

भारतीय स्वतंत्रता दल

*Team for India's security,
freedom and prosperity*



WORKING STRATEGY

30 June 2013

<http://freedomteam.in/>

FTI's strategies are subject to continuous improvement and should be treated as work in progress

Our goals for India

- (1) Liberty (subject to accountability)
- (2) Prosperity (Sone Ki Chidiya)
- (3) Integrity

Sone Ki Chidiya: What we all want



Focused action urgently needed

Citizens of India must act quickly

- Poorest countries are rapidly overtaking us
 - ▣ China now far ahead, could potentially threaten our future.
 - ▣ Even sub-Saharan Africa is surging forward.
- India is underperforming compared with its potential
 - ▣ Badly governed, fighting within itself, poor, corrupt
 - ▣ Corruption is synonymous with India today
- **To deal with this, FTI is undertaking urgent action**
 - ▣ But the country has to support, and demand change

India's tragedy in a nutshell:
lack of good leadership:

"One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors." – Plato

CONCEPTUAL MODEL

Adapted from *Good to Great*, by Jim Collins

India has run out of excuses

- Before 1947 we could blame the British
 - ▣ Since 1947 that excuse has run out of steam
- Our causes of failure are within us
 - ▣ We don't generate the quality of leaders we need
 - ▣ We have undesirable elements in politics: both corrupt and highly interventionist (socialist)
- **FTI is attempting to fill this leadership vacuum**
 - ▣ We find good leaders and develop them into great leaders who can, in the coming years, lead India

Leaders > Strategy > Prototypes

- Find good leaders
 - ▣ get the right people on board the 'bus'
 - and move the wrong people off
 - ▣ usher the right people to the right seats
- Determine where to go
 - ▣ create a vision and strategy, and keep improving
- Build prototypes
 - ▣ through team work and innovation

Great results take time and ceaseless persistence

- Be prepared to overcome failure
 - ▣ there will be many failures on the way (and some unexpected wins)
 - ▣ with persistence, some prototypes will achieve desired results and critical momentum created
- Always retain **undivided focus** on the end result (Sone Ki Chidiya)
 - ▣ This is the 'hedgehog' style (opposed tot the 'fox')
- In this way a good team will produce great results

SUMMARY OF FTI'S CURRENT STRATEGY

Reminder: This strategy will keep evolving

Three platforms to aggregate and leverage leaders and citizens

- **FTI**: Aggregator and developer of **leaders**
 - ▣ Level 3 to 5 leaders (humble, focused, risk takers) who are in-principle willing to contest elections
 - ▣ FTI's focus on leadership development and strategic influence
- **SKCF**: Aggregator of **reformers and reform organisations**
 - ▣ Consultative development of total reform agenda
 - ▣ Strategic ground work to expand the reform message
- **SBP**: Aggregator of **political parties**
 - ▣ Actions towards a national political formation to implement the total reform agenda

Note: SKCF: Sone Ki Chidiya Federation. SBP: Swarna Bharat Party

FTI's key role: as aggregator and worker for others





PLATFORM I: FREEDOM TEAM OF INDIA

1) FTI: leaders first

- **FTI's leader-first approach is time-tested**
 - ▣ All revolutions, all change has begun with leaders
- **Leaders are resourceful and imaginative**
 - ▣ They remove cynicism from society and offer hope
 - ▣ They are humble and *connected* to the pulse of the people
 - ▣ They build strategic alliances and work within the constraints of reality
- **FTI's leaders have made significant progress despite extremely challenging circumstances**
 - ▣ Strong tendency remains among Indians to abjure politics
 - ▣ Many industrialists not confident about supporting good politicians

From bootstrapping to significant products for India

- FTI bootstrapped from December 2007
 - Lifted itself from zero, learnt through trial & error
 - Built and tested numerous prototypes
 - Tested its own delivery capability as a team
- FTI is now emerging on the national scene with **significant products**
 - Policy Framework (through FTI's policy competition)
 - National Reform Summit (where the SKC Federation idea was agreed)
 - Launch of SKC movement (the vision offered, hope created)

Recalling a few key milestones

- Registration as a Trust in 2009, website, Forum.
- Key documents prepared and published
 - ▣ Principles, a few policies, policy framework, vision, draft reform agenda
- Four annual conferences held (2010, 2011, 2012, 2013)
- Brand identification study (sone ki chidiya) (2012)
- All India Policy Writing Competition (Rs.5 lakhs raised) (2012)
- SKC Federation created and activated (2013)
- Sone Ki Chidiya movement launched on 4 June 2013
- Swarna Bharat Party (2013) created and registration application lodged with Election Commission of India
- Active role in flood relief for Uttarakhand natural disaster (over Rs. 6 lakhs and 2 truckloads of relief materials raised)

