

SWATANTRA PARTY,
(Bombay Region),
Telephone No. 253085

4111
Sassoon Building,
143, Mahatma Gandhi Road,
Bombay.1.

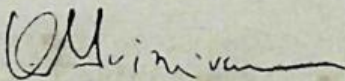
8th July, 1970

NOTICE

A meeting of the Executive Committee of Swatantra Party, Bombay Region, will be held at the Party office at the above address on Wednesday the 15th July, 1970, at 6.15 p.m. You are cordially invited to attend the same.

The Agenda for the said meeting will be as under:

1. To confirm the minutes of the previous meeting held on Friday the 3rd July, 1970 (~~the minutes will be send to you in due course~~)
2. To consider the note of Shri Madhu Mehta on the holding of a National Convention in Bombay (This note is under preparation by Mr. Madhu Mehta and will be send to you.
3. To consider the suggestions of Smt. Sharayu Daftary for the future election campaigns. (enclosed herewith)
4. To consider any other matter with the consent of the Chair.


(K.S. Srinivasan)
Office Secretary.

Minutes of the meeting of the Executive Committee
of Swatantra Party (Bombay Region) held on
Friday the 3rd July, 1970.

A meeting of the Executive Committee of Swatantra Party, Bombay Region, was held at the Party's Regional Office, on Friday the 3rd July, 1970 when the following members were present :

1. Shri Lalchand Hirachand (Chairman)
2. Dr. R.C. Cooper
3. Mr. Madhu N. Mehta
4. Mr. P. S. Koppiker
5. Mr. J. Venkiteswaran
6. Mr. Pramod Tejookaya
7. Mr. Parmand Kejriwal
8. Mr. Ramesh Dave
9. Mr. Adi Narain
10. Mr. Hiren Shah
11. Mrs. Sarla Datar
12. Mr. Shantilal Thar
13. Mr. S. Ramachandran
14. Mrs. Sharayu Daftary (by invitation)

2. Leave of absence was granted to Mr. R. V. Murthy, Mr. Shafi Thanawala.

3. The minutes of the previous meeting held on 22nd April, were confirmed.

3. Arising out of the minutes, regarding membership drive, volunteer corps and revitalising the inactive Primary Units, the General Secretary reported that the Secretaries would take up this matter immediately and would submit their report.

4. Regarding the appointing of a Parliamentary Board, a discussion was held and it was felt that this matter should be decided after the meeting of our General Council at Madras on 21st and 22nd July, when the Party would know about the recent talks of alliance of democratic forces to fight against the Indira Gandhi Government and Communists.

5. Shri Madhu Mehta reported that the National Headquarters would be holding the National Convention this year as per the Party's Constitution and the places in view were Jaipur, Ahmedabad and Delhi and he suggested that the Bombay Region might extend an invitation to the National Headquarters to hold the same in Bombay, which would help to give a boost up for the City Party. Some members felt that unless the Party holds the same on the style of the recent Jan Sangh or New Congress Session, it might ~~not catch~~ up the imagination of the public and this meant the Party spending a lot of money. Some members felt that the Convention could be held either at Shanmukhanand Hall or Birla Matushri Sabhagriha on a moderate scale in businesslike manner.

In this connection it was decided that Mr. Madhu Mehta and the General Secretary should prepare a detailed note regarding the work to be undertaken by the hosting unit, the amount that had to be incurred in this connection etc! They were also asked to prepare the programmes including bringing out a Souvenir, Subscription Dinners and Public Meetings. The note to be submitted before the 15th July, to enable the members to study the same and to take a decision at the meeting of the Executive Committee to be held on 15th July 1970.

The meeting terminated with a vote of thanks to the Chair.

A note for circulation among the members of the Executive Committee regarding the proposal to invite the National Headquarters to hold the National Convention of the Party in Bombay.

SOURCES OF FINANCE

- | | |
|---|-----------------|
| a) Forming of a Reception Committee headed by the President, Swatantra Party, Bombay Region. The Committee will consist of 200 people who will either contribute Rs.1000/- or get a donation of Rs.1000/- | Rs. 2,00,000.00 |
| b) Delegates fee of Rs.5/- per delegate approximate about 600 delegates | 3,000.00 |
| c) Sale of visitors tickets. Every primary unit should be asked to sell tickets worth about Rs.2,000/- and we can safely expect a sale of | 20,000.00 |
| d) Subscription dinner at the rate of Rs.50/- Net collection | 15,000.00 |
| e) Box collections at the Open Session as well as various public meetings. | 1,000.00 |
| f) Publication of a Souvenir of presentation of a purse to Rajaji. | |

(Usually, the National Headquarters comes out with a souvenir and collects money through advertisements. We can try and come to some sort of an arrangement with the National Headquarters that whatever advertisement the Bombay Region can bring from outside the sources tapped by the National Headquarters, at least 50 to 60% of it should be given to the Bombay Regional Unit

(We may collect funds for this purpose with the kind consent of Rajaji and Bombay Unit should be allowed to keep a major portion of these funds).

1,00,000.00

3,39,000.00

Expenditure.

