Pillars of #AbkiBaar400Paar

▶▶ BJP's Southward Journey

▶▶ Ashok Chavan's Switch

▶▶ Article 370

▶▶ INTERVIEW | SMITA WAGH
UTPAL PARRIKAR
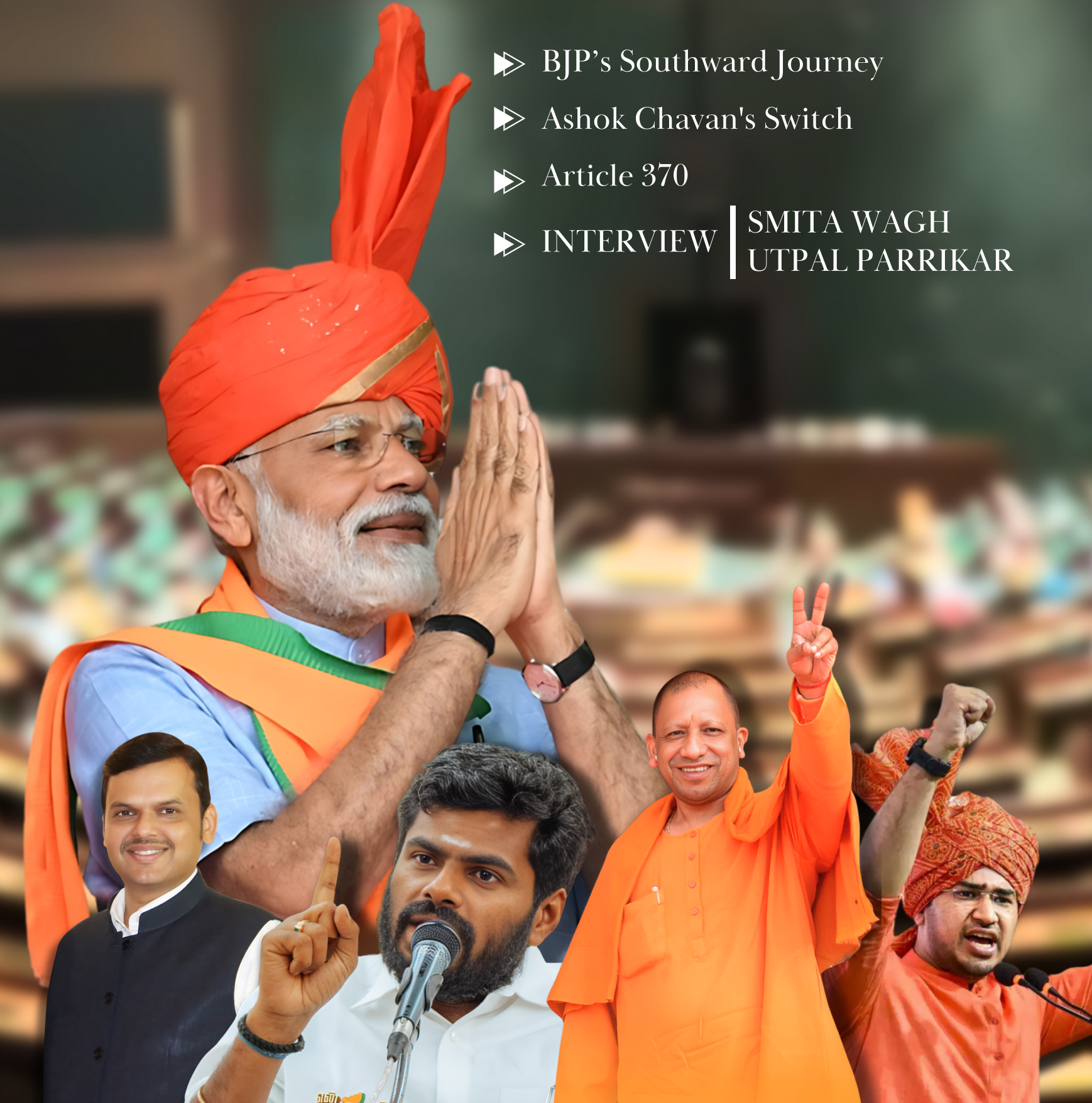
INSIDER VIEW ™

INDEX

Founder - Editor says

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The Pillars of #abkibaar400paar!

Introduction

As India braces for the 2024 Lok Sabha elections, all eyes are on the Bhartiya Janata Party (BJP), which aims to achieve an unprecedented milestone of securing over 400 parliamentary seats, with the call of #abkibaar400paar! Each state shapes the outcomes of national elections, characterizing the Indian political landscape with complexity and diversity, making it the biggest democratic elections across the globe. This ambitious goal is rooted in the BJP's strategic consolidation of support across essential states, including Maharashtra, Gujarat, Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar, and Karnataka. Of the total 543 seats, these six states make up of a total 247 seats! No doubt that makes them ideal game changers. Drawing insights from political analysts and on-the-ground developments, this comprehensive article explores the intricate dynamics, historical performance, current political scenarios, and potential strategies of the BJP in these crucial states.

BJP's Historical Performance in the Six States

Maharashtra (48 seats)

With its intricate socio-political landscape, Maharashtra has witnessed the BJP's strategic manoeuvring in alliance with the Shiv Sena, culminating in significant electoral gains. The symbiotic relationship between the two parties has not only secured a formidable number of seats. Still, it has also solidified the BJP's presence in the state's political landscape. Of the 48 seats, the BJP-SS alliance bagged 42 in 2014 and 41 in the 2019 elections.

Gujarat (26 seats)

Conversely, in Gujarat, the BJP's stronghold and the party's historical dominance can be attributed to the charismatic leadership of Prime Minister Narendra Modi and the state's remarkable economic growth under BJP governance. Modi's persona and developmental agenda have resonated deeply with Gujarat's electorate, contributing to the party's sustained electoral success in the region.

Rajasthan and Madhya Pradesh (25 and 29 seats)

In both Madhya Pradesh and Rajasthan, the Bharatiya Janata Party (BJP) has historically been a formidable force, securing significant victories in the 2014 and 2019 general elections. In 2014, riding on the wave of Narendra Modi's popularity and a strong antiincumbency sentiment against the Congress-led UPA government, the BJP swept both states, winning a majority of parliamentary seats. The party's performance was particularly remarkable in Madhya Pradesh, where it secured 27 out of 29 seats, and in Rajasthan, where it won 25 out of 25 seats. This overwhelming mandate underscored the BJP's widespread appeal and organizational strength across urban and rural constituencies.