Prototypes deprecated or superceded

- Wrote to all independents who contested in 2009
 - ▣ Poor response, difficult to connect since most don't use email
 - ▣ Some of those who connected not found strategic enough
- Adharshila (to create liberal hubs across India)
 - ▣ Too difficult for most (full-time-employee) FTI members to implement
 - ▣ A few did make headway (library in Anil Sharma's village)
- Freedom Partners (to connect electronically with India)
 - ▣ A few meetings of Delhi Freedom Partners held
 - Some value add through networking
 - But no consistent engagement. SKCF will overcome these gaps.

Stock take of team's capability

- **Positive: Most FTI members are genuine leaders**
 - ▣ Extremely strategic and focused on the end game (for India)
 - ▣ Strong capacity to convert problems into opportunities
 - ▣ Not distracted by random noise
- **Ongoing challenge:**
 - ▣ **Finding more leaders**
 - ▣ Many educated Indians simply not ready to lead
 - ▣ FTI's outreach efforts need to be escalated
 - ▣ **Developing and retaining existing members**
 - ▣ Need to enhance strategic thinking capacity
 - ▣ Need to improve understanding of liberal principles

Key next steps for FTI (slide 1 / 3)

Membership consolidation

- Eligible political parties: FTI members can join political parties consistent with FTI's vision and principles
 - Based on information available: **Lok Satta** and **Bharat Uday Mission** qualify (plus Swarna Bharat Party)
 - Parties that want to be included are invited to contact FTI
- Consolidation:
 - Inactive members (including those who haven't paid fee or complied with alternative requirements) to be let to
 - FTI to continue to engage with them through SKC Federation (when ready, these former members will need to reapply to join FTI)

Key next steps for FTI (slide 2/3)

Emphasis on leadership development

- Upskilling and developing leaders and increasing political quotient is a next step for everyone
 - Communication
 - Oratory in Hindi/ regional language/s including ability to distil key messages and connect with emotions
 - More humility and understanding the people
- Actions to implement this could include
 - Training/ mentors/ feedback/ criticism – from grassroots
 - Formal training in public speaking
 - Strategic thinking and policy workshops

Key next steps for FTI (slide 3/3)

Extensive outreach

- Existing leaders to give regular talks
 - ▣ At least once a month
 - Always seek feedback
 - ▣ Connect with grassroots in multiple ways
 - ▣ Use each opportunity to identify new leaders
 - Directly identify leaders
 - ▣ Internet methods will continue
 - Through new website and possible google ads



PLATFORM 2: SONE KI CHIDIYA FEDERATION

2) SKC Federation: Strategic reform focus and grassroots networks

- SKCF (non-political) is both intellectual and grassroots

1) Sone Ki Chidiya Total Reform Movement

- **Total Reform Agenda** picks the best from existing anti-corruption efforts
- Adds extensive set of world-best ideas
- Agenda developed through grassroots discussion will be “market tested” and ready for use

2) New leaders could be found through SKCF

- Anyone can join SKCF. If and when ready, some may join FTI

3) FTI members can improve their networking skills by supporting SKCF's grassroots organisations

Approach to the Total Reform Agenda

- Stay close to the median voter.
 - ▣ Nudge the voter towards liberty each time, through persuasion. Don't expect a major uptake of all ideas of liberty at once.
- Don't try to radically change everything. That will fail. Pick a few key changes and really do them well.
- All change is path dependent. Once history is made, it becomes a powerful force in its own right. Have a transitional plan.

Next steps for SKCF 1 / 2

Launch of Total Reform Agenda (date to be announced, 9 November?)

- Policy committees have been established
 - A handful of students and young professionals (policy consultants) are assisting
- Total Reform Agenda expected to be finalised by September/October
 - ▣ Could be signed by eminent economists and thinkers?
 - ▣ Translated into Hindi for wide dissemination?
- Launch at Jantar Mantar through public rally
 - Bigger than that the 4 June launch

Sone Ki Chidiya National Contribution Awards (Awards Banquet in Delhi, date to be announced, 16 November?)

