

Thinking beyond business strategy...

What will be the outcome of LokSatta?

Analyse the competitive landscape as faced by LokSatta. Understand the political dynamics that are currently going on. Using religion or caste the existing political parties have carved their vote banks. In this scenario does LokSatta has a chance? Or will it go the same way as Paritrna, the party started by middle class educated Indians but failed to make an impact?

Lok Satta Party - New Politics for a New Generation¹

Lok Satta Party was launched on October 2, 2006 with the goal of freeing our country from money-and-muscle power politics and ushering in a new, citizen-centered Political Culture founded on the following distinguishing principles:

...Lok Satta Party has emerged as a major mainstream political party starting in the State of Andhra Pradesh, with more than 350,000 members and chapters in 100% of the districts, in over 95% of the towns and cities of the State. Over 70% of our members are under age 25 years. We are the party for India's younger generation. And these members have democratically elected our LSP leadership.

We lead citizens' campaigns and grassroots activities based on stances developed by reputed domain experts on key governance issues (healthcare, education, corruption-free administration, transparency and accountability, rejuvenation of agri-economy, police and criminal justice reforms, curbing the illegal liquor menace, etc.). Our activities and advocacy have set the tone and agenda of the political debate.

Our 157 Citizen Service Centers launched across the State have become hubs of collective citizen action and informed assertion. More centers are being established in other towns of the State. Every Party Office will also serve as a Citizen Help Center, Youth-and-Women Development Center.

We launched the Surajya Movement a grassroots citizens' campaign against political corruption. We also established the People Commission Against Corruption to conduct transparent and unbiased enquires into instances of political and administrative corruption. Lok Satta Party has emerged as a credible and ethical mainstream political party, offering a genuine and viable alternative to the present, degenerated political culture.

About Dr Jayaprakash Narayan

Dr. Jayaprakash Narayan is a physician by training who went into the Indian Administrative Service in the aftermath of the Emergency and failure of the Janata Experiment. He was a topper in

¹ The details have been taken from the party's website www.loksatta.org



the IAS exam. During the 16 years of distinguished public service in various capacities, he acquired a formidable reputation in the State of Andhra Pradesh.

Some of his major accomplishments while in government

- As Joint Collector, he worked for the speedy rehabilitation of 8000 youth from displaced families of Visakhapatnam Steel Plant
- As Collector of Prakasm of District, he was instrumental in the creation of a record 2,00,000 acres of irrigation , the largest such program with direct participation of people
- As Collector of East Godavari District, he spearheaded the reconstruction of drainage and irrigation network in Krishna and Godavari deltas.
- He served as Secretary to both Governor and Chief Minister of Andhra Pradesh.
- He worked on strengthening of the credit cooperatives and making them independent of government control.

His other accomplishments include several major policy initiatives, including

- empowerment of parents in schools
- speedy justice through rural courts
- economic reform and restructuring of AP
- development of the Infocity in Hyderabad
- the much-acclaimed law for self reliant cooperatives (1995)
- empowerment of local governments and stakeholders

In spite of an impressive personal achievement, Dr Narayan's experience in government convinced him that faulty governance process was the biggest hurdle to India and Indians achieving greater success. And what India needs today is a fundamental change in the rules of the game and not a periodic change of players.

In order to translate his vision into practical reality, he resigned from Service (IAS) in 1996, and worked with like-minded colleagues for the formation of Lok Satta and is currently its National Coordinator. Lok Satta has now emerged as India is leading civil society initiative for governance reforms. It has wide reach, name recognition, credibility and passive support of about 20% of the population of Andhra Pradesh. Lok Satta is now building alliances across India. State-level initiatives are encouraged based on Lok Satta's experience. These initiatives in a few major states will then build a common platform for national effort for governance reform. Lok Satta is primarily focusing on Maharashtra, West Bengal, Tamil Nadu, Karnataka, Orissa and Gujarat in this quest for building a national platform.

Dr. Narayan has been felicitated with several laurels.

In 2002

- Honored with the "Rotary Manav Seva Award 2002" for his crusade against corruption
- Awarded the "Yudhvir Memorial Award 2002" for his outstanding contribution to the cause of good governance.

In 2003

- Awarded the "Dr.Rustam D.Ranji Rotary Award" by Rotary Club of India, September.

In 2004



- Awarded the "D. Ch.Tirupathi Raju Memorial Award 2004" in appreciation of his vision in terms of identifying the need of establishing a people's forum like Lok Satta and further developmental work done by it to bring in sustainable measures in the area of democratic governance, July.
- Honored with prestigious "Dr.Pinnamaneni Sita Devi Foundation Award", December.

In 2005

- Honored with the "Bharat Asmita Jana Jagran Shreshta" - a Bharat Asmita National Award by MIT School of Management, Pune in recognition as the best performer in the area of Public Awakening, February.
- Felicitated by the Hyderabad Software Exporters Association, Hyderabad in recognition for his contribution to the growth of IT industry in Andhra Pradesh and his efforts towards ushering democratic reforms in the country, February.

What is LOK SATTA's mission?

Lok Satta is dedicated to creating a suitable environment for all Indians to realize their maximum positive potential through comprehensive reforms in the Indian governance.

To establish citizen-centered, genuinely democratic governance reflected by clear linkages between

- Taxes and public services
- Vote and well being
- Authority and accountability

To strive for a governance system that can fulfill the necessary preconditions for a civilized democracy:

- Rule of law
- Basic freedoms
- Basic infrastructure and economic opportunities
- Universal access to primary health and school education
- Speedy and efficient justice

Organizational Structure

1. The Party shall have a five-tier organizational structure comprising the following units:
2. Primary unit at the village panchayat, municipal ward, city corporation division or at all such other levels as the Party may prescribe.
3. Intermediate unit at the intermediate panchayat, municipality, municipal corporation, or at such other levels as the Party may prescribe.
4. District Unit at the district or at such other levels as the Party may prescribe.
5. State Unit at the state, union territory or such other levels as the Party may prescribe.
6. National Party at the national level.

Note 1: Party members representing professionals, women, youth, students and other similar categories may form separate groups as part of the primary and intermediate levels and at such other levels as may be prescribed.



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Note 2: The party may provide for affiliation of organizations and associations of like-minded citizens from time to time.

Source: The details given below have been taken from the party's website www.loksatta.org. Due to the dynamic nature of the organization and the environment, contestants are encouraged to update the information given with additional information as they deem relevant for the analysis of this organization.

