

# देश के चुनावों में, देश की आवाज़

## People's Manifesto

## Lok Sabha Elections 2024



Soon we will elect for the next government of India which will define our collective future.

While political parties are spending thousands of crores of rupees to win these elections, what preparation we, the 140-crore people of India, have for these elections?

**Have we thought about what we want from these elections?**

**Why should we participate in these elections?**

**What else should we look at before making our decision?**

For past 70 years, we have either campaigned for political parties or not participated at all due to lack of faith in the political system. Till date, our agenda has been presented either by political parties or by the media, but we have never put them across in our voice.

Let's break the pattern and let us put forward our perspective in our own voice this time. Just like political parties campaign for their victory, political candidates campaign for their victory, then why don't we, the citizens of India, also campaign for our victory this time?

This manifesto and related video series  are parts of a novel initiative as Indians, with which we will put forward people's expectations before all the political parties and candidates participating in the 2024 Lok Sabha elections.

**Together, let us express our perspective in the country's elections for a better India.**

(हिंदी संस्करण के लिए) ➡  <https://naptymeindia.com/>



# PEOPLE'S VISION FOR INDIA

Our goal is to build a country that is developed, whose people are prosperous, that can defend itself in all circumstances, plays a larger role in global economy and can play a leading role in making the world a better place.

And to achieve this goal, we must improve in these nine areas. If we can succeed with these nine aspects, India will certainly emerge as an internally happy and developed country as well as a credible global leader.

## 2. Strong self-reliant Defence

We must become more strong, independent and self-reliant in our security. We must innovate capabilities to further enable us to keep our people safe, land protected and act anywhere around the world if needed.



## 4. India's integrity and equitable development

We should strengthen our territorial integrity by resolving territorial disputes with our neighboring countries. And internally, we must equitably promote economic growth across all our states by reducing disparities between our states.



## 6. Space power

Space technology offers a unique advantage today. And in the future, the country with an advanced space technology will lead the world. Therefore, it is important for us to become a space power to hold the power to implement a responsible space policy in the future.



## 8. Strong Global Relationship

We live in an interconnected world where events happening in any corner of the world affect all across the globe. We need to build credible and trustworthy relationships around the world so that we can play a global leadership role.



## 1. Better life for People

Today, we are a democracy in which policies are centered around people. We will be a develop nation only when the life of a common man is enriched for which we will have to make improvements in areas like education, employment, security, healthcare etc.

## 3. Economic Growth

For a long time in history, India was the largest economy in the world and our aim should be to regain that position. But this time along with becoming the largest economy, per capita income will have to be improved by reducing income inequality.

## 5. Environmental Protection

Today, human activities are rapidly changing the environment. Every year, lakhs of people in the country lose their lives due to pollution related diseases and the health of millions of people is being negatively affected. Nature has a very special place in our culture therefore we must take special care to protect the environment.

## 7. Innovation

As of today, we import many small and big technologies into India. We must reverse this trend and aim to have future technologies invented in India and export them to other countries.

## 9. Diversity and multiculturalism

India is an incredibly diverse country and is built upon amalgamation of many cultures. Our rich cultural diversity is no less than a special power for us which will help in enhancing creativity and innovation across the nation. We must protect this innate privilege of ours.



# PEOPLE'S CHALLENGES



1 IN 3  
PEOPLE ARE  
UNDERNUTRITIONED

57%  
WOMEN  
ARE ANEMIC

303,000 mothers and  
2.7 million newborn infants  
die annually around the time  
of childbirth (WHO)

77%  
LITERACY RATE

EDUCATIONAL CHALLENGES  
ACCESSIBILITY | QUALITY | AFFORDABILITY

Only 50% male and 41% female  
have completed 10 or more  
years of schooling (NFHS 2019-21)

In a  
single  
year  
(2021)

