

BJP Election Manifesto 2014

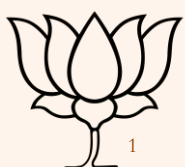
Highlights

Our Pledge

- **Ek Bharat – Shreshtha Bharat**
 - Vibrant and Participatory **Democracy**
 - Empowered and Inspired **People**
 - Inclusive and Sustainable **Development**
 - **Quality life** in Villages and Cities
 - Basic **Amenities** to All
 - Flourishing **Agriculture**
 - Productive **Youth**
 - Involved **Women**
 - Robust physical and social **Infrastructure**
 - Innovative and Technologically driven **Society**
 - Globally competitive **Economy**
 - **Brand India** built on Quality
 - Strong, Effective and Futuristic **Institutions**
 - Open, Transparent and Systems-based **Government**
 - Pro-active, Pro-people Good **Governance**
- **Sabka Saath, Sabka Vikas**
 - To build a Modern India: the best **foundation** is our own **Culture**;
 - the best **tool** our own hands; and the best **material** our own aspirations

Preface

- Many **countries**, even with smaller size and lesser resources, have **surpassed** us in development.
- 6 year rule of BJP-led NDA was a **beacon of light** - gave the Nation many firsts.
- We missed a **historic national opportunity** under UPA since 2004. UPA has taken out:
 - **Genuineness** from Governance.
 - **Authenticity** from Administration.
- UPA has given:
 - Governance of Enactment not **Action**.
 - Administration of Entitlement without **Delivery**.
 - Polity of Promises and not **Performance**
 - Economy of **Deficits**.
 - **Work culture** of delays and an asset base of deficiency.
 - Global synonym of **Corruption**, Scandal and **Stagnation**.
- Socio-economic and political paradigm of Governance - drawn from **civilizational consciousness** of India.
- Today, India is blessed with rare capacity and opportunity of **Democracy, Demography and Demand**.
- Goal: **Ek Bharat, Shrestha Bharat!**
- Path: **Sabka Saath, Sabka Vikas**



Price Rise

- **Special Courts** to stop hoarding and black marketing.
- **Price Stabilisation Fund.**
- Use technology to disseminate **Real time data** to farmers.

Employment

- Develop high impact domains like **Labour-intensive Manufacturing** and **Tourism.**
- Transform Employment Exchanges into **Career Centres.**

Corruption

- Establish System which eliminates the **scope for corruption.**
- **e-Governance** - making it transparent and minimizing citizen-government interface.
- **System-based, policy-driven** governance - minimizing discretion.
- Rationalization and **Simplification** - bestowing faith in the citizens, institutions and establishments.
- Commitment for tracking down and bringing back Black Money -**Task Force.**
- Pro-actively engage with **foreign Governments** to facilitate information sharing on black money.

Policy Paralysis

- Development brought to a **grinding halt** by decade of Maladministration, Scams and Policy Paralysis.
- **Reignite Engine** of Government - with strong **willpower** and commitment to **public interest.**
- Encourage **Bureaucracy** - to take right decisions and contribute in building a modern India.

Poor Delivery

- Intent to do the right thing and the will to do things rightly - missing.
- Remove **bottlenecks** and **missing links** - **in all sectors, activities and services.**
- Strive for **Scale** and **Speed with futuristic vision.**
- Build **Institutions** for today and tomorrow.

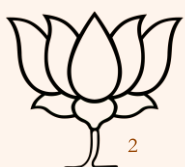
Credibility Crisis

- Intentions, integrity and initiatives of Congress-led UPA all questionable.
- Restore the **Trust** and **Credibility** in Government - chain of **accountability** built into the system.

Strengthen the Framework

Team India

- **Team India** shall not be limited to the Prime Minister led team sitting in Delhi, but will also include Chief Ministers and other functionaries as equal partners.
- Model of **national development**, which is **driven by the states** – Centre an enabler and facilitator in the rapid progress of states, helping them mobilize resources.
- State Governments involved in the promotion of **foreign trade** and commerce.
- **Regional Councils of States** with common problems and concerns.



Integrating the Nation

- Highest priority to bringing **Eastern part** of country on par with Western.
- Planning along **regional aspirations, strengths and potentials** - evolving appropriate strategies for various zones of the country: hilly regions, plains, desert and coastal areas.
- Greater decentralization through **smaller States**.
- **North–East**: Special emphasis on enhancing the connectivity within the region and to the rest of the country. Address the issue of infiltration and illegal immigrants in the North-East on priority basis.
- **Jammu and Kashmir**: J&K was, is and shall remain an integral part of the Union of India. Facilitate the return of **Kashmiri Pandits** and rights of **POK refugees**.
- **Seemandhra + Telangana**: Full justice to Seemandhra + address governance issues of both.