- Wealth creators honoured (small and medium entrepreneurs, innovators)
- Particular focus on New Delhi area in the first batch of awards

Next steps for SKCF 2/2

- Townhall meetings/ conferences
 - ▣ FTI and SKCF members speak about reforms
- Great Nation awareness: Bharat/ Rashtra Jaagran
- Meetings leaders of large networks to discuss message
- Social/ economic work
 - ▣ Samaj Seva: Emergency relief and short term direct support
 - ▣ Indore PAC (Parivartan Evam Chetna: People for Awareness and Change)
 - ▣ Direct commercial management of farms
- Maverick options (with emotional appeal) to connect with people [this is a totally preliminary idea]

PLATFORM 3:
SWARNA BHARAT PARTY

3) Swarna Bharat Party: Actions towards a national liberal political formation

- FTI is a highly political entity. If representatives do not work towards a great India, we aim to contest elections and get these actions delivered directly.
- FTI has initiated SBP, a national reform vehicle for politics
 - ▣ Created on 1 June 2013
 - ▣ Registration application lodged with ECI on 19 June 2013
- SBP is committed to implementing Total Reform Agenda
- SBP is strategic, will not be deployed without preparation

SBP's strategic role: an aggregator

- SBP will not contest elections unless India signals strong desire for freedom, integrity and prosperity
- Expected signal: **large** political start-up
 - ▣ At least 100 outstanding candidates
 - ▣ At least Rs.1 crore in initial capital
 - ▣ candidates must have good chance of winning seats
- Seat sharing with appropriate party acceptable in 2014 subject to appropriate party accepting key elements of Total Reform Agenda

Next steps for SBP

- Register with ECI
 - Ensure that registration is completed
- Build awareness about SBP
 - ▣ Internet, social media, news, other media (always clarify its strategic intent: not directly contesting at moment)
- Establish membership and financial systems so SBP can quickly expand if needed. Stress test the systems
- Enrol new members but be clear about SBP's strategy
- **FTI** (not SBP) could organise Hope Summit to consider political action for 2014

FTI'S PROPOSED HOPE SUMMIT 2013

Proposed December 2013 (to be announced)

FTI's Hope Summit *(to be announced: possibly 21-24 December 2013, New Delhi?)*

- FTI member Shantanu Bhagwat conceived this in 2008. Previous attempts in 2009 and 2010. Now urgently needed.
 - Aim: to give genuine **hope** to India
 - Enough of 'politics as usual'. India deserves much better.
- FTI (*not* SBP) will invite independents and small political parties for threadbare strategic discussion at Hope Summit
 - Prior discussions with invitees, where possible
- **Desirable to set pre-conditions or Summit, e.g.**
 - Broad agreement with SKC Federation's **vision**
 - Willingness to work as a team: in unity is strength

Invitee parties requested to be ultra-strategic

- Invitee parties fully understand that winning enough seats is necessary in order to change India
 - Many such parties have likely spent lakhs of rupees but keep losing
 - We must get serious and give genuine hope to India

- Ultra strategy is when you are so prepared that you win a war without firing a shot
 - Preparation, preparation, preparation
 - Ensure total focus
 - Launch when ready, pick your battles

FTI's USP: we will make YOU win

- SBP is a clean slate with no office bearer names written on it.
- Existing SBP office bearers will be replaced after comprehensive merger
- Happy to give (non-FTI) leaders and parties important positions
 - ▣ Gen Secy/Treasurer to be managed by FTI – but everyone can join FTI and hence control party accounts
- **SBP brand, IP and effort must be protected**
 - ▣ If sure to win at least some seats then activate
 - ▣ Else NOT

Some suggestions for Hope Summit invitees

Let's be flexible (within reason)

- ▣ That doesn't mean giving in to socialism. But not expecting perfection from day 1.
- ▣ Let's do our best and let the society evolve.

Let's develop shared understanding on basics

- ▣ All people have different knowledge and experiences. We should not expect that everyone will see things our way
- ▣ But some basics must be agreed
 - ▣ E.g. agreement on manifesto (**total reform agenda**)
 - ▣ Proven ability to work together as a cohesive team
 - will need significant commitment to communicate openly and quickly to avoid misunderstandings (which are very easy and very common)

Pragmatism and incrementalism #1 / 2

- Margaret Thatcher won three consecutive elections. Complete adherence to her convictions would have courted early disaster at the polls.
- Both Hayek and Friedman were opposed to nationalized education and nationalized medicine. Thatcher shared their views. However, **she did not attempt to privatize those areas of economic activity** – resisting pressure from her political mentor, Sir Keith Joseph – because she was aware that a significant electoral majority would be hostile to such changes.
- Very carefully, and cautiously, **Thatcher focused her economic policies into fields where public opinion was more favorable** – **privatization of industrial dinosaurs, recalibration of union privileges, the selling off of council houses (public housing) and the like.**
- She promoted income tax cuts favored by her mentors while paying attention to budgetary balance through the promotion of consumption taxes.
- She **attacked inflation** head on through Friedman-type monetary reforms. Even there, she did so pragmatically, tracking the exchange rate rather than focusing exclusively on the monetary base. [[Source](#)]

