



## MANIFESTO AND ITS SECTORAL ANALYSIS

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### ABSTRACT

*The paper tries to examine the political realities how they get manifested by political parties by articulating their stand with the democratic space. The election manifesto provide social mapping of concerns, which are prioritized by political parties to engage with the electorate. The nationalist party BJP came up with election manifesto in 2014 titled Ek Bharat Shreshtha Bharat by underlying slogan of Sabka Saath, Sabka Vikas.*

**Keywords:-** Power, Rights, Social Security, Democracy, Governance.

### INTRODUCTION

The manifesto pledge resounds with vocabulary using positive emotions of Vibrant and participatory democracy as inclusiveness highlighting the cognitive process of making people part of development process. Further the pledge usage of words confining to terms such as empowerment for ones who lack accessibility to power structures thereby inspiring people to usher in sustainable development.

The manifesto reiterates quality of life adopting from W.H.O approach of how perception of one's life is shaped by value system and cultural matrix to achieve the desired goals. Various concepts have been streamlined by various sociologist such as M.D Morris who developed physical quality of life index or to that matter quality of scale propagated by American psychologist John Flanagan.

Basic amenities to all-encompassing essentials for human beings so that they can live comfortably in society. This translates into physical comforts as well as mental comforts so that wellbeing can be visualized. This exercise entails collective efforts at community and societal level, thus enforcing ideals of Indian society strong emphasis is laid on traditional values ensuring underlying unity as could be seen with respect to village as an entity placed within spatial, cultural political and economic realm. The manifesto further identifies key concerns such as focusing on agriculture using youth as a demographic dividend. It also encapsulates the role of women to create vibrant Bharat.



For placing the trajectory of growth and development the key aspects such as social and physical infrastructure needs to be improvised by using technologically driven strategies to deliver to the masses. For all this to be put in rightful perspective what is required is restructuring of institutions and transparency and accountability so that governance and government functioning is aligned to ensure good governance that translate into giving and gaining, orientation and outcomes, so as to overcome disparities, despair, denial and discrimination faced by citizens of the country. All this to occur in real time frame requires the role of culture and outlook towards better future. As a matter of fact to overcome black marketing and hoarding mechanisms special courts would be placed to stop the practices thus figuring out Negative economic corruption.

For attracting youngsters to their ideological apparatus terms such as **encourage**, **empower** creation of avenues and jobs keeping in mind employability concerns. Terms have employed capturing political governance scenario by focusing on political corruption enforcing better tax regime. The newer concepts have been placed such as **governance deficit** in bureaucrats language and people centric approach has to be placed. So that engine should work catering to the interests of people. The manifesto raises concerns of institutional adequacy lacking manpower to run the systems. Overhauling of the system requires speed as well as scale. To see the government functioning in right context issues of integrity, intentions and initiatives all need to be worked out and conceptualize by the functionaries to build the system.

Harmonious relations, enabler and facilitator ( balanced approach, to enable so that things can be sorted out) Unique problems, special needs, strengths, potentials, connectivity, opportunities and safety.

In order to get hold of regional issues the manifesto discuss the concerns and key facets of North east, Jammu and Kashmir and Telangana. Democratic credentials which were under strain because of multiple factors need be made participatory in nature by ensuring three F's such as functions, functionaries and funds. Adopting community approach of Bhaigdari with Jan.



## **POLITICAL ASPECTS**

Reforming the governance , digitalization of records , social and environment audits, structuring of laws to overcome obsolete archaic laws, sense of belonging those who serve the nation by inculcating values of **kartavya bhavana**.

E- governance as a part of enhancing administrative efficiency on a positive context which involves interplay between technology creation ,providing enabling environment across the spectrum leading to lowest governance unit.

Further this domain also try to overcome gaps among the marginalized communities and also penetration of IT through Indian languages so as bring gambit of people from various regions thus ensuring unity in diversity. Convergence of ministries so that delivery of services for people could be possible. Insisting on introducing the uniform civil code to harmonize relations within various communities.

## **SOCIAL SECURITY FOR YOUTH AND MARGINALIZED**

Similar instances could be seen with respect to policing approach ensuring quality training, modernizing of forces and enabling IT training. so that interventions can be placed as transition in nature of crime is occurring, such as cyber crime looming large in developing society like India which require awareness and stringent mechanisms. Community policing as need of the hour to provide community wellbeing in informal way prior to formal participation of police and law and order making agencies. Providing better conditions to the work force hence welfare State approach for its employees working in cumbersome conditions.

Keeping in mind the population of youth and size of the population along with diverse issues State role in providing welfare mechanisms in both education and health sphere have been laid out. This welfare is positively interlinked with economic setup whereas possibilities of jobs creation have been chalked out. This welfare orientation further try to identify the gaps between various sections of the society thus social groups basic rights have been placed with regard to their existence so that their way of life would result in positive outcome's with respect to accessibility ,availability of shelter, basic hygiene and sanitation . Economically marginalized would be given protection through various entitlements placed by State from time to time to dealt with issues of poverty. For



marginalized special intentions have been articulated by raising morality and cultural mindedness by articulation of **Samajik Nyay** and **Smajik Samrasata**.

