



## REVOLUTION IN MANIFESTO PREPARATION – A NEED OF THE HOUR

**D. Vijaya Lakshmi** Sr. Asst Prof. of English, Vishnu Institute of Technology, Bhimavaram

**N. Krishna Mohan Raju\*** Assoc. Prof. of MBA, Vishnu Institute of Technology, Bhimavaram \*Corresponding Author

**ABSTRACT** 2019 election notification is resealed. India election 2019 is called the world's largest election. Voters of India are going to utilize their votes in a few days. A heated debate takes place everywhere in the nation with the announcement of the Election Commission of India regarding assembly and parliament elections. To obtain confidence and to develop lucidity, political parties are preparing their manifestos. Besides vote bank politics and welfare schemes the party has to come up with the other pivotal areas of manifestos. They are: skills set of leaders, vision and mission, budget, policy matters, nuance of people, estimation of performance, action plan, enhancement of thinking, systematic approach and awareness of system.

**KEYWORDS :** constitution, elections, government, manifesto

### Introduction:

2019 election notification is resealed. India election 2019 is called the world's largest election and first phase of elections completed. Voters of India are going to utilize their votes in a few days. A heated debate takes place everywhere in the nation with the announcement of the Election Commission of India regarding assembly and parliament elections. Quality of performance is diminished in all the constitutional bodies and government departments. Hurling allegations of corruption on certain party leaders, criticising one another, abusing against other party leaders are inevitable in the present scenario. In these unfavourable circumstances, voters have to utilize their votes for the development of the nation.

Various political parties have emerged the political outfit in each state to announce its election manifestos with smart welfare schemes. Each party promises many populist schemes to counter the ruling and other existing parties. They justify their manifestos by saying that their manifesto has been prepared keeping in view the socio-economic conditions prevailing in the state and to achieve the changing goals of the party. Citizens are the silent spectators of the previous election took place in 2014 and of the upcoming elections.

Though there are ample number of opportunities to become PM's, CM's of states, MP's, MLA's in our national phenomenon a very few have received the fame. Similarly, the chief justice of India, Judges of Supreme Court and High Courts, CBI directors, IAS, IPS officials who are unique in their knowledge, skills, personality etc, are highlighted as they can vibrate the country if they aspire to change the circumstances. With the advent of private sector, ordinary employees with inadequate salaries, power and value in the society show their accountability, effectiveness and efficiency in executing their jobs and by and large increase their organization's performance. When Government Officials and politicians come up with such positivity, Is it not possible to uplift the developing country to developed country?

Instead of attacking the leaders on personal grounds with scathing criticism, political parties may focus on and on all essential areas of interest of the citizens. With the ideology of the party, they have to prove that they have a vested interest in maintaining the status quo.

To obtain confidence and to develop lucidity, political parties prepare their manifestos. Besides vote bank politics and welfare schemes the party has to come up with the other pivotal areas of manifestos. They are:

### a) Skills set of Leaders:

Profiles of the all great party leaders who can play major roles in the government include their capabilities, skills, knowledge, personality traits, their earlier contributions and expected contributions in future. They stick to their philosophy in terms of economy, culture, society developments, eco systems, quality of life etc. Evaluation of their past performance as a leader of the party or as an opposition party has to be focused. The party has to strengthen their leaders and accountable to the party and citizens of India - like disclosing the property and asset

values before going for elections or before taking any responsible role and disclose everything periodically etc.

### b) Vision and Mission:

The party's vision, mission and values will inspire human resources whose contribution society can use for various purposes. Party's vision and mission (future) includes - skill development activities, encouraging the small, medium and large scale enterprises, measures for reducing poverty, focus on research and development, policy on external affairs and internal monetary policy, targets against GDP, balance of payments, rate of inflation, foreign policy, import and export policy, currency value, employment opportunities etc. The vision and mission of the political party is to build a comfortable social, economical and cultural destiny. The ideology of a party will prove to work for country's glory and development.

### c) Budget:

In the manifesto the party presents a tentative budget. Budget gives a clear picture to the common man about the tax policy and the party thoughts regarding increasing revenue. While preparing the budget, the details of expenditure against the welfare schemes or vote bank schemes have to be highlighted. Intoto, the tentative budget should reaches people with its economic approach. It should be specified that the plan of action to reduce the government liabilities. If they want to apply for additional loans, it needs to be focused on the cost benefit analysis of the expenditure planned on infrastructure facilities, research and development security and the other planned expenditure.

### d) Policy matters:

Parties highlight their manifesto with various policies such as economic policies, fiscal policies, foreign policy, tax policy etc. in the context of the party's vision regarding economy. The policies elevate fiscal policies, monetary policies, policy on demonetization, policy on improving non-currency transactions, interest policy, role of banking sector in developing the country, controlling NPA of PSB etc. In view of changing scenario of world (change of attitude of the US people supporting Trump policy, European people (BREXIT)), increasing oil prices, steps towards China-Pakistan economic corridor) what foreign policy they want to follow. Similarly on tax policy which policy they want to continue GST already implemented in India that linking the chain of people or with modifications or any new tax methods.