Madhya Pradesh

In the subsequent 2019 general elections, the BJP maintained its dominance in both Madhya Pradesh and Rajasthan, albeit with slightly reduced margins. In Madhya Pradesh, the BJP secured 28 out of 29 seats, consolidating its position as the preeminent political force in the state. Similarly, in Rajasthan, the BJP won 24 out of 25 seats, reaffirming its popularity among voters. These electoral victories reflected the BJP's ability to resonate with voters on key issues, its effective campaign strategies, and its robust organizational machinery.

Building on its past successes and leveraging the momentum generated by previous electoral triumphs, the BJP aims to capitalize on prevailing sentiments and secure maximum seats in both Madhya Pradesh and Rajasthan in the upcoming elections.

Uttar Pradesh (80 seats)

Uttar Pradesh

In Uttar Pradesh, the BJP's landslide victory in the 2017 state assembly elections reaffirmed its dominance in the heartland state. The party's resounding mandate underscored its organizational prowess and the resonance of its developmental agenda with the electorate. In the 2014 and 2019 general elections, the Bharatiya Janata Party (BJP) exhibited remarkable performance in the state of Uttar Pradesh, cementing its political dominance in the region. In 2014, riding on the wave of the Narendra Modi-led campaign promising development and good governance, the BJP secured a historic victory by winning 71 out of 80 parliamentary seats in Uttar Pradesh. This overwhelming triumph marked a significant shift in the state's political landscape, with the BJP securing an unprecedented mandate.

In the subsequent 2019 elections, the BJP bagged 62 seats.

Bihar

Bihar

However, Bihar's complex alliance politics presents unique challenges and opportunities for the BJP. Navigating through the intricacies of coalition dynamics while retaining its core support base remains imperative for the party's electoral success in the state. The BJP's historical performance in these crucial states reflects a tapestry of strategic alliances, charismatic leadership, and dynamic electoral landscapes.

As the party charts its course towards the 2024 Lok Sabha elections, understanding and adapting to the evolving socio-political dynamics in each state will be paramount for securing electoral victories and realizing its ambitious goal of 400 parliamentary seats.

Current Political Scenario in the Six States

The current political scenario in the six states presents a multifaceted landscape, blending opportunities and challenges for the Bhartiya Janata Party (BJP). In Maharashtra, the political arena underwent a seismic shift with the recent rupture in the alliance with the Shiv Sena, heralding the emergence of new political configurations that have redefined traditional power dynamics.

In Gujarat, a state historically considered a stronghold for the Bhartiya Janata Party, the political landscape is witnessing both continuity and change as the country gears up for the upcoming Lok Sabha elections. With key constituencies like Gandhinagar, Porbandar, Rajkot, Surat, and Bharuch in the spotlight, the BJP is facing both internal and external challenges. Gandhinagar, a bastion for the BJP and once represented by stalwarts like Atal Bihari Vajpayee and L K Advani, is currently held by Amit Shah, reflecting

the party's strong presence in urban centres.

However, with the decline in veteran leaders and the emergence of new faces, there is a shifting dynamic within the party's stronghold regions.

In constituencies like Porbandar and Rajkot, dominated by the Patel community, particularly the Leva Patidars, the BJP's hold remains firm, albeit with occasional exceptions like the Congress victory in Porbandar in 2009. Union Minister Mansukh Mandaviya's candidacy from Porbandar highlights the BJP's strategy to consolidate support among the Patidar community.Similarly, in Rajkot, where the BJP has been consistently victorious since 1989, the party's candidate Purshottam Rupala, a close aide of Prime Minister Narendra Modi, underscores efforts to maintain its electoral dominance.

However, the BJP faces challenges in constituencies like Bharuch, where the combined opposition of the Congress and the Aam Aadmi Party poses a threat to its longstanding dominance.

Despite facing some headwinds, the BJP's organizational machinery and strategic alliances position it as a formidable force in Gujarat's political arena as the nation heads towards the crucial 2024 Lok Sabha elections. Uttar Pradesh, a pivotal battleground state, remains a stronghold for the BJP. However, amidst the ever-evolving socio-political milieu, the party confronts the formidable task of sustaining its popularity and electoral dominance.
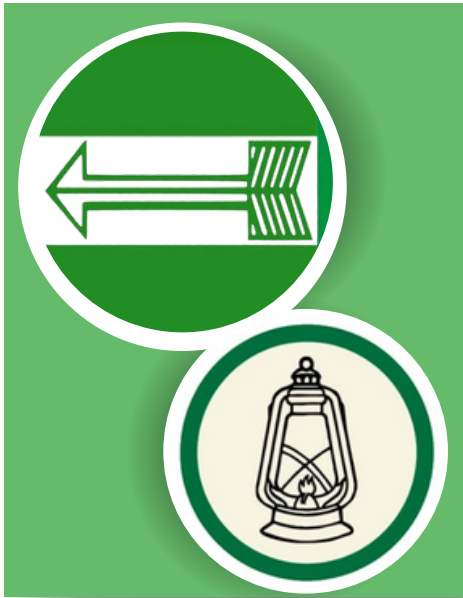
The intricate web of alliance dynamics and regional intricacies in Bihar presents a labyrinthine challenge for the BJP's electoral strategy. The alliance between the Rashtriya Janata Dal (RJD) and Janata Dal (JD) was a significant political coalition in Indian politics, particularly in the state of Bihar. Their partnership was rooted in a shared ideology of social justice and empowerment of marginalized communities. However, the alliance faced internal strains due to differences in leadership styles and policy approaches. Despite initial success in Bihar politics, cracks began to emerge, primarily stemming from disagreements over governance priorities and power-sharing arrangements. These tensions eventually led to the dissolution of the alliance, marking a pivotal moment in Bihar's political landscape.

Following the break-up of the RJD-JD alliance, Nitish Kumar, the leader of JD, embarked on a strategic shift towards aligning with the brand of Narendra Modi, the Prime Minister of India, and his Bharatiya Janata Party (BJP). Recognizing the growing popularity of Modi's leadership and his party's agenda, Nitish Kumar sought to position himself as an ally of the ruling establishment ahead of the 2024 Lok Sabha polls. By aligning with Brand Modi, Nitish aimed to tap into the broader national narrative and leverage the BJP's organizational strength and electoral machinery.

This move signaled a significant realignment in Bihar's political dynamics and set the stage for a fiercely contested electoral battle in the upcoming polls. Navigating these complexities demands deft manoeuvring and adept coalition management.

As Karnataka prepares for the 2024 Lok Sabha elections, the Bharatiya Janata Party (BJP) faces a complex political scenario. Despite its recent success in winning 25 out of 28 parliamentary seats in 2019 and forming the state government under B.S. Yediyurappa's leadership, internal and external challenges persist. Yediyurappa's resignation amidst corruption allegations and internal factionalism within the party have raised concerns about the BJP's prospects. The fact that the Congress party took over the reign of Kartanaka with a thumping majority from BJP in the recent state elections cannot be ignored. To maintain its dominance, the BJP must navigate shifting political dynamics and sustain its coalition with regional parties. While the Congress and Janata Dal (Secular) have seen limited success, regional parties like the JD(S) retain influence, particularly in southern Karnataka. Thus, the BJP's ability to navigate these challenges and sustain its coalition will be crucial in securing victories in the upcoming Lok Sabha elections.

