

BJYM

Magazine

SEP 2024 VOL 36



संगठन पर्व

सर्वव्यापी, सर्वस्पर्शी,
सर्वसमावेशी भाजपा



CONTENTS

01

भाजपा की राष्ट्रीय
सदस्यता अभियान के
शुभारंभ पर प्रधानमंत्री
श्री नरेंद्र मोदी का भाषण

04

भाजपा सदस्यता
अभियान के शुभारंभ पर
भाजपा अध्यक्ष श्री जे.पी. नड्डा
का वक्तव्य

05

Message from the
BJYM National
President Shri
Tejasvi Surya

06

Editorial

EDITOR-IN-CHIEF

Abhinav Prakash
National Vice-President, BJYM

ADVISORY BOARD

Varun Jhaveri
National In-charge Policy and
Research, BJYM

Animesh Biswas
NEC member, BJYM

EDITORIAL BOARD

Rahul Bhaskar
Adarsh Tiwari
Saurabh Kumar Pandey
Dr. Mrityunjay Guha Majumdar
Kunal Tilak
Mutum Yoiremba

MAGAZINE TEAM

Dhananjay Sharma
Pranit Gupta
Arpit Pratap Singh

AVAILABLE ON

BJYM website:
<https://bjym.org/>

BJP E-Library:
<http://library.bjp.org/jspui/handle/123456789/3082>

- 09 India's New Dawn: Celebrating 100 Days of Development and Progress under PM Modi
- Tarun Chugh
- 12 Realizing Advaita Through Antyodaya
- Dr. Mrityunjay Guha Majumdar
- 16 The Lotus Blooms: How Integral Humanism Shaped BJP's Success
- Shashwat Kapoor
- 19 पूर्वोत्तर में भाजपा की उदय यात्रा
- चार्वी दवे
- 21 दक्षिण में खिला कमल: दक्षिण में भाजपा का विस्तार
- अंकित 'ममता' त्यागी
- 23 भाजपा का चिंतन और कार्यपद्धति
- अविनाश राय
- 25 Sarvsparshi BJP: How the Party is Reshaping Politics in South India
- Venugopal Vemula
- 27 Sanghatan Parva 2024: BJP's Strategic Membership Drive for a Stronger Future
- Ayush M Dwivedi
- 29 From Jana Sangh to Global Power: The Journey of the Bharatiya Janata Party
- Dr. Pooja Paswan
- 32 How BJP Became India's Most Dominant Political Force
- Dr. Shashi Bhushan
- 35 Development, Alliances, and Cultural Identity: BJP's Expansion in the South
- Sowmya Murugesan
- 38 भाजपा: एक वैचारिक संगठन से राष्ट्रीय शक्ति तक का सफर
- आशीष रावत
- 39 पूर्वोत्तर में खिला कमल: संघर्ष, सोच और विकास का प्रतिफल
- अरुण राठी
- 41 भारतीय जनता पार्टी - राष्ट्र प्रथम व जनसेवा की विचारधारा
- अभय कुमार शुक्ल, आदर्श कुमार झा
- 43 Sabka Saath, Sabka Vikas: BJP's Commitment to Antyodaya
- Abhishek Dwivedi
- 45 BJP's Rise and Resilience: A Political Movement for India's Future
- Srikar Srivatsa Dahagam
- 47 From Margins to Mainstream: How BJP Redefined Politics in the Northeast
- Tirthankar Jana
- 50 Omnipresent and All-Encompassing: The BJP's Journey of Growth and Inclusion
- Arpit Shukla
- 52 The World's Largest Party: BJP's Organizational Strategy and Ideological Commitment
- Ananya Chatterjee
- 56 Toward an Egalitarian Society: BJP's Commitment to Justice and Inclusivity
- Adv. Ankita Ganga Devi

आ

ज सदस्यता अभियान का एक और दौर प्रारंभ हो रहा है। भारतीय जनसंघ से लेकर के अब तक, हमने देश में एक नई राजनीतिक संस्कृति लाने का भरसक प्रयास किया है। जब तक जिस संगठन के माध्यम से, या जिस राजनीतिक दल के माध्यम से, देश की जनता सत्ता सुपुर्द करती है। वो इकाई, वो संगठन, वो दल अगर लोकतांत्रिक मूल्यों को नहीं जीता है। आंतरिक लोकतंत्र

निरंतर उसमें पनपता नहीं है, तो वैसी स्थिति बनती है, जो आज देश के कई दलों की हम देख रहे हैं। और जैसा अमित भाई ने कहा हिंदुस्तान में एकमात्र यही दल है, जो अपनी पार्टी के संविधान के अनुसार अक्षरक्ष: लोकतांत्रिक प्रक्रियाओं को, उसका पालन करते हुए अपने कार्य का विस्तार कर रहा है। और जन सामान्य की आशा-आकांक्षाओं पर खरा उतरने के लिए अपने-आपको निरंतर योग्य बनाता रहता है।

यह दल ऐसे ही यहां तक नहीं पहुंचा है। अनेकों पीढ़ियां खप गई हैं। वर्तमान पीढ़ी के अनेक कार्यकर्ता हैं, जिनके नाम भी नहीं जानते होंगे। ऐसे लोगों ने अपना जीवन खपाया, तब जाकर के ये दल, लोगों के दिलों में जगह बना पाया है। मैं जब राजनीति में नहीं था। उस जनसंघ के जमाने में बड़े उत्साह के साथ अपने कार्यकर्ता दीवारों पर दीपक, उस समय जनसंघ का निशान था। उसको पेंट करते थे और कई राजनीतिक दल के नेता अपने भाषणों में मजाक उड़ाते थे कि दीवारों पर दीपक पेंट करने से सत्ता के गलियारों के तक नहीं पहुंचा जा सकता। ऐसा कहते, मजाक उड़ाते थे। हम वो लोग हैं, जिन्होंने दीवारों पर कमल पेंट किया। लेकिन इतनी श्रद्धा से पेंट किया कि विश्वास था, ये दीवारों पर पेंट किया हुआ कमल कभी ना कभी तो दिलों पर भी पेंट हो जाएगा।

और कुछ लोग हमेशा हमारी मजाक उड़ाते रहे हैं। जब संसद में हमारे दो सदस्य थे। तब भी इतना भद्दा मजाक हमारे लिए उड़ाया गया था। कुछ लोगों का चरित्र ही ऐसा होता है। और उनको लगता है कि ऐसा करने से वो बड़े बन जाते हैं। लेकिन ऐसी सब प्रकार की आलोचनाओं को झेलते हुए जन सामान्य के कल्याण के लिए समर्पित होकर के, नेशन फर्स्ट की भावना को जीते हुए, हम चलते ही रहे और पंडित दीनदयाल उपाध्याय जी ने हमें मंत्र दिया था चरैवेति-चरैवेति-चरैवेति, चलते रहो। एक समय था, जब जनसंघ और भाजपा के कार्यकर्ता की पहचान और आज भी कुछ राज्यों में भारतीय जनता पार्टी, उसी जीवन को जीते हैं और अपने आदर्शों के लिए जूझते हैं।

हमारे कार्यकर्ताओं के लिए क्या कहा जाता था, चाहे वह जनसंघ का कार्यकर्ता हो या भाजपा का। उसका एक पैर रेल में होता है और दूसरा पैर जेल में होता है। रेल में इसलिए कि भारतीय जनता पार्टी का कार्यकर्ता निरंतर भ्रमण करता था। प्रवास करता था। जहां भी उसको जाना होता, वो दौड़ता रहता था। और समाज की समस्याओं के समाधान के लिए, सत्ता पर बैठे हुए लोगों के सामने संघर्ष करता था और इसलिए कभी जेल, तो कभी बाहर, ये उसकी स्थिति रहती थी। मुझे याद है करीब 50 साल पहले की बात होगी। जनसंघ के लोग अहमदाबाद में सत्याग्रह कर रहे थे। और एक अपनी कार्यकर्ता बहन जो जेल गई थी। करीब-करीब एक महीना लोग सब जेल में रहे थे, सिर्फ आंदोलन करने के लिए। और उसकी गोद में नौ महीने का बच्चा हाथ में लेकर के वो जेल में एक महीना गुजार करके आई थी। ऐसे जुल्म सहकर के पार्टी यहां पहुंची है। और ये जुल्म करने वाले लोग, एक छोटे से जुलूस को भी स्वीकार करने को तैयार नहीं होते थे। जेल में बंद कर देते थे। सत्ता का नशा उतना था उनको।

मैंने सालों तक संगठन में ही काम किया है। मैं भी कभी इसी प्रकार की बैठक लिया करता था, दौरा किया करता था। सदस्यता अभियान का हिसाब-किताब किया करता था। और मेरी ट्रेनिंग इस काम के लिए प्रमुख रूप से हमारे माननीय सुंदर सिंह जी भंडारी जी ने की थी। और वे इस विषय में बहुत आग्रही रहते थे। थोड़ा-सा भी वो इधर-उधर स्वीकार नहीं

भाजपा की राष्ट्रीय सदस्यता अभियान के शुभारंभ पर प्रधानमंत्री श्री नरेंद्र मोदी का भाषण



करते थे। कभी-कभी लोगों को ऐसा भी लगता था कि भई एक स्ट्रक्चर बना देने से क्या होगा। लेकिन आज हम देख रहे हैं कि उसी स्ट्रक्चर ने देश के आशा-अपेक्षा को पूर्ण करने के लिए एक माध्यम बना दिया। अब हम सदस्यता के लिए जाएंगे।

ये सदस्यता कर्मकांड नहीं है। हमारे लिए सदस्यता यानी, अपने परिवार का विस्तार है। हमारे परिवार में अगर किसी का जन्म होता है तो जितनी खुशी होती है। हमारे परिवार में शादी कर करके कोई बहु आती है। तो परिवार के विस्तार का जो आनंद होता है, वो आनंद बीजेपी में जो कोई नया सदस्य बनता है। परिवार के विस्तार का आनंद होता है। और इसलिए यह सदस्यता अभियान आंकड़ों का खेल नहीं दोस्तों। कितने नंबर हम पार कर जाएंगे, ये नहीं है। ये सदस्यता अभियान एक पूर्ण रूप से वैचारिक आंदोलन भी है और भावनात्मक आंदोलन भी है। और हमने संगठन की गाड़ी को उस पटरी पर दौड़ाना है, जिसमें वैचारिक धार भी हो और भावनाओं से भरपूर भी हो। क्योंकि हमारी भावनाएं देशभक्ति से प्रेरित हैं। मां भारती के कल्याण के लिए 140 करोड़ देशवासियों के कल्याण के लिए।

ये जो सदस्यता अभियान होगा, संगठन की रचना होगी। बूथ कमेटियां बनेगी। पहले हम सदस्यता अभियान करते थे और अब सदस्यता अभियान करें, कुछ चीजें हम नए तरीके से सोच सकते हैं क्या। जैसे, ये जो सदस्य अभियान होगा, उसी समय जो संगठन की रचना होगी। उसी कालखंड में विधानसभाओं में और लोकसभा में 33 परसेंट रिजर्वेशन लागू हो गया होगा। महिलाओं के लिए अगर यह 33 परसेंट रिजर्वेशन इसी कालखंड में आने वाला है, तो क्या मेरी सदस्यता अभियान में, मैं ऐसे सभी लोगों को जोड़ूंगा, जो मेरे पार्टी के इतने महत्वपूर्ण निर्णय में अधिकतम महिलाओं को विजयी बनाकर के एमएलए, एमपी बना सके।

हमारे देश में पूरे विश्व के लिए, खास करके ग्लोबल साउथ के देशों के लिए, डेवलपिंग कंट्रीज के लिए, एक मॉडल रूप काम हमने किया है। और वो है, एस्पिरेशनल डिस्ट्रिक्ट। एस्पिरेशनल ब्लॉक। और हम चाहते हैं कि जो अब तक, जिसकी कोई चिंता कोई नहीं करता था, परवाह नहीं करता था। मुलाजिम भी वहां पर नौकरी करने के लिए जाने को तैयार नहीं होता था। पिछड़े रहते थे। हमने उसने उसे एस्पिरेशनल डिस्ट्रिक्ट, एस्पिरेशनल ब्लॉक बनाया है। और हमारी कोशिश है कि जल्द से जल्द उस राज्य की जो पैरामीटर हैं, उसमें जरा भी पीछे ना हो। हो सके तो उससे भी आगे जाए। और हो सके तो नेशनल लेवल पर भी जो पैरामीटर्स में आ जाए। और इतना सुखद अनुभव रहा है कि एस्पिरेशनल डिस्ट्रिक्ट में गवर्नेंस पर फोकस करने के कारण, जन भागीदारी के कारण, जनसामान्य की

आकांक्षा-अपेक्षाओं को चिन्हित करकर उस पर काम करने के कारण आज देश की एस्पिरेशनल डिस्ट्रिक्ट, एस्पिरेशनल ब्लॉक करीब-करीब स्टेट में टॉप की बराबरी करने लग गए हैं। क्या हम अपना संगठन की रचना करते समय ये एस्पिरेशनल डिस्ट्रिक्ट, एस्पिरेशनल ब्लॉक उसमें विशेष अभियान चला करके, वहां के हर पोलिंग बूथ में, अपना झंडा गाड़ सकते हैं दोस्तों। और हमें कागज लेकर बैठना पड़ेगा, भई मेरे इलाके में ये एस्पिरेशनल ब्लॉक है। उन एस्पिरेशनल ब्लॉक के अंदर इतने पोलिंग बूथ हैं। उस पोलिंग बूथ के अंदर मुझे इतनी मेंबरशिप का टारगेट है। मैं उसको करूंगा। हम प्रयास करें।

आपने देखा होगा, हमने एक बहुत बड़ा आमूलचूल परिवर्तन किया है। किसी समय हिंदुस्तान के आखिरी गांव के रूप में सीमावर्ती गांव जाने जाते थे। और नेगेटिविटी का जन्म उस शब्दों में ही शुरू हो जाता था। हमने तय किया कि आखिरी गांव नहीं है, ये मेरे देश के पहले गांव हैं। अगर ये गांव हिंदुस्तान के सीमा के छोर पर है। अगर सूरज की पहली किरण आएगी, पूर्व में होगा तो पहले उसी को स्पर्श करते हुए हम तक पहुंचेगी। वो पहला गांव है और इसलिए हमने पूरी तरह बदला है विचार। क्या हम एक स्पेशल इकाई बनाएं, जो-जो राज्य सीमावर्ती राज्य हैं, वे ये जो पहला गांव है। उसमें सबसे पहले मेंबरशिप का अभियान चलाएं। और पूरे के पूरे गांव को भारतीय जनता पार्टी का किला बना सकते हैं। और जो सीमा के आखिरी छोर पर बैठा हुआ वो गांव जब भारतीय जनता पार्टी का किला बनता है ना, तब वह भारत का किला अपने-आप बन जाता है। तो मेरे लिए सदस्यता ये सिर्फ पार्टी का नंबर बढ़ाने के लिए नहीं, मेरी सदस्यता मेरे देश को मजबूत बनाने के लिए भी है और इसलिए मैं उन गांवों को किला बना के छोड़ूंगा। ये सब, ये सब मुमकिन है लाखों कार्यकर्ताओं के तपस्या के कारण।

उसी प्रकार से जहां दो राज्य की सीमाएं मिलती हैं। क्या अभी से प्लान कर सकते हैं, कि उन दो राज्य की सीमा पर डेट निश्चित करके, मान लीजिए महाराष्ट्र और गुजरात की सीमाएं मिलती हैं। तो महाराष्ट्र के कार्यकर्ता उनकी सीमा पे आएंगे। गुजरात के कार्यकर्ता उस दिन उनकी सीमा पर जाएंगे। और एक सीमा पर उनके गांव, इसके गांव साथ मिलकर के मेंबरशिप बनाएंगे। महाराष्ट्र का गांव होगा वहां गुजरात के लोग भी नजर आएंगे। गुजरात का गांव होगा, महाराष्ट्र के लोग नजर आएंगे। और उस स्टेट के बॉर्डर के सभी गांवों को मैं कवर कर सकता हूँ। मैं जब मैं कहता हूँ एक भारत, श्रेष्ठ भारत, मेरे एक भारत श्रेष्ठ भारत की ये जो यह जो रेखाएं बनी हुई हैं नक्शे पर। मेंबरशिप के द्वारा मैं महाराष्ट्र के गांव को, गुजरात के गांव को, वहां के दिलों को जोड़ने के लिए मैं मेरा कमल खिला सकता हूँ क्या। और इसलिए मैं कहता हूँ, साथियों यह सदस्यता अभियान मेरे देश का सामर्थ्य बढ़ाने के लिए है। हमने हमारे ट्राइबल इलाके, मुझे याद है एक सदस्यता अभियान के समय में हिमाचल में, मेरा दौरा था। ये नड्डा जी के इलाके में। और मैं पहाड़ी क्षेत्रों में जाना चाहता था। एक पोलिंग बूथ पर जाने में मेरा एक दिन लगता था। पहाड़ों पर चढ़ना पड़ता था। और वहां जाकर के 20-22 का लोगों की मीटिंग करके मैं नीचे उतरता था। पूरा दिन मेरा चला जाता था, लेकिन मुझे आनंद होता था कि वहां कोई तो होता था, जो पूछता था कि साहब ठंड बहुत है। पहले चाय पी लीजिए। यानी किसी ने तो तपस्या की थी। किसी ने तो मेहनत की थी। क्या हम हमारे जो ट्राइबल बेल्ट है, उसमें दूरदराज के जो क्षेत्र हैं, उसमें भी, अभी जैसे आपने देखा होगा पीएम जन मन योजना शुरू की है। यह पीएम जन मन योजना हमारे आदिवासी क्षेत्रों में भी, ऐसे-ऐसे इलाके हैं। ऐसे-ऐसे समूह हैं, जहां व्यवस्थाएं इतने सालों के बाद भी पहुंच नहीं पाई थीं।

हमने पीएम जनमन योजना बनाकर के स्पेशल एफर्ट शुरू किया है। वो पॉलिटिकल वोट बैंक होने की ताकत नहीं है। क्योंकि बहुत छोटी संख्या में है। लेकिन साथियों, अगर उंगली का नाखून भी पक जाता है ना तो पूरे शरीर में दर्द होता है। वह भी तो मेरा शरीर के हिस्से हैं। वो दुखी हो, वो



दुखी हो, पीड़ित हो, मेरे देश में मुझे भी उसकी पीड़ा होती है। इस पीड़ा का अनुभव करते हैं, तब जाकर के पीएम जन मन योजना जन्म लेती है। सरकार तो पहुंचेगी, रोड भी बन जाएंगे, बच्चों का स्कूल में एडमिशन भी हो जाएगा, लेकिन कमल कौन खिलाएगा कौन खिलाएगा। कौन खिलाएगा। और इसलिए साथियों, हम इस प्रकार से फोकस करके इन समाजों तक हम पहुंच सकते हैं क्या।

आज देश में वो लोग, जिन्होंने तीन-तीन, चार-चार पीढ़ी में पक्का घर नहीं देखा था। जिनका कोई अता-पता नहीं था। वो झुग्गी-झोपड़ी में जिंदगी गुजारते थे। वो फुटपाथ पर जिंदगी गुजारते थे। आज यहां तो कल वहां। ऐसा ही उनका बसेरा हुआ करता था। ऐसे चार करोड़ परिवारों को हमने एड्रेस दिया है। और जब जिंदगी में घर का पता तय हो जाता है ना, तो मंजिल का पता भी अपना आप बनने लग जाता है। जिनको घर मिला है। जिनकी जिंदगी में अब अपना एक स्थाई, पीढ़ियों के बाद, चार-चार, पांच-पांच पीढ़ी में कभी उन्होंने पक्के घर में जिंदगी नहीं गुजारी होगी। क्या यह मौका नहीं है दोस्तों उनके पास जाने का। लिस्ट लेकर के उनके पास जाना चाहिए कि नहीं जाना चाहिए। क्या उसको नहीं लगना चाहिए कि जिस कमल ने घर की दीवारें बनाई हैं। उस कमल को मैं अब दिल के अंदर जगह दे दूँ। ये भाव उसके अंदर पैदा नहीं हो सकता है और इसलिए मैंने कहा कि हमारे लिए ये हमारा जो परिवार का विस्तार है, वो विस्तार अपने-आपको फैलाने का है, ऐसा नहीं है। अनेक लोगों को अपने-आप में समाने का है। हमारे भीतर समाहित करना है। हमारे सुख-दुख का साथी बनाना है। और तब जाकर के एक ऐसा भाजपा परिवार पूरे देश में निर्माण होता है, जो राष्ट्र के सपनों को पूरा करने के लिए एक कैटेनिक एजेंट के रूप में बहुत बड़ी सेवा कर सकता है। और इसलिए साथियों इस सदस्यता अभियान को एक पवित्र कार्य मान करके हमने करना चाहिए। और जब कोई व्यक्ति सदस्य बनता है ना, जैसे कोई नया बच्चा स्कूल जाता है तो मां-बाप कैसा माहौल बनाते हैं। तिलक करेंगे, मिठाई खिलाएंगे, अच्छे कपड़े पहनाएंगे। उसी भाव से सदस्य बनना चाहिए। और मुझे अच्छा लगा आज मुझे इस वातावरण में सदस्य बनने का मौका मिला। उत्सव के वातावरण में, मैं सदस्य बन रहा हूँ। हम भी सदस्यता अभियान को उत्सव में परिवर्तित करें। सामने वाला हमारे परिवार में जुड़ रहा है, मतलब हम बड़े गौरव अनुभव कर रहे हैं कि आप हमारे यहां आए। हमें यह भाव नहीं लाना चाहिए कि हमने उपकार किया है तुम्हें मेंबर बना के। नहीं, आपने देश हित के लिए आगे आए हैं, हमारे लिए गौरव की बात है। आप हमारे एक साथी बन गए हैं। जीवन में इससे हमें और क्या धन्यता चाहिए।

आज जो 18-20 साल की उम्र के लोग हैं। उन्होंने वो अखबार नहीं पढ़े हैं, जिसकी हेडलाइन हुआ करती थी कि आज इतने लाख का घोटाला हो गया। आज इतने करोड़ का घोटाला हो गया। आज ये हो गया, ये हो गया, ये हो गया। आज जो 18-20 साल के बच्चे हैं उन्होंने ये पढ़ा नहीं है। उन्हें पता नहीं है कि 10 साल 11 साल के पहले देश के हालत क्या थे। उसने एक नया हिंदुस्तान देखा है और इसलिए उसके सपने भी वहीं से शुरू हो जाते हैं। और तब जाकर के हमारी जिम्मेवारी अनेक गुना बढ़ जाती है। क्या हमारा दायित्व नहीं है कि 18 से 25 साल की एक पूरी पीढ़ी को टारगेट करके, प्लान करके भारतीय जनता पार्टी से जोड़ें, ताकि उनको भी पता चले उनके माता-पिता ने कितने बुरे दिन देखे थे। उनके माता-पिता कितनी मुसीबतों से गुजरते थे। एक टेलीफोन का कनेक्शन लेने के लिए उनको एमएलए, एमपी के घर में चक्कर काटने पड़ते थे। एक गैस का कनेक्शन लेने के लिए उनको सालों तक इंतजार करना पड़ता था। कभी बिजली का कनेक्शन नहीं मिल पाता था। अंधेरे में जिंदगी गुजर जाती थी। बच्चों के लिए पढ़ाई का प्रबंध नहीं था। 18 से 25 साल के उन हमारे देश के बेटे-बेटियों ने अपने मां-बाप किस मुसीबतों से गुजरते थे, जिंदगी जीते थे, उससे वो अनभिज्ञ हैं। भारतीय जनता पार्टी के कार्यकर्ता का काम है कि उसे भारतीय जनता पार्टी में हमारा मेंबर बनाकर के साथी बना करके उसे, हम कहां से कहां देश को ले गए हैं, ये आत्मविश्वास से भरने की जरूरत है।

