

# Win Elections in India and Boost Prosperity

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## Overview

This document is addressed to those politicians who want to boost the prosperity of their voters and see themselves as the Prime Minister of their zilla, ward, assembly or Lok Sabha constituency. If you are such a person but feel that you will never be able to win an election, then this note is for you. The method outlined here is disruptive. It has worked before in India in isolated instances but has never been tried before at scale. Can you win an election by not spending your own money or party money? Once you are elected how can you keep raising money to fund an office that works for prosperity of the voters? This note has been prepared keeping India in mind, but it could be used in other countries.

## Drawing Room Politics & Disruption

What does the author of this note know about winning elections? Does she know the ground realities? India will never change. Voters who are used to selling their vote will never give "One note with One Vote". If you belong to the 90% + people who believe that disruption is not possible and that the "ground realities" will never change and that logical thinking and politics are like oil and water, then you may want to stop reading this note.

## Heads I win Big, Tails I do not lose much

With a disruptive strategy you never are sure whether your strategy will work or not. If the strategy is such that you will not lose much if the strategy fails, then the strategy is worth trying. Let us move on to defining the strategy.

## The Winning Strategy

The winning strategy consists of the following steps

- Step 1 – Creating a prosperity pledge that resonates with your voters
- Step 2 – Convincing polling booth facilitators
- Step 3 – Implementing One note One vote
- Step 4 – Delivering on prosperity

It is based on raising Rs 100 from each voter who will vote for you every year. The cost for a household every year will be Rs 200 or Rs 1000 over five years. If there are three elections in the ward (zilla), assembly and Lok Sabha then the cost will be Rs 600 per year or Rs 3000 over five years.

**Checkpoint #1** – If you believe grassroots fundraising will never work then stop reading.

## **Step 1 – Prosperity Pledge**

Imagine for a moment that you win the election. How will you deliver? If the area you won was a small country how would you raise the prosperity of everyone in this small country? If you do your homework and work even as a citizen residing in that area prior to contesting, then the chances that your pledge will resonate are higher. A generic pledge that you could refine is attached as Annexure 1. You could also get ideas from this open letter <https://www.bharosaclub.com/pdf/ProsperityDemandLetter.pdf>

Once you have a draft pledge you could refine it as you complete Step 2.

## **Step 2 – Convincing Polling Booth Facilitators**

Companies such as Bharosa Club are creating a network of polling booth facilitators who will work with the community to bring them good products and services. These facilitators will facilitate many products and services, so they do not need to earn much from each product or service. In some cases, like this one where they raise funds for a candidate or for the elected politician postelection the community will pay, and they will get say 80% of the funds raised while 20% will go to the candidate and their party. The key for the candidate is to first convince one voter in every polling booth (the polling booth facilitator) that they are the best choice to make the area prosperous.

### **Changing the “Sevak” Corruption Reality**

If you pay a “sevak” the “sevak” will work for you. If a crony capitalist plays the “sevak” the “sevak” will work for the crony capitalist. If a “sevak” invests their own money, then they will look for return on the investment through corruption. Voters can go blue in the face expecting miracles that corruption will magically vanish, and capable inspirational leaders will work for them or they can pay their “sevak” and demand prosperity

**Checkpoint #2** – Related to Checkpoint #1. If you believe that a large number of voters will not understand that they need to change the “sevak” corruption reality, then stop reading.

## **Step 3 – Implementing One Note One Vote**

In the past Ram Manohar Lohia and others used One Note One Vote strategy successfully. The Vivekananda Memorial was built by raising one rupee from over 1 crore people. We now call this grassroot or crowd funding. Recently AAP won 67 out of 70 seats even though they had much less money.

The key to implementing one note one vote is to convince the voters that this makes economic sense for the voter – See Annexure 2 for a case study that may get you thinking. The other major thing is to set up a transparent method of how the money is being used. If 80% goes to the polling booth facilitator then they get 80% or Rs 80. If 30% of the voters (300 Voters) give Rs100 every year the facilitator will earn only Rs 24000 a year. This is only supplemental

income. For a ward there are around 40 booths. The candidate will get  $40 \times 300 \times 100 \times 0.2$  or Rs 240000 to run their office and for incidental campaign expenses every year. For a Lok Sabha with 1500 booths the amount will grow to 2.4 crores every year for the candidate.

This works because the polling booth facilitator also provides other good products and services and earns money from doing that. The candidate now spends negative money on getting elected. The candidate also gets some income to fund their office and has the fear that they will not get more money from voters in their annual fund appeal if they do not deliver. More than losing the note they will also lose the vote. You need an eco-system with checks and balances. The current system is based on corruption, so it is not a great surprise that corruption and ineffective governance are the norm with good corruption free governance being the exception. This scenario has to be reversed.