Impact of National Politics

The BJP's electoral success in various states is heavily influenced by national political dynamics and policies. The popularity of leaders like Prime Minister Modi significantly impacts voter sentiment and electoral outcomes. The party's performance at the central level and the Prime Minister's implementation of key policies reinforces voter trust in BJP governance. Additionally, policy decisions on issues like economic reforms and national security can greatly affect the BJP's electoral prospects in these states.

By aligning its agenda with national priorities and effectively communicating its vision for development, the BJP can capitalize on synergies between national and regional dynamics to consolidate its electoral base and secure seats in crucial battleground states.

Path to 400 Seats

Maharashtra, Uttar Pradesh, Madhya Pradesh, Gujarat, Rajasthan & Karnataka form the true pillars of the BJP's current call #abkibaar400paar! In the 2014 general elections, BJP won a landslide 71 seats in Uttar Pradesh though the 2019 tally dwindled to 62. Gujarat remained a stronghold for the BJP, consistently winning a significant majority of seats with 26 seats in 2014 and all 26 seats again in 2019. In Maharashtra, the BJP, in alliance with other parties, secured 42 seats in 2014 and 41 seats again in 2019. Rajasthan saw the BJP winning all 25 seats in 2014, with a slight decrease to 24 seats in 2019, but still performing relatively well. In Karnataka, the BJP secured 17 seats in 2014 and improved to 25 seats in 2019. Similarly, in Madhya Pradesh, the BJP maintained its dominance with 27 seats in 2014 and 28 seats in 2019. In Bihar, BJP swept 22 of the 40 seats in 2014 owing to the Modi wave, and thanks to the palaturam strategy of Nitish, the tally dropped by 5, tallying 17 seats in 2019.

The BJP is cognizant that, alongside concentrating on securing seats in the southern states, maintaining focus on these six states, which are crucial for forming a government, is paramount. They have taken a strategic step back by welcoming JD-U chief Nitish Kumar into their ranks, despite Amit Shah's prior statement indicating closed doors for Nitish. Additionally, they have diligently collaborated with DCM Devendra Fadnavis to ensure the formation of a three-party alliance, aiming to secure at least their share – the 41 seats won in the 2019 general elections.

Analysing electoral scenarios and identifying target constituencies within each state can help the party strategize effectively. By focusing on critical battlegrounds and maximizing its strengths while addressing weaknesses, the BJP can work towards achieving its ambitious electoral goal.

Maharashtra: A Crucial Battleground

- Maharashtra, with its allocation of 48 Lok Sabha seats, has historically been a hotly contested battleground, shaping the national political landscape.
- The BJP's alliance with the newly emerged & on-the-ground Shiv Sena, a regional powerhouse, has played a pivotal role in consolidating its position in the state.
- The NCP faction led by Ajit Pawar brings its own loyal voter base, especially in Western Maharashtra and other influential regions, bolstering the BJP's position.
- Aligning with the ShivSena and Ajit Pawar's NCP faction reduces fragmentation of anti-BJP votes, consolidating BJP's position. The coalition minimizes the risk of vote-splitting, ensuring a more favourable electoral arithmetic for the BJP.
- Post the dubious performance of the Maha Vikas Aaghadi (MVA) in its two and a half years, Maharashtra has seen the successful implementation of infrastructure projects and welfare schemes which has further bolstered their appeal across diverse demographics, particularly in the rural areas.
- Initiatives such as the Maharashtra Samruddhi Mahamarg (Expressway) and Jalyukt Shivar Abhiyan (Water Revolution Scheme) have addressed long-standing development gaps, earning the party significant electoral dividends.
- The BJP's adept coalition management and strategic outreach efforts have further solidified its electoral prospects in Maharashtra.

Gujarat: Modi's Citadel

- Gujarat, Prime Minister Narendra Modi's home state, remains a stronghold for the BJP, owing to its enduring support base and economic growth trajectory.
- The state's consistent development under successive BJP governments has cultivated a sense of trust and loyalty among voters.
- Modi's leadership narrative, intertwined with Gujarat's prosperity story, resonates deeply with Gujarati voters, providing the BJP with a formidable electoral advantage.
- Emphasis on industrialization, infrastructure development, and initiatives such as the Vibrant Gujarat Summit have further cemented the BJP's dominance in the state.

Rajasthan: A Story of Resurgence

- Rajasthan, marked by alternating political dynamics between the BJP and the Congress, has witnessed a notable resurgence of the BJP in recent years.
- The party's landslide victory of 24 out of the 25 seats in the 2019 elections underscored its renewed appeal and organizational strength.
- Governance reforms addressing water scarcity, unemployment, and rural development have resonated with voters, particularly in rural areas.
- Strategic alliances with influential community leaders and focused grassroots outreach have expanded the BJP's support base across the state. With momentum on its side, the BJP is poised to capitalize on Rajasthan's electoral dynamics to further bolster its tally in the Lok Sabha.

Madhya Pradesh: Fortress of Support

- Madhya Pradesh, boasting 29 Lok Sabha seats, has long been considered a stronghold for the BJP, owing to its ideological resonance and governance track record.
- The party's proactive measures to address agricultural challenges, including the Bhavantar Bhugtan Yojana, have earned it significant goodwill among farmers.Shivraj Singh Chouhan (fondly referred as Mamaji) has played a formidable leadership role and mass appeal have further strengthened the BJP's position in the state.
- Strategic alliances with regional parties and focused outreach efforts to marginalized communities have broadened the BJP's electoral base.
- With a solid organizational structure and efficient campaign machinery, the BJP is wellpositioned to maintain its electoral dominance in Madhya Pradesh.

Uttar Pradesh: The Electoral Powerhouse

- Uttar Pradesh, with its staggering allocation of 80 Lok Sabha seats, is a decisive battleground that shapes the BJP's electoral fortunes.
- The party's historic victory in the 2017 state assembly elections underscored its unmatched organizational strength and mass appeal.
- Prime Minister Modi and Chief Minister Yogi Adityanath's charismatic leadership and the BJP's Hindutva agenda resonate deeply with the state's diverse electorate.
- Effective implementation of welfare schemes such as the Pradhan Mantri Awas Yojana and Swachh Bharat Abhiyan has bolstered the BJP's support base.
- With meticulous candidate selection and extensive campaign infrastructure, the BJP remains the frontrunner in Uttar Pradesh's fiercely contested electoral landscape.