18 से 25 का उम्र का व्यक्ति, मेरे लिए भाजपा के मतदाता जैसे सीमित स्वार्थी विचार से मैं उसकी चर्चा नहीं कर रहा। मेरे सामने 18-25 साल का उम्र का नौजवान, वो मेरे 2047 के सपने का सबसे बड़ी शक्ति का स्रोत है। 2047 में मेरा देश विकसित भारत बनेगा। आज जो 18-20, 22-25 साल का नौजवान है। वो उस समय 50 साल का हुआ होगा। उसकी जीवनी की सबसे ऊर्जावान समय देश विकसित भारत की यात्रा में होगा। उस समय उसकी जीवन की यात्रा चलती होगी। एक इतना बढ़िया संजोग होगा कि उसका सामर्थ्य हमें विकसित भारत बनाने के सपने पूरे करने में काम आएगा। और इसलिए विकसित भारत के सपने पूरे करने के लिए जिस सामर्थ्य की मुझे जरूरत है। वह 18 से 25 साल का मेरा नौजवान है। उसे हमने इस विचार से जोड़ना है, नेशन फर्स्ट के लिए जीने के लिए जोड़ना है।

हम सिर्फ चुनावी मशीन नहीं हैं। हम वो खाद-पानी हैं, जो देशवासियों को सपनों को हम सींचा करते हैं। हम वो खाद पानी हैं, जो अपने-आप को खपा करके देश के सपनों को संकल्प और संकल्प को सिद्धि तक ले जाने की यात्रा में अपने-आपको डुबो देते हैं जी। और इसलिए भारतीय जनता पार्टी का कार्यकर्ता चुनाव, कुछ लोगों ने कह दिया है, मशीन ये तो चुनावी मशीन है भाजपा के पास। इससे बड़ा भाजपा का कोई अपमान नहीं हो सकता है। अरे चुनाव जीतना ये तो मेरी पार्टी के कार्यकर्ताओं के निरंतर पुरुषार्थ और प्रयास के परिणाम एक बाय प्रोडक्ट है। और इसलिए साथियों, हमें निरंतर नई पीढ़ियों को भी तैयार करना है। और एक बात मान के चलिए, जो ये सोचता है कोई आएगा तो मेरा क्या होगा। वो मान के चल रहे हैं, कोई आएगा तो नहीं, लेकिन तुम जहां हो, वहां से कहीं ऊपर जा नहीं सकते हो। जैसे-जैसे नीचे तुम नए लोगों को लाते जाओगे। वैसे-वैसे तुम ऊपर चले जाओगे। ऊपर जाने का तरीका यही है कि नीचे जितनी मजबूती देते हैं, उतना ऊपर जाने की गारंटी पक्की हो जाती है। कुछ लोगों की मानसिकता रहती है कि अरे यार, ये आएगा तो मेरा क्या होगा। वो आएगा तो आपकी मजबूती बढ़ेगी। आपकी इज्जत बढ़ेगी। और आपके द्वारा इच्छित कामों को परिणाम लेने में वो आपका साथी बन कर के काम करेगा।

लोकतांत्रिक मूल्यों को जीने वाली हमारी पार्टी है। हम व्यवस्था में भी लोकतंत्र को स्वीकार करते हैं। हम विचार में भी लोकतंत्र को स्वीकार करते हैं। हम संस्कार में भी लोकतंत्र को स्वीकार करते हैं। हमारा ये सदस्यता अभियान उस नई ऊंचाइयों को पार करने वाला बने। समाज के अधिकतम लोग के, मैं तो शुरू यही चाहूंगा, आप अपने इलाके में कि जिस पोलिंग बूथ में सी ग्रेड का पोलिंग बूथ मानते हैं ना। सदस्य अभियान वहीं से शुरू करो। जिसे आप पिछले दो-तीन चुनाव में जिसको सी ग्रेड का पोलिंग बूथ मानते हैं। जहां पर आपको मिनिमम वोट मिले हैं। सदस्यता अभियान वहीं शुरू करना चाहिए। दोस्तों, चुनौती को चुनौती देना, ये तो भारतीय जनता पार्टी की रगों में है। जहां सरस सरलता है, जहां स्वीकार्यता है, जहां सम्मान है, आदर-सत्कार है, वहां तो मेंबरशिप करना आसान हो जाएगा। उसको करते भी रहना है, लेकिन जहां चुनौती है, वहीं दिलों में कमल खिलाना है। और हमारी कसौटी इसी में है।

आज देश के गरीब का सबसे अधिक विश्वास हमारी नीतियों में है, हमारे निर्णयों में है। हमने लिए हुए रास्ते से मिले परिणामों में है। और इसलिए हमें उस सामर्थ्य के साथ आगे बढ़ना है। मुझे पक्का विश्वास है नब्दा जी के नेतृत्व में पार्टी की संगठन की शक्ति पूरी तरह लगी है, तब ये सदस्यता अभियान पुराने सारे रिकॉर्ड तोड़ेगी। ये सदस्यता अभियान अनेक नए बूथों तक पहुंचेगी। ये सदस्यता अभियान देश के सबसे पहले गांव है, वहां पर भाजपा का झंडा हम यहां से देख सकें, ऐसे बनेगी। इसी एक अपेक्षा के साथ आप सबको मेरी बहुत-बहुत शुभकामनाएं।

Source: narendramodi.in

भाजपा सदस्यता अभियान के शुभारंभ पर भाजपा अध्यक्ष श्री जे.पी. नड्डा का वक्तव्य

“

आज नई दिल्ली स्थित भाजपा मुख्यालय में हमारे वरिष्ठ नेताओं की गरिमामयी उपस्थिति में यशस्वी प्रधानमंत्री आदरणीय श्री नरेन्द्र मोदी जी को प्रथम सदस्य बनाकर 'भाजपा राष्ट्रीय सदस्यता अभियान- 2024' का शुभारंभ हुआ।

भारतीय जनता पार्टी ने इस अभियान के अंतर्गत 10करोड़ कार्यकर्ताओं को संगठन से जोड़ने का लक्ष्य रखा है। प्रधानमंत्री जी के नेतृत्व में भाजपा निरंतर माँ भारती के प्रगति, प्रतिष्ठा और वैभव को ऐतिहासिक उत्कर्ष प्रदान करने में सफल रही है। यह उपलब्धियां हम कोटिशः कार्यकर्ताओं को गौरवान्वित करती है।

'अंत्योदय' का हमारा संकल्प और सेवा, सुशासन व विकास के लिए हमारी प्रतिबद्धता सदैव जारी रहेगी। विश्व का सबसे बड़े राजनीतिक दल के स्वरूप में भाजपा जन-जन के कल्याण सुनिश्चित करने के साथ 'विकसित भारत' के संकल्प की सिद्धि को साकार स्वरूप प्रदान करेगा। ऐतिहासिक, अद्वितीय उपलब्धियों के लिए मैं मोदी जी का आभार प्रकट करता हूँ।

Source: Tweet on X



Message from the BJYM National President

Shri Tejasvi Surya



As we stand on the threshold of a new era of progress and development, the Bharatiya Janata Party continues to remain committed to its mission of creating a strong, united, and inclusive India. The role of the youth, represented by the Bharatiya Janata Yuva Morcha (BJYM), is pivotal in this transformative journey.

The BJP has consistently worked to bring about an inclusive, equitable, and prosperous society through its tireless efforts in governance, social upliftment, and nation-building. The ongoing membership drive is a critical component of this mission, and it carries within it the promise of strengthening our ideological and organizational foundations. This drive is more than just an effort to increase numbers; it is a movement aimed at expanding the very soul of our party—by bringing in individuals from every walk of life, region, and community to be part of our journey toward a New India.

Our Prime Minister, Narendra Modi, has always emphasized the need for inclusivity in every aspect of governance and social development. His vision of "Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas" resonates deeply with the idea that the BJP is a party for every Indian, regardless of caste, creed, or region. The terms Sarvparshi (touching everyone) and Sarvyapi (omnipresent) have come

to define the BJP's remarkable expansion across India, including the southern states where we are making steady progress.

As BJYM members and supporters, you are not just participants in this drive, but you are also leaders, karyakartas, and torchbearers of the ideals of Antyodaya—uplifting the last person in society.

The Sadasyata Abhiyan provides you with the opportunity to connect with millions of young Indians who aspire to be part of something greater, something that will shape the future of this great nation. Your efforts will ensure that the next generation understands the importance of nation-building, and that they recognize the BJP as the vehicle through which they can contribute to India's progress.

A key strength of the BJP has always been its karyakartas—the dedicated and disciplined party workers who work tirelessly at the grassroots level. The Sadasyata Abhiyan is also a platform to identify and nurture future leaders who will carry forward the party's vision and values. The BJYM members, who are the foot soldiers of this drive, embody the spirit of selfless service and patriotism that the BJP stands for.

Your participation in this membership drive is an opportunity to strengthen not just the party, but also the democratic fabric of our country. You are the future of this nation, and it is your energy, creativity, and determination that will drive India's progress in the years to come.

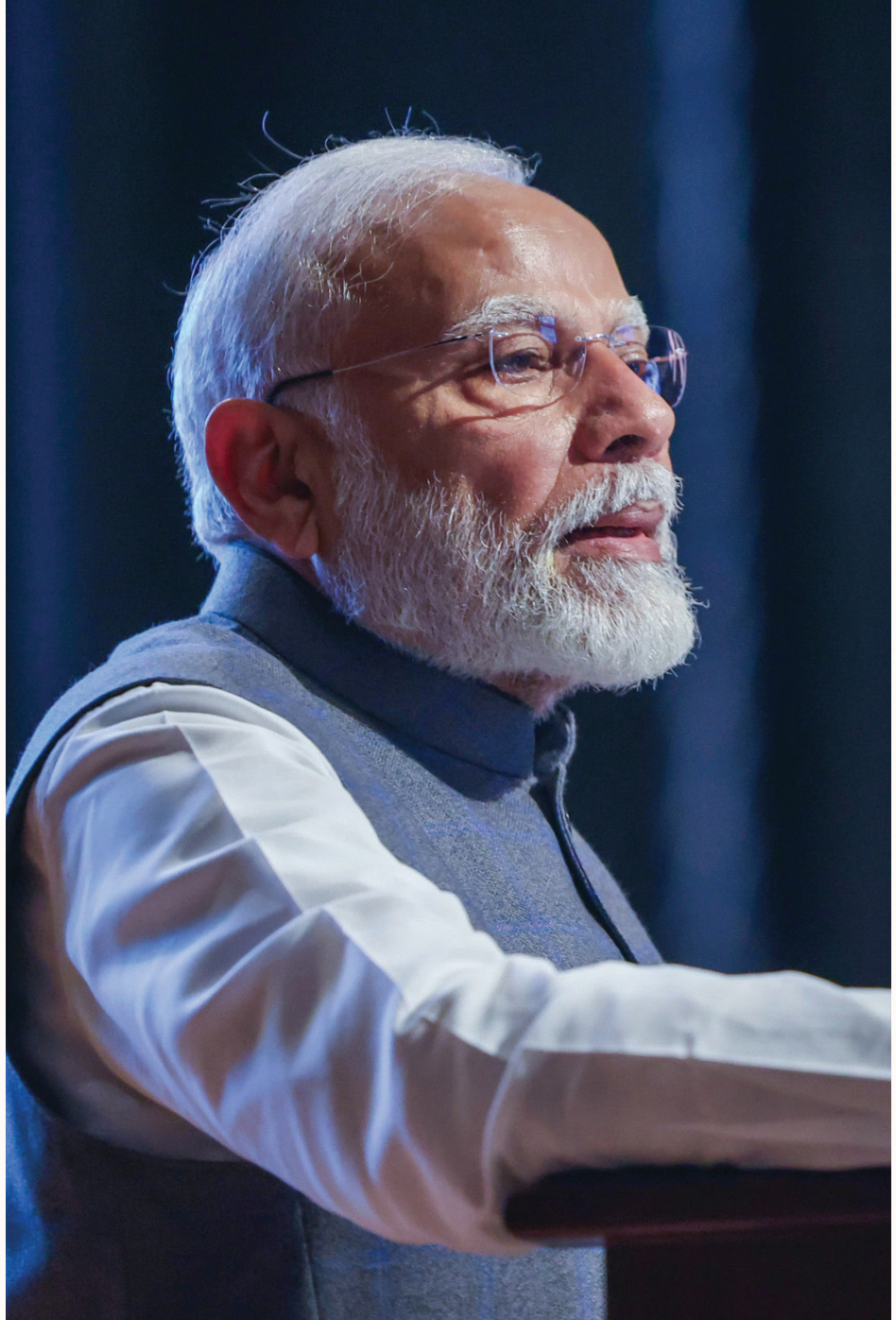
The Sangathan Parva: Sadasyata Abhiyan 2024 is more than just a membership campaign; it is a movement to unite every Indian under the banner of development, equality, and cultural pride. I urge each one of you to take an active role in this historic drive and help bring more citizens into the fold of the BJP. Together, let us continue to build a strong, inclusive, and self-reliant India.

Vande Mataram!

Tejasvi Surya

MP Lok Sabha,
Bengaluru South





W

e find ourselves at a transformative moment in India's political landscape. The Sangathan Parva: Sadasyata Abhiyan 2024 is more than a membership drive—it is an affirmation of our commitment to unity, inclusivity, and national progress. This year, as the Bharatiya Janata Party (BJP) works toward adding new members, we celebrate not just the growing strength of our organisation but also the unwavering spirit of our youth, who are the backbone of this historic movement.

The BJP's journey from its inception to becoming the largest political party in the world is a testament to its foundational values and a clear vision for India's future. Terms like Sarvparshi (reaching everyone) and Sarvvyapi (omnipresent) reflect the BJP's mission of inclusivity, a mission that has guided every step of this membership drive. The party has transcended regional boundaries and ideological barriers, reaching out to people of every caste, creed, and background. This inclusivity is not just symbolic; it is the essence of the BJP's approach to governance and the foundation of its goal to build a society where everyone has equal access to opportunities and growth.

Under the leadership of Prime Minister Shri Narendra Modi and BJP National President Shri J.P. Nadda, this membership drive is setting new records and breaking old stereotypes. The drive is not only about increasing the party's numbers; it is about strengthening our ideology and engaging with every section of society. Through initiatives that connect with farmers, labourers, urban professionals, first-time voters, and marginalised communities, we are working to make the BJP an all-encompassing party that stands for each and every citizen.

With the power of youth at the forefront, the Bharatiya Janata Yuva Morcha (BJYM) plays a vital role in expanding this vision. Our young karyakartas are the champions of this movement, and through their tireless dedication, they bring the BJP's mission directly to the people. These members serve not only as representatives of our party but also as leaders in their communities, setting an example of service, resilience, and patriotism.

India's youth, led by the BJYM, are instrumental in propelling the BJP's core ideologies of Integral Humanism and Antyodaya (uplifting the last person in society). The young members of BJYM embody these principles, working with dedication and a spirit of unity to bring positive change to every corner of the country. This drive is not only enrolling new members but also nurturing future leaders, offering young people the opportunity to play an active role in the nation's progress.





By mobilising youth in this campaign, the BJP is planting seeds for a future where our young leaders can take on greater responsibilities and lead with vision. Through BJYM's efforts, India's youth are transforming from mere spectators of political change to active participants who help shape policies, promote social welfare, and ensure every citizen has a voice in the national narrative.

The Sadasyata Abhiyan 2024 comes at a critical juncture for India, as our nation stands poised to become a global leader in development, economic stability, and cultural resilience. With initiatives such as Ayushman Bharat, Ujjwala Yojana, and Digital India, the BJP has shown its commitment to social equity and economic progress. The membership drive supports these broader goals, as every new member strengthens our party's ability to reach every citizen and understand their aspirations.

As we bring this magazine to you, we invite every young Indian to join us in building a Sarvparshi, Sarvyapi BJP—a party that is truly of the people, for the people, and by the people. Our commitment to the people of India goes beyond elections and victories; it is about creating a better India for future generations. The Sangathan Parva is your opportunity to be part of this mission. Let this drive mark the beginning of a new chapter in India's journey—a chapter written with unity, dedication, and hope.



India's New Dawn: Celebrating 100 Days of Development and Progress under PM Modi

Tarun Chugh
National General
Secretary, BJP

As we mark the first 100 days of the National Democratic Alliance (NDA) 3.0 government under the exceptional leadership of Prime Minister Shri Narendra Modi, it is with immense pride and gratitude that we reflect on a period of remarkable achievements. These first three months have witnessed unprecedented advancements across multiple sectors, laying the groundwork for India's sustained progress and growth.

With an unwavering focus on comprehensive development, the NDA government has prioritised vital areas such as infrastructure, economic reforms, agriculture, defence, and social welfare. These efforts are driving immediate benefits and setting India on a long-term path toward realising the ambitious vision of 'Viksit Bharat 2047'.

Laying a Strong Foundation for the Future

Prime Minister Modi has laid the foundation for a forward-looking India, a nation aimed at growth and development. His leadership, characterised by dynamism and strategic foresight, inspires and drives the country toward greater prosperity. As a nation, we owe a deep sense of gratitude to him for his visionary governance, which is steering India to new heights on the global stage.



The far-reaching achievements across multiple sectors emphasise the transformative changes under NDA 3.0. The government's people-centric policies have significantly enhanced the ease of living for diverse groups, including the poor, middle class, Dalits, marginalised communities, youth, and women. These initiatives reflect a leadership committed to inclusive growth and social equity.

A Milestone of National Progress

The first 100 days of the Modi government are not just a symbolic milestone; they stand as a powerful testament to its unwavering dedication to national progress. Through bold and visionary initiatives, the government has laid a robust foundation for long-term growth, with a ripple effect that will positively impact both current and future generations. In this brief yet pivotal period, investments worth ₹15 lakh crore have been made, underscoring the government's commitment to transformative development.

Agriculture at the Heart of Development

The Modi government's deep focus on agriculture is a hallmark of its commitment to building a self-reliant India. Placing farmers at the centre of its economic vision, the government has ensured that their welfare remains a top priority. The recent hike in the Minimum Support Price (MSP) for Kharif crops underscores the administration's resolve to safeguard farmers' incomes and provide fair prices. Complementing this, the removal of the Minimum Export Price (MEP) on key commodities such as onions and basmati rice is a testament to the government's dedication to boosting agricultural exports.

Moreover, the disbursement of ₹20,000 crore under the 17th instalment of Prime Minister Kisan Samman Nidhi, which has benefited 9.3 crore farmers, is yet another reflection of Prime Minister Modi's enduring commitment to strengthening rural livelihoods.

Infrastructure Development: Powering Economic Growth

The government's massive investment of ₹3 lakh crore in infrastructure projects is reshaping India's connectivity landscape, paving the way for

economic growth. The focus on linking unconnected villages to road networks, constructing new ports, and expanding railways is enhancing connectivity and fuelling economic activity across the country. A forward-looking approach is evident in the PM Electric Drive Revolution in Innovative Vehicle Enhancement (PM E-DRIVE) Scheme, which, with an outlay of ₹10,900 crore, seeks to accelerate India's transition to electric mobility, driving sustainability and innovation in the transportation sector.

Strengthening National Security and Defence

India's defence capabilities have seen significant advancements under the Modi government, enhancing the nation's security and infrastructure. The revision of the One Rank One Pension (OROP) scheme reinforces the government's support for defence personnel and their welfare. At the same time, its uncompromising stance on national security continues to foster peace in Jammu and Kashmir.

Empowering Communities and Advancing Social Welfare

The government's social welfare schemes have touched millions, empowering marginalised communities through landmark initiatives. Under the Pradhan Mantri Awas Yojana, over one crore houses have been sanctioned, with subsidies amounting to ₹2.30 lakh crore, benefiting the middle class and economically disadvantaged groups.

In a bid to further empower the middle class—a vital driver of economic growth—the government has introduced tax reforms, including a tax-free income threshold up to ₹7 lakh and an increased standard deduction. These measures, alongside the OROP revision, are designed to ensure the financial well-being of both civilians and defence personnel.

Women's Empowerment: A Catalyst for Sustainable Development

The Modi government recognises that empowering women is essential for sustainable growth. Through various initiatives, 10 crore women have been brought into self-help groups, providing them with vital access to financial resources and skill development opportunities. The realisation of 11

lakh new 'Lakshpati Didis' further reflects the Prime Minister's commitment to women's empowerment. Additionally, the expansion of MUDRA loan limits enables women entrepreneurs to achieve economic independence and contribute to the nation's progress.

Harnessing the Power of Youth: Yuva Shakti

India's youth are the backbone of its future, and the government is investing heavily in their development. A ₹2 lakh crore package has been introduced for skill enhancement and job creation, with incentives for first-time employees. This initiative bridges the skill gap, promotes entrepreneurship, and ensures that the next generation is well-equipped to lead India's economic resurgence.

Healthcare and Education: Fundamental Rights, Fundamental Progress

The government has prioritised healthcare and education as fundamental rights, ensuring that all citizens benefit from essential services. The expansion of the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY) to provide ₹5 lakh in health insurance coverage for senior citizens above 70 years has improved healthcare access for 4.5 crore families and 6 crore senior citizens. Moreover, introducing 75,000 new medical seats will enhance healthcare infrastructure, reducing reliance on foreign institutions.

Justice Reforms for a New Era

With a citizen-first approach, the government has introduced three new criminal laws aimed at justice rather than mere punishment. These legal reforms, through the Bharatiya Nyaya Sanhita 2023, Bharatiya Nagarik Suraksha Sanhita 2023, and Bharatiya Sakshya Adhinyam 2023, replace outdated colonial-era laws, striving to make justice more accessible, effective, and citizen-centric. The National Forensic Infrastructure Enhancement Scheme (NFIES), with a budget of ₹2,250 crore, further strengthens the justice system by ensuring timely and scientific evidence examination.

A New Dawn in Space and Technology

India's foray into space and technology has reached new heights, establishing a ₹1,000 crore venture

capital fund for space start-ups. This initiative positions India as a global leader in space exploration, unlocking new possibilities for innovation and collaboration on the global stage.

A Visionary Leader, A Prosperous Future

As we commemorate these 100 days of transformative leadership, it is evident that Prime Minister Modi's vision has elevated India domestically and internationally. From comprehensive agricultural reforms and vast infrastructure development to strengthening national security and improving the quality of life for all Indians, the approach of 'Sab Ka Saath, Sab Ka Vikas, Sab Ka Vishwas' has been pivotal. The NDA government has left no stone unturned in its quest to transform the nation's future.

Our Prime Minister's diplomatic efforts in the ongoing international conflicts have been commendable, showcasing his commitment to global peace and stability. His deep concern over these conflicts and emphasis on India's readiness to extend all possible cooperation to restore peace through dialogue and diplomacy highlights his dedication to finding peaceful resolutions. Modi's approach underscores India's role as a responsible global player, advocating for the end of hostilities and the importance of diplomatic engagement. His efforts have been widely recognised, with leaders acknowledging India's potential to play a constructive role in mediating peace. Undoubtedly, Modi stands as a global leader, making India the 'Vishwa Guru' with the philosophy of 'Vasudhaiva Kutumbakam'.

Looking ahead, India is poised for greatness, driven by a relentless pursuit of technological advancement, industry-friendly policies, and a commitment to equitable growth. The country stands on the threshold of a prosperous future, ready to take its rightful place on the global stage. The bold and strategic decisions made in these first 100 days are just the beginning of a transformative journey. Under the dynamic leadership of Prime Minister Modi, an even brighter future awaits India, where prosperity and progress will continue to thrive.



