

RAM RAI MOHAN RAI, MUNSHI
B.A.L.L.B.M.L.C.

LAWYER-JOURNALIST-AUTHOR.

Member: Legislative Council (Bombay State)

Author: "Gramism" etc.

President: Gujarat Village Union
Est. 1923.

Head: Khedut Office,
Est. 1926.

Chief Guide: Gramist Legion
Est. 1943.

Chairman: State Affairs Committee

All Bharat Middle Classes
National Federation .. Est. 1940.

Maninagar

~~Maninagar~~

Ahmedabad. 8

52/4
File
Jarak 7-1155
My dear Masani,

I am glad you comprehended my reading of the possibility.

I have read your Madras Speech about Swatantra Party causing embarrassment to Nehru, like the conservative victory.

But as I have always said, this reaches barely 1 in 1,000.

Why do we persist in the pre-1939 ways of propaganda in this year 1959, when we have experience of both Fascist and Communist methods of mass-contact. Propaganda is doubly effective if it is indirect and direct and oblique.

It is a question of (1) Injection, (2) Inculcation, (3) Indoctrination, (4) Inspiration, for co-ordination and action for DEFENCE by the people of liberty, democracy, territory, sovereignty.

I am willing to give my "LEAD ON THE CHARGER", in a "PEOPLES ENLIGHTENMENT CAMPAIGN", with a PUBLIC RELATIONS BUREAU, at my own responsibility, if I get enough patrons to start and then enroll a chosen list of subscribers, the result will be startling.

But there must be a START. Kindly give the two enclosures your earnest thought. I would like to begin before christmas.

PS
You must have 800
my letter at your home address
Please preserve in a
distinct separate file the
printed leaflets.
Parliamentarian
for reference and
use of your colleagues
Shri. H. V. Vaidya
Mumbari

Yours
Ran Ka

KHEDUT OFFICE is the Premier Rural Institution in Gujarat for Study, Observation, Information, Publicity, Advice, Initiation, Guidance and Direction of the Village Community and Village Movements.

GUJARAT VILLAGE UNION has as its Object-Culture and Power among & of the Village Community, and as its Policy: Co-working, Organisation and Coordination.

GRAMIST LEGION of Victory stands for Victory of the 5,00,000 Village Community for "Liberty Equity, Autonomy and Democracy" "All for the Village Community and Village Community for Country, and the Security Property and Authority and Sovereignty of India"

All-Bharat Middle Classes National Federation stands for the right of the Middle Classes on the principle of MUTUALISM as a Basis of LIBERALISM and PARLIAMENTARISM against ABSOLUTISM and COMMUNISM.