Bihar: Navigating Alliance Dynamics

- Bihar's complex political terrain demands adept coalition management and strategic alliances.
- The BJP's alliance with regional parties such as the Janata Dal (United) and the Lok Janshakti Party has bolstered its electoral prospects in the state.
- Chief Minister Nitish Kumar's leadership and the BJP's ideological alignment have forged a formidable alliance that resonates with Bihar's electorate.
- Emphasis on infrastructure development, law and order, and governance has struck a chord with voters, particularly in rural areas.
- The BJP's ability to navigate alliance dynamics while retaining its core support base positions it favourably for electoral success in Bihar.

Karnataka: Strengthening the BJP's Grip

- Karnataka, with 28 Lok Sabha seats, has emerged as a crucial battleground in South India, where the BJP aims to strengthen its presence.
- The party's concerted efforts to expand its footprint in the state have yielded significant electoral gains, particularly in urban centres.
- Proactive governance initiatives, including subsidized food grains and infrastructure development, resonate with voters across rural and urban constituencies.
- Strategic alliances with influential regional leaders and focused communication strategies have bolstered the BJP's electoral prospects.
- Karnataka's electoral dynamics, characterized by a mix of linguistic and regional identities, further fortify the BJP's trajectory towards achieving 400 seats in the Lok Sabha.

Conclusion

In conclusion, the BJP's pursuit of securing 400 Lok Sabha seats in the 2024 elections is firmly rooted in its meticulous strategy of consolidating support across pivotal states such as Maharashtra, Gujarat, Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar, and Karnataka. By leveraging its track record of effective governance, widespread appeal among diverse demographics, and unparalleled organizational capabilities, the BJP is poised to harness the intricate electoral dynamics and forge strategic alliances to attain its ambitious electoral milestone. However, amidst the ever-evolving political landscape, the BJP must remain agile, adaptable, and attuned to the shifting aspirations of the Indian electorate. The party must maintain its responsiveness and commitment to addressing the evolving needs and expectations of the populace to secure a resounding mandate in the upcoming Lok Sabha elections. Only by staying abreast of the changing tides of public sentiment and consistently delivering on its promises can the BJP realize its vision of a decisive victory with 400 parliamentary seats.

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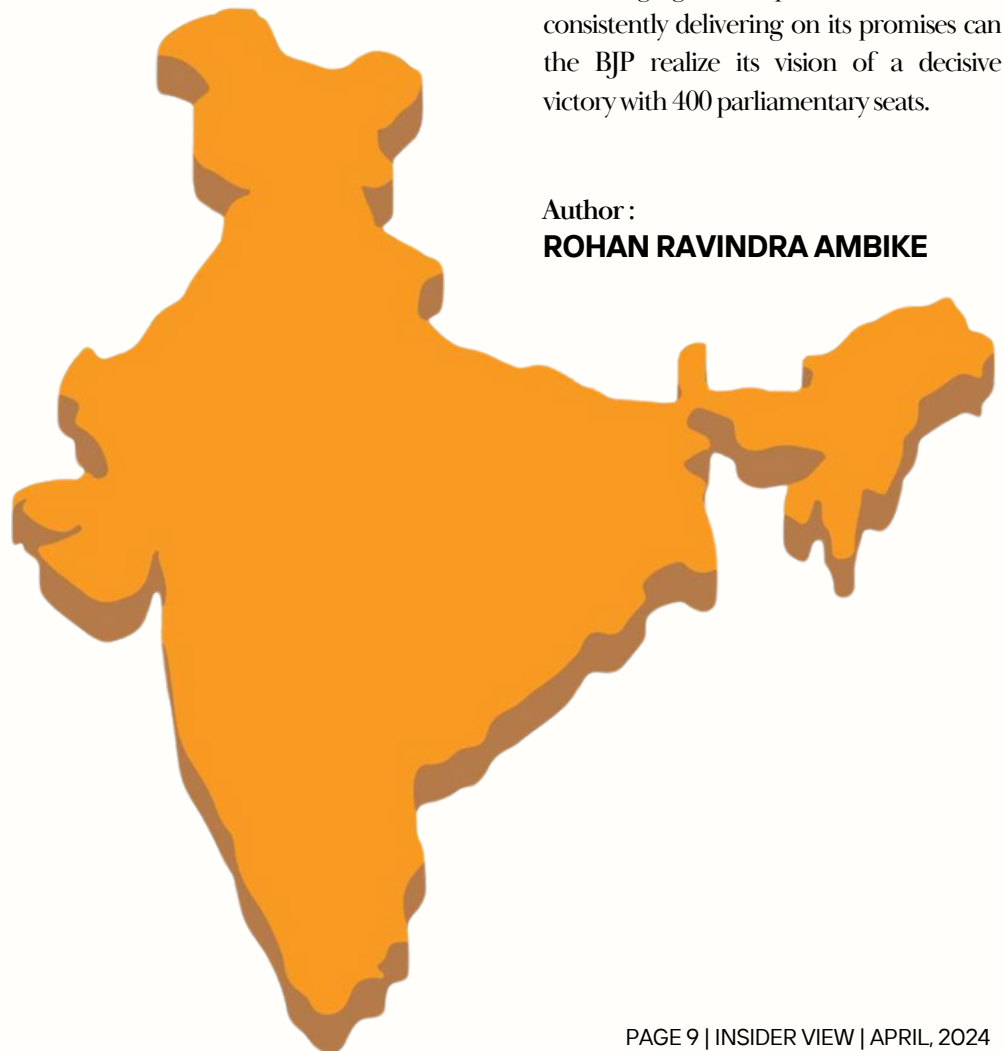
Lotus Blooms to Coastal Triumphs: BJP's Southward Journey

An exploration of the BJP's significant strides in South India, the dynamic leadership steering its course, and the challenges encountered in this politically complex landscape.

In recent years, the BJP has been aggressively expanding its footprint beyond its traditional strongholds, particularly in the southern states of Telangana, Kerala, Tamil Nadu, and Andhra Pradesh. Each state presents unique challenges and opportunities for the BJP, and understanding the party's present status in these regions provides insight into its broader strategy in South India

Andhra Pradesh

The Bharatiya Janata Party (BJP) currently holds no seats in the Lok Sabha from Andhra Pradesh. The party has been trying to expand its footprint in the state, but it faces a leadership crisis and lacks support from politically dominant castes. In the 2014 general elections, the BJP won three MP seats in alliance with the Telugu Desam Party (TDP). However, in the 2019 general elections, the BJP's performance was dismal, with the party failing to win any seats. The Bharatiya Janata Party (BJP) is currently facing a challenging situation in Andhra Pradesh. Despite its efforts to expand its footprint, the party has been unable to make significant inroads into the state's political landscape.