The expenditure for holding this Convention should not exceed Rs.70,000/- which should be divided under the following heads of expenditure:

- | | |
|--|-----------|
| a) Hiring of a hall or building up a pandal with loudspeaker arrangements, for National Executive, General Council meeting, Close Session and open session | 12,000.00 |
|--|-----------|

b) Expenditure on construction of stage, decoration etc. 3,000.00

B/f

~~15,000.00~~

c) Publicity by means of posters, banners, leaflets, badges, flags, cinema slides 7,000.00

d) Public meetings :

One large public meeting at Chowpatty

2,500.00

Five District Public meetings 3,000.00 5,000.00

e) Transport, hiring of buses, lorries, taxis, private cars, petrol, driver expenses. 10,000.00

f) Wages for setting up a temporary secretariat with three typists and three clerks for two months. 3,000.00

g) Printing charges of invitations and postage for sending invitations. 5,000.00

h) Press relations. 3,000.00

i) Hiring of Wadies and Dharmashalas for free ~~for~~ accommodation of at least 500 delegates. 3,000.00

j) Food Arrangement and snacks for 1500 people for two days including delegates, Party workers workmen etc. 10,000.00

61,500.00

Miscellaneous expenses. 8,500.00

Total 70,000.00

Probable date of the Convention

FIRST WEEK OF DECEMBER, 1970.

TIME REQUIRED

FULL THREE MONTHS.

SUGGESTIONS OF SMT. SHARAYU DAFTARY

The campaign should be conducted in a centralised manner.

1. One Committee to handle the complete election campaign should be set up. This committee should concentrate full time on the election.
2. The main Committee should consist of three senior people of the Bombay Region of the Swatantra Party, one Senior member of the National Headquarters and the Candidate.
3. The main Committee should meet once or twice in a week reviewing the progress of each Committee at that time. Any changes in the budget or objectives or methods adopted should be made at this meeting. The other Sub-Committee who should also be called at the same time should know the progress made by the Sub-Committee. This will ensure that there are no clashes of interest and objectives.
4. Each member of the Central Committee will have to devote full time to the election campaign. They should not rest after the sub-Committee is formed thinking that they have now found someone to do the job.
5. The Central Committee should be the dynamic force. It should also be the coordinating force between the sub-Committees. Members chosen in this Committee should have dynamism and leadership qualities, and above all, those who can devote full time to the job, specially the last few months before the election.
6. There should be sub-Committees of this committee. They Are:
 - i) Membership Sub-Committee: This Committee should have on its records the names of the active workers of the Party, district or regionwise. Each regional head should have 5 - 10 persons who are known to be actively working for the Party all the year around working with him. At the time of the elections, each one of these persons should be asked to approach and enrol five workers. These workers need not have party affiliations. They should be sincere workers willing to work for the sake of the enroller.

Each one of the workers - which No. will total to about 250 - 500 depending upon the regional heads - should be given a small area to concentrate their energies upon. It should be possible to contact the people living in the area over foot.

Any information or literature about the candidates that is to be given to the voter should be given through these workers

- ii) Contact with the Election Commissioner's office Sub-Committee

This Committee may consist of one person who will be in constant touch with the Election Commissioner's office. He should be of a studious nature having knowledge of legal matters, and prepared to do table work as well as contact work. All literature handed out by the Commissioner's office should be handled by him. All legal aspects should also be looked into by him.

This senior person should be able to translate the rules into information for the workers e.g. he should be able to issue a directive or a dummy voting card which the workers, after understanding themselves, can explain to the voters.

- iii) Vigilance Sub-Committee should comprise of 2 - 3 persons one of whom is acceptable and friendly with other party member

This Committee should be vigilant about election methods used by other parties. They should see whether they are breaking the laws. If so, report immediately to Central Committee.

This Committee should also communicate good election propaganda of others who are using it, so that the same is incorporated by us.

iv. Propaganda sub-Committee: This Committee should decide and coordinate the type of propaganda to be made by the candidate. Posters, banners, leaflets, newspaper advertisements, press conferences will all be handled by this Committee.

v.) Statistical Sub Committee: This Sub-Committee should be established forthwith. It will study the electoral rolls as available now.

It will show a pattern of voting. This will help to decide which seats to contest and which candidate to appoint.

After the decision to contest certain seats is taken, this Committee should give information of voters names to the regional heads. The regional heads should then ask the members of the first Sub Committee to verify these names and also get more people enrolled in case they are left out.

The findings of this Committee will enable correct decision making.

vi. Last day Preparation Sub-Committee: This Sub-Committee will enrol the polling agents and also be in charge of the last day arrangements like arranging tables, flags, conveyance, electoral rolls, questionnaires etc.

Workers will be enrolled by this Sub Committee with the help of the Sub-Committee No.1 to see that voters come down to vote.

There should be one or two relievers for every polling agent whose duty it would be to inform these workers which areas to contact to bring voters.

The polling agents who are taking down the Nos. of voters who have come for voting, should pass on these slips every half-an-hour to the reliever, who passes it on to the voter-bring-out- volunteers.

Copy of this should be kept by the Polling agent and handed over to the Sub-Committee at the end of the day. The Sub-Committee should prepare some questionnaire which the polling agents should fill and submit.

The Sub-Committee should arrange to collect all this information the same evening, within 15 minutes of the close of voting time, and bring it to the Central office. This information will help to a great extent to make a forecast, as well as keep a check for the counting.

This Sub-Committee must also make arrangement for the counting day. Counting agents must be decided and informed well in advance. They must be thoroughly educated by the Sub-Committee No.2 about the counting procedures. The election agent of the candidate should be on his toes on the counting day specially regarding the invalid votes.

Counting agents must be provided with forms wherein they can fill information about trend of voting, areawise. This information should be collected at the end of the day and analysed.

7. The above Sub-Committees should consist of one or two people each concentrating very seriously and sincerely on his job.

8. Budget should be prepared for each of the sub-Committees and their objectives properly defined. Thereafter the Sub-Committee should be allowed to function independently excepting when any problem arises or any guidance is required.

9. Though each Sub-Committee would be autonomous each of them would be finally responsible to the Central Committee.