### e) Nuance of people:

Plan of actions is a crucial requirement for the development of the life style of people, education, skills to sustain and to build future India. Moreover, it will improve the quality of life. Every country hopes for the healthy environment so they need to think of what measures they have to take in order to improve eco-friendly environment (reducing water, sound, air pollutions etc), what schemes (like Swachh Bharat) they need to implement etc. Pre-planned actions can overcome the upcoming obstacles. The need for skill development programmes have to work on. So that these skill sets will create more employment opportunities to the unemployed youth etc.

**f) Estimation of performance:**

People have different opinions on present system of accountability and performance of various sectors such as executive, jurisdiction and legislation. Parties have to plan for improving the accountability of all government sectors such as transparency in declaration of assets of the employees before joining the job and collecting periodic reports from different sectors like jurisdiction, different institute like CBI, RBI etc., regarding their performances. For example, in the case of judiciary, courts can generate time span reports of disposing the case and what measures have to be taken to improve the efficiency in all the areas. Once all the parameters are evaluated and estimated work should be done in a fruitful manner.

**g) Action Plan for the government:**

Plan of actions improve the effectiveness and efficiency of all government bodies i.e., executive, legislation and jurisdiction. A thorough analysis is required to assess the present system of dealing with different situations, for example review may be done on civil procedure code and the other. Corrective measures are also very essential to improve the ability of the bodies to do justice to huge population.

While issuing GOs, the government should see that there should not be any injustice for a particular segment of the people. For example, for establishing a small business at road side land the government is asking them to give a piece of land as a gift (for future expansion of roads) for sanctioning the licences or permissions. But at the same time, for encouraging big entrepreneurs, government is offering many a tax benefits, lands at low cost, providing infrastructure facilities and so on. Whatever may the business is, risk is inevitable and there is no guarantee that every business can yield sufficient profits to recoup whatever gifts they have given to the government. If the small business man incurs loss what type of benefit will be given by the government is still a dilemma.

**h) Enhancement of thinking:**

Though common man is playing the crucial role in deciding the fortunes of political parties they are focusing on the weaknesses of the people. If a party changes its way of thinking it leads to the changing of mindset of the people. Certainly, people will improve their quality of their thinking if it happens so.

Many parties claim that their party is a secular party. But they have not taken any action to reduce caste and creed, various religions in the country etc. In fact, they are maintaining the division of the people on caste and religion based even after 71 years of Independence. By observing the things in the recent state of affairs, Indian constitution makes the government a supreme power. This tendency of misutilization of the power may not be good for the future of any country. There should be restrictions on the governments to utilize the total budget at their discretion. Standard percentage of revenue should be used for developing infrastructure facilities, education, standard schemes for poor people and old people, research and development and so on.

**Systematic Approach:**

Submission of a review on present system of working of all departments while rendering their services to the people may play a vital role. Nowadays technology makes every work easier. If it is used in the government sector time will be saved. By using this latest technology, the complaints from the people will be minimised. If all the departments are given the facility of online services every work will be completed on time.

If government discloses the required information, every Indian is able to know things like how much he has to pay tax for his property, income tax etc. Maintaining transparency is one of the obligations of the government.

**D) Awareness of system:**

A doubt rose in the mind of a common man that is it not necessary to take the consent of the people on crucial issues like increasing salaries of the MPs, MLAs, etc. Similarly increasing reservations for certain categories (to avoid party's misuse of the caste and creed) is also an issue of discussion.

Create awareness among the people in recognising the advantages in other country's constitutions and systems they are following. Identifying the practices and provisions which are useful to protect the

interest of our people and increase the accountability of government bodies and action plan to implement them in our country.

**Conclusion**

Not all the people but a few voters can concentrate on reading manifestos. According to Budge, why manifestos 'nevertheless do constitute the major indirect influence on what parties are seen standing for.' In his words 'this is because they form the basis of comment in the mass media and provided the cues for questions raised with party candidates at all levels, as well as staple issues for their campaigns.'

In fact, various parties are playing the major role in forming and establishing the government. Unquestionably the manifesto should become mirror their vision and lucidity of their policies in diverse areas like economic development, fiscal policy, foreign policy and so on. Mass and Social Media should instil a healthy debate, which will improve the thought process of the people, among the parties about their manifestos.

Hope for the better future and positive changes in electoral system and government systems.

**REFERENCES**

1. Budge, D. Robertson, D. Hearl (Eds.), Ideology, Strategy and Party Change: Spatial Analysis of Post-war Election Programmes in 19 Democracies, Cambridge University Press, Cambridge (1967), pp 15-38.