Realizing Advaita Through Antyodaya

Dr. Mrittunjoy Guha
Majumdar

Non-dualism or Advaita has underlined our understanding of the nature of reality in Bharat since times immemorial. All things are interconnected; all things are correlated. One cannot supersede the collective, for no individuation is absolute. In Indian philosophy, absolutism itself is not absolute, but that is for a different discussion for later. Swami Vivekananda made the following sloka the official motto of the Ramakrishna Mission in 1897:

आत्मनो मोक्षार्थम् जगत् हिताय च
which talks of the twofold aim of human life— one is to seek salvation for one's soul, and the other is to address the issue of welfare of the world. In the Maha Upanishad, we have the celebrated verses,

अयं निजः परो वेति गणना लघुचेतसाम्।
उदारचरितानां तु वसुधैव कुटुम्बकम्॥

which highlights that the narrow-minded say, "This is mine, that is his" but the wise understand that the entire world is one family. The conception of Advaita has been realized in various strands of spirituality and philosophy, but more importantly, in

socio-political and even economic formulations of Bharatiya society, since ancient times. After the Kalinga War, Samrat Ashoka adopted a moral and spiritual code rooted in compassion and non-violence, reflecting the Advaitic understanding of unity across life forms. His policies of religious tolerance and welfare for all (including animals) resonate with Advaitic principles. Spiritual luminaries like Kabir and Sant Ravidas advocated spiritual equality, resonant with the Advaita tradition, breaking down rigid social structures and promoting the idea of oneness in devotion, regardless of caste or status. Mahatma Gandhi was deeply influenced by Advaita and its emphasis on the interconnectedness of all beings. His concept of Sarvodaya (upliftment of all), with the term being used by Gandhi as the title of his 1908 translation of John Ruskin's critique of political economy - *Unto This Last*, directly reflect the Advaitic understanding that the welfare of the individual and society are interconnected. Though Babasaheb Bhimrao Ambedkar critiqued certain aspects of traditional Hinduism, his focus on equality and social justice for the marginalised reflects an Advaitic vision of oneness. Even ancient Indian economic systems included guilds (Shrenis), which functioned as cooperative communities based on mutual respect and interdependence, embodying the Advaitic principle of interconnectedness in trade and commerce. These systems promoted both individual welfare and the collective good.

Antyodaya is a philosophy and policy approach that focuses on uplifting the poorest and most marginalized sections of society. In realising Advaita, a natural corollary is the realisation of Antyodaya. The term "Antyodaya" comes from the Sanskrit words "anta," meaning the last, and "udaya," meaning rising - thereby literally meaning the rise of the last person. In modern times, the concept of Antyodaya was famously propounded by Pandit Deendayal Upadhyaya, a prominent thinker and leader of the Bharatiya Jana Sangh. The core idea behind Antyodaya is that economic development and social welfare policies should prioritise the needs of the most deprived and disadvantaged people. The emphasis lay on the idea that the success of economic planning should be

measured by its impact on the lives of those at the lowest rung of society rather than the affluent. He believed it was the moral duty of the government and society to uplift the poor and marginalised. In his words,

"Hegel put forward the principles of thesis, anti-thesis and synthesis; Karl Marx used this principle as a basis and presented his analysis of history and economics; Darwin considered the principle of survival of the fittest as the sole basis of life; but we in this country saw the basic unity of all life."

His was the way of regarding the individuated and the societal two sides of the same coin, as highlighted here, in his words,

"The basic truth is that the individual and society are one and indivisible. In a cultured state of affairs, the individual will think of society even while thinking of himself. If anyone thinks of achieving his own good by harming society, he would be thinking on the wrong lines. This is the state of distortion, and this would also not lead to the individual's good, for the individual will have to suffer the condition in which society finds itself."



The philosophy of Antyodaya has become increasingly relevant in contemporary discussions about poverty alleviation, social justice, and inclusive development. The philosophy of Antyodaya is deeply rooted in Indian cultural and philosophical traditions, particularly in the concept of Integral Humanism proposed by Pandit Deendayal Upadhyaya. Integral Humanism emphasises that individual well-being is intrinsically linked to societal progress, advocating for a holistic view of human existence where both individual and community thrive together. This philosophy asserts that true development cannot be achieved unless it benefits every layer of society, especially those who are most disadvantaged. In an age when capitalism and communism held sway and were like two poles of geopolitics, integral humanism came as a refreshing reminder of the Bharatiya way of thinking, where humanism was key, as was the integrative nature of reality itself.

Antyodaya embodies a moral imperative for individuals and society to cultivate values such as truth, non-violence, and selflessness. The journey towards societal transformation begins with individual introspection and moral refinement. As articulated by leaders like Mahatma Gandhi, who emphasized Sarvodaya (the welfare of all),



Antyodaya calls for individuals to embody these values in their daily lives, fostering a culture of compassion and integrity. This moral foundation serves as a guiding principle for both personal conduct and public policy. But it is not just a passive philosophy. Antyodaya serves as a call to action for individuals to engage actively in their communities. It encourages citizens to take responsibility for their collective well-being by participating in initiatives aimed at reducing poverty and inequality. This participatory approach not only empowers individuals but also strengthens community bonds, fostering a sense of shared purpose and responsibility. The emphasis on grassroots involvement ensures that development initiatives are tailored to local needs and contexts. Looking ahead, Antyodaya envisions a society where equitable progress is not just an ideal but a reality. As Pandit Deendayal Upadhyay said, in the context of food security,

“Our slogan should be that he who earns will feed and every person will have enough to eat. The right to food is a birthright. The ability to earn is a result of education and training. In a society even those who do not earn must have food. The children and the old, the diseased and the invalids, all must be cared for by society. Every society generally fulfils this responsibility. The social and cultural pro-guess of mankind lies in the readiness to fulfil this responsibility.”

Despite modern challenges such as economic disparity and social injustice, adhering to Antyodaya's principles can guide India towards sustainable development that honours its rich philosophical heritage while addressing contemporary issues. By fostering cooperation among various sectors—government, civil society, and individuals—Antyodaya aims to create an inclusive framework where every person has access to opportunities for growth and fulfilment. At a practical level, Pandit Deendayal Upadhyay realized the utilitarian aspect of organization and its resultant oneness,

"There might be activity but there is no oneness on the level of experience. This is not the case with an organisation. Those who come together in an organization have one identity in spite of their being many in number. Their goal, then direction, their thought all these are one, hence then interest is common. Their actions produce a force that is a thousand times greater than their number. Every individual is an entity in himself and yet they are Inseparable parts of one single whole This is the secret of their success."

Antyodaya has guided the policy and politics of the country, post-independence, and rightly so. Active awareness and promotion of the welfare of the weakest in society is an integral part of modern Bharat's vision. One of the key policy initiatives inspired by the Antyodaya philosophy is the Antyodaya Anna Yojana (AAY), launched by the Government of India in 2000. AAY aims to provide highly subsidised food grains to the poorest families identified from among those Below Poverty Line (BPL). This scheme reflects Antyodaya's commitment to ensuring food security as a fundamental right. Under AAY, eligible families receive 35 kg of food grains per month at significantly subsidised rates—₹3 per kg for rice and ₹2 per kg for wheat. The scheme has expanded over time to cover millions more families through systematic identification processes conducted by state rural development facilities. The program emphasises not only immediate relief from hunger but also long-term nutritional security for vulnerable populations. Inspired by the Antyodaya philosophy, several government initiatives have been launched to uplift poor and marginalised populations. The Pradhan Mantri Jan Dhan Yojana (PMJDY) aims to provide financial inclusion by offering bank accounts and services to unbanked individuals, while the Pradhan Mantri Ujjwala Yojana (PMUY) delivers LPG connections to women from below-poverty-line families to improve cooking conditions and reduce indoor air pollution. Additionally, the Pradhan Mantri Awas Yojana (PMAY) provides affordable housing through subsidies for low-income families. Together, these

programs enhance living standards and empower marginalised communities, reflecting the core principles of Antyodaya.

While progress has been made under Antyodaya-inspired policies, challenges remain in effectively reaching those most in need. Issues such as beneficiary identification, resource allocation inefficiencies, and ensuring quality services must be addressed. To strengthen Antyodaya's vision. To optimise the effectiveness of development initiatives, several measures are essential: first, improve targeting through data-driven approaches by utilising comprehensive surveys like the Socio-Economic Caste Census (SECC) for accurate beneficiary identification. Next, enhance transparency with robust monitoring mechanisms and audit systems to ensure accountability in resource distribution. Additionally, beneficiaries can be empowered through increased education and awareness about available schemes. Integrate schemes across government departments for holistic development and foster collaboration with civil society organisations to boost grassroots participation and maximise impact. The Antyodaya philosophy represents a profound commitment to ensuring that no one is left behind in India's development journey. By prioritizing the needs of the most marginalised individuals, it seeks not only economic upliftment but also social justice and equity. Through sustained efforts in implementing its principles across various sectors, India can work towards realising a future where every citizen has access to opportunities for growth—honouring its rich philosophical heritage while embracing contemporary challenges with resilience and unity. The journey toward achieving Antyodaya is not merely about economic metrics; it is about fostering an inclusive society where dignity, respect, and opportunity are accessible to all.

And perhaps most profoundly, it could be the key to truly (socially) embodying the age-old Bharatiya wisdom of Advaita, whereby even boundaries are illusory projections of a universal oneness!



The Lotus Blooms: How Integral Humanism Shaped BJP's Success

Shashwat Kapoor

State Vice President,
Bhartiya Janta Yuva Morcha
Himachal Pradesh

“भारत के पश्चिमी घाट को मंडित करने वाले महासागर के किनारे खड़े होकर, मैं ये भविष्यवाणी करने का साहस करता हूँ कि अंधेरा छटेगा, सूरज निकलेगा, कमल खिलेगा”

“Standing at this coastline which adorns the western front of Bharat, I take the courage to prophesize – The darkness will fade, the sun will shine and the lotus will bloom.”

prophesize – The darkness will fade, the sun will shine and the lotus will bloom.”

The crowd burst out into roars as thousands cheered at those lines, to the prophecy made on that momentous day. The gathering there in that urban locality of Mumbai proved to be a turning point that had profound implications for the destiny of our country, Bharat. Speaking on the stage was none other than the “Yuga-Purush”, Atal Bihari Vajpayee, who had just unanimously been elected as the president of the Bhartiya Janta Party at its first national convention. Thousands of people from the length and breadth of the country had assembled in Bandra. That decisive speech finally cleared the air of uncertainty that had crept up after the dissolution of the Janta Party.

The sun he referred to in his speech was the vision that would guide the newly formed BJP, the core ideological doctrine of the party – “Antyodaya” or “Integral Humanism”, formulated by Pandit Deendayal Upadhyay who was also the first National General Secretary of the Jan Sangh. This philosophy introduced a vision of human development that emphasised harmony between the individual, the society he is a part of and its civilisational culture and nature that he has been nourished with.

The idea was revolutionary because it came at a time in 1965 when the world's superpowers were preoccupied with waging a worldwide game of cat and mouse known as the Cold War and Western capitalism and communism were competing to create a very unstable bipolar world. It was a fresh breath of air that rejected both of these thoughts and gave the country and the world a fresh perspective on development. The “Bhartiya” or the “Indic” way of development. To this very date, it has been a guiding light and a strong ideological foundation on which the BJP stands in its massive form, and it has become today the world's largest party not just in numbers but also in electoral successes and revolutionary reforms.

Antyodaya was first presented in a series of lectures in Mumbai in April 1965. These lectures laid out a framework for how the country could achieve both material and spiritual prosperity. Even after independence, Western political and economic models were still disconnected from the soul of India, the vast ancient wisdom that had, over thousands of years, evolved in the world's oldest civilisation rooted in Bharat's cultural and moral heritage. Integral Humanism viewed the citizen not as a solitary being but as a part of a broader society.

Pandit Upadhyay highlighted that real progress can only occur when there is a balance between the physical, emotional, intellectual and spiritual aspects of human life. This was in contrast to the Western models, which consider economic and material successes as ultimate and ignore morality and ethical considerations or ‘Dharma’. The concept of Dharma does not translate to religion but encompasses a broader ethical duty. Integral Humanism talks about the dharma of not just the citizen but of the state that its actions should be in harmony with universal moral principles and ethical governance so that a balance within the society can be created where power, wealth and knowledge are utilised for the greater good.

Antyodaya literally translates to the rise of the last person, which means the





betterment of the most underprivileged. The progress of a country can only be measured by the condition of its poorest citizens, and to achieve this progress of the last person, decentralisation of political and economic power is important. Pandit Upadhyay believed that centralisation, whether in government or business, led to exploitation, and a decentralised environment is important in a democracy so that everyone's heard and the fruits of economic progress and development are effectively distributed.

The philosophy highlights the need to preserve and promote our nation's identity, which is deeply rooted in its cultural heritage, traditions, and shared values. Civilisational state Bharat is not merely a modern political entity formed through colonial legacy or post-independence nation-state framework but rather a continuation of an ancient civilisation. As a civilization, Bharat has for thousands of years had its unique values, cultural systems, and economically viable and prosperous social structures that transcend modern political boundaries. This ancient collective wisdom provides a vision for balancing tradition with modernity, individual freedom with social responsibility and material prosperity with ethical governance. As India continues to evolve, the principles laid out by Deendayal Upadhyay remain relevant in shaping the BJP's policy formulation, hence shaping the country's future trajectory.

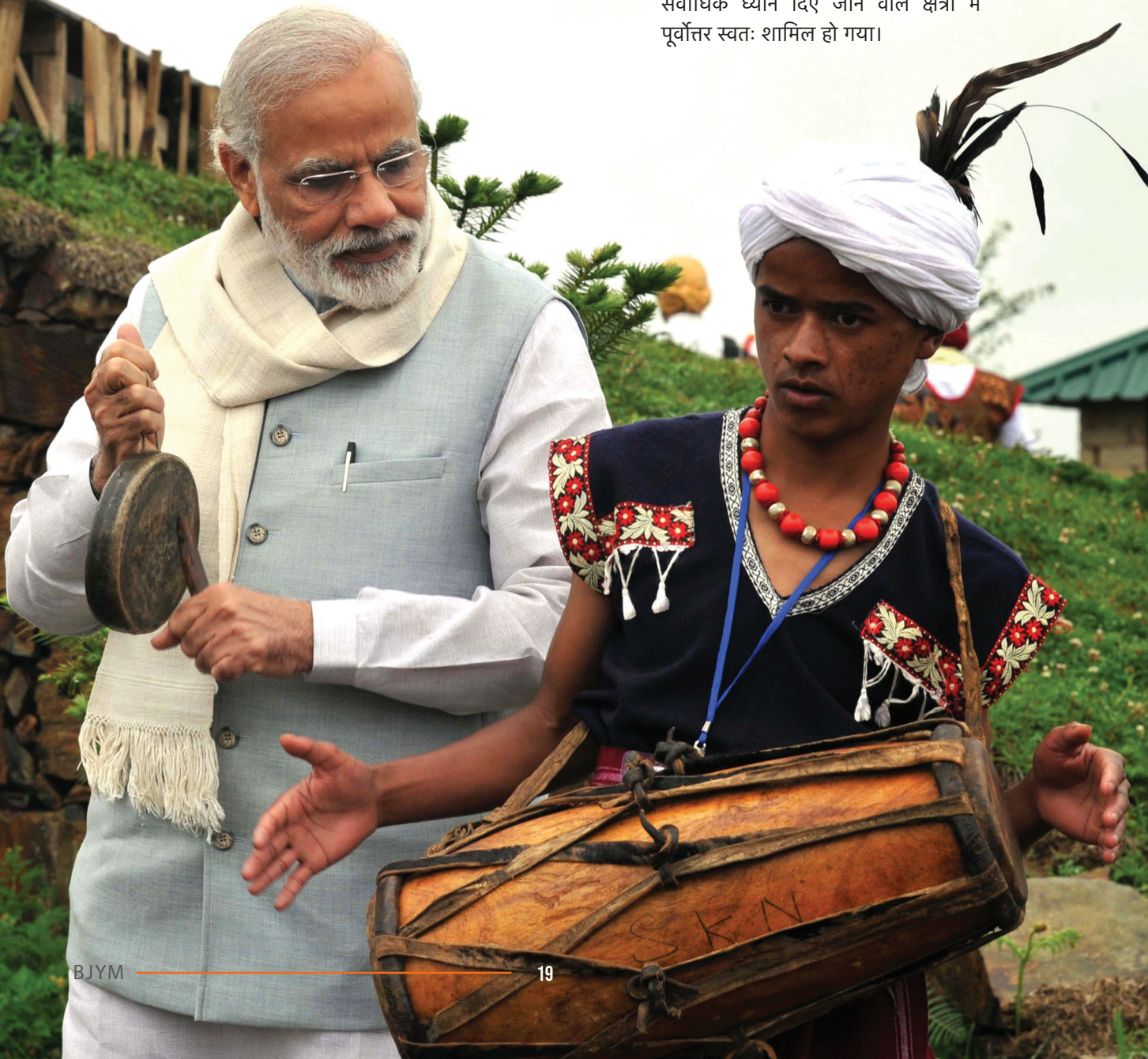
Having a considerable effect on the political landscape of the country for decades, Integral Humanism has been the guiding light and the lotus that Atal Bihari Vajpayee mentioned in his speech on that day in 1980 did bloom and continues to flower to date. Rooted in this philosophy, the party has consistently evolved to meet the challenges of a changing India.

In 2024, Prime Minister Shri Narendra Modi was re-elected for a historic third term, marking the first time in over sixty years that an Indian leader achieved such a milestone. His reputation as a decisive leader, with a focus on development, welfare schemes, and assertive foreign policy, has cemented the BJP's dominance not only in Indian politics but also on the global stage. The party has significantly expanded its influence, and flagship initiatives like the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (ABPM-JAY), the world's largest health insurance program providing free healthcare for all senior citizens above 70, and the PM Garib Kalyan Anna Yojana, the world's largest food security scheme, showcase the BJP government's commitment to Antyodaya. The PM Kisan Samman Nidhi, the world's largest Direct Benefit Transfer scheme, and numerous other initiatives are clear testaments to the party's dedication to uplifting the most marginalised sections of society and ensuring inclusive growth.

पूर्वोत्तर में भाजपा की उदय यात्रा

चार्वी दवे
ब्लॉगर एवं स्वतंत्र टिप्पणीकार

इसे विडंबना ही कहा जाएगा कि जिस क्षेत्र से सूर्य की किरणें भारत-भूमि में प्रवेश करती हैं, भारत का वह पूर्वोत्तर क्षेत्र स्वतंत्रता के पश्चात् दशकों तक विकास के आलोक से वंचित रहा। इसे मीडिया के बोलचाल की भाषा में Tyranny of Distance का नाम दिया गया। हालाँकि वास्तविकता देखी जाए तो ऐसी कोई भी दूरी नहीं है, जिसे राजनीतिक इच्छाशक्ति से पाटा नहीं जा सकता परंतु लंबे समय तक केंद्र पर व पूर्वोत्तर में शासन करने वाली कांग्रेस व यहाँ के स्थानीय दलों ने ऐसी इच्छाशक्ति दिखाने का प्रयास नहीं किया। 2014 में 30 साल बाद जब पहली बार किसी दल की पूर्ण बहुमत की सरकार बनी तो मोदी जी के कुशल नेतृत्व में भाजपा सरकार द्वारा सर्वाधिक ध्यान दिए जाने वाले क्षेत्रों में पूर्वोत्तर स्वतः शामिल हो गया।



इसका परिणाम उसके कुछ ही महीनों बाद पूर्वोत्तर में त्वरित अवसंरचना निर्माण व कनेक्टिविटी बेहतर होने के रूप में देखा जाने लगा। जाहिर है कि इससे पूर्वोत्तर में लोगों के मध्य भाजपा की लोकप्रियता बढ़ी व भाजपा वहाँ एक मज़बूत राजनीतिक विकल्प के रूप में उभरी। 2014 के दस साल बाद यदि हम आज की स्थिति देखें तो पूर्वोत्तर में भाजपा अधिकांश जनमानस के लिए प्रथम राजनीतिक विकल्प है। ऐसे में भाजपा की पूर्वोत्तर में विकासयात्रा का विश्लेषण करना अवश्यम्भावी हो जाता है।

यहाँ यह रेखांकित कर देना आवश्यक है कि पूर्वोत्तर में भाजपा का उदय कोई आकस्मिक घटना नहीं है बल्कि लंबे समय से चले आ रहे सदृच्छा से किए गए राजनीतिक प्रयासों की परिणति है। पूर्वोत्तर में भाजपा के प्रभाव की व्यापकता का एक अंदाज़ा इस बात से लगाया जा सकता है कि 2018 में जब भाजपा ने त्रिपुरा में सरकार बनाई तब वे लगभग ढाई दशक से कार्यरत लेफ्ट सरकार को अपदस्थ कर सत्ता में आए थे। भाजपा की विजय से पहले तक त्रिपुरा वामपंथ का अभेद्य किला माना जाने लगा था। लेकिन भाजपा ने न केवल इस किले को ध्वस्त कर दिया बल्कि 2023 में सरकार में वापसी करते हुए यह भी सिद्ध कर दिया कि पहली बार की उनकी विजय महज़ तुक्का नहीं थी।

हालाँकि भाजपा की पूर्वोत्तर में उदयगाथा 2018 में त्रिपुरा से शुरू नहीं होती है। पूर्वोत्तर में भाजपा के उभार के लिए 2014 के लोकसभा चुनाव एक निर्णायक मोड़ साबित हुए। नरेंद्र मोदी के नेतृत्व में पूरे देश सहित पूर्वोत्तर में भी एक आशा की लहर फैली। मोदी जी का विकास, सुशासन, और बेहतर कनेक्टिविटी का वादा उन मतदाताओं के लिए आकर्षक था, जो पूर्वोत्तर में लंबे समय से विकास की कमी, जर्जर अवसंरचना, और संसाधनों की अपर्याप्तता से जूझ रहे थे। भाजपा ने अपने प्रचार अभियान को विकास, रोजगार सृजन, और पूर्वोत्तर को शेष भारत के साथ जोड़ने पर केंद्रित किया। मोदी जी की पूर्वोत्तर के प्रति व्यक्तिगत रुचि, जिसके चलते चुनाव प्रचार के दौरान उन्होंने कई बार इस क्षेत्र के दौरे किए और जनसभाएँ कीं, के माध्यम यह संदेश दिया गया कि भाजपा इस क्षेत्र में राजनीतिक पूंजी निवेश करने के लिए गंभीर है। 'सबका साथ, सबका विकास' के उनके दृष्टिकोण ने उन मतदाताओं में उत्साह जगाया, जो कांग्रेस और उनके गठबंधन के दलों से निराश थे।

पूर्वोत्तर के लोगों के भाजपा में विश्वास की अभिव्यक्ति 2014 के लोकसभा चुनाव परिणामों में भी देखने को मिली लेकिन भाजपा को पूर्वोत्तर में पहली बड़ी राजनीतिक सफलता 2016 में असम में प्राप्त हुई। इस सफलता के बाद भाजपा ने कभी पूर्वोत्तर में पीछे मुड़ के नहीं देखा। ध्यातव्य है कि असम जनसंख्या के हिसाब से पूर्वोत्तर का सबसे बड़ा और राजनीतिक दृष्टि से सबसे महत्वपूर्ण राज्य है। 2016 के असम विधानसभा चुनाव में, भाजपा ने सर्बानंद सोनोवाल के नेतृत्व में और असम गण परिषद (AGP) तथा बोडो पीपल्स फ्रंट (BPF) जैसे क्षेत्रीय दलों के समर्थन से शानदार जीत हासिल की। यह जीत न केवल कांग्रेस के 15 वर्षों के शासन को समाप्त करने वाली थी, बल्कि इसने भाजपा को पूर्वोत्तर में एक बड़ी राजनीतिक शक्ति के रूप में

स्थापित किया। असम में मिली सफलता से प्रेरित होकर भाजपा ने क्षेत्र के विकास की दिशा में और प्रभावी कार्य किए तथा महत्वपूर्ण रणनीतिक गठबंधन करने के साथ-साथ अपने संगठन को भी निरंतर सशक्त किया, जिसके परिणामस्वरूप असम के पश्चात् मणिपुर, मेघालय, नागालैंड, मिज़ोरम व त्रिपुरा में या तो भाजपा ने अपने दम पर या सहयोगियों की सहायता से सरकार बनाई और दुबारा जीतकर भी आए।

