



## *National Council Meeting held in Hyderabad on 3<sup>rd</sup>, 4<sup>th</sup> & 5<sup>th</sup> April, 2015*

### Resolution No - II

#### **Resolved,**

“Pursuant to National Council’s (NC) unanimous decision in its meeting on 23<sup>rd</sup>, August 2014 at Hyderabad, that LSP shall focus primarily on urban local bodies as a strategy, the National Strategy, Program Development, Monitoring Committee (NSPDMC) with the unanimous approval of National Steering Committee (NSC) Presented the National Political & Media Strategy and Programs to NC.

Accordingly NC unanimously decided that Municipal Corporation Cities shall now onwards be independent unit’s equivalent to District units. Wherever there are two districts falling with in a Municipal Corporation, there will be no district unit. If part of any district is falling with in MC City, those parts will be part of MC City Units. NC also authorized National President to declare one or all Municipal Corporation Units equal to State unit if such a need is felt.

NC also unanimously adopted the political and Communication strategy as presented with the focus on:

- 1- Increasing the membership
- 2- Building and attracting leaders
- 3- Mobilizing funds.

It was further resolved that all effort and all ground activities shall be focused on the three aforementioned goals.

It was further resolved that the focus area of Loksatta Party henceforth will be on:



# Loksatta Party

- 1- Woman
- 2- Youth
- 3- Anti-Caste

There are four types of Party programs;

- 1- Constituency unit Programs
- 2- District unit OR Municipal Corporation City unit Programs to be conducted by all constituencies
- 3- State unit Programs to be conducted by all District units and Municipal Corporation City units
- 4- National unit Programs to be conducted by all State units

Each unit shall be fully empowered to design and organize programs however for aligned leadership each program needs to be decided in consultation with one immediate lower level unit. So e. g city programs shall be decided by city in consultation with constituency units.

Each unit shall fund their own programs.

It is however expected that all these programs will be within the ideological boundaries of Loksatta. In case of doubt, it shall be always advisable to check with one level higher unit. All programs should help in building a strong brand image for LSP, while helping party get more members, funds and build/find more leaders. Even national programs OR State programs shall be localized as far as possible to reap maximum benefits.

Accordingly the followings relationship between each unit shall be considered for guidance only & as may be applicable;

- 1- Constituency units = Ground action
- 2- State/District/MC City = Directional/Supervisory
- 3- National Unit + Support & Monitoring.



# Loksatta Party

The following three National Programs were unanimously adopted with various units taking up the challenge to localize these programs with set targets over next 6 to 8 months.

- 1- Youth Army of Loksatta – Establish LSP for youth - LSP = youth's Party
- 2- Nirbhaya Fund – Establish LSP as champion for women - LSP = Women's Party
- 3- Swachh Bharat - Expose Government hypocrisy for only giving lip service & making it only as PR exercise.

NC further unanimously decided that all aforementioned programs and those shall be developed by various units from time to time must keep media strategy in mind with following goals:

1. Maximize earned media of all forms
2. Maximize coverage in electronic and print media
3. Significant online & social media presence

-Sd-

Surendra Srivastava

Chairperson,  
National Council,

Place: Hyderabad

Date: 15<sup>th</sup> April, 2015