60 Lack  
REGISTERED  
CRIME

4 Lack +  
CRIME AGAINST  
WOMEN

39K+  
MURDER

4.5 Crore +  
CASES PENDING IN  
INDIAN COURTS

3 Lack +  
PEOPLE IN JAIL  
UNDER TRIAL

52%  
LABOUR FORCE  
PARTICIPATION RATE

150K+  
DEATHS IN ROAD  
ACCIDENTS (IN 1 YEAR)

CHALLENGES  
AROUND

Legal effectiveness

Employment

Workplace Safety

Housing

Police effectiveness

Income Disparity

Dignity and Safety

## WHAT DO PEOPLE NEED?

140 crore people of India want to join hands with the government and participate in India's growth and success. To enable over a billion people into India's success we need an environment where everyone is treated with respect and has equal access to growth opportunities. We need an environment where anyone and everyone can achieve success based on their abilities.

An environment supporting equal opportunities means we must feel safe, secure and empowered by eliminating systemic issues like corruption, discrimination, crimes, unemployment and lack of education.

This manifesto with 24 expectations for the 2024 elections represents people's need to build an ecosystem supporting theirs and nation's goals

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# PEOPLE'S 24 EXPECTATIONS FOR 2024

## 1 “One India” – No division or appeasement

Today, the first expectation of every rational Indian is for an India in which there is neither appeasement nor any kind of division based on religion, caste, colour, language or any other basis. Only by doing this will we be able to protect the unity of the country and our collective growth.

We want that every citizen of India feel safe, and every citizen should have equal opportunities to succeed. Therefore, there is a demand from all the candidates and parties that any kind of division and appeasement should not be promoted in the society at any level.

## 2 Every candidate must prove his/her eligibility

We have often seen political candidates pointing out the shortcomings of their rivals, but should we elect you on this basis alone? This is not possible for us.

Therefore, India's demand from all parties and candidates is that they should tell themselves their qualifications for this position and why should they be selected? They should share details around their education, experience, criminal background ahead of elections so that people can make informed decision. From a citizen's point of view, every candidate is as important to a constituency as the Prime Minister is to the entire country, so every candidate must prove his/her worth every time he/she contests an election.

## 3 Do not pity us with freebies - do your job better

Often in elections, pity is shown to different sections of the society, free schemes and “guarantees” are promised to win the elections. But we all show our trust to the government, give money in the form of taxes and provide human resources by working for it, then why pity in return? It is the duty of our public representatives not to divide the society into different sections and find solutions to everyone's problems.

We do not want such low-level short-term benefits, rather we demand long-term and permanent solutions to the problems.

## 4 Political Funding transparency and corruption free governance

Political funding and corruption have been linked for a long time. If political parties are not transparent about political funding, then how will the common citizen believe that you will work for their benefit and not for those who fund your elections. Our hope is to make political funding transparent and eliminate political corruption. Along with this, politics and crime should also be separated. From election campaigns to forming the government, any involvement of criminal elements in the politics is an insult to the trust attributed by citizens in it.

For a better governance, nation demands for politics to be free from crime and corruption.

## 5 Expectations related to political conduct

We have often seen during election campaigns that roads are blocked, traffic rules are violated, and citizens are harassed. It seems that rules and laws only apply to the common people and not to the politicians.

If our politicians themselves do not care about the rules and regulations of the country, then how are they supposed to make better laws for us? We hope that the parties will now adopt their campaigns keeping in mind the sensitivities of the people and the law of the country.



# PEOPLE'S 24 EXPECTATIONS FOR 2024

## 6 People's safety and dignity

It is common to see an ordinary looking citizen being humiliated across the country as if dignity is a right of select few. We must separate ourselves from this disease of insulting others and reinstall the dignity of every person living in India. No person in the society should be discriminated against on the basis of caste, religion, appearance, state, language, gender, work or occupation.