पूर्वोत्तर में भाजपा के तीव्र उत्कर्ष के कारणों की पड़ताल की जाए तो कांग्रेस व स्थानीय दलों से लोगों की नाराजगी, भाजपा द्वारा सटीक गठबंधन समीकरण बिठाए जाना, पूर्वोत्तर में मज़बूत संगठन निर्मित करना जैसे कारण गिनाए जा सकते हैं। इसमें कोई दोराय नहीं है कि भाजपा की पूर्वोत्तर में मज़बूत स्थिति में इन कारणों की भी भूमिका रही है। लेकिन सबसे बड़े दो कारणों की बात की जाए तो उनमें पहला है- भाजपा द्वारा पूर्वोत्तर क्षेत्र को पराया न समझा जाना। यह दुखद है कि अतीत की कुछ केंद्र सरकारों के लिए पूर्वोत्तर एक सुदूर भूमि के टुकड़े के अतिरिक्त कुछ नहीं था। भाजपा ने इस परिपाटी को बदलते हुए बहुत तेज़ी से विकास की मुख्यधारा में लाया। इसके चलते पूर्वोत्तर के जिन हिस्सों में रेलमार्ग नहीं पहुँचते थे वहाँ सड़क व वायु दोनों मार्गों से कनेक्टिविटी सुनिश्चित की जा सकी। दूसरा कारण यह है कि भाजपा ने पूर्वोत्तर के लोगों की पहचान के मुद्दे को महज़ राजनीतिक हथियार के रूप में इस्तेमाल न करते हुए उनकी पहचान संरक्षित करने के लिए प्रभावी कदम उठाए। चाहे पूर्वोत्तर में अवैध प्रवासियों के विरुद्ध कड़ा रुख अपनाने की बात हो या असम में लंबे समय से चली आ रही NRC की मांग को पूरा करने का मुद्दा हो, भाजपा ने असमिया व व्यापक रूप से पूर्वोत्तर की पहचान बनाए रखने के लिए अभूतपूर्व कदम उठाए हैं।

भाजपा की सबसे सराहनीय बात व पूर्वोत्तर में उनकी राजनीतिक उदय यात्रा का का ईंधन यह रहा है कि उन्होंने पूर्वोत्तर को केवल सिलीगुड़ी कॉरिडोर के माध्यम से भारत से जुड़ा एक रणनीतिक भूखंड न मानते हुए इसे देश के एक अभिन्न अंग के रूप में स्थापित किया है। वर्तमान में वार्षिक रूप से भारत सरकार के अनेक कार्यक्रम पूर्वोत्तर में आयोजित किए जाते हैं। पिछले एक दशक में पूर्वोत्तर में जाने वाले पर्यटकों की संख्या में अभूतपूर्व वृद्धि देखी गई है। पूर्वोत्तर के राज्यों व केंद्र में भाजपा की सरकार के चलते न केवल विकास पूर्वोत्तरवासियों की दहलीज़ तक पहुँचा है बल्कि यहाँ के लोग अब भारत की विकासयात्रा में भी बढ़-चढ़कर हिस्सा ले रहे हैं। निश्चित रूप से पूर्वोत्तर में संपूर्ण शांति स्थापित करने की दिशा में अभी बहुत कार्य किए जाना शेष हैं, लेकिन जिस प्रकार की तीव्र प्रगति पिछले के दशक में भाजपा के नेतृत्व में हुई है, यह कहना अतिशयोक्ति न होगा कि अगले कुछ वर्षों में पूर्वोत्तर देश के सबसे विकसित हिस्सों में से एक बन जाएगा।

दक्षिण में खिला कमल: दक्षिण में भाजपा का विस्तार

अंकित 'ममता' त्यागी

लेखक स्वतंत्र टिप्पणीकार हैं

90 के दशक में जब भारतीय जनता पार्टी धीरे-धीरे अपनी राष्ट्रीय पहचान स्थापित कर रही थी, तब इसे मुख्यतः हिंदी पट्टी या फिर अधिकतम विंध्य के उत्तरी हिस्से तक सीमित प्रभाव वाली पार्टी समझा जाता था। हालाँकि 1999 में 5 वर्ष का कार्यकाल पूर्ण करने वाली पहली भाजपा सरकार में दक्षिणी भारत के कुछ गठबंधन के सदस्य के रूप में शामिल थे परंतु अपने दम पर भाजपा दक्षिण भारत में उस तरीके से अपना प्रभाव स्थापित नहीं कर पाई थी। यह तस्वीर पिछले 2 दशक में आमूलचूल रूप से बदल गई है। भाजपा न केवल एक प्रमुख दक्षिणी राज्य (कर्नाटक) में अपने दम पर एक से अधिक बार सरकार चला चुकी है बल्कि भाजपा व एनडीए के लोकसभा सांसदों में का एक बड़ा हिस्सा अब दक्षिण भारत के राज्यों से आता है। ऐसे में यह विश्लेषण करना आवश्यक हो जाता है कि दक्षिण भारत में भाजपा का ग्राफ ने किस प्रकार प्रगति की है और इस प्रगति के पीछे क्या कारण रहे हैं?

दक्षिण भारत में भाजपा के हालिया चुनावी प्रदर्शन की बात करें तो 2024 के लोकसभा चुनाव में कर्नाटक में इस बार भी भाजपा 17 सीटों के साथ सर्वाधिक सीटें जीतने वाली पार्टी के रूप में उभरी। इसके अतिरिक्त सभी की अपेक्षा से बेहतर प्रदर्शन करते हुए तेलंगाना में भाजपा ने 8 सीटों पर कब्जा किया, जबकि इसके पड़ोसी आंध्र प्रदेश में भी भाजपा ने 3 सीटें जीतीं जबकि राज्य की अन्य सीटों में से अधिकांश पर गठबंधन के सहयोगियों ने जीत दर्ज की। हालाँकि भाजपा को इससे भी बड़ी खुशखबरी केरल से मिली जहाँ से पहली बार एक भाजपा सांसद लोकसभा पहुंचा। मशहूर अभिनेता सुरेश गोपी ने केरल के त्रिशूर से जीत दर्ज करते हुए यह ख्याति आपने नाम की। इसके अलावा तमिलनाडु में इस बार भाजपा को कोई सीट तो नहीं मिल सकी परंतु वोट प्रतिशत के मामले में कुल वोट में उनकी हिस्सेदारी दहाई अंकों में पहुंच गई, जिसे आगामी तमिलनाडु विधानसभा चुनावों व अगले लोकसभा चुनावों के लिए एक शुभ संकेत माना जाना चाहिए।



उपर्युक्त आँकड़ों के आधार पर यह कहना अतिशयोक्ति नहीं होगा कि भाजपा दक्षिण भारत में उत्कर्ष की ओर मजबूती से कदम बढ़ा रही है। इसके कारणों का विश्लेषण किया जाए तो सबसे प्रमुख कारण दक्षिण के राज्यों की ओर प्रधानमंत्री मोदी द्वारा दिया गया विशेष ध्यान है। अपने 10 वर्षों के कार्यकाल में मोदी जी ने दक्षिणी राज्यों की लगभग 150 आधिकारिक यात्राएँ की हैं। मोदी जी द्वारा इस क्षेत्र पर विशेष ध्यान दिया जाना यहाँ विकास की नई कहानी लिखे जाने के रूप में परिलक्षित हुआ है, जिसके परिणामस्वरूप इन राज्यों में भाजपा का जनाधार बनता और बढ़ता देखा जा सकता है। इसके अलावा दक्षिण के राज्यों पर विशेष फोकस के साथ चलाए जाने वाले कार्यक्रमों के माध्यम से मोदी सरकार ने 'सबका साथ सबका विकास' के नारे को चरितार्थ कर के दिखाया है। इसी का सम्मिलित प्रभाव हमें भाजपा की दक्षिण भारत में बढ़ती सीटों व वोट प्रतिशत में देखने को मिलता है।

इसके अतिरिक्त एक महत्वपूर्ण कारण भाजपा द्वारा दक्षिण में स्थापित किये गए जनहितकारी गठबंधन भी रहे हैं। दक्षिण भारतीय राज्यों में भी भाजपा ने शेष राज्यों की भाँति केवल चुनावी अंकगणित साधने के लिए नहीं वरन वास्तव में जनता के हित को केंद्र में रखने वाले नेताओं और दलों के साथ गठबंधन किए हैं। चाहे आंध्र प्रदेश में



तेलुगू देशम पार्टी या जनसेना पार्टी के साथ गठबंधन हो अथवा कर्नाटक में भूतपूर्व प्रधानमंत्री एच.डी. देवेगौड़ा की पार्टी जनता दल (सेकुलर) के साथ गठबंधन हो, भाजपा के लिए गठबंधन करते समय जनता का हित सर्वोपरि है, इसलिए भी दक्षिण में उनका जनाधार प्रगति के पथ पर अग्रसर है।

इसके अलावा पिछले कुछ वर्षों में भाजपा ने दक्षिणी राज्यों में ज़मीनी स्तर पर अपने संगठन को मजबूत करने की दिशा में ठोस कदम उठाए हैं। इसके कारण ग्रामीण व अर्द्ध-शहरी इलाकों में पार्टी की स्थिति मजबूत हुई है। इसके अंतर्गत कार्यकर्ताओं का एक प्रभावी नेटवर्क तैयार करना और सामाजिक व सांस्कृतिक कार्यक्रमों के माध्यम से जनजीवन में सम्मिलित होकर अपनी उपस्थिति दर्ज करना शामिल हैं। दक्षिण भारत में राष्ट्रीय स्वयंसेवक संघ के विस्तार से भी भाजपा को अपनी सांगठनिक बुनियाद दृढ़ करने में सहायता मिली है।

साथ ही, उज्ज्वला योजना, प्रधानमंत्री आवास योजना, और स्वच्छ भारत अभियान जैसी केंद्र सरकार की योजनाओं को भाजपा ने दक्षिण भारत में बड़े पैमाने पर प्रचारित किया है। इन राष्ट्रीय कार्यक्रमों के जरिए भाजपा ने खुद को एक ऐसी पार्टी के रूप में स्थापित किया है, जो लोगों के जीवन में ठोस और वास्तविक बदलाव ला रही है। इस रणनीति ने उन मतदाताओं के बीच भाजपा की पहुँच बढ़ाई है, जो पहले पार्टी की विचारधारा से सहमत नहीं थे। इसी क्रम में भाजपा ने दक्षिण भारत की विविधता व स्थानीय मुद्दों की विशिष्टता समझते हुए अपने राष्ट्रीय एजेंडा को क्षेत्रीय चिंताओं के अनुरूप ढाला है। इस माध्यम से भी भाजपा दक्षिण में भी अपनी पैठ बनाने में सफल हुई है।

एक अन्य महत्वपूर्ण कारण यह है कि कांग्रेस और दक्षिण भारत में उनके साथ गठबंधन में सहयोगी स्थानीय दल भ्रष्टाचार व परिवारवाद को संस्थागत रूप से बढ़ावा देने वाले दल रहे हैं। इसके विपरीत भाजपा लोगों के वास्तविक मुद्दों को संबोधित करते हुए विकास व सुशासन पर आधारित राजनीति के अग्रदूत के रूप में सामने आ रही है। निश्चित रूप से ही इसकी परिणति भाजपा की दक्षिण में बढ़ती लोकप्रियता के रूप में देखने को मिल रही है।

सार रूप में कहा जाए तो भाजपा दक्षिण में भी कमोबेश उसी तरह कार्य कर रही है, जिसके बल पर उन्हीं उत्तर में अपना अटूट जनाधार निर्मित किया है। इस कार्यप्रणाली के मूल में विकास का एजेंडा है। मोदी जी के नेतृत्व में आज विकास की बयार देश के कोने-कोने सहित सुदूर दक्षिण में भी पहुँच रही है। इसलिए यह असंभव है कि यहाँ के लोग इस बयार से अछूते रह जाएँ। तमिलनाडु व केरल जैसे राज्यों में भाजपा को अभी भी अपना आधार बहुत मजबूत करना है व कर्नाटक, आंध्र व तेलंगाना जैसे राज्यों में बन चुके मजबूत आधार का उपयोग संगठन का विस्तार कर इसे जनसेवा के लिए उपयोग करना है। हालाँकि इस बात में अब कोई संशय नहीं रहा है कि भाजपा का सूर्य अब दक्षिण में भी शेष भारत की तरह ही चमकने लगा है और शीघ्र ही दक्षिण के जो इलाके शेष रह गए हैं वहाँ भी कमल खिलेगा।

विश्व की सबसे बड़ी और लोकतांत्रिक पार्टी, भारतीय जनता पार्टी की नींव 6 अप्रैल 1980 को 1951 में श्यामा प्रसाद मुखर्जी द्वारा स्थापित भारतीय जनसंघ से अलग होकर रखी गई। कांग्रेस में परिवारवाद और व्यापक भ्रष्टाचार के जवाब में यह पार्टी अस्तित्व में आई और अटल बिहारी वाजपेई और लाल कृष्ण आडवाणी जैसे बड़े नेता इसके संस्थापक सदस्य रहे।

बीजेपी के विचारधारा, सोच, कार्यशैली को लेकर कई तरह की बातें कही जाती हैं। परंतु कितना सच कितना झूठ ये आज हम इस लेख से समझने का प्रयास करेंगे। बीजेपी पर इसके निर्माण के समय से ही या यूं कहें जनसंघ के जमाने से ही साम्प्रदायिक होने का आरोप लगता रहा है। लेकिन ये आरोप सिर्फ इसलिए क्योंकि बीजेपी हिंदुत्व की विचारधारा में विश्वास करती है। क्या है असली बीजेपी चलिए आपको बिंदुवार बताते हैं।

सबसे पहले बीजेपी का चुनाव चिन्ह कमल का फूल है जिसके कई मायने हैं। सबसे अहम है कि बीजेपी इस चुनाव चिन्ह का इस्तेमाल अपना राष्ट्रीय चरित्र प्रदर्शित करने के लिए करती है। इस चिन्ह को बीजेपी अखंड भारत की अपनी परिकल्पना के साथ भी जोड़ते हुए मां सरस्वती का रूप मानती है जो शिक्षा और प्रशिक्षण का प्रतीक हैं। बीजेपी देश को एक ऐसा सशक्त और खुशहाल देश बनाने के लिए प्रतिबद्ध है जो नवीन, प्रगतिशील होने के साथ-साथ सांस्कृतिक मूल्यों पर आधारित हो।

बीजेपी देश को एक बहुसंख्यक शासित राज्य बनाने की परिकल्पना पर काम करती है। ऐसा राज्य जो देश के सभी नागरिकों को बिना किसी भेदभाव के समान अवसर दे। इसके लिए वह सबका साथ और सबका विकास और सबका विश्वास का नारा देती है।

बीजेपी की राजनीतिक व्यवस्था को देश के प्रति प्रेम और देश भक्ति के सहारे परिभाषित किया जाता है। अतः पार्टी गो हत्या जैसे कृत्य को अपराध मानती है क्योंकि गाय हिंदू धर्म में माता के समान है। बीजेपी सामाजिक एकता की बात करती है, लेकिन वह धर्मनिरपेक्षता की यूरोपीय परिभाषा को नहीं मानती है। कांग्रेस की धर्मनिरपेक्षता को बीजेपी हमेशा से मुस्लिम तुष्टीकरण का नाम देती आई है।

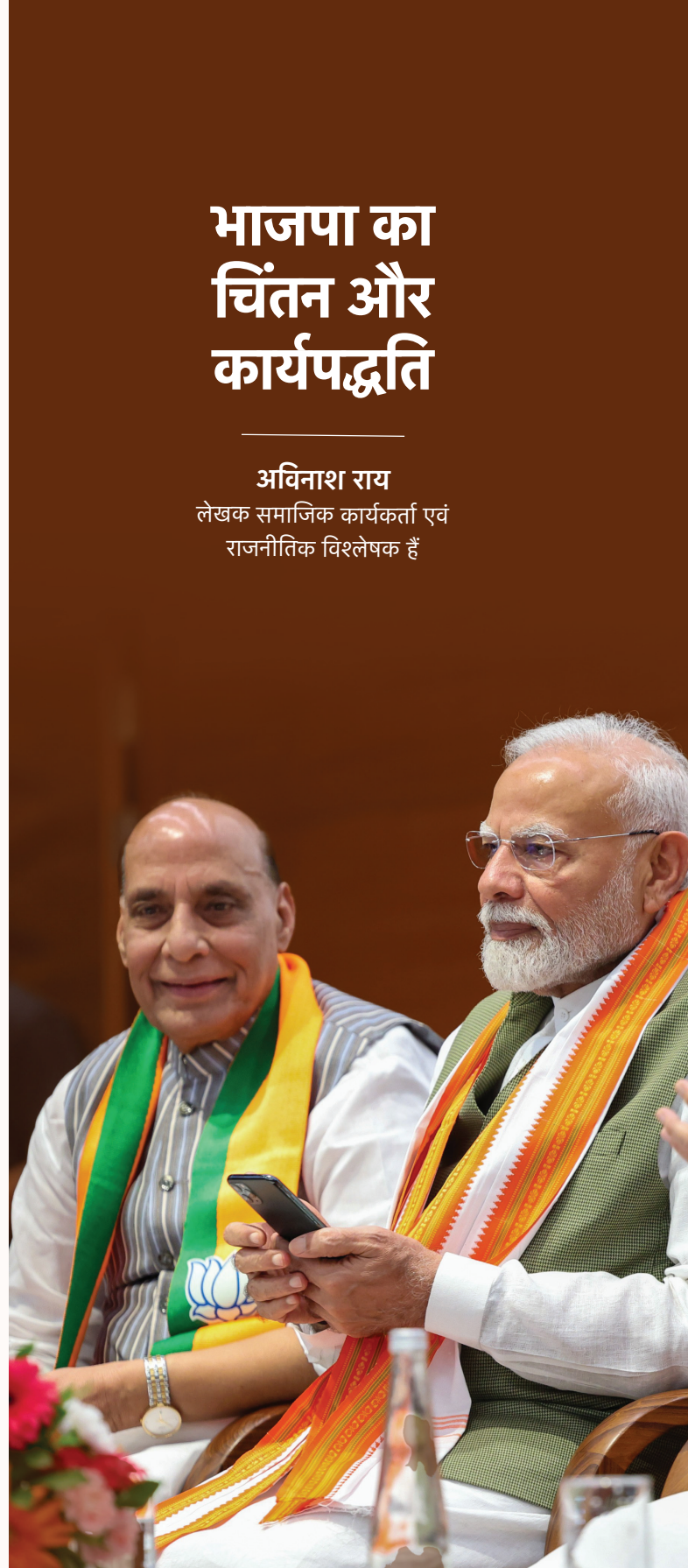
कांग्रेस की तुलना में बीजेपी राष्ट्रीय सुरक्षा और आतंकवाद के मुद्दे पर अधिक राष्ट्रवादी और मुखर रुख रखती है। इसके चलते ही अटल बिहारी वाजपेयी की सरकार ने देश को नाभिकीय हथियार से लैस करने के लिए अंतरराष्ट्रीय प्रतिबंधों की चिंता किए बगैर नाभिकीय परीक्षण को पूरा किया था और राष्ट्र को परमाणु शक्ति सम्पन्न बनाया था।

बीजेपी आतंकवाद के खिलाफ जीरो टॉलरेंस की पक्षधर रही है। देश में आतंकवादी गतिविधियों पर लगाम लगाने और पड़ोसी देशों में पनप रहे आतंकवाद के मुद्दों को वह पूरी ताकत के साथ अंतरराष्ट्रीय स्तर पर रखने और मुंहतोड़ जवाब देने में विश्वास रखती है।

भारतीय जन संघ के दिनों से श्यामा प्रसाद मुखर्जी जम्मू-कश्मीर के लिए संविधान में विशेष प्रावधान(अनुच्छेद 370) किए जाने का

भाजपा का चिंतन और कार्यपद्धति

अविनाश राय
लेखक समाजिक कार्यकर्ता एवं
राजनीतिक विश्लेषक हैं





विरोध कर रहे थे। इसके चलते जन संघ के बाद बीजेपी संविधान से अनुच्छेद 370 को हटाने की मांग करती रही और अन्ततः हटा दिया।

यूनीफॉर्म सिविल कोड पर बीजेपी का मत है कि देश में सभी नागरिकों के लिए एक समान अधिकार होने चाहिए। पार्टी का मानना है कि इस कोड को लागू करने के बाद ही देश में महिलाओं को समान अधिकार दिया जा सकता है एवं एक आदर्श समाज की स्थापना की जा सकती है।

कांग्रेस के विरोध में राष्ट्रीय राजनीति के मंच पर पहुंचने के लिए बीजेपी ने 1990 में रथयात्रा निकाली थी। सोमनाथ से अयोध्या तक चले इस यात्रा का नेतृत्व बीजेपी के संस्थापक लाल कृष्ण आडवाणी कर रहे थे। इस रथ के संचालन की पूरी जिम्मेदारी नरेन्द्र मोदी पर थी। इस वक्त नरेंद्र मोदी पार्टी की गुजरात इकाई में महासचिव प्रबंधन के पद पर थे। उस वक्त रथ को सोमनाथ से अयोध्या तक सुरक्षित पहुंचाकर मोदी ने पार्टी को अपनी संचालन क्षमता का लोहा मनवा लिया था।

रथयात्रा की जिम्मेदारी के चलते नरेन्द्र मोदी देश और अंतरराष्ट्रीय मीडिया को पार्टी की तरफ से आधिकारिक सूचना देते थे। इस किरदार में पहली बार मोदी ने वीपी सिंह और मुलायम सिंह यादव तक को चुनौती दे डाली थी कि उनकी हिम्मत हो तो देश के किसी कोने में रथयात्रा को रोक कर दिखाएं।

बीजेपी की इस रथयात्रा को विश्व हिंदू परिषद जैसे हिंदू संघटनों का पुरजोर समर्थन मिला।

बीजेपी अपने स्थापना के समय से ही स्वदेशी की प्रबल समर्थक रही है। स्वदेशी के मुद्दे पर स्वदेशी जागरण मंच का संघ परिवार से गहरा नाता है। बीजेपी अपने घोषणा पत्र में स्वदेशी को रखने के साथ-साथ कांग्रेस की पूर्व सरकारों के कार्यकाल के दौरान स्वदेशी के मुद्दे पर कई बार विरोध दर्ज करा चुकी है। बीजेपी का मानना है कि सभी सभ्यताएं अपने दम पर विकसित होती हैं। इसके साथ ही इंडिया फर्स्ट का नारा देते हुए बीजेपी देश को आत्मनिर्भर बनाने की पक्षधर है।

अयोध्या में राम मंदिर बनवाना बीजेपी की इस यात्रा एक महत्वपूर्ण पड़ाव रहा। इसने आमजनमानस में बीजेपी की छवि को एक विराट रूप दिया। लोगों को महसूस हुआ कि ये पार्टी जो कहती है वो कर भी सकती है। इस मुद्दे से बीजेपी की विश्वसनीयता शिखर तक जा पहुंची।

बीजेपी के लिए कांग्रेस विरोध की राजनीति बेहद अहम रही है। जनसंघ के दिनों में जवाहरलाल नेहरू की अनीतियों का विरोध जनसंघ संस्थापक श्यामाप्रसाद मुखर्जी ने किया। इसके बाद इमरजेंसी के दौर में जनता पार्टी से अटल बिहारी वाजपेयी और लाल कृष्ण आडवाणी इंदिरा गांधी के मुखर विरोध में रहे। इंदिरा गांधी के बाद जब राजीव गांधी की सरकार बनी तब बीजेपी ने कांग्रेस विरोध के सुर को तेज करते हुए उसे परिवारवाद और भ्रष्टाचार के मुद्दे पर घेरा। अब जब विपक्ष के नेता बीजेपी के उत्कर्ष को पचा नहीं पा रहे इस दौर में भी बीजेपी की मुख्य प्रतिद्वंद्वी को कांग्रेस ही है।

बीजेपी को लेकर जितनी भी भ्रामकता फैलाई जाती है उसका मूल यही है, की भारतीय जनता पार्टी भारतीयों के लिए, भारतीयों द्वारा बनाई गई एक ऐसी पार्टी है जो भारतीयता की बात करती है। जो राष्ट्र गौरव, आत्मसम्मान, आत्मनिर्भर भारत को आगे बढ़ाती है। जो भारत को धन धान्य संपन्न एक सशक्त राष्ट्र के रूप में विकसित करने की योजना रखती है।

Sarvparshi BJP: How the Party is Reshaping Politics in South India

Venugopal Vemula

State Social Media Executive
Member, BJP Telangana

The Bharatiya Janata Party has emerged as a formidable political force in India, significantly altering the political landscape over the past few decades. Known for its disciplined cadre, strong ideological roots, and mass mobilisation abilities, the BJP has grown from being a party with a limited base to becoming the dominant political party in India. The rise of the BJP across various regions of the country has been a subject of much analysis, and South India, long seen as a stronghold for regional parties, is no exception to this trend. Terms like Sarvparshi BJP (BJP that touches everyone) and Sarvvyapi BJP (BJP that is omnipresent) aptly describe the party's growing influence across India, including the southern states. However, the BJP's journey in South India has been distinct and filled with unique challenges.