Decentralization

- From Representative to **Participatory** democracy.
- Developmental process a people's movement – **Jan bhagidari**.
- Strengthen **self-Governance** - empowering **Panchayati Raj Institutions** with devolution of **Functions, Functionaries** and **Funds**. Additional developmental grants to performing Panchayats.
- **Openness** in the Government - actively involve people in **policy formulation** and **evaluation**.

Reform the System

India First

- India First puts **national interest first** while taking any decision or step.
- India First means nurturing and protecting **all the elements which India is made of**. It does not exclude anyone or anything – it only includes everything and everyone. It is complete India; **without exclusion, without exception**.
- It means whatever is in the interest of India - will be in the interest of all elements that India is made of.

Good Governance

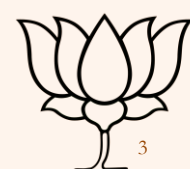
- **Open** Government and **Accountable** Administration.
- **People–centric**, Policy driven & Time bound.
- **Minimum Government, Maximum Governance**.
- Mandatory **Performance Review, Social and Environment Audit** for all Government programmes.

E-Governance

- **Digital India** - making every household and every individual digitally literate and empowered.
- High-speed **Digital Highways** to unite the nation - Deployment of **broadband** to every village.
- Engage people through **Social Media** - participative governance and public grievance redressal.
- **eBhasha** - National Mission for the promotion of IT in Indian Languages.
- **Digitization** of all government work and records - reduce corruption and delays.

Administrative reform

- Administrative Reform through an appropriate body under the **PMO**.
- Good performance **rewarded**.
- Rationalization and convergence among the Ministries etc - to **focus on delivery**.
- **Eliminate the obsolete** in laws, regulations, administrative structures, practices.



- **Open up government** to draw expertise from the industry, academia and society.
- Youth tapped in governance - **Fellowship** and **Internship** programmes.

Judicial reform

- **Justice for All** – prompt and accessible.
- **Computerization** and **networking** of courts.
- **Fast track courts** at all layers of judiciary.
- Alternative Dispute Resolution mechanisms through **Lok Adalats** and Tribunals.
- Reduce significantly cases in which the Government is a **litigant**.
- Comprehensive **National e-Library**, empowering Lawyers.
- National network of **specialized universities** – like Forensics, Arbitration, IPR, International Law.
- Develop India into a Global Hub for **Arbitration** and **Legal Process Outsourcing**.
- Legal system more **accessible** to common man - **Simplify** complex legislation, procedure and language.

Police reform

- **Networking** of police stations across the country - for intelligence sharing and crime control.
- Specialized expertise in **Investigation** through continuous training.
- Overhaul **Intelligence** set up - focus on coordination and integration of human and technological intel.
- Evolve **common national standards** and protocols.

Electoral reform

- Electoral reforms to **eliminate criminals**.
- Evolve method of holding **Assembly** and **Lok Sabha elections** simultaneously.

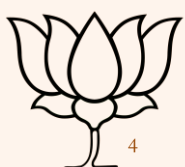
Widen the Platform

Poor

- Government of the **poor, marginalized and left behind**.
- With firm belief in **Antyodaya** (uplifting the poorest of the poor) treat **Extreme Poverty** as a National priority, addressing on Mission Mode.
- Identify **100 most backward districts** of the country to bring on par with other districts through prioritized and integrated development.
- Universal **Food Security** - incorporate best practices of successful **PDS** models. **Un-bundle FCI** operations into procurement, storage and distribution; for greater efficiency.

SCs, STs, OBCs and Other Weaker Sections

- **Samajik Nyay** (social justice) and **Samajik Samrasata** (social harmony) - needs to be complemented with **Economic justice** and **Political empowerment**.
- Enabling ecosystem of **equal opportunity** – for education, health and livelihood.
- High priority to ensuring their security, especially the **prevention of atrocities** against SCs & STs.
- Eradication of **Untouchability** and **Manual Scavenging** at all levels.
- National level **Tribal Development** Programme, overseen by dedicated authority.
- **National Centre** for Tribal Research and Culture to preserve tribal culture and languages.



Minorities

- **Equal opportunity** - India cannot progress if any segment of Indians is left behind.
- Augment traditional **artisanship** + entrepreneurial skill - through better market linkages, branding and access to credit.
- Empower **Waqf Boards** in consultation with religious leaders.
- Curate rich **heritage** and **culture** - heritage sites; digitization of archives; promotion of **Urdu**.
- **Peaceful** and **secure** environment - no place for either the perpetrators or exploiters of fear.
- Permanent **Inter-faith Consultative mechanism** - to promote harmony and trust.