This is largely due to a lack of support from politically dominant castes and a leadership crisis, with the state president position having changed hands thrice in the last three years.

The party also faces internal discontent over its past alliance with the Telugu Desam Party (TDP). Despite these challenges, the BJP is making strategic moves to strengthen its position, such as highlighting the failures of the YSR Congress Party (YSRCP) government and promoting welfare schemes implemented under the leadership of Prime Minister Narendra Modi. The party is also focusing on strengthening its presence at the booth level across all 45,000 booths in Andhra Pradesh. As the 2024 general elections approach, it remains to be seen how these strategies will play out and whether the BJP can improve its performance in the state.

Telangana

Telangana, carved out of Andhra Pradesh in 2014, has been a bastion of the Telangana Rashtra Samithi (TRS) led by Chief Minister K. Chandrashekar Rao (KCR). However, the BJP has been making significant inroads in the state, particularly after the 2019 Lok Sabha elections, when it won four seats and increased its vote share substantially.

In the 2014 Lok Sabha elections, the BJP won one seat from the Secunderabad constituency in Telangana. In the 2019 Lok Sabha elections, the BJP made significant inroads into Telangana, winning four seats. The party won in the Adilabad, Karimnagar, Nizamabad, and Secunderabad constituencies too. The party's vote share was 19.65%. The BJP's performance in Telangana in the 2019 elections showed a marked improvement from its performance in 2014. This could be attributed to various factors, including the party's growing presence in the region and the political dynamics at the time.

However, it's important to note that election outcomes can be influenced by a multitude of factors and can vary from one election to another.

Telangana, once considered a stronghold of Chief Minister K. Chandrashekar Rao (KCR) and his Telangana Rashtra Samithi (TRS), witnessed a significant political upheaval in the recent state elections. The defeat of KCR's party reflects a growing disillusionment among voters with the TRS government's performance and governance issues. The BJP's strategic focus on expanding its base in Telangana comes at a time when traditional political allegiances are reevaluated, presenting the party with an opportunity to emerge as a credible alternative in the state.

Telangana, once considered a stronghold of Chief Minister K. Chandrashekar Rao (KCR) and his Telangana Rashtra Samithi (TRS), witnessed a significant political upheaval in the recent state elections. The defeat of KCR's party reflects a growing disillusionment among voters with the TRS government's performance and governance issues. The BJP's strategic focus on expanding its base in Telangana comes at a time when traditional political allegiances are reevaluated, presenting the party with an opportunity to emerge as a credible alternative in the state.

The party has been actively engaging with various sections of society, including farmers, youth, and marginalized communities, to broaden its support base. Prime Minister Narendra Modi's frequent visits to the state and the party's aggressive outreach campaigns have bolstered its visibility and appeal among voters disillusioned with the TRS government.

Tamil Nadu

Tamil Nadu, long dominated by the Dravidian parties—Dravida Munnetra Kazhagam (DMK) and All India Anna Dravida Munnetra Kazhagam (AIADMK)— has witnessed a resurgence of the BJP in recent years. The demise of stalwart leaders like M. Karunanidhi and J. Jayalalitha has created a political vacuum, opening the BJP to assert itself in the state's electoral landscape.

The BJP's present status in Tamil Nadu reflects a calculated strategy of alliance-building and grassroots mobilization. The party's alliance with regional parties like the AIADMK and its emphasis on leveraging local leadership, including K Annamalai, have strengthened its position in the state. Furthermore, Prime Minister Modi's frequent visits and the BJP's aggressive campaign against corruption and dynastic politics have struck a chord with voters disillusioned with the traditional Dravidian parties.

In the 2014 Lok Sabha elections, the Bharatiya Janata Party (BJP) won one seat from the Kanyakumari constituency in Tamil Nadu. However, in the 2019 Lok Sabha elections, the BJP could not secure any seats in Tamil Nadu. The party's vote share also fell to 3.66%. Despite this, its growing influence and organizational strength indicate a gradual shift in the state's political dynamics. The party's efforts to position itself as a credible alternative to the DMK and AIADMK and its focus on issues like governance, development, and cultural preservation have resonated with Tamil Nadu's electorate, signaling a potential realignment of political forces in the state.

Annamalai factor

The journey of K. Annamalai from a fearless police officer to a rising star in Tamil Nadu's political landscape is nothing short of remarkable.

His commitment to public service and strategic acumen have catapulted him into the forefront of state politics. In 2019, Annamalai boldly decided to shed his khaki uniform. He donned a white shirt and veshti (traditional attire) to connect with the ordinary people of Tamil Nadu. This moves surprised political commentators but marked the beginning of his political dream run. His vision for Tamil Nadu's progress and prosperity drove him to take this unconventional path.

Before entering politics, Annamalai, born in Karur, Tamil Nadu, served as an IPS officer in various locations across Karnataka. His educational journey took him from PSG College of Technology in Coimbatore to the Indian Institute of Management, Lucknow. A person with a no-nonsense approach, he held key positions during his tenure, including Superintendent of Police in Chikmagalur and Udupi districts. His reputation as a tough cop preceded him, setting the stage for his political journey.

In 2020, Annamalai resigned from the IPS and joined the Bharatiya Janata Party (BJP). Driven to effect systemic change beyond law enforcement, he entered active politics. The BJP recognized his dynamic nature, policy understanding, and commitment to public welfare. Annamalai started as the vice president of the Tamil Nadu BJP and quickly rose through the ranks.

Annamalai's appeal extends to the youth. Educated and passionate, he resonates with young voters who see him as a beacon of hope. His aggressive stance against corruption and governance issues positioned the BJP as a formidable opposition to the ruling DMK. His leadership injected fresh energy into the party, making it the third-largest force in Tamil Nadu. As the BJP's state chief, Annamalai faces challenges and opportunities. The BJP's top brass will closely watch his chances in the upcoming elections. The influence of the Gounder community in the Kongu region will play a crucial role. Annamalai's commitment to inclusive growth and development remains unwavering.

K. Annamalai's journey from khaki to white, from being a no-nonsense cop to a political powerhouse embodies courage, conviction, and a vision for transformative leadership. As Tamil Nadu's political landscape evolves, Annamalai continues to shape its trajectory, leaving an indelible mark on the state's future.

The political landscape in Kerala has been historically dominated by the Left Democratic Front (LDF) and the United Democratic Front (UDF), with the BJP struggling to gain a significant foothold. However, there was a slight increase in their vote share, which rose to around 15%.

Party workers are actively engaging with voters, elucidating central government schemes such as the Sukanya Samriddhi Yojana (SSY), Pradhan Mantri Matru Vandana Yojana (PMMVY), and Beti Bachao Beti Padhao to garner support.