The term Sarvparshi implies an entity that connects or touches everyone, and in the political context, this means reaching out to all sections of society. BJP has made concerted efforts to build an image of inclusivity, moving beyond its traditional voter base, which was once largely upper-caste and urban. Today, the BJP aims to appeal to Dalits, tribals, backward classes, women, and minority communities, including Muslims and Christians.

In South India, the party has aggressively worked to break the perception that it is a "North Indian" or Hindi-speaking party, largely disconnected



from the local culture and concerns. To establish itself as Sarvparshi, the BJP has made strategic moves to embrace regional aspirations and engage with local leaders. For instance, it has worked closely with leaders from backward castes and other marginalised communities in states like Karnataka, Tamil Nadu, and Telangana.

The BJP's focus on building a broad social coalition, known as the "social engineering" strategy, is crucial for its vision of being a Sarvparshi party. In Andhra Pradesh, for example, the party has tried to appeal to the influential Reddy and Kapu communities, while in Telangana, it has focused on wooing backward classes. The party has also intensified its outreach to Scheduled Castes and Scheduled Tribes, particularly in regions where the Congress or regional parties have historically dominated these communities.

Sarvvyapi, meaning omnipresent, describes the BJP's ambition to be a political force not just confined to certain regions or voter segments but as a pan-India party with a robust presence everywhere. In the southern context, the BJP's attempts to achieve Sarvvyapi status have been challenging but not impossible. Historically, South India has been dominated by regional parties, such as the DMK and AIADMK in Tamil Nadu, TDP and YSRCP in Andhra Pradesh, TRS in Telangana, and JD(S) and Indian National Congress in Karnataka. These parties have deep roots in their respective states and have often positioned themselves as protectors of regional identity against the so-called Hindi-Hindutva politics of the BJP.

However, in recent years, the BJP has strategically positioned itself to challenge the dominance of these regional parties by focusing on issues like

development, national security, and Hindu identity, which resonate with a broader section of voters. The BJP's rise in Karnataka is the most significant success story. Karnataka is the only southern state where the BJP has formed the government multiple times and has established a strong cadre base. The party has capitalised on anti-incumbency, internal divisions within the Congress, and caste dynamics to strengthen its presence. Additionally, the BJP has successfully portrayed itself as a party that delivers on promises of development and governance.

In Tamil Nadu, the BJP's alliance with the AIADMK has helped it gain a foothold, although it still has a long way to go before it can emerge as a major player. The party has been focusing on issues like temple rights, Hindu consolidation, and Tamil pride to appeal to the electorate.

The BJP's rise has been slower in Kerala, but the party has made significant inroads, particularly among the youth and Hindu communities. The Sabarimala issue, which revolves around the entry of women into the temple, became a rallying point for the BJP in Kerala. The party has also been trying to gain support among Christian and Muslim communities by focusing on developmental issues and positioning itself as a party that is inclusive of all religious groups.

Telangana and Andhra Pradesh present a different set of challenges for the BJP. In Telangana, the BJP has made significant strides in recent years, especially after the 2019 general elections, where it won four out of 17 Lok Sabha seats. The party's aggressive campaigning on issues like the Citizenship Amendment Act (CAA), Article 370, and national security has resonated with sections of the electorate. The BJP has positioned itself as the main opposition to the TRS, which has been in power since the formation of Telangana. The upcoming assembly elections will be a crucial test for the BJP's strategy in Telangana as it seeks to expand its footprint and challenge the dominance of the TRS.

In Andhra Pradesh, the BJP has struggled to gain a significant foothold, primarily due to the strong presence of regional parties like the YSRCP and TDP. However, the BJP has been working to build

alliances with smaller parties and has been focusing on issues like the bifurcation of the state and the demand for special status for Andhra Pradesh to appeal to voters.

A complex interplay of regional identity, caste dynamics, religious sentiments, and development concerns. While the party has made significant strides in Karnataka and Telangana, it still faces significant challenges in Tamil Nadu, Kerala, and Andhra Pradesh.

One of the primary challenges for the BJP in South India is the perception that it is a Hindi-speaking party that does not understand the aspirations and concerns of the southern states. The BJP has been trying to counter this by promoting local leaders, focusing on regional issues, and emphasising its commitment to federalism and regional development.

Another challenge for the BJP is the strong presence of regional parties with deep roots in their respective states. These parties often position themselves as protectors of regional identity and have a strong connection with the local electorate. The BJP's strategy to counter this has been to focus on issues that have a broader appeal, such as development, governance, and national security. The BJP has also been working to build alliances with regional parties and smaller groups to strengthen its position in South India.

The party has been successful in building a strong organisational base in several southern states and has been able to attract young voters, particularly in urban areas. The BJP's success in Karnataka and its growing presence in Telangana are indicators of the party's potential to expand its influence in South India.

The BJP's journey in South India is a story of persistence, adaptation, and strategic outreach. It has become a formidable political force, particularly in Karnataka and Telangana. The party's vision of being Sarvparshi (inclusive) and Sarvyapi (omnipresent) drives its efforts to expand its base in the southern states, even as it faces stiff competition from regional parties.



Sanghatan Parva 2024: BJP's Strategic Membership Drive for a Stronger Future

Ayush M Dwivedi

Columnist and
UPSC educator

The Bharatiya Janata Party (BJP) has launched a significant membership drive titled "Sanghatan Parva Sadasyata Abhiyan 2024," which began on September 2, 2024. This initiative goes beyond simply increasing numbers. It is a strategic effort to strengthen the party's ideological foundation and organisational structure in preparation for future elections. The drive seeks to renew current memberships and bring in new members, with the ambitious goal of reaching 10 crore members. This would further cement the BJP's status as the world's largest political organisation.

The Strategic Importance of BJP's Membership Drive
The membership drive is crucial for several reasons. Primarily, it serves as a test of the party's organisational strength after securing 240 seats in the 2024 Lok Sabha elections, a decrease from previous successes. This initiative isn't just about increasing membership numbers; it also aims to be inclusive. The party focuses on enrolling youth, women, and marginalised communities to build a more diverse membership base. Prime Minister Narendra Modi has described this drive as a family

and ideological effort, stressing the importance of welcoming new members into the party's fold.

BJP's Role in Building an Egalitarian Society

The BJP has long positioned itself as an advocate for social justice and equal opportunities. The party's push for 33% reservation for women in legislative bodies highlights its commitment to gender equality. The membership drive is seen as a way to enhance representation and empower underrepresented groups, fostering a more inclusive society.

BJP's Expansion in the Northeast

The BJP's growth in the Northeast has been remarkable. The party has successfully formed governments in states like Assam, Tripura, and Manipur and expanded its electoral influence. This success can be attributed to its focus on local issues, development projects, and promotion of regional leaders. The membership drive aims to build on this progress by connecting with local communities and addressing their unique needs.

BJP's Growth in Southern India

The BJP has made significant progress in southern states like Karnataka and Telangana. The party's strategy has focused on building alliances and mobilising grassroots support. The membership drive plays a key role here, as it aims to connect personally with voters and highlight the party's commitment to regional development and cultural integration. The BJP seeks to strengthen its support in this politically diverse region by engaging with local populations.

The Party's Ideological Foundations

The BJP's ideology is rooted in Hindutva, emphasising India's cultural and historical identity. This ideological framework has guided its policies and electoral strategies. The membership drive reinforces this ideology by encouraging members to embrace and promote the party's core values. Leaders such as Amit Shah have repeatedly emphasised the importance of remaining true to the party's foundational beliefs.

The Role of Karyakartas

The role of the Karyakarta, or party worker, is central to the BJP's organisational structure. These grassroots workers are the backbone of the party, responsible for mobilising support and implementing its initiatives at the local level. The membership drive highlights the need for active involvement from Karyakartas, who are tasked with reaching out to potential members and engaging with communities. Their efforts are crucial in translating the party's vision into action on the ground.

BJP's Work Ethic and Methodology

The BJP's organisational culture is marked by discipline, dedication, and a strong sense of purpose. The party uses a methodical approach to its membership drive, employing tools such as missed calls, QR codes, and the NaMo app to facilitate the enrollment process. This strategy ensures widespread accessibility and encourages participation from a broad demographic spectrum. The emphasis on data collection also reflects the

party's commitment to understanding its membership and shaping its strategy accordingly.

Antyodaya: The Core Principle

Antyodaya, or the upliftment of the most marginalised sections of society, is a core principle of the BJP's governance model. The party's policies are designed to address the needs of the disadvantaged, ensuring that development reaches all segments of society. The membership drive aligns with this principle by actively seeking to enrol individuals from disadvantaged backgrounds, promoting inclusivity and social equity within the party.

The Journey to Becoming the World's Largest Party
The BJP's rise to become the world's largest political party is a testament to its strategic planning, grassroots mobilisation, and ideological consistency. From its early days as a marginal player in Indian politics, the party has grown into a dominant force. The ongoing membership drive is a continuation of this journey, aiming to further expand the party's reach and influence in the years to come.

In conclusion, the BJP's membership drive is a multifaceted initiative that reflects its dedication to ideological integrity, organisational strength, and social inclusivity. As the party continues to grow, this drive will play a critical role in shaping its future and ensuring it remains responsive to the needs of its diverse membership.

From Jana Sangh to Global Power: The Journey of the Bharatiya Janata Party

Dr. Pooja Paswan

Assistant Professor of
Public Administration at
Jamia Millia Islamia
University, New Delhi

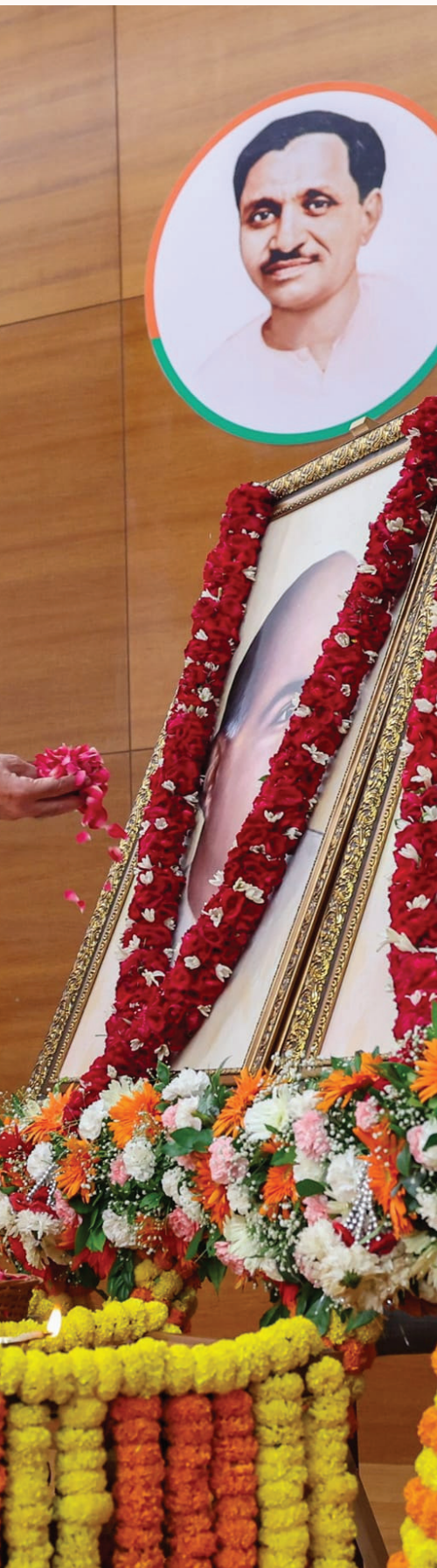
The Bharatiya Janata Party (BJP), founded in 1980, is one of the two major political parties in India, standing alongside the Indian National Congress (INC). Over the years, it has grown to become a dominant force in Indian politics, shaping the nation's political discourse and governance. The BJP emerged from a Hindutva background rooted in the Rashtriya Swayamsevak Sangh (RSS) ideology and has since evolved into a significant player in India's political landscape.

Today, the BJP is the world's largest political party, boasting over 180 million registered members. Its vast network of supporters and members has been critical to its electoral successes, and it continues to grow in influence and reach, not just within India but globally.

Origins of the BJP

The origins of the Bharatiya Janata Party (BJP) can be traced back to the Bharatiya Jana Sangh, founded in 1951 by Syama Prasad Mukherjee. The Jana Sangh was established as a political platform





representing Hindu nationalist ideology, aiming to promote India's cultural heritage and values, with a particular focus on Hindutva, or the assertion of Hindu identity in national politics. The ideological backbone of the Jana Sangh was significantly influenced by the Rashtriya Swayamsevak Sangh (RSS). This Hindu nationalist organisation played a crucial role in shaping the party's direction and objectives. After the dissolution of the Janata Party in 1980, former members of the Jana Sangh, led by Atal Bihari Vajpayee and L.K. Advani, founded the BJP. Their vision was to continue promoting cultural nationalism, emphasising Hindutva while broadening the party's appeal across India. This marked the formal birth of the BJP, laying the foundation for what would become the world's largest political party in the coming decades.

Origins of the BJP: From Jana Sangh to a New Political Identity

In its early years, the Bharatiya Janata Party (BJP) faced significant challenges in gaining political traction. Throughout the 1980s, the party struggled to secure a foothold in Indian politics, winning only a small number of seats in the Indian Parliament. The 1984 general elections marked a shallow point for the BJP, as it won just two parliamentary seats, following the national outpouring of sympathy for the Indian National Congress after the assassination of Prime Minister Indira Gandhi. Despite this setback, the BJP used the 1980s as a period of ideological consolidation, focusing on grassroots organisation and strengthening its base by promoting Hindutva sentiments. This period of internal growth and ideological sharpening helped the party gradually build momentum, setting the stage for future successes as it worked to expand its influence among India's electorate.

BJP in Power: Navigating Coalition Politics (1998–2004)

From 1998 to 2004, the Bharatiya Janata Party (BJP) led the National Democratic Alliance (NDA) coalition government under the leadership of Prime Minister Atal Bihari Vajpayee. During this period, the BJP oversaw significant economic reforms, conducted nuclear tests at Pokhran-II, and worked to enhance India's international standing. However, governing as part of a coalition presented challenges, particularly in balancing the party's core Hindutva ideology with the more moderate demands of its coalition partners. Despite several key achievements, the BJP faced electoral defeat in the 2004 general elections, losing to the Congress-led United Progressive Alliance (UPA). This loss began a period of introspection for the BJP as it assessed its strategies and direction in the wake of the electoral setback.

The Modi Era: Transforming the BJP into a Dominant Political Force in India

The rise of Narendra Modi ushered in a pivotal era for the Bharatiya

Janata Party (BJP), fundamentally reshaping its position in Indian politics. In 2014, the BJP, under Modi's leadership, achieved a historic electoral victory, driven by a campaign that strategically emphasised economic development, anti-corruption reforms, and Hindutva. This blend resonated with a broad cross-section of Indian society. Modi's leadership was marked by an ability to connect with both urban and rural voters, offering a narrative of economic progress and national pride that appealed across socio-economic divides. His continued popularity and strategic leadership resulted in an even more decisive electoral victory in 2019, reinforcing the BJP's preeminent role in Indian governance.

Several key factors underpinned the BJP's mass appeal during this period.

An effective social media strategy and targeted outreach to rural constituencies allowed the party to effectively communicate its message of development and nationalism. Although the BJP remained grounded in its core Hindutva ideology, it simultaneously positioned itself as a party committed to economic reform and national rejuvenation, broadening its appeal across diverse demographic groups. Furthermore, the BJP's organisational strength, bolstered by millions of volunteers from the Rashtriya Swayamsevak Sangh (RSS) and an extensive grassroots network, played a crucial role in its electoral success. The party's innovative use of technology and data analytics enabled precise voter targeting and engagement, reinforcing its electoral dominance and organisational efficiency. Modi's leadership and the BJP's adaptive strategies have entrenched the party as a dominant force in Indian politics and positioned it as a formidable example of modern political organisation.

The BJP's Rise to Global Prominence: A Democratic, Technology-Driven Political Force

The Bharatiya Janata Party (BJP) has established itself as the world's largest political party, a position solidified through highly successful membership initiatives in recent years. Among these, the 2015 "Sadasyata Abhiyan" (Membership

Drive) stands out for its ability to enrol millions of new members, significantly expanding the party's base. A key element of the BJP's expansion has been its strategic deployment of digital technologies, including social media, mobile platforms, and data analytics.

This enables the party to maintain a continuous and direct connection with its diverse and geographically dispersed membership. Technology integration into political mobilisation has made the BJP an important case study for political analysts, who examine its combination of nationalism, populism, and tech-driven engagement to reflect broader global political trends. While other influential political organisations, such as the Communist Party of China, command substantial authority, the BJP's distinctiveness lies in its democratic structure and mass-based appeal, which leverages traditional grassroots organisations and modern political strategies to sustain its dominance.

The evolution of the Bharatiya Janata Party (BJP), from its origins in the Bharatiya Jana Sangh to its status as the world's largest political party, exemplifies its capacity to adapt to shifting political landscapes while remaining anchored in its core ideological principles. Under the leadership of Narendra Modi, the party has cemented its dominance in Indian politics, driven by a platform that emphasises economic development, nationalism, and Hindutva. However, despite its considerable achievements, the BJP faces enduring challenges in governance, managing India's diversity, and balancing its ideological commitments with practical policy imperatives.

The party's trajectory not only reflects the dynamics of Indian political development but also serves as a significant case study in the global rise of populist and nationalist movements. Modi's leadership has been instrumental in shaping the party's contemporary success, further contributing to its global political relevance.



How BJP Became India's Most Dominant Political Force

Dr. Shashi Bhushan

The author is Meteorologist, and Scientist

Over the past decades, the Bharatiya Janata Party (BJP) has established itself as the most dominant political entity in India. From its early days as the political wing of the Rashtriya Swayamsevak Sangh (RSS), the BJP has undergone significant transformation, positioning itself as an inclusive national party with deep roots across Indian society. The idea of Sarv Sparshi, Sarv Vyapi encapsulates the party's strategic ambition to reach all sections of society and establish an omnipresent influence in Indian politics.

At the heart of this transformation is the leadership of Prime Minister Narendra Modi, whose dynamic leadership has revitalised Indian politics. Modi's vision of a developed and empowered India, rooted in traditional values and modern progress, has attracted a wide range of voters across diverse demographics. Furthermore, the RSS's philosophical influence has played a key role in shaping the BJP's cultural and ideological foundation, promoting a vision of India rooted in Hindu civilisation, self-reliance and national unity.

Ideological Underpinnings

The BJP's foundation is deeply rooted in the philosophy of Hindutva, a concept introduced by Veer Vinayak Damodar Savarkar in the 1920s and propagated by the RSS. Hindutva, a form of cultural nationalism, envisions India as a Hindu-majority nation, seeking to define Indian identity through the lens of Hindu civilisation and values. Over the years, this ideology has acted as a mobilising force for the BJP, especially during its formative years.

The RSS, founded in 1925, has been pivotal in shaping the BJP's ideological direction. The organisation promotes the idea of Bharatiya (Indian) values, which emphasise cultural unity, self-discipline, and national pride. Through its extensive network of volunteers and social initiatives, the RSS has instilled a sense of patriotism, social service and cultural pride in millions of Indians. The Sangh's philosophy has provided a solid ideological framework for the BJP's vision of a culturally strong and unified India.

PM Shri Narendra Modi: A Transformative Leader

The rise of Prime Minister Narendra Modi has marked a significant turning point in the BJP's journey toward becoming a truly national party. Modi's leadership has been transformative, not just for the BJP but for the entire Indian political landscape. Known for his strong work ethic, decisive leadership and deep connection with the masses, Modi has emerged as a revered and respected leader.

Modi's vision for India is inclusivity, development and national pride. His slogan "Sabka Saath, Sabka Vikas, Sabka Vishwas" (With Everyone, For Everyone's Development and Winning Everyone's Trust) underscores his commitment to ensuring that every section of society benefits from India's progress. Modi's emphasis on development has transcended regional and caste boundaries, appealing to the aspirations of millions of Indians who seek a better future for themselves and their families.

What sets Modi apart as a leader is his ability to connect with the common people. His humble beginnings and personal story of rising from a tea seller to the Prime Minister of India have

resonated deeply with the Indian electorate. Modi's authenticity, charisma and ability to communicate directly with the people have made him a beloved leader whose vision of a 'New India' continues to inspire millions.

The slogan "Sabka Saath, Sabka Vikas, Sabka Vishwas" has been the cornerstone of the party's campaign to champion inclusive development. The RSS's philosophy of nation-building complements Modi's development-centric approach. The RSS has long advocated uplifting all sections of society, emphasising self-reliance, discipline and service to the nation. This alignment between Modi's governance model and the RSS's ideological framework has allowed the BJP to appeal to a wide spectrum of voters, from urban professionals to rural farmers.

Electoral Strategy and Organizational Strength

The BJP's meteoric rise to political dominance can be largely attributed to its highly organised electoral machinery and its strategic use of technology. The party has mastered the art of grassroots mobilisation, data-driven election campaigns and sophisticated voter outreach programs. Under Modi's leadership, the BJP has combined traditional methods of organisation, rooted in RSS discipline, with modern technological tools to create an electoral powerhouse.

The Modi-Shah duo has revolutionised political campaigning in India. By leveraging social media platforms, employing data analytics and building a strong grassroots cadre through the RSS, the BJP has been able to micro-target voters, ensuring that its message reaches every corner of the country. This electoral machinery and Modi's personal appeal have made the BJP a formidable force in Indian politics.

Nationalism and Cultural Integration

The BJP's focus on nationalism and cultural pride has been a significant factor in its political success. Modi's emphasis on promoting India's cultural heritage, preserving national unity and ensuring strong defence policies has resonated with large sections of the electorate.

The RSS's role in promoting cultural integration

has been crucial in helping the BJP become an all-pervasive political force. The RSS has long advocated for the preservation of India's cultural identity, encouraging self-reliance and pride in India's civilizational history. By emphasising the greatness of India's past and promoting the values of discipline, service, and national pride, the RSS has provided the ideological foundation for the BJP's nationalist agenda.

Key policy decisions, such as the abrogation of Article 370 in Jammu and Kashmir, have reinforced the BJP's nationalist credentials. Modi's firm stand on issues of national security and sovereignty, such as the surgical strikes against terrorism, has further solidified his image as a strong and decisive leader committed to protecting India's interests.