Neo-Middle class

- New class which has risen above poor category, but yet to stabilize in the middle class.
- **Proactive handholding** to protect from falling back into poor category.
- **Better public service delivery** to meet increasing aspirations – education, health, housing, public transport.

Rural areas

- **Rural Rejuvenation** - integrated strategies for personal, economic and social well being.
- **Rurban** - bring urban amenities to rural areas, while retaining the soul of the village.
- Village-level **Infrastructure** - roads, water, education, health, supply chain, electricity, broadband.

Urban areas

- Look at urbanisation as an **Opportunity** rather than a Threat.
- **100 new cities** - focused on specialized domains.
- Integrated habitat development – building on concepts like **Twin cities** and **Satellite towns**.
- **Cleanliness** and **Sanitation** prioritized – integrated infrastructure rolled out in Model towns.
- **Wi-Fi** facilities made available in public places and commercial centers.
- **GIS-based mapping** –for scientific, strategic and long term town planning.

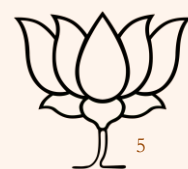
Leap Forward

Social Security

- **Children:** Reduce burden of **books** on children without compromising on quality of education - using technology. Special emphasis on **vulnerable** children - migrants, street dwellers, specially-abled.
- **Senior citizens:** Harness **experience** for national Interest - engage in government programmes.
- **Specially-abled:** Web based disability **registration system** - identify every special needs person. **Disabled-friendly access** to public facilities and places. Higher **tax relief** for family.

Youth

- Youth participation in decision-making - **National Youth Advisory Council**.
- **Young Leaders programme** + neighbourhood **Youth Parliaments** - for vibrant communities.
- **Student loans** simpler and affordable.
- **Sports** culture at school level - made compulsory part of **school curriculum**.
- National program for **identifying** and training extraordinary sporting talent.



Women

- **Beti Bachao – Beti Padhao** - national campaign for saving the girl child and educating her.
- Comprehensive scheme to encourage **positive attitude** amongst families towards the girl child.
- **Women healthcare** - especially focusing on domains of Nutrition and Pregnancy.
- Dedicated **Women ITIs** + Women wings in other ITIs.
- Support and strict implementation of laws for **Rape + Acid Attack** victims.
- Women friendly **Police stations**.
- **Self defence** as a part of school curriculum.

Education

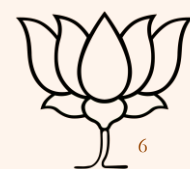
- **Equality of opportunity** in ‘access’ and ‘success’ to all learners.
- **Public spending** on education raised to 6% of GDP.
- **Performance Audit** and **Real-time Information** on Primary Education.
- Universalization of **Secondary Education** and skills development.
- National **E-Library** - to empower school teachers and students.
- Multi-country student **Exchange Programme**.
- Revisit Apprenticeship Act to facilitate youth to **Earn while they Learn**.
 - **Knowledge society** - that reverberates with educated skilled manpower.

Skills

- Prepare **World’s Largest Workforce**.
- Develop India as a **Knowledge Powerhouse**.
- Focus on need-based skill development and **Employability**.
- **National Multi-skill Mission**.
- **Skill Mapping** - scientifically identify and plan national human resource development for every sector, both established and emerging.
- **Short-term courses**, in the evenings, focusing on employable skills.
- **Centres of Excellence** in various sectors in partnership with the Industry.
- **Industry responsive manpower** - bringing together industry, universities and government.
- **Academic Equivalence** to vocational qualifications – break segregation of education and skill development.
- Emphasis on **soft skills** to enhance employability - national program for **computer literacy**.
- Greater **practical** and **research training** - real world experience (internships and apprenticeships).
- **Massive Open Online Courses** (MOOC) and virtual classrooms.

Health

- **Health Assurance** to all Indians - reducing out of pocket spending on health care.
- **AIIMS-like** institute in every state.
- Promote **Yoga** and **Ayurveda** - integrated courses, standardization and validation.
- **Pre-emptive care** model - thrust on child health and prevention.
- **School Health Program** - health and hygiene part of school curriculum.
- **National eHealth Authority** – framework for leveraging telemedicine and mobile healthcare.
- Universalization of emergency medical services - **108**.
- Mission mode project to eradicate **Malnutrition**.
- Mission mode drive for **Swachh Bharat** by Gandhiji’s 150th birth anniversary in 2019.
- **Open defecation** free India.



