the point of view of every Lok Sabha constituency and also at the state level).



- Election Cell
- Selection of Vistaraks from the point of view of elections
- Financial cell looking at the financial side of the election
- Booth Management
- Printing Material
- Digital Campaign - There is also a gradual shift in campaigning methods; as a result, our Digital Campaign department is becoming more important.

Candidate Selection & Related Work

- Pre-election survey.
- Candidate selection remains an issue of importance, but immediately after the announcement of the candidates, the election process, rules, economic matters, the work of election agents, election accounts, and nominations by holding meetings at the state level or at the district level. From the point of view of the process, information about laws, etc., cooperation in the nomination process, discussion in detail on what remains doable and non-doable in publicity work, and communication and compliance with necessary instructions; these are also important.
- Pre-election nomination process, polling booth management during the election, post-election counting preparation, arrangements for direct counting day, arrangements for waking up workers on polling day via a call centre by sending morning messages, and so on. All of these points are critical.

Expanding the Base

- Voter registration, investigation, and getting voters'



names admitted to the voters' list are all important.

- Programme of the plan for vistaraks, vistarak Varg, information on doable and non-doable work, accommodation, regular monitoring of work (inquiry), and post-election experience sharing; These are also important from the point of view of overall election management.
- Large-scale voter registration before election dates are announced, removal of the names of fake voters, obtaining the names of first-time voters, and organization of new voters conferences.
- To provide a list of 22-24 tasks to be completed at the booth, booth committee, and page committee; these are also important.
- Creating a Whatsapp group from the perspective of the Lok Sabha / Vidhan Sabha. This work is also essential.
- Information about key voters at the booth.
- Preparation of socio-political profile of Lok Sabha/ Assembly, preparation of notes on the basis of issues, preparation of local constituency notes at some places, etc. These things are also important.
- Many new methods have emerged in recent years for determining voter sentiment prior to an election. Crowd sourcing plays an important role as well. It is also necessary in some centres and other places, through activities such as 'Lokmanch,' to conduct programmes to learn about public opinion from the perspective of Sankalp Patra.
- There should also be an outreach program to meet the leaders of various caste fraternity before the elections.
- Young voters, women voters, SC-ST, OBC, ex-servicemen, government employees, and senior citizens;



efforts to reach out to various components of these societies have to be started six months in advance. In this, the role of party fronts and cells is essential.

- Campaign for inclusion in the party- To create a campaign to include all the dignitaries, leaders of other parties, intellectuals, former army or administrative and judicial service officers, etc. in the party.
- Enlightened public dialogue, caste conference, conference of activists of social media, contact with writers, journalists, etc.
- Postal Ballot, Voting of Divyaang, Voting of Voters going for work elsewhere, Voting of Linguistic-Religious Groups; These need to be addressed in advance.
- Formation of an in-charge, a convener, and a team of around 12/13 karyakarta at every Vidhan Sabha/Lok Sabha level.
- Contact beneficiaries of government schemes; this is an important task to be completed during the pre-election period (6-7 months before). Beneficiary contacts, beneficiary conferences, and their social media interviews all benefit.
- Organizing street meetings, small meetings, and big meetings.

After the Elections

- It is also important (in time) to file the accounts of all the candidates with the Election Commission after the election.
- After the election results, it is also necessary to hold a review meeting of the losing candidates.

Vande Mataram!
Bharat Mata Ki Jai!!



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