

August 15, 2010

My dear Karyakarta brothers and sisters,

Greetings of the Independence Day.

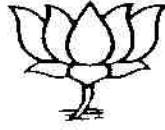
This is our 64th Independence Day and even after completing six decades of independence, several challenges before us are still to be effectively faced. They make us introspect and revisit all those aspects of democratic governance and assess as to where we are and where we should have been. Even after attaining Swaraj, Suraj is still a distant dream. Let us rededicate ourselves at this occasion to achieve an all-encompassing development which will eradicate poverty and bring about true social justice leading us towards a real *Antyodaya*...

In fact I am writing this letter to you to explain in brief as to what is the new party programme namely **Antyodaya Programme** all about. The literally meaning of Antyodaya is bringing the last person in the queue at the forefront while distributing the fruits of development. The concept of social justice and inclusive development are inherent to the philosophy of Antyodaya. True that both Mahatma Gandhi and Pandit Deendayal Upadhyay believed that Antyodaya is one of the most effective approaches towards meeting various socio-economic challenges.

Wherever BJP is or was in Government we have named some of our welfare and development initiatives as Antyodaya Schemes. **But remember, this is our organizational programme and it has absolutely nothing to do with the government scheme.**

To put it simply, Antyodaya is a programme under which we expect every Office bearer of the party at all levels, every elected representative of the party, every organizational unit of the party and ultimately, every workers of the party engages in some SEWA and VIKAS (Service and Development) activity regularly which would help the underprivileged sections of the society.

But remember, such activity will have to be conducted at least once in a month if not on day to day basis. Besides, it will have to be only through the voluntary participation of party workers. We ourselves have to engage in such work instead of getting it done through hired personnel. We have to put our own resources for this without looking for any sponsorship. The objective of this programme is not to run an NGO, School, College, Factory and Trade Union or any such semi-professional activity.



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There could be at least hundreds of SEWA and VIKAS oriented activities that we can successfully undertake as a part of this Antyodaya programme. From medical, agricultural legal and educational counseling to distribution of free medicines, setting up water conservation projects and finding suitable opportunities for the unorganized labourers, literally sky is the limit for our social activism aimed at helping the disadvantaged and the deprived. It is my earnest appeal to all of you to find out a suitable activity and engage yourself regularly and report to your respective party unit after one year, on the next Independence Day.

What will you as an individual and the party as an organisation gain out of this? Really speaking we will achieve a number of things. Through Antyodaya, we are trying to re-instate the notion of selfless social work back in to our polity. This was the legacy of political activism in India and we are attempting its re-establishment. Besides, this will also add to the party workers' understanding of the issues, making them more sensitive to the agonies and aspirations of those who are facing the challenges of hunger, poverty, injustice and deprivation. Remember, this programme is aimed at benefitting the disadvantaged people. More importantly, this will also give all of us some satisfaction of serving our motherland and – as all of us are aware -- that is simply invaluable.

I expect all of you to make a resolve and commit yourself to this programme. Do send your feedback and suggestions to me or the Incharge of our Antodaya Programme. If we all decide, translating the dream of a real ANTYODAYA in reality will not be all that difficult.

With all my best wishes,

Yours brotherly,

NITIN GADKARI