- **Sanitation Ratings** - ranking cities and towns on 'sanitation'; rewarding best performers.
- **Drinking water** to all - translating into **Diarrhoea-free** India.

Economic Revival

- Bring back **Credibility** and **Trust** in Government + Confidence in **India story** - domestically and internationally.
- Stable and Balanced **Economic Growth** - through consistent, long-term policies.
- Strict **Fiscal discipline** - without compromising on funds for development work and asset creation.
- Re-visit Policy Framework for **Investments**, both foreign and domestic.
- **Banking** reforms - to enhance ease, access and accountability.
- Non-adversarial and conducive **Tax environment** - Tax Policy **Roadmap**.
- Rationalization and simplification of **Tax Regime**.
- Adopt **GST** - bringing on board all State governments + setting up robust IT network.
- Tax **incentives** for investments into **R&D** for **indigenization** of technology and innovation.
- Commitment to protect interests of **small retailers** and SMEs.

Agriculture

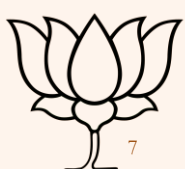
- **Welfare** measures for old, small and marginal farmers and farm labours.
- Low water-consuming irrigation techniques and optimum utilization of **water** resources.
- **Seed culture** labs + Agriculture **innovation** labs + **Soil testing** labs.
- **Agro food processing** clusters - high value, export-quality processing facilities.
- **Organic Farming** and Fertilizer Corporation of India to promote organic farming and produce.
- **Farm Insurance scheme** to take care of crop loss due to unforeseen natural calamities.
- Horticulture, Floriculture, Pisciculture, Bee-keeping, Poultry, Aqua culture.
- Cluster based **storage** systems.
- Consumer friendly **Farmers' Markets** - reduce wastages, increase incomes.
- Regional **Kisan TV** channels.

Industry

- Conducive, enabling **environment** - cutting Red Tape + simplifying procedures.
- **Economic freedom** - break open the economic space to new entrants, especially in MSMEs.
- Move towards **Single-window system** of clearances through a Hub-spoke model.
- **Centre- State** coordination and synergy in giving clearances to mega projects.
- **Environment clearances** decision-making transparent and time-bound.
- **Global Manufacturing Hub** - World class **Investment** and **Industrial regions**.
- Cost-competitive labour-intensive **Mass Manufacturing** hub
- **Electronic** hardware manufacturing units.
- Enhanced competitiveness of **SME** sector - international linkages, availability of credit, supply chain efficiencies, adoption of IT, support in R&D and innovation.
- **Handicrafts** - move up the value chain driven by a focus on: Quality, Market linkages, access to Credit and Information, Skill up-gradation and Value addition (branding, packaging and technology).

Services

- **Export Promotion Mission** integrating all stakeholders.
- **50 tourist circuits** on mission mode around themes.



Labour

- Harmonious relationship between labour and the industry - '**Industry Family**'.
- **Identity cards** to unorganized sector labourers - quality **Health** and **Education** services + **Skilling**.
- Access to modern **Financial Services** to labour – including dedicated Workers Bank.
- Strengthen **Pension** and **Health Insurance** safety nets for all labourers.

Housing

- **Pucca house** for every Family by 2022 - equipped with the basic facilities of **Toilet**, **Piped water supply**, **Electricity** and proper **Access**.
- Converge and dovetail existing programmes + add missing links.
- Massive **Low cost Housing programme**.
- Encourage housing sector - through credit availability and interest subvention schemes.

Physical Infrastructure

- **Freight Corridors** and attendant **Industrial Corridors** expedited.
- **North East** and **J&K** connected with rest of India through world class highways and rail lines.
- National Highway construction projects expedited - especially **Border** and **Coastal highways**.
- **Sagar Mala** project – stringing together modern ports.
- **PPP** encouraged - institutional framework + regulators given greater autonomy as well as accountability.
- **Integrated Public transport** - including roadways, railways and waterways.
- **Railways** modernized and upgraded - focusing on national development, rather than political exigency.
- **Agri Rail** network.
- **Tourist Rail** – including Pilgrimage Rail.
- Convert all **unmanned crossings** into manned crossings in a phased manner.
- Initiate R&D for indigenous railways, coach design and signals.
- **Diamond Quadrilateral project** – of High Speed Train network (**bullet train**).
- **Gas Grids** to make gas available to households and industry.
- National **Optical-Fibre Network** up to the village level.
- Advanced **Satellite technology** for development.