### **MINORITIES CONCERNS**

Minority section especially focusing on muslims who have been identified as a social group whose participation in national building have been reiterated by figuring out madrasa education. This requires new impetus and modernized curriculum overcoming religious bearings and guiding youngster's as part and parcel of Indian society. Thus making the group more broaden in their social placement. Improvising language institutions teaching Urdu language, Waqf board working and inter faith dialogue to overcome fear among communities so as to promote secular credentials of Indian society. Eventually government able to launch UStaad scheme for artisans and craftsmen. This approach has been streamlined for providing social security to weaker sections of the society providing them safety of right to food and right to education.

### **SOCIAL GROUPINGS**

For catering to youth various programmes are devised with insight into how vibrant democracy works Youth Parliament to be initiated, Youth for development programme to be put in place ,an innovative setup for promoting young entrepreneurs would be facilitated. Initiatives for healthy youngsters would be embarked by programmes such as national talent search within sports arena. Modern as well as traditional sports would be promoted. Financial schemes such as StartUp India, Mudra, 59-Minute loan commenced . Skill India started.

Women welfare is also being articulated through Beti Baccho Beti Padho various programmes are being identified covering issues of nutrition and pregnancy ,skill related programs to provide training to women for their economic independence. Also enforcing stringent laws for crime against women. For self-protection in schools various self defence mechanism are taught to girls, Indeed the government came up with Samagra Shiksha scheme for self-defence training for schools with girls, in which a budget of Rs 9,000 was allocated per school, residential working women hostels and IT skills being taught for defence against cyber crime. For those who couldn't muster education from marginalized sections can seek education through adult education. List of problems faced within



public and private sphere were immense which require appropriate measures. The government came up with Samagra Shiksha scheme for self-defence training for schools with girls, in which a budget of Rs 9,000 was allocated per school. For emerging middle class, Educational content quality of health care, providing insurance, affordable housing and better transportation routes thus emphasizing role of active middle class and various professional groups in participating in economic endeavours for working as catalyst for change. Urban and rural populace has also been identified as beneficiaries of government programmes by looking at economic participation, Infrastructure creation and quality of life. To overs see that the child rights are protected for those who are engaged in hazardous work. Laws need to be strengthen for protection as well as related to adolescence participation in labor activities. For differently abled E-Learning mechanisms need to be put in place. A designated portal for various services rendered by the government pertaining to health care, education, livelihood and transportation

#### **WELFARE ACTIVITIES**

Universalization of education, Sarav sikhsha abhiyan skill creation and job creation twin pillars for education to be provided youngsters. Interaction mechanisms between industry and academia, earn while you learn, Restructuring of higher education commissions, promotion of MOOC massive open online courses. Skill mapping strategy to figure out category of working professionals which are required to create India as acknowledge society. For ensuring education can deliver to everyone aspirations format of continuous education, digital skills and rigorous training is required.

For better health and Sanitation delivery of potable water, sewage management systems and enforcing sanitation ratings within cities and towns. For urban areas concept of satellite townships and twin city was introduced and make cities digitally connected by ensuring Wi-fi connectivity.

#### **FINACIAL ASPECTS**

Within economic domain simplifying tax regimes, undertaking banking reforms enforcing Fiscal discipline. India as magnet to attract foreign investment making it global hub for manufacturing sector. Better spending on R&D in manufacturing sector.



Using technology facet to disseminate knowledge to the farmers by articulating apps thus ensuring technology and infrastructure support mechanisms which is positive in orientation. Creating one national agriculture market there by enforcing centralization which is considered to be positive in political sense ensuring political authority however at times it overlooks region specific interests. Culturally invigorating staple foods as per Indian way of life which is positively related to cultural mindedness. Terms significantly used in manifesto such as **prioritizing, evolving, strategically, strengthening** various facets of economy which have benefitting relationship with society.

Agriculture sector has been emphasized crop planning, soil testing, introducing herbal products to augment farmers income. Identifying cluster approach for various crops, using media channels to run kisan programmes in vernacular language. Evolving **har khet ko pani**. The government was able to deliver a key promise in agriculture sector by initiating electronic trading portal so as to create unifying market with existing format of APMC.

#### **FOREIGN RELATIONS**

Zero tolerance for terrorism and extremism, digital and cyber security should be reworked. Proper border management, R&D for defence etc. India to play major role in South Asia by following proactive diplomacy. Work for ensuring better working of regional councils, promoting India brand in tradition, talent, technology, trade and tourism. Cultural heritage pertaining to rivers systems cleaning, incorporating yoga and Ayurveda for wellbeing of society and protecting sacred animal cow and creating better breeding mechanisms for better cow progeny should be introduced.

#### **CONCLUSION**

The manifesto does provide pathway to ameliorate the concerns issues and challenges which might shape the vibrant democracy but certain misses do come up as strategies, policies and plans require not mere commitment and motivations but action in manifest way which focus on key pillars such as advocating development, better governance, security of the nation as its priority, Cultural heritage to be promoted at global level reflected through Yoga and Ayurveda at a global level and embarking on multi-level progress with underlying thought process Sabka Saath Sabka Vikaas.



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