

REASONS FOR OUR DEFEAT:

THE FRONT PROVED FATAL

1. Because of the Front we could not give people a concrete programme.
2. Electorate laughed at different election manifestoes of Front partners.
3. "Indira Hatao" Vs ^{Gandhi} ~~Gandhi~~ Hatao" caught the voters.
4. Muslims are allergic to Jansangh- Swatantra Party ~~with~~ is on equal footing with Congress as per as the minorities go. Alliance with Jansangh was responsible for this loss of votes.
5. Jansangh is notorious for creating trouble and demonstrations peace loving citizens do not like the alliance with Jansangh.
6. S S P and we are diametrically opposite to one another as far as the ideologies are concerned. How can we join hands except for the common cause Indira Hatao. This has smeared our image in the public eye.
7. People of India are allergic to Congress, for misbehaviour Swatantra was voted in because of anti congress votes of the business communities. Mrs. Gandhi got these votes as a gift from us we joining the front.
8. Congress had the 10 point programme which Mrs. Gandhi only tried to implement. Mr. Morajibhai Desai, Kamraj and others were the members of congress when this programme was adopted people- was the 10 point programme only to camouflage people was the programme never to be implemented?
9. ~~All~~ the parties have labbled us as a party of the rich and the poor will suffer in our ~~return~~ ^{time} ~~rejoin~~.
10. It is evident from the results that the electorate is on such a mood that even the communist are preferred

or even a dictatorship is more welcome than the old congress stalverts.

11. Partners were not faithful to one another but were selfish.
12. Money played a vital role- Mrs. Gandhi's party spent money like air a water.
13. Her dynamic personality, Systanetic propaganda and appealing programme caught the hearts of voters.
14. Alliance partners except Swatantra party used the platform only to abuse Mrs. Gandhi- this went up 80 that the mass was annoyed after all why this treatment to a lady".

REMEDY FOR CURE:

1. Cut off the Alliance like cancer with a Surgical Knife otherwise we shall vanish.
2. Start convincing people about our programme and policies.
3. Arrange diagnostic & medical camps-free for the villagers and distribute medicine.
4. Documentary films exposing our policies-
 1. About Farmer land and the holding should be exposed in the villages one atleast in a month.
 - ii. Same for the town about business, industrial etc.
5. Women should also be convinced rising prices etc. will be controled by Swatantra Govt.
6. Organisation should improve.
7. National leaders should visit the country and convince the mass of Swatantra Policies- Gujarat and Rajasthan will surely be carried with us.
8. State leaders should see that each district unit is well posted with literature and the party's activities in the Parliament and assembly should be made known.