

## **Background**

Freedom Team of India (FTI) is a platform for leaders who are committed in principle to contest elections and promote policies of governance arising from the philosophy of classical liberalism. (for more information, visit <http://freedomteam.in/blog/draft-policies>).

FTI is a not-for-profit trust created in 2009 and its primary objective is to act as a forum for policy, strategy, and leadership development to promote the freedoms of the great peoples of India.

Since its creation, FTI has close to 150 members but it is nowhere near its target of gathering at least 1500 leaders who could contest elections (by the 2018 general elections). Besides most of its 150-odd members aren't active (only about 30 members take active part in policy discussions and even fewer so in promoting / campaigning for FTI on a regular basis).

With its members spread across the world, FTI has remained largely online and has a very skeleton offline presence. Besides, classical liberalism as a political philosophy is considered to be foreign and hence not relevant in the Indian context.

## **Problem identification**

An extensive internal audit was conducted to find out why so few members were actively engaged with FTI and what their perceptions and opinions were about the organisation. The audit found that there were four key reasons for the lack of engagement:

1. Lack of clarity / understanding of the core ideology - FTI has a strong ideology but that ideology has not been translated into a strong sense of purpose. Perhaps that's because classical liberalism isn't very well understood in India and even many FTI members admit to not understanding the ideology. Compound that with the perception that classical liberalism is alien to India and you get a fairly confused and ill-informed membership.

2. Most of them are part-time activists - Most FTI members have day jobs and family responsibilities. That means that they can't take out enough time out of their daily schedules to participate in FTI activities.
3. FTI is largely online - Since its membership is spread across the world (Indian expats), FTI has remained largely online. Besides, FTI has very few offline, on-ground activities and consequently very little exposure in the media. As a result, many people perceive FTI as an online discussion forum.
4. Lack of set goals - Although most members know that FTI expects them to contest elections at some point, FTI hasn't clearly set any goals as yet. It becomes all that more difficult to participate in anything when you don't know what you are trying to achieve!

**Put together, it's clear that FTI's biggest problem is that it has failed to give its members a strong sense of purpose around which they could rally.**

## **The objective**

The objective of the new brand strategy is to articulate FTI's core ideology and make it relevant to India, and create a rallying cry that can engage current and potential leaders.

## **FTI's core ideology**

As mentioned above, FTI's core ideology is classical liberalism. ***Salient features of classical liberalism include individual liberty, smaller governments, free markets, and equal opportunity.***

The general perception is that classical liberalism is alien to India and hence not fit for our society. However, upon studying India's history, it is quite evident that India had many elements of classical liberalism thousands of years before the idea even took root in the west. Many of the core values of the ancient India were classical liberal values. Free trade, for instance. People were free to choose their vocations and trade across the borders of their respective kingdoms. Chanakya recommends many of these classical liberal values in his seminal work '*Arthashastra*'. It was a period when India was most liberal, and consequently, most prosperous - **to the extent that it was referred to as '*sone ki chidiya*'.**

That is exactly what FTI wants India to be once again - a prosperous nation - and is determined to work towards achieving that goal.

## The new brand

### The core brand idea

*Freedom to prosper* - It's the central belief of FTI that free societies are prosperous societies; that when people are left to pursue their self-interests, they achieve greatest prosperity. It is a historical fact that India was most prosperous when it was most free. And that has been proven right over and over again in different parts of the world where nations' prosperity was directly proportional to their people's economic and social freedoms. On the other hand, people with less freedoms - as in the socialist and communist countries - didn't prosper and continue to live in miserable poverty.

### Brand name

#### Freedom Team of India

Let's set India free to prosper

We will keep the name Freedom Team of India since it has strong brand equity in the online universe. Most politically inclined netizens recognise FTI and often interact with its representatives on social media.

### The logo

*'Sone ki chidiya'* is the inspiration of the new FTI brand. It refers to India's glorious past and at the same time a very modern and aspirational thought. It not only articulates FTI's core ideology very efficiently but we believe that it could also emotionally engage the current and potential leaders with the brand.

*'Sone ki chidiya'* would be the logo of the new FTI brand.

## **Brand vision**

**'Sone ki chidiya' of the 21st century**

## **Brand mission**

**We are on a mission to liberate every Indian from the unjust state interference in his life so that he could realise his full potential**

## **Brand values**

### Liberal

We believe in individual freedom. We believe that every individual is sovereign and has an inalienable right to life, liberty, property and pursuit of happiness.

### Initiative

We don't take orders from a politburo or a high command. We act on our own initiative. We are a team of leaders, not a herd of followers.

### Inspire

We have a grand vision for India and we will inspire the nation to realise it with us.

### Brave

We understand that the path to achieving our vision is full of incredible challenges. We realise it's not for the faint-hearted. We will have to be brave enough to overcome those challenges.

### Resolute

The magnitude of the task is not lost on us. We recognise that there would be times when we would want to give up. But we shall be resolute in our task and sit back only when we achieve our goals