Pragmatism and incrementalism #2/2

- There is an important lesson to be learned from the Thatcher experience for the current generation of conviction politicians who operate in the United States under the Tea Party label.
- If you continue to eschew pragmatism in favor of hard principle, you will leave the political arena without significant achievements.
- Successful politicians must always pay attention to the electorate, even while they attempt to shape electoral opinion through policy successes.
- That is a long hard road to follow for those of you who want to change the world while still in your twenties or thirties. But that is the road that you will have to follow if you are to leave any durable footprints on the sand of time. [[Source](#)]

Options available for 2014

- Do nothing
- Coalition
- Merger

Option 1: Do nothing

Pros and cons

Pros

- ▣ The fact that many educated honest Indians are engaging with politics is a good step
- ▣ By doing nothing for 2014, existing parties will get to keep their own private institutions and office bearer positions
- ▣ Tens of losing contestants will be able to write in CVs that they contested elections; some media publicity for losers

Cons

- ▣ Such parties will never win enough seats in isolation since the **voter is nobody's fool: the voter demands strategic collaboration**

Option 2: Coalition

Pros and cons

Pros

- ▣ A coalition based on a common minimum agenda will allow a semblance of national structure
- ▣ Will indicate to the voter a modicum of seriousness

Cons

- ▣ Coalitions create significant challenges in working together
 - ▣ different organisational cultures and communication systems
 - ▣ lack of trust in others, poor coordination mechanisms
- ▣ No major party expected to waste time to negotiate with untested coalition
- ▣ Untested coalition is likely to lose seats since voter may 'see through' the pretence of unity

Option 3: Merger

Pros and cons (Slide 1 / 4)

SBP can be used as a platform to merge (other options exist, but this has some advantages)

- SBP constitution is specifically designed for merger
 - ▣ It is one of the most comprehensive constitutions; all best practice applied; can be further improved.
- Sone Ki Chidiya brand popularised since October 2012
 - ▣ Lakhs of copies of logo in villages through Swami Ramdev
 - ▣ Lakhs of people have viewed logo through FTI policy competition, NRS media blitz, SKC movement launch
 - ▣ Continuing work will further expand the brand (e.g. Uttarakhand relief work)
 - ▣ Brand's national image

Option 3: Merger

Pros and cons (Slide 2/4)

Pros

- Genuine merger will create a force big enough to bargain with large national parties for seats
 - ▣ could get seats in which national party is relatively weak
 - ▣ these seats – say, about 100 – can be opportunity for SBP to open its innings

Cons

- Since the new SBP team will require significant effort and desire to work together, there remains big risk that SBP will split if all steps not thought through

Option 3: Merger

Pros and cons (Slide 3/4)

Merger should be substantial

- Leaders have substantial grassroots support
- Leaders can raise appropriate fees (requirement of SBP constitution) from their supporters
 - ▣ 75 national executive members Rs.1 lakh = Rs. 75 lakhs
 - ▣ 100s of state executive members Rs.50K each = Rs. 50 lakhs
- If not enough takers then merger not viable

Important to retain flexibility in executive structures

- SBP should absorb more leaders in further rounds of consolidation: constituent parties could agree to principles for such expansion

Option 3: Merger

Pros and cons (Slide 4/4)

- **What about a “centripetal force”?**
 - Swami Ramdev’s party/group might have been such a force
 - He is not contemplating political action at the moment
 - However, he continues to support good candidates
 - Anna Hazare is also supporting good candidates
 - Once we come together, we are sure to receive broader national support

What if the first-best outcome (merger) doesn't occur?

- FTI will support (within reason) any other reasonable option/ outcome to advance good governance
 - ▣ SBP will remain a dormant (“sleeper”) party, unused
 - May try again in 2016-2017, aiming for 2019
 - ▣ FTI (as a whole) won't contest elections (individuals can always choose to do so)

- It is possible for India to change in our lifetime. Let's consider this proposal in good faith.

COMMENTS?

- FTI is publishing this document [here](#) so everyone can understand its current thinking and can get involved in making India a Sone Ki Chidiya once again.
- Updated versions of this document may be periodically published.
- If you have any comments/ suggestions on this strategy please write to info@freedomteam.in with the following in the header of your email: “FTI June-30-2013 strategy: Comments”.