Water

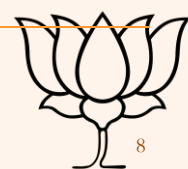
- Pradhan Mantri Gram Sinchayee Yojana with a motto of '**har khet ko paani**'.
- Multi-pronged '**Water strategy**' for reducing farmer's dependence on monsoon.
- Increase **irrigated land** - completing long pending irrigation projects on priority.
- Nurture **ground water recharge** harnessing rain water to reduce dependence on ground water.
- **Inter-linking of rivers** based on feasibility.
- **Drinking water** to all – driven by water grid infrastructure and decentralized community-management.

Energy

- **Energy security** - maximize potential of Oil, Gas, Hydel, Ocean, Wind, Coal and Nuclear sources.
- **Renewable Energy** an important component of India's energy mix.
- Energy **efficiency** and **conservation** - crucial to energy security.

Science and Technology

- Ecosystem for **Fundamental research** and **Innovation**.
- Synergy between industry and scientific research - autonomous **technology transfer**.



- **Multi-country** and inter-disciplinary **collaborative** research system.
- World class **Centres of Excellence** of scientific research.
- **Intellectual Property Rights** Regime - maximizing incentive for generation and protection of IPR.
- Institute for **Big Data** and Analytics.

Flora, Fauna and Environment

- **Sustainability** at the centre of thoughts and actions - **Climate Change** mitigation initiatives.
- **Ecological Audit** of projects and **pollution indexing** of cities and townships.
- Guidelines for **Green buildings** and energy efficient work places.
- Citizen's participation in reforestation, agro-forestry and social **forestry**.
- **Himalayan Sustainability Fund** and **National Mission on Himalayas** - inter-governmental partnership for coordinated policy making and capacity building across states and sectors.

Natural & National Resources

- **National policies** on critical natural resources like coal, minerals, spectrum etc.
- State Governments taken into confidence for harnessing of natural resources.
- **Resource mapping**, exploration and management using technology.
- **Value addition** across all resources, instead of just marketing.

Internal Security

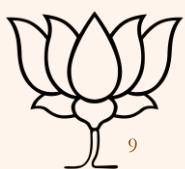
- Comprehensive **national security** – borders, military, economic, cyber, energy, food, water, health and social cohesion and harmony.
- Revive **anti-terror mechanism** dismantled by the Congress.
- Strengthen **Civil Defence** and **Home Guards** - for community defence and disaster management.
- National plan in consultation with state Governments - to address **Maoist insurgency**.

External Security

- Deal with **cross border terrorism** with a firm hand.
- R&D in defence - developing **indigenous** defence technologies.
- Global platform for **defence hardware** manufacture and software production.
- Maximization of **Technology transfer** in defence manufacturing.
- 4 dedicated **Defence Universities**.
- Greater participation of Armed Forces in Ministry of Defence decision-making process.
- Implement **One rank, One pension**.
- **War Memorial** to recognize and honour gallantry of our soldiers.

Foreign Relations

- Reboot and reorient **foreign policy** - diplomatic, economic, scientific, cultural and security interests.
- Strong, self-reliant and self-confident India, regaining rightful place in comity of nations – guided by **वसुधैव कुटुम्बकम्**.
- Integrate **Soft power** into external interchange - spiritual, cultural and philosophical dimensions.
- **Brand India** - 5 T's: Tradition, Talent, Tourism, Trade and Technology.
- Champion uniform international opinion on issues like Terrorism and **Global Warming**.
- Harness reservoir of **NRIs**, PIOs and professionals settled abroad for strengthening Brand India.



Cultural Heritage

- **Ram Mandir:** Explore all possibilities within constitutional framework to facilitate construction of Ram Temple in Ayodhya.
- **Ram Setu:** Part of our cultural heritage and of strategic importance due to its vast thorium deposits.
- **Ganga:** Ensure the cleanliness, purity and uninterrupted flow of the Ganga on priority. Massive **Clean Rivers Programme** across the country driven by people's participation.
- **Cow:** Necessary legal framework to protect cow + **National Cattle Development Board** for improvement of indigenous livestock breeds.
- **Heritage Sites: Digitization** of archives and archeological and museological records. National Mission for beautifying and improving infrastructure and amenities at **pilgrimage centres** of all faiths.
- **Languages:** Promote and develop Indian languages.

Uniform Civil Code

- Draft Uniform Civil Code drawing upon best traditions and harmonizing them with modern times. There cannot be **gender equality** till India adopts a Uniform Civil Code which protects rights of all women.

Conclusion – Amritmay Bharat

- Aim: build a modern, prosperous and vibrant India - based on our ethos and values.
- **Knowledge-based society** - powered by experience, tools of technology and energy of our people.
- **Amrit Mahotsav** in 2022; when we celebrate 75 years of India's Independence - dedicated to make **Amritmay Bharat**.