Navigating Regional and Caste Dynamics

Regional and caste dynamics deeply shape India's political landscape, and the BJP, under Modi's leadership, has adeptly navigated these complexities to broaden its electoral appeal. Modi's ability to forge alliances with regional parties and build coalitions that include various caste groups has been instrumental in expanding the BJP's footprint across India.

The RSS's influence in shaping grassroots movements has played a significant role in helping the BJP navigate these regional dynamics. Through its vast network of volunteers and social service organisations, the RSS has helped build a broad base of support for the BJP across different regions and communities. This grassroots mobilisation and Modi's development-focused narrative have allowed the BJP to become a truly pan-Indian party.

Governance and Developmental Agenda

A focus on transparency, efficiency and accountability has characterised Modi's governance model. Initiatives like Digital India, Make in India, and the Goods and Services Tax (GST) reform have underscored his commitment to modernising the Indian economy and ensuring its growth. The BJP's welfare programs, such as Ayushman Bharat and the Pradhan Mantri Awas Yojana, have benefited millions, especially in rural

areas, further solidifying the party's base.

Modi's leadership has emphasised development as a unifying theme, cutting across caste, religion and regional divides. His governance model reflects the RSS's emphasis on self-reliance and service, focusing on building a strong, unified India that is economically prosperous and culturally vibrant.

Foreign Policy and Global Engagement

Under the leadership of Prime Minister Modi, India's foreign policy has undergone a significant transformation. It has focused on strengthening bilateral ties with major global powers while fostering regional cooperation. His government's approach to strategic partnerships, particularly with countries like the United States, Japan, and Israel, reflects his understanding of the global geopolitical landscape. Moreover, Modi's focus on 'Neighborhood First' and 'Act East' policies has helped strengthen ties with India's immediate neighbours and the broader Asia-Pacific region. This focus on regional engagement aligns with the RSS's vision of India as a leader in the global arena, promoting cultural diplomacy and soft power through its civilizational ties.

Furthermore, Modi's firm stance on issues like national security, terrorism, and sovereignty has reinforced his image as a leader who prioritizes India's interests on the global stage. His diplomatic initiatives, such as the International Solar Alliance and efforts to reform global organisations like the UN, highlight his commitment to both global governance and sustainable development.

Conclusion

The BJP's "Sarv Sparshi, Sarv Vyapi" strategy, underpinned by the leadership of Prime Minister Narendra Modi and the guiding philosophy of the RSS, has transformed Indian politics. By combining cultural nationalism with developmental governance, the BJP has expanded its influence across regions, communities, and demographics, emerging as the most dominant political force in India. Modi's emphasis on inclusive development, national pride, and cultural integration has strengthened the party's broad appeal.

Development, Alliances, and Cultural Identity: BJP's Expansion in the South

Sowmya Murugesan

Final Year Law Student,
Mentor – Youth Can Lead

The Bharatiya Janata Party (BJP) has long been viewed as a "North Indian" and "Hindi-centric" political party. However, since its inception, the party has sought to enlarge its presence across India, including the southern states. The BJP's rise within the South has been gradual and complicated, especially after 2014, because of how it adapted to local issues and dealt with challenges from regional parties.

Southern politics has historically been ruled by strong regional parties like the Dravidian parties in Tamil Nadu, the Telugu Desam Party (TDP) in Andhra Pradesh, and the Left and Congress-led coalitions in Kerala. These parties have constructed their power base through language politics, caste-based strategies, and state-specific issues. The BJP needed to cope with these dynamics while additionally being considered an alien party, predominantly representing North Indian and higher-caste interests.

The southern states of India have distinct and deeply entrenched caste-based voting patterns, which vary significantly across regions. Historically, the BJP has struggled to make inroads with dominant southern communities such as Dravidians, Lingayats, and Vokkaligas, despite its nationwide presence. Southern states also have a strong sense of linguistic pride, which often clashes with the BJP's perceived Hindi-centric image. To gain traction in these states, the party has had to navigate and resonate with these linguistic identities without appearing to impose North Indian cultural narratives. The BJP's national surge after Prime Minister Modi's 2014 victory marked a turning factor in its southern strategy.





1. Localized Campaigns: The BJP began addressing local concerns to resonate with the electorate in southern states by focusing on regional development, cultural and religious issues, and regulating economic policies that address the precise needs of these areas. This approach allowed the party to create a relatable narrative and to connect with various communities by showcasing its commitment to enhancing infrastructure, maintaining cultural identities, and implementing economic strategies that directly address the challenges faced by the southern electorate.

2. Strategic Alliances: BJP often established alliances with regional parties to gain an electoral foothold. In states dominated by regional forces, the BJP collaborated with these parties to navigate the complex political panorama and leverage existing support networks. This collaboration helped the BJP increase its electoral base and tap into relationships and trust that regional parties had established with their constituents, eventually broadening its arena and influence over time.

3. Hindutva: The BJP promoted Hindutva as a unifying factor against caste identity politics across southern states. While Hindutva encountered resistance in areas with robust secular or Dravidian traditions, the BJP efficiently tapped into local discontent and fostered ideological consolidation in certain regions. By positioning Hindutva as a source of pride and cultural identity for Hindus, the party built a coalition of support that transcended conventional caste lines, appealing to a broader audience and strengthening its political foothold within the southern states.

4. Development and Welfare Schemes: PM Modi's focus on national development programs—such as infrastructure expansion, social welfare schemes, and economic reforms—struck a chord with citizens far beyond the Hindi-speaking regions. Recognising the unique needs of southern voters, the BJP strategically targeted local concerns, including poverty alleviation, youth employment, and agricultural development. Key initiatives like the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN), Jal Jeevan Mission, Pradhan Mantri Ujjwala Yojana (PMUY), Make in India, Start-Up India, and Swachh Bharat Mission were tailored to address these issues. Additionally, infrastructure projects such as national highways and metro system expansions in southern states underscored the BJP's commitment to development.

By focusing on improving living standards and creating job opportunities, the BJP successfully engaged with southern

communities, positioning itself as a champion of development and welfare. This approach addressed pressing societal challenges and helped the party expand its reach in regions traditionally dominated by strong regional parties.

KARNATAKA

The coalition of BJP with Janta Dal(S) consistently expanded its foothold in Karnataka, appealing to local narratives combined with Hindutva and religious sentiments, tapping into a unique socio-political landscape. Desperate efforts of division through lingual means have been a strong reason for opposing the BJP. However, the dynamic of voting patterns shows the increase in vote share from 20% in 2001 to 36.3% in 2023 in the assembly election and 29% in 2004 to a commanding 51% in 2019 in the legislative election, the slight variation of about 4% in the 2024 Lokshaba election is considered due to internal factor.

Tamil Nadu

BJP leaders highlighted Tamil culture and heritage, reinforcing that Tamil identity could coexist with the party's national agenda. The party organized events like Kashi–Tamil Sangamam and installed Sengol in the New Parliament. The party also focused on infrastructure improvements, such as Visakhapatnam-Chennai industrial, renovation of Tiruchirappalli Airport, Vande–Bharat train, Metro connectivity, and high-way developments.

Andhra Pradesh

The BJP has been steadily expanding its footprint in Andhra Pradesh, particularly after the state's bifurcation in 2014. Its alliance with the Telugu Desam Party (TDP), led by Chandra Babu Naidu, and the Jana Sena Party, led by Pawan Kalyan, has given the BJP a strategic advantage in the region. The party has focused on the development of key educational and healthcare institutions, such as AIIMS and IITs, while also driving industrial growth through the establishment of business corridors. This emphasis on tangible development has resonated with voters who are concerned about economic progress and job creation. As a result, the BJP's vote share in Andhra Pradesh has seen significant growth, rising from around 4% prior to

2014 to approximately 11.28% by 2024, reflecting the party's increasing influence in the state.

Telangana

The BJP's vote share in Telangana has steadily increased, particularly after the state's bifurcation, as the party honed in on local agricultural and development issues. By promoting schemes such as PM-KISAN and supporting key irrigation projects like Mission Bhagiratha, which provided essential water access to rural communities, the BJP effectively addressed the needs of Telangana's agrarian population. This focus on grassroots issues contributed to a significant surge in the party's support, with the BJP securing approximately 35.08% of the vote in the 2024 Lok Sabha election, emerging as the second-largest political force in the state.

Kerala

In Kerala, a state traditionally dominated by a left-leaning political ecosystem, the BJP has made inroads through a combination of development-focused initiatives and cultural positioning. The party's strong stance on the Sabarimala issue, along with a vigorous anti-incumbency campaign, has contributed to its niche growth in the state. For the first time in its history, the BJP has secured a seat in Kerala, marking a significant milestone in its political journey. The party's vote share has steadily increased, rising from 9% in the 2001 Assembly election to 16.68% in the 2024 Lok Sabha election, signalling its growing influence in the state.

In each southern state, the BJP's growth in vote share reflects its localised approach to campaigning. The party has effectively addressed regional concerns by engaging with cultural issues, implementing welfare programs, and driving development initiatives. This tailored strategy has allowed the BJP to gradually expand its presence in areas traditionally dominated by strong regional parties. By adapting its tactics to suit the specific needs and aspirations of local populations, the BJP has successfully built a growing support base in southern India, steadily increasing its influence in the region.



भाजपा: एक वैचारिक संगठन से राष्ट्रीय शक्ति तक का सफर

आशीष रावत, युवा स्तंभकार

किसी भी देश की राजनीतिक परिवेश एकाएक नहीं बदलतीं। उसे बदलने में वर्षों लग जाते हैं। डॉ. श्यामा प्रसाद मुखर्जी से लेकर नरेन्द्र मोदी तक पहुंची यह राजनीतिक विचार यात्रा साधारण नहीं है। इसमें इस विचार को समर्पित लाखों-लाख अनाम कर्मयोगियों को भुलाया भी नहीं जा सकता और उनके अहम योगदान को कभी नकारा भी नहीं जा सकता। एक विचार, एक ध्येय और महान देश की रचना का बड़ा लक्ष्य लेकर एक दल आजादी के तुरंत बाद से आज तक पूरी निष्ठा से कार्य कर रहा है। उल्लेखनीय है कि पण्डित दीनदयाल उपाध्याय राजनीति के लिए नहीं बने थे, उन्हें तो एक नए बने राजनीतिक दल जनसंघ में उसके प्रथम अध्यक्ष डॉ. श्यामा प्रसाद मुखर्जी की मांग पर राष्ट्रीय स्वयंसेवक संघ के तत्कालीन सरसंघचालक माधव सदाशिव गोलवलकर 'गुरुजी' ने राजनीति में भेजा था। 1951 में जब जनसंघ की स्थापना हुई तब से पण्डित दीनदयाल उपाध्याय ने अपनी सेवाएं जनसंघ को अर्पित कर दी। डॉ. श्यामा प्रसाद मुखर्जी उनकी संगठन क्षमता से इतने अधिक प्रभावित हुए कि कानपुर अधिवेशन के बाद उनके मुंह से यही उद्गार निकले कि 'भेरे पास 2 दीनदयाल होते तो मैं भारत का राजनीतिक रूप बदल देता'।

जब कांग्रेस की तानाशाह वाली सरकार का दौर चल रहा था और भारत माँ के टुकड़े होने के बाद कांग्रेस अनुच्छेद-370 के बहाने देश की अस्मिता से समझौता कर चुकी थी, तब राष्ट्रवाद के लिए डॉ. श्यामा प्रसाद मुखर्जी ने सत्ता को ठोकर मार दी और एक देश में दो निशान, दो विधान और दो प्रधान के विरुद्ध संघर्ष करते हुए अपने प्राणों का बलिदान दे दिया। देश से ऊपर परिवार को रखने वाली कांग्रेस के कारण कभी कश्मीर का हिस्सा गंवाना पड़ा तो कभी अक्साई चिन से समझौता करना पड़ा। देशहित में फैसले लेने के लिए कांग्रेस की सरकार दूसरे देशों की मंजूरी की राह तांकती थी।

राष्ट्र को सर्वप्रथम मानने वाली भारतीय जनता पार्टी के कार्यकर्ताओं ने कांग्रेस सरकार का घोर विरोध करते हुए अनेकों आंदोलन किए और देश की सेवा का मौका मिलते ही 1998 में परमाणु परीक्षण कर

अटल बिहारी वाजपेयी ने बता दिया कि ये भाजपा सरकार है जो राष्ट्र की मजबूती के लिए किसी से नहीं डरती। भाजपा और उसके कार्यकर्ताओं का स्पष्ट मत था कि सरकार रहे या न रहे लेकिन भाजपा के लिए राष्ट्र सर्वप्रथम था और हमेशा रहेगा। कार्यकर्ताओं की इस प्रतिज्ञा के साथ पूरा देश जुड़ रहा था और 2014 में राष्ट्रवाद की विजय हुई। नरेन्द्र मोदी प्रधानमंत्री बने और गत दस वर्षों में राष्ट्रहित में लिए गए ऐतिहासिक निर्णयों को पूरी दुनिया ने देखा। देश की सीमाओं को अभेद्य बनाते हुए मोदी सरकार ने हजारों फीट की ऊंचाई पर भी सड़क-सुरंगों का निर्माण कर सैनिकों एवं हथियारों की पहुँच को आसान बना दिया। जम्मू-कश्मीर में रेल और सड़क से लेकर पूर्वोत्तर के गांवों तक विश्वस्तरीय आधारभूत संरचना का निर्माण हो रहा है।

भारतीय जनता पार्टी कार्यकर्ताओं की पार्टी है, जिसमें आज के कार्यकर्ता ही कल के नेतृत्वकर्ता बनते हैं। जीवन के हरेक क्षेत्र में आगे बढ़ने के लिए प्रशिक्षण अहम होता है। इस सिद्धांत से राजनीति भी अलग नहीं है बल्कि राजनीति में समुचित प्रशिक्षण की भूमिका और भी अहम है। भाजपा के लिए जनसेवा ही एकमात्र लक्ष्य है, जिसमें सभी कार्यकर्ताओं का महत्वपूर्ण योगदान होता है। मोदी सरकार गरीबों, महिलाओं, किसानों, युवाओं और मध्यम वर्ग के कल्याण के साथ-साथ आधारभूत संरचनाओं के विकास के लिए लगातार कदम उठा रही है। मोदी सरकार ने जनसेवा को संकल्पबद्ध कर गरीबों को निःशुल्क राशन, उज्ज्वला योजना, किसान सम्मान निधि योजना, आयुष्मान भारत योजना, पीएम विश्वकर्मा योजना, पीएम गरीब कल्याण अन्न योजना, पीएम महिला किसान ड्रोन केन्द्र, पीएम कौशल विकास योजना, सुकन्या समृद्धि योजना जैसे निर्णय देशहित में लिए। यही नहीं, मोदी सरकार ने जनधन योजना, पीएम आवास योजना, हर घर जल योजना, डिजिटल इंडिया, स्मार्ट सिटी और नमामि गंगे योजना की भी सौगात देशवासियों को दी।

जनता का कल्याण और देश का उत्थान ही भाजपा के लिए सर्वोपरि है। प्रधानमंत्री मोदी ने सतर्कता से राष्ट्रवादी भावनाओं को बढ़ावा देकर भाजपा को 'सांस्कृतिक गौरव' व 'भारतीय एकता' का ध्वजवाहक बना दिया है। उनकी सरकार द्वारा की गई जनसेवा ने सांस्कृतिक और राजनीतिक आक्रामकता का परिचय दिया है। प्रधानमंत्री मोदी के नेतृत्व में भारत में ढांचागत संरचना के विकास को तेज गति मिली है। प्रधानमंत्री मोदी ने गत वर्ष नवम्बर माह में विकसित भारत संकल्प यात्रा को सम्बोधित करते हुए चार जातियों का उल्लेख किया था। उनकी नजर में चार जातियां हैं, गरीब, युवा, महिला और किसान, जिन पर उनका पूरा ध्यान है। इन चारों जातियों को लेकर तमाम योजनाएं बनाई और शुरू की गई हैं। वहीं बुनियादी ढांचा के विकास, पिछड़ी जातियों, दलितों, आदिवासियों को लेकर भी कई योजनाएं मंजूर की गई हैं। मोदी सरकार के अब तक के शासनकाल में कई ऐसी योजनाएं लाई गई हैं, जिसका सीधा फायदा आम लोगों को हो रहा है। इसमें अंत्योदय की भावना है, राष्ट्र प्रथम की प्रेरणा है और विकसित भारत का लक्ष्य है। यह सब तभी तेज गति से संभव हो पाया क्योंकि एक विचारधारा आधारित दल और राष्ट्रसेवा को समर्पित व्यक्ति के हाथों में देश का नेतृत्व है।

पूर्वोत्तर में खिला कमल: संघर्ष, सोच और विकास का प्रतिफल

अरुण राठी

लेखक पत्रकार एवं बाल्यकाल
स्वयंसेवक हैं

देश के पूर्वोत्तर राज्यों में कमल शान से खिल रहा है और देश के 8 पूर्वोत्तर राज्यों में से 7 में आज बीजेपी अकेले या साथियों के साथ सत्ता में है। 2014 में मोदी सरकार केंद्र में आई, तब पूर्वोत्तर के आठ में से पांच राज्यों असम, मेघालय, मिजोरम, अरुणाचल प्रदेश और मणिपुर में कांग्रेस की सरकार थी, जबकि त्रिपुरा में सीपीआई(एम) और सिक्किम में एसडीएफ की सरकार थी और नगालैंड में एनपीएफ का राज था, लेकिन 2016 से सरकारें बदलने का जो सिलसिला शुरू हुआ, उसने 2019 आते-आते पूरी तरह से पूर्वोत्तर का सियासी नक्शा ही बदलकर रख दिया। बीजेपी ने कांग्रेस-लेफ्ट के समीकरण को ध्वस्त करके रख दिया और देखते ही देखते आठ में सात राज्यों में बीजेपी और उसके सहयोगी दलों ने सरकार बना ली, जिसके बारे में कांग्रेस या वाम दलों ने कभी सोचा भी नहीं था।



ये सब रातों-रात नहीं हुआ बल्कि इसके पीछे प्रधानमंत्री नरेंद्र मोदी की दूरदर्शी और पूर्वोत्तर के विकास की सोच, केंद्रीय गृहमंत्री अमित शाह की रणनीति और आतंकवाद, नक्सलवाद और उग्रवाद के प्रति जीरो टॉलरेंस की धाकड़ सोच एवं भाजपा अध्यक्ष जेपी नड्डा के मार्गदर्शन में पदाधिकारियों का त्याग, जमीन पर कार्यकर्ताओं की दिन-रात की मेहनत रही। आज उत्तर भारत में खिला कमल संघर्ष, सोच और विकास का प्रतिफल है। देश के अंतिम व्यक्ति तक विकास कैसे पहुंचे, बॉर्डर एरिया में कैसे भारतीय सेना के हाथ मजबूत किये जायें और जिन्हें सालों अपने से पराया कर दिल्ली से दूर कर दिया गया, उन्हें कैसे अपना बनाया जाए, इन्हीं सवालियों के जवाब लेकर आगे बढ़ी भारतीय जनता पार्टी आज पूर्वोत्तर के 8 में से 7 राज्यों में सत्ता में रहकर जनसेवा में जुटी है।

आजादी के बाद लंबे समय तक देश में और पिछली सरकारों में ये सोच रही थी कि बॉर्डर एरिया में अगर विकास होगा तो दुश्मन को फायदा होगा और इसी नकारात्मक सोच के कारण पूर्वोत्तर समेत देश के सभी सीमावर्ती क्षेत्रों में कनेक्टिविटी बेहतर नहीं हो पाई। सड़कों को ना बनाने की वजह देशवासियों को ये बताई गयी, कि अगर पूर्वोत्तर के चीन से लगे राज्यों में सड़कें बना दीं गयीं तो चीन अंदर घुस आयेगा। मतलब, चीन के आगे देश का भीरूपन और अपनी नकारात्मकता को देशवासियों पर थोपना। एक वक़्त था जब देश के पूर्वोत्तर राज्य कांग्रेस और लेफ्ट का गढ़ हुआ करते थे लेकिन ये भी सच है कि कांग्रेस और लेफ्ट के लगभग 75 सालों के शासन के दौरान पूर्वोत्तर राज्य विकास से अछूते ही रहे। ना पूर्वोत्तर राज्यों की दिल्ली में बैठी सरकारों को चिंता थी और ना ही इन राज्यों में बैठी सरकारों को आम आदमी की बुनियादी जरूरतों तक से मतलब।

2014 में पहली बार देश के प्रधानमंत्री बने नरेंद्र दामोदर दास मोदी ने पूर्वोत्तर में रहने वाले लोगों का दर्द समझा और पूर्वोत्तर में विकास की नयी इबारतें लिखी गयीं। प्रधानमंत्री मोदी के नेतृत्व में इन 10 सालों में ना सिर्फ इन्फ्रास्ट्रक्चर के निर्माण से नॉर्थईस्ट से दिल्ली के बीच की दूरी कम हुई है, बल्कि मन का अंतर भी कम हुआ। प्रधानमंत्री नरेन्द्र मोदी ने हाइवे, इनलैंड वाटरवे, रेलवे और एयरवे के विकास पर जोर दिया और इससे पूर्वोत्तर के राज्यों, शेष भारत और दिल्ली के बीच की दिल की दूरियां खत्म हुईं।

आज पूर्वोत्तर में चीन से सटे बॉर्डर इलाकों में तो सड़कों का जाल बिछ ही रहा है, साथ ही गाँव-गाँव तक सड़कें और विकास पहुँच रहा है। रेलवे की बात करें तो पूर्वोत्तर रेलवे द्वारा शत प्रतिशत विद्युतीकरण का टारगेट पूरा कर लिया गया। मेघालय को 100 साल बाद दूसरा रेलवे स्टेशन मिला। 'एक्ट-ईस्ट' विदेश नीति का लाभ पूर्वोत्तर के राज्यों को मिल रहा है और भारत-म्यांमार-थाइलैंड सुपर हाईवे इसी का नतीजा है। इसके अलावा 1947 से 2014 तक पूर्वोत्तर क्षेत्र में केवल 9 हवाई अड्डे बनाए गए थे जबकि अब पूर्वोत्तर क्षेत्र में हवाई अड्डों की कुल संख्या 16 से अधिक हो गई है। पहले दूर-दराज के सीमावर्ती गांवों को अंतिम गांव माना जाता था, लेकिन मोदी सरकार ने सीमावर्ती क्षेत्रों के गांवों को देश का पहला गांव मान कर काम किया।

आज पूर्वोत्तर का विकास केंद्र की मोदी सरकार की प्राथमिकता बन चुका है। पर्यटन हो या व्यापार, टेलीकॉम हो या टेक्सटाइल, पूर्वोत्तर को सर्वोच्च प्राथमिकता मिलती है। आज नॉर्थ ईस्ट की युवा शक्ति के लिए डिजिटल कनेक्टिविटी से नए अवसर बनाए जा रहे हैं। 2014 की तुलना में नॉर्थ ईस्ट में ऑप्टिकल फाइबर की कवरेज लगभग 4 गुना बढ़ी है। मोबाइल कनेक्टिविटी के लिए हजारों मोबाइल टॉवर लगाए जा रहे हैं। पूर्वोत्तर राज्यों के आदिवासी क्षेत्रों में डेढ़ सौ से अधिक एकलव्य मॉडल स्कूल बनाए जा रहे हैं और इन एकलव्य मॉडल स्कूलों में 38,800 शिक्षकों की भर्ती का प्रावधान भी किया गया है।