Kerala: Will the Lotus Bloom?

In neighbouring Kerala, the BJP's concerted efforts to expand its footprint have gained momentum, buoyed by Prime Minister Narendra Modi's recent campaign blitz. Modi's impassioned appeals to voters resonate with a populace disillusioned by the entrenched politics of the Left and the Congress. The BJP's ambitious target of securing double-digit seats underscores its growing aspirations in a state long dominated by traditional players. In the 2014 Lok Sabha elections, the Bharatiya Janata Party (BJP) couldn't secure any seats in Kerala, despite fielding candidates in all constituencies. The party managed to gather around 10.83% of the vote share. Fast forward to the 2019 Lok Sabha elections, the BJP's performance in Kerala didn't see much change in terms of seat acquisition, as the party again failed to win any seats.

However, recent developments, including factionalism within the ruling LDF and allegations of corruption, have provided an opening for the BJP to capitalize on public discontent. Prime Minister Modi's charismatic leadership and the party's emphasis on development-centric policies have struck a chord with voters disillusioned by the traditional political establishment. The BJP's ambitious target of securing double-digit seats reflects its growing confidence in the state, signaling a potential paradigm shift in Kerala's political dynamics.

Over the years, the BJP laid the groundwork for its ascent in Kerala. The party focused on grassroots-level mobilization, tapping into local issues, and leveraging social media to connect with the electorate. As Kerala braces itself for the Lok Sabha elections on April 26, 2024, the BJP leaves no stone unturned in its quest for electoral triumph. The party is fervently rallying support for its candidates, including Baiju Kalasala from the Bharath Dharma Jana Sena (BDJS), a vital ally of the BJP.

Conclusion

The Bharatiya Janata Party (BJP), aiming for a formidable electoral tally of 400 plus seats in the 2024 Lok Sabha elections, has strategically shifted its focus towards South India. This region is historically resistant to the BJP's political and ideological advances and presents untapped growth potential. The four southern states hold 100 plus seats, posing challenges and opportunities for the BJP. While the party has made significant strides in Telangana, Tamil Nadu, and Kerala present formidable obstacles due to entrenched regional parties and complex socio-political dynamics.

Nevertheless, the BJP's sustained efforts to strengthen its presence in these states reflect a strategic move towards diversifying its support base and consolidating national power. The party's success in Andhra Pradesh, Tamil Nadu, Telangana, and Kerala hinges on its ability to navigate intricate local dynamics, forge alliances, and effectively communicate its agenda to voters. While the outcome remains uncertain, the BJP's persistent endeavors underscore its ambition to emerge as a pan-Indian political force. A substantial victory in these states would bolster the BJP's parliamentary representation and reshape the national political landscape. Such an outcome could grant the BJP a stronger mandate to implement its policy agenda, further solidifying its dominance in Indian politics. Thus, despite the formidable challenges, the potential rewards for the BJP in these southern battlegrounds are significant, making them crucial focal points in the upcoming general elections.

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Ashok Chavan's Switch: Shaking Maharashtra's Politics

Exploring the fallout of Ashok Chavan's move and its lasting effects on Maharashtra's political trajectory.

In the grand chessboard of Indian politics, the pieces are constantly moving. One such significant move was the recent switch of former Chief Minister of Maharashtra, Ashok Chavan. He was one of the important Congress leaders who shifted his loyalty to the BJP. This move has sent ripples across the political landscape, raising questions about its impact on the year end Assembly elections that would follow by the upcoming Lok Sabha elections.

Ashok Chavan, hailing from a prominent political family, (he is the son of former Maharashtra Chief Minister Shankarrao Chavan), rose through the ranks of the Congress party to become a significant figure in Maharashtra politics. His tenure as the Chief Minister of Maharashtra further solidified his position within the party. However, his decision to switch allegiance to the BJP marks a significant shift in the state's political dynamics.

Impact on Congress

The defection of Ashok Chavan from the Congress has reverberated as a seismic shift within the party, significantly altering its landscape in Maharashtra. Chavan's departure represents more than just the loss of a prominent leader; it marks the crumbling of a pillar upon which the Congress relied heavily for support and influence in the state. As a towering figure within the Maratha community, Chavan's exit has left a palpable void in the party's stronghold.

His departure weakens the party's organizational structure and shakes the foundation of its electoral strategy in Maharashtra. The ramifications are profound as Congress grapples with the daunting task of filling the leadership vacuum left by Chavan's absence. The Maratha community, traditionally steadfast supporters of the Congress, now finds itself at a crossroads. Chavan's defection has triggered a wave of uncertainty among Maratha voters, prompting them to reconsider their allegiance to the Congress. The loss of such a formidable leader has sown seeds of doubt and disillusionment, potentially paving the way for a mass exodus of Maratha votes towards the BJP.

Moreover, Chavan's exit has plunged Congress into internal disarray and has exposed the party's mismanagement in a state which has 42 lok sabha seats. The party, already grappling with internal rifts and leadership crises, now faces an existential challenge. The vacuum created by Chavan's departure has exacerbated existing fissures within the Congress, exposing its vulnerabilities and deepening the sense of disillusionment among its cadre.

Adding to the Congress's woes is the domino effect triggered by Chavan's defection. His exit is not an isolated incident but part of a broader trend wherein several other Congress leaders have jumped ship to join the BJP. This departure of leaders further weakens the Congress' organizational structure. It erodes its ability to mount a formidable opposition against the ruling BJP. The party grapples with a haemorrhage of talent and experience, further diminishing its prospects of a resurgence in Maharashtra.

BJP's Gains: Leveraging Chavan's Defection

Ashok Chavan's defection to the BJP heralds a pivotal moment for the party, offering many advantages that could reshape Maharashtra's political landscape. First and foremost, Chavan's entry into the BJP roster constitutes a substantial strategic triumph. It punctuates a dent in the Congress stronghold while simultaneously bolstering the BJP's footing in Maharashtra.

Furthermore, Chavan's prominence as a Maratha leader and his prior stewardship as Chief Minister endow the BJP with invaluable assets. His credibility and influence within the Maratha community shall give the BJP a significant advantage, potentially swaying a crucial demographic tilt towards the party's fold. Moreover, the addition of Ashok Chavan, along with other defectors from Congress, injects fresh vigour and experience into the BJP's ranks. These seasoned politicians bring a wealth of knowledge and a deep understanding of Maharashtra's political landscape, fortifying the party's organizational capabilities and electoral prowess.

Overall, Ashok Chavan's defection to the BJP presents a strategic windfall for the party, promising to enhance its standing in Maharashtra and pave the way for electoral success in the foreseeable future.

