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CONFIDENTIAL.

1. PUBLICITY

(A) WEEKLY: It is imperative that to begin with, the Swatantra Party should at least have an English Weekly. This should be published from Bombay as it is the nerve-centre of India. Taking over of any existing Weekly will not serve the purpose which is sought to be served. It is better to start with a clean slate. A dummy of the Weekly should be prepared as early as possible.

(B) NEWSPAPERS: The Central and Regional Offices of the Party should feed the newspapers in their area as often as possible with news items about the progress of the Party. This should be on the lines of the "Swatantra News" appearing in one of the ^{recent} issues of "Swarajya". A particular individual should be entrusted with and made responsible for this task and he should be able to do some public relationing vis-a-vis the newspaper offices. One particular point on which a certain amount of publicity is required is that there is a general impression that barring Rajaji, Ranga, Masani, myself and a few others, none else of the Swatantra Party has participated in the freedom struggle. This should be set right. It should be pointed out that quite a large number of Swatantra Party leaders like Sarvasri Uddhan Singh Nagoke, SKD Palliwal, Ghanashyam Singh Gupta and others are veteran freedom fighters. Most of the newspapers run personal columns in their Sunday editions. This material should be fed to the columnists doing that job.

A separate department should be organised (under an efficient publicist) to supply factual details and background material of how many projects and schemes have gone awry owing to incompetence and corruption. This should appear in newspapers as though they are news-stories contributed by staff reporters. This again requires a certain amount of public relationing.

(C) PAMPHLETS: SWATANTRA SERIES: To begin with about 50,000 copies each of six pamphlets may be published in English and regional languages. These may be called the SWATANTRA SERIES. The general caption may be "A DECADE OF CONGRESS RULE".

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| 1. TOWARDS ECONOMIC BANCRUPTCY: | dealing with the failure of the Congress to give food, clothing and shelter to the people and the way the Congress has played ducks and drakes with the national economy, and resorting to reckless borrowing and foreign loans. |
| 2. SOCIAL & RELIGIOUS DECAY: | dealing with the deleterious effects on society and religion of the various measures of the Congress; |

- (3) CRISIS IN CHARACTER: dealing with the moral degeneration which has been the direct result of the Ruling Party's credo and politics;
- (4) THROTTLING DEMOCRACY & THE EMERGENCE OF THE PERSONALITY CULT: dealing with the various devices by which democratic norms and institutions have been crippled and by which the personality cult or the leadership cult has been systematically built up;
- (5) NURTURING THE VIPER: dealing with the manner in which the Communist Party has been allowed to build itself up and pursuing pseudo-Communist policies.
- (6) ART OF MAKING ENEMIES & LOSING FRIENDS: dealing with the foreign policy whereby India has now no real friend left.

7 | These pamphlets may be about eight to twelve pages and can be priced at 5 or 6 nP. They should sell very well. While these booklets should be factual and authoritative, they should not take on the colour of study texts. They should be plebian and spicy enough to attract attention.

(D) THE EMBLEM OF THE PARTY: Should be selected and a determined effort made to popularise it.

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(K.N. MURSHI)

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