इतना ही नहीं जो पूर्वोत्तर राज्य पिछली सरकारों में उग्रवाद और नक्सलवाद की आग में झुलस रहे थे, आज उन्हीं राज्यों में शांति कायम है। बीते 8 वर्षों में अनेक संगठनों ने हिंसा का रास्ता छोड़ स्थाई शांति की राह पकड़ी है। नॉर्थ ईस्ट में AFSPA की आवश्यकता ना पड़े, इसके लिए लगातार प्रयास किये जा रहे हैं। प्रधानमंत्री मोदी ने खुद ऐलान किया है कि इसे हटाने के लिए स्थितियां बनाई जा रही हैं। आपको जानकर ताज्जुब होगा कि पूर्वोत्तर के राज्यों में लगभग 60 प्रतिशत हिस्सों से AFSPA को हटा लिया गया है और इस दिशा में आगे भी प्रक्रिया जारी है। पूर्वोत्तर में आठ हजार से ज्यादा उग्रवादियों ने हथियार डालकर शांति और अमन की राह पकड़ी है। NLFT समझौता, बोडो समझौता, कार्बी-ओंग्लोंग समझौता, ब्रू-रियांग समझौता- इन सभी समझौतों ने पूर्वोत्तर में शांति और विकास की स्थापना में काफी सहायता की है। कई प्रकार की नस्लीय, भाषाओं, सीमाओं और उग्रवादी गुटों से संबंधित समस्याओं से जूझते नॉर्थ ईस्ट को इन 10 सालों में एक नए और लंबे शांति के युग की शुरुआत भी मिली है।

अगर नॉर्थईस्ट के लिए इन 10 सालों की देश की आजादी के बाद के 75 सालों के साथ तुलना की जाए, तो ये दशक निश्चित रूप से पूर्वोत्तर के लिए गोल्डन एरा रहा। देश के पूर्व प्रधानमंत्री अटल बिहारी वाजपेयी ने जिस दूरदर्शी सोच के साथ पूर्वोत्तर राज्यों के लिए अलग से पूर्वोत्तर मंत्रालय का गठन किया था, उसी सोच को आगे बढ़ाते हुए केंद्र की मोदी सरकार ने पूर्वोत्तर के राज्यों में विकास के कई ऐसे कार्य कर डाले और जारी हैं, जिनके बारे में पूर्व की सरकारों ने कल्पना तक नहीं की थी। यही वजह है कि आज पूर्वोत्तर में कमल ना सिर्फ खिल रहा है बल्कि जन-जन अब भाजपा के जुड़ा है और विकास के पथ पर पूर्वोत्तर लगातार अग्रसर है।

भारतीय जनता पार्टी - राष्ट्र प्रथम व जनसेवा की विचारधारा

अभय कुमार शुक्ल
दिल्ली विश्वविद्यालय में
राजनीति विज्ञान के शोधार्थी
आदर्श कुमार झा
विदेश मामलों के जानकार

भारतीय जनता पार्टी का नाम सुनते ही एक ऐसा विचारधारा उभरकर सामने आता है जो देश की अखंडता, समृद्धि और समाज की सेवा के प्रति प्रतिबद्धता से परिपूर्ण है। “राष्ट्र प्रथम” और “जनसेवा” की ये विचारधाराएँ भारतीय राजनीति में एक नई दिशा प्रदान करती हैं और भारतीय समाज की मूलभूत आवश्यकताओं को पूरा करने की दिशा में अग्रसर हैं। भारतीय जनता पार्टी एक ऐसी राष्ट्रवादी राजनीतिक दल है जो भारत को एक सुदृढ़, समृद्ध एवं शक्तिशाली राष्ट्र के रूप में विश्व पटल पर स्थापित करने के लिए कृतसंकल्प है।



भारतीय जनता पार्टी की विचारधारा का मूल स्तंभ ही “राष्ट्र प्रथम” है, जो न केवल देश की संप्रभुता और अखंडता का संरक्षण करता है, बल्कि भारत को वैश्विक मंच पर एक मजबूत और आत्मनिर्भर राष्ट्र के रूप में स्थापित करने की दिशा में भी कार्यरत है। इस विचारधारा के अंतर्गत, पार्टी ने गरीब कल्याण, देश की सुरक्षा और राष्ट्रीय हितों को प्राथमिकता दी है। भाजपा का यह मानना है कि जन-जन के विकास के बिना सामाजिक और आर्थिक विकास संभव नहीं है। इसलिए भाजपा की सरकार ने विभिन्न योजनाओं और पहलों के माध्यम से भारतीय उद्योगों को बढ़ावा देने, नई तकनीकों को अपनाने और देश की सुरक्षा को सुनिश्चित करने के लिए कई पहल की हैं। भारतीय जनता पार्टी एक सुदृढ़, सशक्त, समृद्ध, समर्थ एवं स्वावलम्बी भारत के निर्माण हेतु निरंतर सक्रिय है। पार्टी की कल्पना एक ऐसे राष्ट्र की है जो आधुनिक दृष्टिकोण से युक्त एक प्रगतिशील एवं प्रबुद्ध समाज का प्रतिनिधित्व करता हो तथा प्राचीन भारतीय सभ्यता एवं संस्कृति तथा उसके मूल्यों से प्रेरणा लेते हुए ‘विश्व गुरु’ के रूप में विश्व पटल पर स्थापित हो। इसके साथ ही विश्व शांति तथा न्याययुक्त अंतर्राष्ट्रीय व्यवस्था को स्थापित करने के लिए विश्व के राष्ट्रों को प्रभावित करने की क्षमता रखे।

मुख्य विचारधारा

भाजपा ने पंडित दीनदयाल उपाध्याय द्वारा प्रतिपादित ‘एकात्म-मानवदर्शन’ को अपने वैचारिक दर्शन के रूप में अपनाया है। साथ ही पार्टी का अंत्योदय, सुशासन, सांस्कृतिक राष्ट्रवाद, विकास एवं सुरक्षा पर भी विशेष जोर है। पार्टी ने पांच प्रमुख सिद्धांतों के प्रति भी अपनी निष्ठा व्यक्त की, जिन्हें ‘पंचनिष्ठा’ कहते हैं। ये पांच सिद्धांत (पंच निष्ठा) हैं - राष्ट्रवाद एवं राष्ट्रीय अखंडता, लोकतंत्र, सकारात्मक पंथ-निरपेक्षता (सर्वधर्मसमभाव), गांधीवादी समाजवाद (सामाजिक-आर्थिक विषयों पर गाँधीवादी दृष्टिकोण द्वारा शोषण मुक्त समरस समाज की स्थापना) तथा मूल्य आधारित राजनीति। आज इतनी स्पष्ट और अपने विचार पर अडिग कोई राजनीतिक दल है तो, वह भारतीय जनता पार्टी है।

जनसेवा

जनसेवा भारतीय जनता पार्टी के दृष्टिकोण का एक प्रमुख अंग है। पार्टी का लक्ष्य केवल राजनीतिक सत्ता हासिल करना नहीं है, बल्कि समाज के हर वर्ग की सेवा करना है। चाहे वह गरीब हो या अमीर, किसान हो या छात्र, भाजपा सभी वर्गों की समस्याओं को समझती है और उनके समाधान के प्रति पूरी तरह समर्पित है। भाजपा की जनसेवा नीति में स्वास्थ्य, शिक्षा, इन्फ्रास्ट्रक्चर, और सामाजिक कल्याण के विभिन्न क्षेत्रों में कई महत्वपूर्ण पहल शामिल हैं। प्रधानमंत्री जनधन योजना, आयुष्मान भारत योजना, स्वच्छ भारत मिशन, और शहरी तथा ग्रामीण विकास के अन्य कार्यक्रम इसके प्रमुख उदाहरण हैं। ये योजनाएँ विशेष रूप से समाज के वंचित वर्गों को सशक्त बनाने और उन्हें समाज की मुख्यधारा में शामिल करने के उद्देश्य से कार्यरत हैं।

आत्मनिर्भर भारत: आर्थिक स्वतंत्रता की ओर एक कदम

भाजपा की "आत्मनिर्भर भारत" की अवधारणा ने भारतीय अर्थव्यवस्था को एक नई दिशा दी है। यह सिर्फ आर्थिक स्वतंत्रता का प्रतीक नहीं है, बल्कि भारत की सांस्कृतिक और ऐतिहासिक धरोहर की सुरक्षा और पुनर्जागरण का प्रतीक भी है। प्रधानमंत्री नरेंद्र मोदी के नेतृत्व वाली भाजपा सरकार ने स्थानीय उद्योगों, सूक्ष्म, लघु और मध्यम उद्यमों (MSMEs) को प्रोत्साहित करने, अनुसंधान और नवाचार में निवेश बढ़ाने और विदेशी निर्भरता को कम करने के लिए कई प्रभावी नीतियां अपनाई हैं। इन प्रयासों के परिणामस्वरूप, भारत अब एक नई तकनीकी और औद्योगिक क्रांति की ओर तेजी से अग्रसर है।

सांस्कृतिक गर्व और राष्ट्रवाद: भारत की अमूल्य विरासत

भारतीय जनता पार्टी का यह दृढ़ विश्वास है कि भारत की सांस्कृतिक धरोहर और गौरवशाली इतिहास को संरक्षित करना और पुनर्जीवित करना अत्यंत आवश्यक है। पार्टी भारतीय संस्कृति, परंपराओं और मूल्यों को न केवल आदर देती है, बल्कि उन्हें आधुनिक युग से जोड़ने का भी निरंतर प्रयास करती है। यह सांस्कृतिक गर्व और राष्ट्रवाद की भावना को प्रबल बनाकर भारतीय एकता और अखंडता को सुदृढ़ करती है, जिससे राष्ट्र का सामूहिक आत्मविश्वास और गौरव बढ़ता है।

निष्कर्ष

श्री नरेन्द्र मोदी के नेतृत्व में भाजपा को इतनी बड़ी सफलता मिलने का एक महत्वपूर्ण कारण है जनता का नेतृत्व पर भरोसा। भरोसा राष्ट्र के सम्मान का, राष्ट्र की सुरक्षा का, राष्ट्र के विकास का, गरीबों के कल्याण का, पारदर्शी शासन का, ईमानदारी का, जनता के हित में संवेदनशीलता का, कठोर फैसलों का तथा भारत को नई ऊंचाइयों पर पहुंचाने का। पिछले 10 वर्षों में सरकार ने बिना भेदभाव के ‘सबका साथ, सबका विकास’ की भावना से बिना थके, बिना रुके लोगों के जीवन स्तर को ऊंचा उठाने का कार्य किया है। भारतीय जनता पार्टी की "राष्ट्र प्रथम" और "जनसेवा" की विचारधारा भारतीय राजनीति में एक महत्वपूर्ण स्तंभ है, जो देश की अखंडता, सुरक्षा और सभी वर्गों की सेवा के प्रति गहरे समर्पण को प्रदर्शित करती है। यह दृष्टिकोण केवल राष्ट्रीय विकास का मार्ग प्रशस्त नहीं करता, बल्कि समाज के हर व्यक्ति को एक उज्ज्वल और समृद्ध भविष्य की ओर बढ़ाने का संकल्प भी है। भाजपा की यह विचारधारा महज एक राजनीतिक रणनीति न होकर, एक राष्ट्रीय अभियान है, जिसका उद्देश्य भारत को विकसित, सशक्त, आत्मनिर्भर और न्यायपूर्ण समाज में परिवर्तित करना है।



Sabka Saath, Sabka Vikas: BJP's Commitment to Antyodaya

Abhishek Dwivedi

LL.B Student at
University of Delhi

“Antayodaya”, a term coined by Pandit Deendayal Upadhaya, is deeply rooted in Indian Political thoughts. It emphasizes the welfare of the most marginalized individuals in society. This philosophy has always been the cornerstone of governance of the Bharatiya Janata Party, especially under the leadership of Prime Minister Shri Narendra Modi. The BJP invokes Deendayal's notion of Antayodaya as their integral slogan of “Sab ka Sath, Sab ka Vikas”. Through the implementation of welfare schemes that aimed to enhance financial services, healthcare, housing and basic amenities, the Bharatiya Janta Party frames its initiatives and enhances its efforts to

build an egalitarian society where every person is equally important and has the same rights and opportunities in life.

Antayodaya as the political framework was crystalised by Pt. Deendayal Upadhaya, the key thinker of Bharatiya Jana Sangh. Deendayal Ji presented the idea of “Principles and Policies” and developed the ‘Integral Humanism’ doctrine in the 1960s. The Philosophy of Integral Humanism advocates the simultaneous and integrated programming of the body, mind, and soul of every human being. He believes that individual and collective well-being are interconnected and actual development must account for the spiritual, moral, and material aspects of life. He rejected both the Western concept of capitalist individualism and Marxist collectivism and advocated a decolonised Bharat-centric model, which balances both the material and spiritual needs of the individual and society. He always stressed that progress should not be measured based on the rich becoming richer but when the poor and downtrodden get uplifted. The Bharatiya Janata Party has placed 'Antayodaya' at the core of its political and governance agenda at the central and state levels. It has been the guiding principle of the BJP in shaping its development and welfare programs aimed at creating an egalitarian society.

The party's slogan, "Sabka Sath Sabka Vikas", directly reflects the essence of Antayodaya. Under the leadership of Prime Minister Narendra Modi, the Bharatiya Janata Party has come up with economic welfare schemes that seek the upliftment of every citizen and, more specifically, the section that is marginalised and underprivileged.

The BJP has implemented Antayodaya through various flagship welfare schemes to empower and uplift the marginalised and deprived sections of society and improve their quality of life. These schemes demonstrate the BJP's commitment to ensuring that all basic necessities, such as financial inclusion, healthcare, housing, and energy access, are available.

Pradhan Mantri Jan Dhan Yojana (PMJDY), launched in 2014 by Prime Minister Narendra Modi, has been the foundation of the government's people-centric economic initiatives. It integrated the poor into the economic mainstream and played an important role in the development of marginalised communities. Over 53 crore people have been brought into the formal banking system through Jan Dhan Accounts and are getting the benefits of various welfare schemes of the government directly into the bank accounts, 67% of the accounts have been opened in rural or semi-urban areas, and women have opened 55% of accounts. The goal of PMJDY aligns with the Antayodaya vision of the BJP by integrating marginalised individuals into the banking system and giving them access to financial services, credit, and insurance.

Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY), launched in 2018, is the most important Government welfare scheme underway in India today. It has helped the poor get the best healthcare treatment, which was impossible earlier. Over 35.4 Crore Ayushman cards have been created and provide health coverage of up to Rs. 5 lakh per family per year. By addressing the healthcare needs of the poor, the Ayushman Bharat demonstrates the Antayodaya idea of ensuring that essential services reach the most vulnerable segments of society.

Pradhan Mantri Ujjawala Yojana (PMUY) was

launched in 2016 as a flagship scheme to provide clean cooking fuel such as Liquid petroleum gas (LPG) to rural and deprived households that were using traditional cooking fuels such as firewood, coal, cow-dung cakes, etc., which had detrimental impacts on the health of rural women as well as on the environment. This scheme seeks to uplift the poorest households by granting access to clean energy, empowering women and enhancing their quality of life.

Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY) was launched by the Prime Minister. It benefits more than 80 crore citizens by supplying free food grains to migrants and the poor. Originally introduced in 2000 under the BJP-led government, the scheme is a direct reflection of the party's commitment to Antayodaya, ensuring that the poorest section of society does not suffer from hunger and malnutrition.

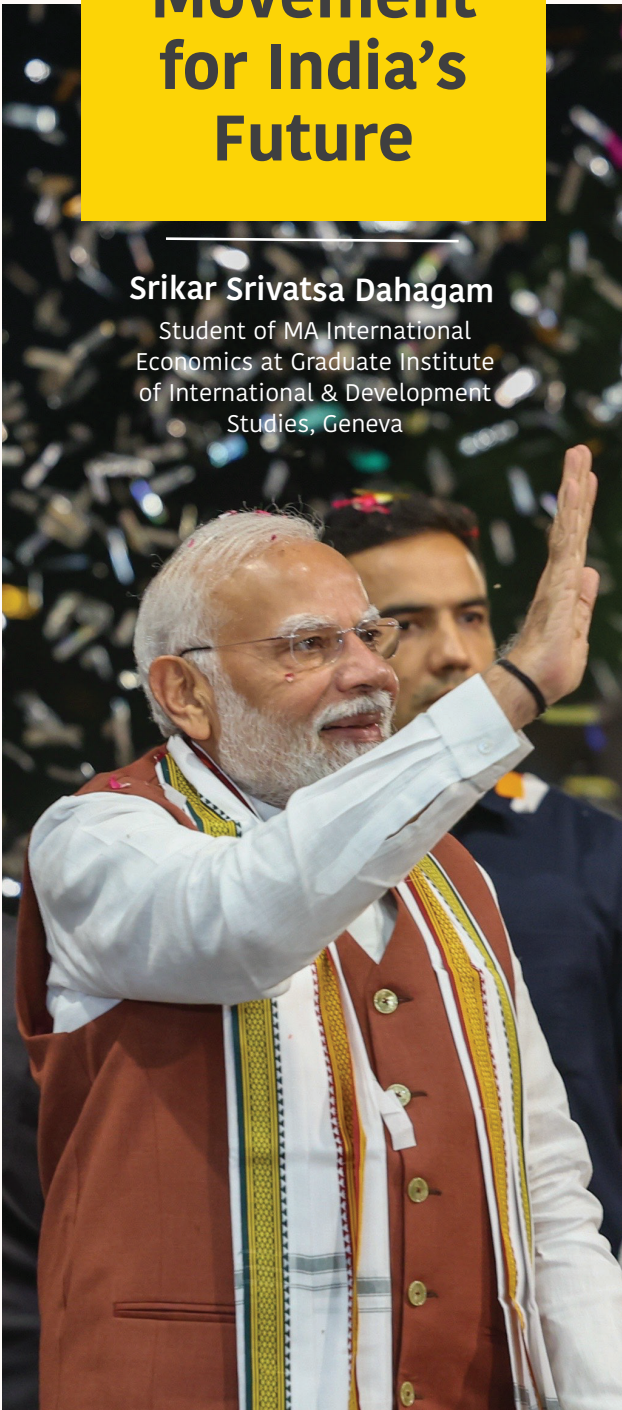
Pradhan Mantri MUDRA Yojana (PMMY) was launched under the visionary leadership of Prime Minister Narendra Modi, the scheme has provided easy and hassle-free credit to micro-enterprises and has helped a large number of entrepreneurs to establish their businesses at the grassroots level out of 44.46 crore loans sanctioned under the scheme 69% has been sanctioned to women which encouraged female entrepreneurship, raised earning and employability and reduced income inequality.

The Bharatiya Janata Party is dedicated to the philosophy of Antayodaya, which emphasises the upliftment of the most marginalised individuals in society. The party has implemented various welfare schemes to provide financial inclusion, healthcare, and food security to these marginalised sections of society. This demonstrates the BJP's commitment to creating an egalitarian society, ensuring that the benefits of development reach everyone, especially those at the bottom of the social ladder. By focusing on economic inclusion and access to essential services, the BJP aims to promote the principles of Antayodaya and build a nation where every individual has equal opportunities to grow.

BJP's Rise and Resilience: A Political Movement for India's Future

Srikar Srivatsa Dahagam

Student of MA International Economics at Graduate Institute of International & Development Studies, Geneva



The Bharatiya Janata Party is celebrating 44 years of its inception in 2024. The Bharatiya Janata Party has, over the past many years, managed to become the world's largest party with more than 6 crore active karyakartas. BJP is one of India's most successful political parties since its inception in 1980; within just 44 years of its inception, the party has governed a socio-politically diverse country like India for 17 years, one of the biggest feats in Indian politics. BJP has governed and transformed the economic growth story of states like Madhya Pradesh, Gujarat which has resulted in the BJP forming the governments in these states consecutively for the past 30 years, an enviable track record that very few political parties have achieved in the past.

Bharatiya Janata Party has been a dominant political party since its inception. It has had the opportunity to form governments in almost all states of the country, either as a part of the NDA or on its own strength. BJP has formed governments in states like Tripura, Odisha and Uttar Pradesh by dethroning regional satraps who were powerful. In states like Andhra Pradesh, Meghalaya and Bihar, it has formed governments with the help of NDA allies like Jana Sena, Telugu Desam Party, Janata Dal-United and the National People's Party. Bharatiya Janata Party, in its short history of less than 50 years, is also one of the only few parties in the country that have won at least 1 Lok Sabha seat in almost every state of the nation.

The Bharatiya Janata Party is an offshoot of the former Bharatiya Jana Sangh and Janata Party, which actively espoused the causes of cultural nationalism and integral humanism. These ideologies are mentioned in the manifestos and central ideologies of many contemporary political parties in the country today. The BJP has acted as a central political force for cultural nationalism ideas in the country, which has produced political legends like Atal Bihari Vajpayee, Narendra Modi, and Kalyan Singh, to name a few. BJP has consistently advocated for the abrogation of Article 370 and the construction of a grand Ram Mandir at Ayodhya since its inception in 1980. The peaceful resolution of these issues by the incumbent Narendra Modi government also portrays the truthful commitment of the leadership towards India's civilisational issues.

The party's ideology of Integral humanism given by Pt. Deendayal Uphadhyay of the erstwhile Bharatiya Jana Sangh is incorporated into the ideologies of many regional parties in the nation today. Reform policies like the New Education Policy and the PRASHAD scheme for temple development are all policy decisions that aim to preserve, protect & promote various cultural traditions that have their origin in the motherland. This dedication towards ideology has helped the BJP to stay relevant in Indian politics over the past 5 decades, where the society has undergone rapid socio-economic changes.

BJP is one of those political parties that has innovated its policies from time to time, which has helped it to stay ahead of the thinking curve in the country. In many cases, the issues raised by BJP's national leadership have been accepted as major agendas by society. It is one of the political parties that has consistently backed the plea for women reservation in the Indian parliament, a bill that was later passed by a special majority in both houses of the parliament in 2023. Economic agendas like infrastructure development, sustainable development, Atmanirbhar Bharat, Make In India & an assertive foreign policy showcases the freshness in the BJP's thinking process, which will help it to stay relevant in national politics even after many years.

The party has also acted as a true beacon of social justice over the years. BJP has given representation to leaders from the weaker sections of society in all levels of party & government hierarchy. It is under BJP that for the first time ever, a tribal woman from Odisha, Smt. Draupadi Murmu was elected as the president of India. BJP has 2 prominent OBC leaders, Nayab Singh Saini and Dr. Mohan Yadav, as chief ministers of politically important states like Haryana and Madhya Pradesh. The current Modi 3.0 cabinet has a majority of the ministers belonging to the SC/ST/OBC/Minority communities of the country today. The party has given a huge attention to moulding women leaders in the nation.

Women leaders like Nirmala Sitaraman, Diya

Kumari, Pravati Parida, Sushma Swaraj, etc, have created legacies that inspire young women who wish to enter into Indian politics. The BJP government, in the last 15 years, has created a unique record of appointing women leaders as ministers/members of parliament. This pragmatic approach of allowing leaders from various backgrounds to govern the country or lead the party is the prime reason why the BJP has received at least 22% vote share in every election conducted since 1998.

BJP has also followed the mantra of regional justice, where every region of the country has been given adequate representation in various positions either at the party or administrative levels. The North East and Southern India are prime beneficiaries of such a system. The number of cabinet ministers from North East India and Southern India has increased in the last 2 central government cabinets. 4/11 Vice presidents of BJP hail from East and South India. An equitable regional justice approach has been applied not only to positions in national politics but also to states, where leaders from all regions of a state have been given the opportunity to serve their respective states. Chief Ministers like Yogi Adityanath, Devendra Fadnavis, BS Yeddyurappa hail from regions like Purvanchal, Vidarbha and Kittur Karnataka, which have been historically under-represented in their respective state politics for decades.

Schemes like TRIFED, Purvodaya Yojana, and PM-Vishwakarma Yojana have all helped in the socio-economic development of states in an inclusive and sustainable way. Such unique approaches are the prime reasons why the BJP has formed three majority governments for the NDA and has beaten the anti-incumbency trend in states like UP, Uttarakhand, and Assam, where it has formed government for two times in a row now.

To conclude, the Bharatiya Janata Party is an ideal political movement for the country's youngsters, in which they can actively contribute to making the India Story a big success.