Apart from this, we must find solutions to curb millions of criminal incidents taking place in the country every year. We want India's children, elderly, women and everybody else to feel safe inside and outside their homes. Our expectation is of an efficient police and justice system to make every citizen feel safe.

## 7 Solution to India's malnutrition challenge

Today, India is facing a two-pronged attack of malnutrition. On one hand a large number of people do not get adequate nutrition and on the other hand obesity across the country is spreading rapidly. Due to poor nutrition, a large segment of population is trapped in poverty, which is negatively impacting country's workforce and economy equally.

We understand that there are government schemes and programs targeting undernutrition, but our demand is to make the policies more effective and implemented in a better way so that country's nutrition related challenges can be resolved rapidly.

## 8 Need for affordable and effective healthcare system

On one hand, number of accidents, nutritional deficiencies and lifestyle diseases is increasing rapidly in India, while on the other hand, there is a lack of adequate health infrastructure and medical experts in the entire country. We could have saved a large number of human lives if they had timely access to proper treatment.

People of India expects to have a reliable and affordable health infrastructure across the country capable of providing both curative and preventive healthcare services.

## 9 Road Safety

According to government figures, every year more than 150,000 people lose their lives in road accidents, the largest part of which consists of youth between age 15 to 29 years. In most cases, neither ambulance reaches on time, nor is treatment provided on time, nor is action taken against the people responsible for the accidents.

To save numerous lives every year, people of India demands better road safety, awareness among people, safe roads, reliable ambulance service, and better hospitals from the government.

## 10 Protect the environment

Today, India leads the world in the number of deaths due to air pollution. On the other hand, filth is also a big challenge in the entire country. Pollution and filth are leaving a negative impact on millions of lives, which can gradually take the form of a major health crisis.

India needs proactive steps, strict rules and mass education to save the environment.

# PEOPLE'S 24 EXPECTATIONS FOR 2024

## 11 Quality education and innovation

There are many educational challenges in our country related to access, quality and affordability of education. Our demand is to reduce barriers to quality education so that all sections of the society can be equally benefitted.

## 12 Employment

It is only through employment that the people of India can get a better life. But getting access to employment for all is a big challenge for the country.

The country needs improvement in areas like new job creation, job information and recruitment coordination. Citizens of the country expect that country's employment-related challenges should be seriously understood and solved.

## 13 Safe and harassment free workplace

Be it male or female, challenges like long working hours, lack of work life balance, low pay, harassment are common in Indian workplaces due to which the cases of mental health issues are rapidly increasing in the country. According to a survey, 47% of professionals cited stress at the workplace as the biggest reason for mental health issues.

India's labor force participation rate is only 52%, and women's labor force participation rate is only 32%. If we want to grow our workforce, we must emphasize upon creating a safe workplace for both men and women. It is both the duty and demand of a citizen to create a better workplace environment for everybody working in organized as well as unorganized sector.

## 14 Planned infrastructure development

We must create infrastructure for growth. We have to rapidly build infrastructure in every state, every district of the country. We have to rapidly build roads, public transport, schools, hospitals, commercial areas so that people across India can have access to better education, health and opportunities to succeed. Having access to infrastructure will enable people to actively participate in country's economic development.

Our expectation is to carry out development activities with better rural and urban planning so that their benefits reach everyone in an organized and equitable manner.

## 15 Upliftment of rural economy

For the most part, rural India has been neglected in the economic growth of India, which is why a large number of people are compelled to leave their homes, their villages and migrate to cities in search of employment opportunities. But, just migrating bring no ends to their suffering as they are faced with numerous challenges once they move over to cities. Be it employment, food, housing or education for their children, they are faced with numerous hurdles that comes along migration. Today, we need policies that can work to uplift rural economy so that people can be saved from migration related challenges and can be given with growth opportunities at their native places. This will not only solve unemployment challenge but also solve challenges related to nutrition and poverty of the country.