**Checkpoint #3** – Many people believe that the Indian voter is swayed by celebrities, caste and many other considerations that are not related to prosperity. If you believe that you will not be able to get Rs 100 from enough voters to win then stop reading

#### **Step 4 – Delivering on Prosperity**

How will you deliver on your pledge? Will you call it an election jhumla? Will you blame others or the system for not being able to deliver? Will you say unless we get full statehood we cannot deliver?

The key to delivery is to change mindsets, work with others and to attract private investment. You can learn from other leaders who succeeded and also listen to voters and good advisors to deliver prosperity.

You will face many roadblocks but with the power of media and the power of your voters and your skill you can deliver just as the good CEO of a private company finds a way to deliver even though they do not control everything and have many constraints.

#### **You are not alone – Delhi Jan/Feb 2020**

If you want to fight and win an assembly seat in Delhi in the Jan/Feb 2020 election using this strategy then get in touch with the author of this note [anita@bharosaclub.com](mailto:anita@bharosaclub.com). You may be from an established party or a person with no prior political experience. Anita will act as a mentor and put you in touch with other candidates who are using this strategy. She will also connect you with other people and institutions that may be interested in helping you.

# **Annexure – 1 – Generic Prosperity Pledge**

## **Prosperity pledge to the voters of my constituency**

### **Prime Minister of the Constituency**

I am standing as a candidate in the upcoming xxxx elections to be conducted on DDMMYY9. If elected I will seek to serve you as the prime minister of your constituency. I realize that you the voters think of me as your elected representative for matters that I do not control directly. I will try my best to address all issues that are hurting the constituency to the best of my ability.

### **3-5 MeTRO's (Measurable Time-bound Real Outcomes)**

Within 100 days of being elected I will Focus on 3-5 big ideas that will impact the constituency in a major way. These will not be empty promises but will be METRO's (Measurable Time bound Real Outcomes). We will have transparent reporting on these so that if we are not making acceptable progress, we can put our heads together and find solutions.

### **Corruption Prevention & Performance Incentives**

Reducing corruption in my constituency will be a major priority for me. Just as malaria cannot be eradicated without prevention corruption cannot be eliminated without prevention. With my advisory team we will publish our corruption reduction and performance incentive plan with 180 days of being elected and I will provide monthly updates on progress. Corruption is a sin of commission, but delay is a more deadly sin. It is a sin of omission. If we can get things done quickly then it makes sense to provide performance incentives. These incentives could be monetary or non-monetary. For example giving an award to a sanitation worker and sending the photo on what's app to all the sanitation workers friends and family.

To monitor spending on major projects I will appoint resident monitors who will look at projects from tendering to completion and publish reports on the web for all to see.

### **Acting as an Enabler & Involving youth**

I feel all of us in the constituency must be financially literate. I will work out a plan to make that happen. I want a slum free constituency and jobs for all. A plan will be prepared in 180 days and you will get monthly progress reports.

### **Under Promise over Deliver**

I will not make empty promises like others make that everyone will have a job, house, water, electricity and good roads. You have been hearing these for years. I will work on all these but with very clear specific plans which will be in my MeTRO's. I am not a magician and I cannot promise you miracles, but I will listen and focus on innovation, fast and good execution.

**Pledge Enforcement – The Annual Funding Appeal**

I recognize that many may think that enforcing this pledge will be difficult, but I have to come back to you every year to collect Rs 100 from all those who think I did a good job. If I am doing poorly others will step in with the hope of becoming your elected representative in the next election.

**Lose or Win I will Serve**

My objective is to serve the constituency so if I do lose, I will continue with my plan and hope to convince you in the next election.

Please Vote & Vote for a person who has signed a pledge that resonates with you.

I hope to convince you I am the best and earn your vote. If you do not vote for me, please do vote and vote for an opponent who will make you more prosperous than me.

Signed                      Date:

Witness 1

Witness 2

## **Annexure – 2 – One Note One Vote Economics**

Ashok Kumar (the equivalent of John Doe in India) earns Rs 20000 a month as a driver, His wife earns Rs 8000 a month as a domestic help. They have two children who go to a private school. Ashok spends Rs 5000 a month or Rs 60000 a year on fees, bus charges, uniforms and tuitions for his two children.

If the government school in his area was top notch, he would save Rs 300000 over 5 years. One note would cost him Rs 3000 or 100 times less.

His son is not academically gifted. If the education system had a 10<sup>th</sup> basic course that prepared him for vocations he would be delighted. His daughter is better at academics. If they could get unsecured education loans at 10% for a hair styling course for his son and to pay for IIT for his daughter would that be worth Rs 3000 to him over five years. He would have to just cosign the loan saying that if his children did not pay, he would pay.

This applies to all socio-economic classes. People will pay if they believe that their candidate will deliver measurable, time-bound real outcomes that matter to them.