Long-term Implications

Ashok Chavan's defection, alongside other Congress leaders, signals a seismic shift in Maharashtra's political landscape with far-reaching consequences for both parties. It marks a turning point in the state's political dynamics and underscores the evolving nature of alliances in Indian politics. The BJP's growing influence, propelled by the influx of seasoned leaders like Chavan, poses a formidable challenge to the Congress dominance in Maharashtra.

For the Congress, Chavan's departure necessitates deep reflection and strategic recalibration of the state unit and its remote leadership from the capital state.

The party must confront the harsh reality of its diminishing influence and devise innovative strategies to counter the BJP's ascendancy. The need for internal cohesion and effective leadership becomes paramount as the Congress strives to regain lost ground and remain relevant in Maharashtra politics.

Conversely, the BJP's expanding footprint in Maharashtra promises a reconfigured political landscape. With Ashok Chavan's inclusion, the party stands poised to solidify its power hold and further its regional agenda. The strategic advantage of Chavan's defection strengthens the BJP's electoral prospects. It enhances its capacity to enact transformative policies in Maharashtra.

Public Reaction

The public response to Ashok Chavan's defection and the influx of Congress leaders into the BJP has elicited a spectrum of reactions. While some perceive it as a pragmatic political manoeuvre aimed at consolidating power, others view it as opportunistic and devoid of ideological integrity. The varying interpretations reflect the complex interplay of public sentiment and political pragmatism in Indian politics.

The public's evaluation of these developments will likely influence voter behaviour in future elections. Individuals are likely to scrutinize the credibility and integrity of political leaders based on their affiliations and actions. The perceived motivations behind Chavan's defection and the BJP's embrace of Congress leaders may shape voter perceptions and ultimately impact electoral outcomes in Maharashtra.

The long-term implications of Ashok Chavan's defection and the ensuing public reaction underscore the fluid nature of Indian politics. As Maharashtra navigates through these tumultuous waters, political leaders' decisions and actions will continue to shape the trajectory of the state's political landscape.

Conclusion

Ashok Chavan's defection from the Congress represents a watershed moment in the party's history. It symbolizes the unravelling of its once-impregnable fortress in Maharashtra and underscores the party's existential crisis. As the Congress grapples with the fallout of Chavan's departure, it must confront the harsh reality of its dwindling influence and chart a new course to reclaim relevance in Maharashtra's political landscape.

Author :
ROHAN RAVINDRA AMBIKE

INTERVIEW @SmitaWagh

Smita Wagh, a seasoned Indian politician, has ascended the ranks within the Bharatiya Janata Party (BJP). Her journey began with the Akhil Bharatiya Vidyarthi Parishad (ABVP) and has now culminated in her being chosen as the BJP's candidate from the Jalgaon constituency for the 2024 Loksabha elections. In an insightful conversation with **Rohan Ambike**, Wagh delves into her perspectives on crucial matters:

What are the first five steps you will take once elected to address the immediate needs and concerns of the constituents of Jalgaon?

I would like to express my gratitude for this opportunity. As a representative of the people, I would address the pressing issues faced by the constituents of Jalgaon. Jalgaon constituency faces water scarcity due to its geographical location. Hence, there is a dire need to work to solve the water woes of ordinary people. Secondly, the construction of dams and reservoirs still needs to be completed. This has put a strain on the water storage initiatives. Water harvesting and promoting new initiatives to improve water harvesting techniques must be supported. I emphasize my work on this. Water percolation is difficult due to the hard rock base of Jalgaon.

Along with this, my focus would be to improve employment generation within the constituency. To boost employment in any area, the essential requirement is a firm infrastructure model. Only when there is a strong network of roads, uninterrupted supply of electricity, and abundant water supply will industries turn to set up their bases in any area.

In the last decade, due to the formidable work done by Minister for Road Transport & Highways, Nitin Gadkari, and the solid support from Prime Minister Modi, we have created a strong network of roads and connected them to the highways.We have also been successful in providing continuous and uninterrupted power supply. Now, with the focus on solving water vows, once that is done, industry bigwigs will turn to Jalgaon and provide a substantial amount of employment to the local youth.

How would Jalgaon rank in terms of Industrial Development (MIDC), and what measures do you propose to enhance industrial growth in the region further?

Jalgaon has shown significant progress in industrial development, particularly with the presence of Maharashtra Industrial Development Corporation (MIDC) zones. However, there is still ample room for growth and diversification. Jalgaon has immense potential for further industrial expansion. There is also a need to empower the youth through skill development programs, and entrepreneurship initiatives. We have already implemented Startup India and Skill India initiatives, and there has been a decent response.

Furthermore, I will place particular emphasis on supporting women entrepreneurs, providing them with resources and opportunities to thrive in business ventures.

Education lays the foundation for a prosperous society. I will prioritize the development of educational institutions, including schools and colleges, to provide quality education to our youth. Additionally, vocational training programs will be introduced to equip students with relevant skills for employment opportunities. While Jalgaon is known for specific industries like agriculture and textiles, diversifying into emerging sectors will add resilience to the industrial ecosystem and attract new opportunities.

What are your views when it comes to infrastructure development in Jalgaon, and how do you plan to address these priorities?

During my tenure as a member of the Zilla Parishad committee, I proposed a plan for establishing a Women-Based Special Economic Zone (SEZ) to provide a dedicated space for women-owned businesses to thrive and contribute to the local economy. Unfortunately, it did not see the light of the day. However, if I can reinitiate that, it will be a game-changer. Enhancing public transportation services is essential to provide residents with affordable and efficient mobility options and reduce road congestion. The railway infrastructure is exceptionally good in Jalgaon. Strengthening the functioning of Jalgaon Airport is essential to improve connectivity and facilitate economic growth in the region. Despite its potential, the airport currently needs more infrastructure and operational efficiency. That will be an area for me to focus on.

How would you tackle crime in Jalgaon and ensure the safety and security of its residents?

Ensuring the safety and security of Jalgaon's residents will an area to work on for my administration. A multi-pronged approach combining law enforcement, community engagement, and preventive measures will be adopted to tackle crime effectively. Investing in youth development programs, including education, skill training, and recreational activities, will divert young people from criminal activities and provide them with alternative pathways to success. Building trust and collaboration between the police and the community is crucial for effective crime control. I will encourage community policing initiatives involving residents in crime prevention, such as neighbourhood watch programs and youth engagement activities.

I will leave no stone unturned to make sure that no one tries to influence or pressure the authorities and, in a way, toy with the law. Once, I did not even heed my daughter's request to intervene with the police when she was caught riding a two-wheeler without her license. As public servants, we must set precedence by adopting a comprehensive approach to crime prevention and community safety; we can create a secure environment where residents can thrive and prosper.

What are your plans for implementing CCTV surveillance across the constituency to enhance security?