# PEOPLE'S 24 EXPECTATIONS FOR 2024

## 16 Reduce income disparity

India's top 1% people own 33% of the country's wealth, top 10% people own 65% of the country's wealth, but on the other hand, bottom 50% (over 70 crore people) of the country's population own only 6% of the country's wealth. This shows how high the income inequality is in our country.

Our farmers, low-wage workers and all those who want to join the workforce must be provided with all the facilities they need to increase their incomes and reduce income inequality.

## 17 Eradicate misinformation and disinformation

Misinformation means spreading out false or incorrect information. Such efforts often creates division in society, instigate people's emotions or mislead them. There are many incidents where innocent people have lost their lives due to misinformation.

People of India demands to take serious action against misinformation before it starts destroying the society.

## 18 Fraud prevention and consumer protection

Today, there would hardly be any person in India who has not been tried to commit fraud with. Cases of mobile and cyber crime are on a steep rise. What is even more painful is that in most cases you cannot do anything if a fraud occurs to you. A similar situation exists in cases related to consumer fraud too. Therefore, prevention of fraud and consumer protection is also one of the expectations of citizens.

## 19 Respect the boundary between a party and government

A government and a political party are not same, there is a difference between them.

A political party may have its own ideology, it may have its own cause, but its' ultimate goal is to win the election and form the government and on the other hand the goal of the government is to run the country.

Problem arises when a political party starts misusing government machinery in the party's interest, when national policies are shaped in party's interest, when a party starts interfering between Centre-state relations or inter-state relations, when a party starts obstructing development efforts for its own benefit. The problem arises when a party completely dominates the government and starts using the government system to protect itself, which is when government institutions lose their independence and credibility.

A respectful boundary must be set so that government resources cannot be misused, and the governance remains strong.

## 20 Performance oriented politics

India is a young country today but will not stay young forever, therefore next 20 years are crucial for India. Only high-level talks on issues like development, education and employment will not suffice. Today we need KPI based (result based) politics. In which all the political parties and candidates themselves should communicate what they want to achieve, how much they want to achieve, how will they achieve it and what should be the correct evaluation of their work.

We all hope that the country's politics will evolve to be result oriented and make the best out of our demographic dividend.



# PEOPLE'S 24 EXPECTATIONS FOR 2024

## 21 Effective Policy making and implementation

The government's job is to create right ecosystem for the safety and development of people. And government policies are the medium which holds the power to change millions of lives. But it is generally seen that even though we have policies and plans, the plans do not have the promised impact on the end user, i.e. the person for whom the policy is made. Our policy makers are expected to bridge the gap between themselves and policy users and formulate policies with policy users at the center so that everyone can truly benefit from them.

## 22 Better government coordination and efficiency

The next expectation is to improve the efficiency and effectiveness of government functioning wherein coordination between the central and state governments as well as inter-state governments should be improved. Government departments should be interconnected and modernized for a better operational efficiency so that end users can get faster and better services.

## 23 Improved public-govt Communication

The government is elected by citizens and works for the citizens with the resources provided by the citizens. Therefore, to achieve India's goals, we must improve the communication between government and citizens to connect them with country's goals. Communication must be improved in all areas, from disseminating policy information to citizen's participation in policy making. It is time when government should display transparency before the citizens. The government must evolve better ways to connect with citizens so that people can share their problems and suggestions.

## 24 Invent India's own growth models

India differ in its history, culture, value and world view from all the Western countries whose development models we try to implement. Fundamentally, our society does not function the way Western societies do. Which is why western development models may not be fully successful in India, as they are not able to utilize our strengths. While Western society is individualistic in nature, our society is community oriented. It is our community instinct which helps us sail through any adversity. We have tremendous determination, our people work hard, we have great learning abilities, we are adaptable and collaborative which can fuel India's growth. We expect that India's own development models are invented and leveraged to tap into India's strengths.

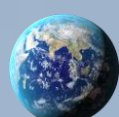
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