From Margins to Mainstream: How BJP Redefined Politics in the Northeast

Tirthankar Jana
The author is an IT
Engineer

Recently, the BJP started a membership drive, with an ambitious aim to add 10 crore members. This is a culmination of multiple factors- Nationalism, Hindutva, Antodaya, a strong leadership and performance. The party has shed the image of a Baniya Brahmin party restricted to the Hindi heartland to now representing people from all religions, castes to expand across India. The focus here is on the party's growth in the Northeast, traditionally considered a bridge too far, with complex demographics and history suffering from "tyranny of distance".



ASSAM

Assam has its share of mingled dynamics. Grappling with issues of infiltration and the perils of impacting its culture, some areas fall under the 6th Schedule of the Constitution. It has a 13% tribal population, and 40% Muslim population. Such numbers could have been a roadblock for the BJP, yet it has made inroads not only politically, but also socially. The RSS has played a role, and along with BJP, has shown flexibility in understanding the culture of Assam, by not going overboard on tenets of Hindutva it preaches and practices. It has moulded its philosophy catering to the demands, by focusing on the demographic ill effects on the tribal population of illegal infiltration in the autonomous districts, focusing on the Assamese identity across the state, embracing local faith of Maa Kamakhya and the Satras, which carry political and cultural capital. It is a result of decades of work on the ground, and BJP's rise and expanded footprints would not have been possible without RSS and affiliate groups who made their presence felt with a slew of efforts during an earthquake in the 1950s, building schools, providing aid and making the Bengali Hindu refugees feel at home in the areas of Barak Valley.

Politically, it had not yielded the fruits the BJP had hoped for. Till the 2011 Assembly elections, it had been a marginal player. Things took a turn from 2014, BJP has been on the rise. Not only did it manage to get maximum number of seats in 2014, 2019 and 2024 Lok Sabha elections, it also formed the governments in 2016 and 2021 elections. A look into the results show BJP and NDA being dominant in Upper and Central areas, which has a significant Assamese speaking and ST community population. BJP has also been the dominant party in the Hindu majority areas in the Barak Valley.

The BJP adding Himanta Biswa Sarma, a popular and charismatic leader to its formidable team had an impact not only in Assam but in the entire Northeast. It also assuaged the fears of CAA among the Assamese speaking people and the tribal people by making sure CAA was not applicable in Scheduled Areas. BJP's Hindutva and development plank has made what looked like

mission impossible a reality.

TRIPURA

Another BJP story that merits a case study as how to become a dominant force politically through social evolution from little existence. Tripura had a predominantly tribal population till independence. It underwent a shift post 1947 with the tribal population halving itself. There has been an influx of Hindu refugees from Bangladesh and some migration from other parts of India, as well. This is where the RSS and related groups have balanced the situation with their actions on the ground. While the RSS is not a political organization, it does essay a role in spreading BJP's ideology and this convergence has helped. From the 1950s, the RSS has undertaken educating the tribal population as well as looking after the interests of the now majority Bengali community. It didn't fetch dividends immediately, as after gaining statehood, the Left Front was at the forefront. From being a party of 1.4% vote share and 0 seats, BJP led NDA romped to power in 2018 and 2023 elections and a clean sweep in Lok Sabha elections. The party recognized a fertile ground for growth and with the Left declining and the development policies of Narendra Modi gaining traction, the situation in changed. To allay fears over CAA, the government excluded the Autonomous districts from the gamut of CAA, thus protecting the rights of the ST community.

ARUNACHAL PRADESH

Like states in the Northeast, it has its own complexities, it is home to 26 major tribes and 100 sub tribes. It borders China, and is used as a tool by China to peddle its interests. It has a 79% forest cover. Add these parameters, and the state which witnesses the dawn before anyone else in India, required smart politicking, balancing development with nature and a strong national narrative. Like other states in the vicinity, the RSS and groups had worked tirelessly among the people by educating them in English medium schools and even preparation for UPSC. It earned the trust and set the platform for BJP to ensure delivery of social schemes, built an airport in Itanagar. It is a testament to the Pema Khandu led government which has done its share of responsibility

parallelly with the Central government. The government(s) have also worked on the development of the state keeping the forest cover in mind, without interference to respect the traditions and ecological balance. Infrastructure along China border also keeps national security as a focus.

MANIPUR

The turmoil the state has gone through in the last 18 months, it is a coincidence that a similar strife leading to violence, ethnic animosity and economic blockade in late 2016 had sown the seeds for BJP to get the mantle of state in 2017 and a resounding win in 2022. Unlike other states, RSS and Hindutva had no role in shaping the fortunes for BJP, rather it was the party which vehemently fought and protested against the then Congress government's disregard and alienation of communities and set out to work inclusively for all by lifting the blockade in the state, bringing in infrastructure by building all weather bridges, roads and rail lines. The government also introduced PM Krishi Sinchayee Yojana and Stand Up India scheme. The Central government negotiated peace treaties with insurgency and militant groups and is also working on fencing the Myanmar border to stop smuggling which the government believes is the root cause of the prevalent situation. The Central government has also honored Rani Gaidinliu, who was born in Manipur and had an impact in our Independence movement.

NAGALAND

Labelled as a Hindutva only party by the detractors, BJP has shown it has more than one trick in its sleeve. From a non descript entity politically hovering around 1.3% vote share in 2013, it gazumped to power in 2018 and 2023 in alliance with National Democratic Progressive Party(NDPP). In a highly Christian dominated state, BJP struck a chord with regional outfits and the people through the charisma and development track of the PM. The PM's Act East policy, with an emphasis on the Northeast was fuelled by the combination of Peace and Development, with the Central Government having inked Naga Peace Accord deal with NSCN in 2015. The fruits of success are a

result of the seeds sown by the Vajpayee government, with the ex Prime Minister determined to kick start peace talks with NSCN and having a forward looking humanity filled touch.

MEGHALAYA and MIZORAM

BJP has not been able to make inroads as it has been able to in other states, but has been able to form the government in Meghalaya as a junior partner under the NEDA(North Eastern Democratic Alliance) umbrella. The RSS had set up book banks, focused on how illegal Bangladeshi infiltrators have taken undue advantage of the matrilinear society.

Mizoram is a Christian majority state and BJP's image has taken a beating after conflicts in neighbouring Manipur. BJP faces an uphill task, yet managed to win 2 seats in the last assembly elections and has surpassed Congress. Small gains to build on.

CONCLUSION

Lets look beyond the electoral results. BJP under PM's Act East policy has a big focus on Northeast and has reduced the distance from rest of the country. BJP has shown flexibility in catering to the various customs, and has not enforced its core ideological points. It has exempted the scheduled areas from the implementation of CAA. It has promised a revamped NRC in Assam. No PM has made as many official visits and Central government ministers have been tasked with regularly visiting the states to make sure the development schemes reach every corner of the region. Tourism has seen a growth since 2014 with various untapped gems no longer mistaken to be a part of Switzerland. The region has seen an upsurge in GDP, communication, infrastructure and a decline in violence. However, it remains susceptible, and the work is not complete.



Omnipresent and All-Encompassing: The BJP's Journey of Growth & Inclusion

Arpit Shukla, Entrepreneur

The largest political party in India, the Bharatiya Janata Party (BJP), is a titan in the political system. The story of the BJP is one of unwavering devotion to national principles, inspiring leadership, and the active involvement of millions of committed karyakartas (workers) from its modest beginnings to its astounding ascent to power. "Omnipresent, All-encompassing BJP" draws attention to the party's ubiquitous presence, fueled by its dedication to inclusive policies, strong ideological foundation, and flexibility in responding to the varied and dynamic political and social landscape of India.

One of the secrets of the BJP's ubiquity is its constant interaction with the populace through carefully planned organisational events and campaigns. These annual events, like the birthdays of influential figures like Pandit Deendayal Upadhyaya and Dr. Syama Prasad Mookerjee, serve as a reminder of the country's and the party's ideological foundation.

This omnipresent and all-encompassing BJP reflects not just organizational success but also a deep, enduring connection with the people of India. The journey ahead holds even greater promise as the BJP continues to lead India forward with its vision of Sabka Saath, Sabka Vikas, Sabka

Vishwas, and Sabka Prayas.

One of the key initiatives of the BJP is its nationwide outreach program, the Sadasyata Abhiyan (Membership Campaign). With over 180 million members, the BJP is not only the largest political party in India but also the world. This success is largely due to its focus on inclusivity, ensuring that individuals from all backgrounds—regardless of caste, ethnicity, or region—feel welcomed. In launching the 2024 membership drive, "Sangathan Parva, Sadasyata Abhiyan 2024," Prime Minister Narendra Modi renewed his membership and urged party workers to prioritise engaging with India's youth. The membership campaign has expanded beyond traditional party members to attract professionals, intellectuals, rural laborers, and first-time voters. The concept of Antyodaya, or the upliftment of the most underprivileged and marginalized sections of society, lies at the heart of the BJP's ideology. This principle shapes the party's policies across various domains, including economic reforms, social welfare, and governance. Initiatives such as Ayushman Bharat (healthcare), Ujjwala Yojana (clean cooking fuel), and Pradhan Mantri Awas Yojana (housing for all), launched under the leadership of Prime Minister Narendra Modi,

exemplify the BJP's dedication to inclusivity and ensuring the welfare of the most disadvantaged.

The BJP's approach goes beyond just welfare programs; it focuses on fostering an environment where everyone, regardless of their socioeconomic background, has equal access to opportunities. Through a range of campaigns and initiatives, the party continuously strives to eliminate barriers and promote equal participation.

The BJP's rapid rise in the Northeast stands as one of the most remarkable political shifts in recent Indian history. Once seen as peripheral to the central political narrative, the Northeast has now become a stronghold for the BJP, largely due to the party's emphasis on development, connectivity, and addressing regional aspirations. Key initiatives such as the Act East Policy and the North East Special Infrastructure Development Scheme have been instrumental in integrating the region more fully into the national mainstream, solidifying the BJP's presence in states that were historically resistant to its influence.

The BJP's rise in the southern states highlights its expanding appeal beyond its traditional strongholds. By focusing on economic reforms, cultural pride, and development-oriented politics, the party has resonated with the people of Tamil Nadu, Telangana, and Karnataka. Aligning itself with local issues while staying true to its core ideological values, the BJP has made substantial inroads in a region historically dominated by regional parties.

In Karnataka, the BJP has not only formed the government multiple times but has also positioned itself as a key driver of the state's progress. While its presence in Telangana and Tamil Nadu is still growing, the party's influence is bolstered by a dedicated cadre of workers promoting its vision of "Sabka Saath, Sabka Vikas, Sabka Vishwas" (Together with All, Development for All, Trust of All).

The BJP's unwavering commitment to its philosophy, which places the nation above all else, is the cornerstone of its strength. Rooted in the principles of Cultural Nationalism and Integral Humanism as envisioned by Deendayal

Upadhyaya, the party's policies and strategies reflect a deep sense of patriotism and dedication to India's civilizational values. The BJP believes that India's progress lies in embracing modernity and scientific advancements while staying connected to its cultural heritage.

This ideology shapes the party's outreach and governance, consistently putting the country's interests ahead of individual or party concerns. From strengthening India's defense capabilities to building a self-reliant economy through the Aatmanirbhar Bharat initiative, the BJP's approach is guided by the belief that true national development stems from this balance of tradition and progress.

One of the most distinctive features of the BJP is the crucial role played by its karyakartas (party workers) in the party's growth and operation. These dedicated workers form the backbone of the BJP's political machinery, tirelessly engaging with voters at the grassroots level, raising awareness about government programs, and mobilizing support for the party's agenda.

Unlike many other political parties, the BJP fosters a culture where karyakartas are groomed to become future leaders and are entrusted with responsibilities from an early age. This focus on leadership development has resulted in a cadre of committed, disciplined, and motivated workers who are deeply aligned with the party's ideology and contribute significantly to its success.

Resilience, creativity, and strategic acumen have defined the BJP's remarkable journey from a minor player to the world's largest political party. A key element of its widespread influence is the party's ability to adapt to changing times while staying true to its core values. Today, the BJP is more than just a political force—it is a movement shaping the political, social, and economic future of India.

The BJP's story is far from finished. With its vision extending beyond electoral victories, the party is focused on transforming the nation. It is a story of perseverance, growth, and an unshakable belief in the potential of India.

The World's Largest Party: BJP's Organizational Strategy and Ideological Commitment

Ananya Chatterjee

PhD Student, Indian Institute of
Science, Bangalore

The Bharatiya Janata Party (BJP) has emerged as one of the most formidable political forces in India. The slogans "Sarvasparshi BJP" (BJP that touches everyone) and "Sarvavyapi BJP" (BJP that is omnipresent) reflect the party's expansive ideological reach and deep organisational network. Through its focus on mass membership drives, adherence to a robust ideology, and a well-structured organisation, BJP has built itself into a political team that not only wins elections but influences the cultural and social fabric of India.

1. The Significance of BJP's Membership Drive:

The BJP's membership drive has been instrumental in transforming the party from a regional force into a national political powerhouse. Launched in 2014 under the leadership of Prime Minister Narendra Modi and Amit Shah, the membership drive was not merely about adding numbers but expanding the party's ideological and organizational footprint.

In 2015, the BJP became the world's largest political party, enrolling more than 110 million members. This drive was comprehensive, reaching out to the rural heartlands, urban centres, tribal communities, and marginalised sections of society. The goal was clear: to create a mass base that reflects the party's "Sarvasparshi" vision.

These membership drives have brought millions into the BJP's fold, spreading its ideology to the grassroots. They also serve as a way to identify and groom future leaders, integrating new members into the party's existing framework and giving them responsibilities to grow within the system.

2. BJP's Role in Building an Egalitarian Society:

Central to BJP's vision is the idea of creating an egalitarian society, based on the principle of Antyodaya, a term introduced by Pandit Deendayal Upadhyaya, meaning the upliftment of the last person in society. The party believes in inclusive growth, where economic development reaches the most marginalized communities—be it Scheduled

Castes (SC), Scheduled Tribes (ST), Other Backward Classes (OBCs), or economically weaker sections of society.

The BJP's various welfare schemes, such as the Pradhan Mantri Jan Dhan Yojana, Ujjwala Yojana, and Ayushman Bharat, reflect its commitment to creating a just and equitable society. The party's emphasis on "Sabka Saath, Sabka Vikas, Sabka Vishwas" (Together, Development for All, Trust of All) underscores this commitment to inclusivity and equality.

3. The Rise of BJP in the Northeast:

One of the BJP's most significant achievements in recent years has been its successful expansion into the Northeast of India, an area historically dominated by regional and Congress-affiliated parties. Before the 2014 elections, the Northeast was largely untouched by BJP's influence. However, through strategic alliances, effective leadership, and a focus on development, the party has established a strong foothold in states like Assam, Arunachal Pradesh, Tripura, and Manipur.

The BJP's approach in the Northeast has presented itself as a party of development and national integration while respecting local cultures and identities. This has enabled the party to gain the trust of the people, especially by focusing on infrastructure development, promoting local industries, and integrating the region with the rest of India's growth story. By championing regional aspirations within the framework of national unity, the BJP has redefined its political presence in this region.

4. The Rise of BJP in South India:

While BJP's dominance in Northern, Western, and Central India has been evident for some time, its efforts to expand into South India are more recent but equally significant. Historically, South India has been a challenging region for the BJP due to the dominance of regional parties like the DMK, AIADMK, and TRS, and the Congress in states like Tamil Nadu, Kerala, Karnataka, Telangana, and Andhra Pradesh.





However, the BJP's success in Karnataka, where it has formed a government, has served as a model for its expansion in the South. The party's strategy includes aligning with regional aspirations, addressing local governance issues, and focusing on development. Membership drives have been particularly focused on attracting youth, women, and marginalised communities to these regions.

The BJP's rise in the South remains a work in progress. Still, with each election, its footprint grows larger, and its influence becomes more visible, particularly in urban centres and among upwardly mobile voters.

5. Ideology of the Party:

The BJP's ideological core revolves around Integral Humanism, the philosophy articulated by Deendayal Upadhyaya in the 1960s. This philosophy promotes a model of development that harmonises material prosperity with spiritual values, offering a middle path between the extremes of capitalism and socialism. Integral Humanism sees the individual, family, society, and nation as interlinked entities that must develop together.

Cultural Nationalism, or Hindutva, is also central to the BJP's ideology. The party envisions India as a cultural entity united by its historical, spiritual, and civilizational heritage. Hindutva, as espoused by the BJP, is not about religious supremacy but about preserving India's unique cultural identity.

Additionally, the BJP believes in economic nationalism, promoting self-reliance through initiatives like Atmanirbhar Bharat and advocating for indigenous industries. The party's policy framework often emphasises a balance between globalisation and local aspirations.

6. Karyakarta: Importance and Role:

At the heart of BJP's organisational success is the Karyakarta (worker). The party's focus on a Karyakarta-driven structure ensures it remains rooted in the people. Karyakartas are the backbone of the party, engaging in outreach,

political mobilisation, and spreading the party's ideology to the grassroots.

The BJP's Karyakarta-based action ensures that the party is not just an electoral machine but a socio-political movement. This cadre system allows the party to maintain its ideological integrity while being flexible in its political strategies. The BJP emphasises the continuous training and education of its Karyakartas, ensuring that they are ideologically committed and organizationally competent.

7. BJP's Work Culture & Methodology:

BJP's work culture is characterised by discipline, decentralisation, and strategic planning. Unlike many other political parties centred around individuals or families, the BJP functions more as an institution. Decisions are made collectively, with inputs from both the national leadership and the grassroots levels.

The party's methodology is one of synergized effort. While the national leadership provides broad direction, state and local units have significant autonomy in executing strategies suited to their regions. Central guidance and regional flexibility have made the BJP a highly adaptive political force.

Additionally, the BJP has embraced technology like no other party in India. From social media campaigns to online membership drives and digital rallies, the party has effectively used technology to communicate with and mobilise its vast support base.

8. Antyodaya: Uplifting the Last Person:

The principle of Antyodaya—uplifting the last person in society—is integral to the BJP's vision. The party aims to ensure that the benefits of economic growth reach the most disadvantaged sections of society. This is reflected in its various welfare schemes that provide financial inclusion, health services, housing, and basic amenities to those at the bottom of the socio-economic ladder. The BJP's focus on Antyodaya is not just a policy

imperative but an ideological commitment. It aligns with the party's broader vision of creating an egalitarian society where every individual has the opportunity to prosper, irrespective of their socio-economic background.

9. The Journey of Becoming the World's Largest Party:

From its humble beginnings in 1980, the BJP has grown into the world's largest political party, a feat achieved through relentless focus on building an extensive organisational network, disciplined Karyakartas, and strategic membership drives. The party's rapid growth can be attributed to its ability to adapt to changing political landscapes while remaining rooted in its core values.

The BJP's success story is a blend of strong leadership, grassroots mobilisation, and an unyielding commitment to its ideology. The party's leadership under Narendra Modi and Amit Shah has been particularly effective in expanding its reach to newer demographics and geographies, leading to its current dominance in Indian politics.

Conclusion:

The BJP's journey to becoming a "Sarvasparshi, Sarvavyapi" party has been shaped by its focus on mass outreach through membership drives, ideological clarity, and organizational discipline. As the party continues to grow, it faces the challenge of maintaining its ideological integrity while addressing the diverse aspirations of the Indian populace. Nevertheless, with its deep roots in Integral Humanism, Cultural Nationalism, and Antyodaya, the BJP remains well-positioned to shape India's political future for years to come.

The Bharatiya Janata Party (BJP), a prominent political party in India, has significantly influenced the nation's socio-political landscape since its establishment in 1980. While it is often associated with its nation-building ideology, the party also asserts its commitment to building an egalitarian society. This article explores the BJP's multifaceted role in promoting equality through economic policies, social initiatives, and governance strategies while also addressing the challenges it faces in realising this vision.

Ideological Foundations

The BJP's ideological framework, deeply rooted in the concept of Nation First, is a guiding force that emphasises India as a Vishwa Guru. This framework, which promotes socio-economic development for all citizens, is the bedrock of the BJP's mission to build an egalitarian society. The party's policies, designed to uplift various sections of society, are a direct reflection of this ideological stance.

Economic Policies

1. Economic Reforms

Under the dynamic leadership of Prime Minister Modi, the BJP has spearheaded several economic reforms aimed at boosting growth and reducing inequality. These initiatives, such as the ambitious 'Make in India' program, which aims to transform India into a global manufacturing hub, are designed to create jobs and stimulate economic activity. By focusing on infrastructure development and enhancing the ease of doing business, the BJP's economic policies are intended to generate employment opportunities for all segments of society.

Toward an Egalitarian Society: BJP's Commitment to Justice and Inclusivity

Adv. Ankita Ganga Devi
State Co-ordinator RTI and
Legal Petition Cell,
Odisha BJYM



2. Welfare Schemes

The BJP has introduced numerous welfare schemes aimed at uplifting disadvantaged communities. The Pradhan Mantri Awas Yojana (PMAY) aims to provide affordable housing to low-income families. At the same time, the Pradhan Mantri Ujjwala Yojana offers clean cooking fuel to women from economically weaker backgrounds. These initiatives are crucial in improving living standards and providing basic amenities, contributing to a more egalitarian society.

3. Direct Benefit Transfer (DBT)

The DBT system, initiated by the BJP, seeks to eliminate middlemen in welfare schemes, ensuring that subsidies and benefits reach the intended beneficiaries directly. This approach increases transparency and empowers individuals by providing them with financial assistance directly into their bank accounts. Such measures can help alleviate poverty and enhance economic equality.

4. Skill Development Initiatives

The party recognises that skill development is essential for reducing economic disparities. Programs like the Skill India Mission focus on vocational training and education, aiming to equip youth with the skills needed in the job market. By investing in human capital, the BJP aims to empower individuals from marginalized backgrounds, thereby promoting a more inclusive economic framework.

Social Initiatives

1. Promotion of Gender Equality

The BJP has made significant strides in promoting gender equality through various initiatives. The Beti Bachao, Beti Padhao (Save the Girl Child, Educate the Girl Child) program aims to address issues like female infanticide and promote female education. Additionally, the government has supported legislation to ensure women's rights, such as the law against triple talaq, which seeks to empower Muslim women and provide them with legal protection.

2. Social Justice for Dalits and OBCs

The BJP has positioned itself as a champion of Dalits and Other Backward Classes (OBCs). Implementing reservation policies in education and government jobs has been a focal point of the party's social justice agenda. By promoting leaders from these communities and establishing ministries focused on their welfare, the BJP aims to integrate these historically marginalised groups into the socio-economic mainstream.

3. Empowerment of Tribals

The BJP's commitment to tribal empowerment is evident through various initiatives to uplift tribal communities. The Van Dhan Yojana seeks to promote entrepreneurship among tribal populations by providing them the necessary tools and resources to develop their skills. Additionally, efforts to secure land rights for tribal populations demonstrate the party's commitment to addressing historical injustices these communities face.

4. Cultural Inclusivity

Efforts to promote festivals, traditions, and local arts reflect an attempt to foster a sense of belonging among diverse cultural groups. This approach can contribute to social cohesion, vital for building an egalitarian society.

The BJP's role in building an egalitarian society is multifaceted, encompassing economic policies, social initiatives, and ideological commitments. While the party has made strides in addressing issues of inequality and promoting the welfare of marginalised communities, it has overcome significant challenges that need to be addressed. Ensuring inclusivity, enhancing the effectiveness of welfare schemes, and tackling economic disparities are critical for realising the vision of an egalitarian society.

For the BJP to realise its vision of an egalitarian society, it has continued to evolve its strategies, ensuring that all citizens benefit from India's growth narrative. Ultimately, the journey toward true equality of the BJP is ongoing, requiring vigilance, inclusivity, and a steadfast commitment to justice for all.

**BHARATIYA JANATA
YUVA MORCHA**