CCTV surveillance across the constituency is a much-needed measure to enhance security measures and deter criminal activities. My plan involves a phased approach to ensure comprehensive coverage and effective monitoring. We had already implemented a pilot project in the town of Amalner. We interacted with the locals in the area by educating the public about the benefits of CCTV surveillance, and this kind of community inclusion proved to be fruitful. We now have CCTVs in all the prominent areas of Amalner.

This success in Amalner has enhanced my confidence that working closely with local law enforcement agencies, municipal corporations, and relevant stakeholders will be crucial for successfully implementing CCTV surveillance. Coordinating efforts and sharing information will enhance the effectiveness of surveillance operations. These collective efforts will prove effective in curbing the crime. My focus will be on ensuring compliance with privacy regulations and guidelines. Measures such as data encryption, restricted access to footage, and transparent governance of surveillance operations will safeguard the privacy rights of individuals.

Women's entrepreneurship is crucial for fostering economic empowerment and inclusive growth. What initiatives do you propose to support and promote women entrepreneurs in Jalgaon?

Empowering women entrepreneurs in Jalgaon is not just about promoting economic growth but also advancing gender equality and social inclusion. I want to create an enabling environment where women can thrive in business ventures and contribute meaningfully to the local economy. The number of women entrepreneurs is on the rise. They highlight success stories of women entrepreneur Archana Mahajan in Jalgaon, the founder of a company that makes sanitary pads from banana trunks. Through her small-scale project, she employs around 25-30 women today. As an MP, I will support and amplify such initiatives by providing the necessary resources, recognition, and support systems to enable more women to embark on similar entrepreneurial journeys.

For the last ten years, our honourable Prime Minister has spearheaded initiating skill development programs focused on entrepreneurship, business management, and technical skills that will empower women entrepreneurs to succeed in diverse sectors.

These programs will enhance their capabilities and confidence in running successful ventures. I am a women entrepreneur and have been running my own publication unit. Women-led businesses can create a conducive ecosystem that empowers women, drives economic growth, and fosters a more inclusive and equitable society in Jalgaon.

As an MP, to promote women entrepreneurs, I will strive to facilitate market access and networking opportunities through trade fairs, exhibitions, and business forums, enabling them to showcase their products and services, forge partnerships, and explore new business avenues. Additionally, leveraging digital platforms for e -commerce and online marketing will expand their reach beyond traditional markets.

What are your thoughts on increasing the presence of women in politics, particularly in leadership roles?

Increasing the presence of women in politics is beneficial and necessary for the overall development and progress of our society. Women bring unique perspectives, experiences, and leadership qualities to the table, which enriches the decision-making process and fosters more inclusive governance.

Take, for instance, the late Sushma Swaraj, a stalwart in Indian politics whose contributions as External Affairs Minister and in various other ministerial roles left an indelible mark on the nation. Her unwavering dedication, diplomacy, and empathy exemplified the transformative potential of women leaders in shaping foreign policy and diplomatic relations.

Similarly, Smriti Irani's journey from a television actress to a prominent political figure is inspirational. Her resilience, tenacity, and grassroots connect have earned her respect and admiration across the political spectrum. As Union Minister for Women and Child Development and Textiles, she has championed initiatives to empower women economically and socially, driving tangible change at the grassroots level.

Reflecting on my journey, serving as a Zilla Parishad (ZP) member, and later becoming the first woman chairperson of the ZP has been a defining experience. It allowed me to contribute to local governance and empowered me to break barriers and challenge stereotypes. The opportunity to lead and represent my community instilled in me a sense of responsibility and confidence, propelling me to advocate for the needs and aspirations of women and marginalized groups. I never was an armchair politician, and this is because of the support of my family, especially my husband, who always supported me. So, if there is firm support from the family, women can do wonders in politics.

Therefore, I firmly advocate encouraging more women to enter politics and assume leadership positions. We need diverse voices at the decision-making table to address our society's multifaceted challenges and ensure that policies and programs are inclusive and equitable. By providing opportunities and support to women in politics, we can harness their potential as agents of change and progress, ultimately paving the way for a more just and inclusive society.

INTERVIEW @UtpalParrikar

During the Goa Assembly elections 2022, **Utpal Parrikar** went against the BJP and contested elections as an Independent candidate against Atanasio "Babush" Monserrate, as he wasnt given the ticket from the Panjim constituency. The same BJP where his father Manohar Parrikar represented the Goa state as a Chief Minister and was also the Defence Minister of India.

Now, its the Lok Sabha elections and our Founder Editor **Vishal Rajemahadik** spoke to him about his approach and plans.

How would you approach this Loksabha elections considering your revolt during the assembly elections wherein you contested as independent!

I have been always clear even during the assembly elections and more so now that ideologically and intellectually I have always been at the same position where I was earlier. This election is going to be a key election to solidify the progress the country has made in last decade under the leadership of Prime Minister Modi.

World was thrown into a chaos during the pandemic, and now it is clear that it was due to some dangerous experiment in a Chinese lab, and continues to become dangerous place with impending war in middle east and the Europeans hell bent on escalating the Ukrain-Russia conflict bringing us to brink of yet another world war. In such circumstance we need continuation of the strong leadership shown by prime minister to steer India on a path to become what we from the ideology call "India as Vishwaguru".

During campaigns we are expected to bury the differences and work as a team! So would you campaign alongside Babush!

Currently, I am not in BJP and I cannot vouch for others about how they will campaign. But I am clear on the goal that we need the strong leadership of PM Modi to shepherd the country towards progress in this difficult times, and I will contribute in any small ways I can.

Considering your votes tally of the assembly elections, you would be a major force on ground during the campaigns! How much would this help the BJP candidates?

One thing I learnt during elections is that, there is yearning from the voters for good governance and good candidates. And good candidates can have so called "Winnability" factor. I might have lost the election by very slender margin, but I was able to prove that actual winnability was with me. We have made it popular to think vote banks nurtured on money and muscle power win elections, however there is a large section of voters who are drawn to you because of your ideas.

Even my father attracted these people to him and they were his one of the largest group of supporters. I was able to do the same during the elections. I am confident they will vote for the BJP candidates based on amount of good work done during last 10 years under leadership of the prime minister and also the future vision the country will head towards. The opposition has only given regressive ideas of the past as their vision for the country. So I believe the large group of voters I attracted during the elections will make their decision based on this and will want to bring back the current dispensation at the center.

What are the factors you feel will help BJP win both the Loksabha seats!

One thing we often fail to grasp is the collective wisdom the people of this country have.

They understand what is required for the country much better than any analysts sitting in Lutyen's Delhi. People are able to differentiate and vote accordingly based on the need and type of election. Being a national election, I believe people will vote based on issues of national significance. They have seen that many of the promises made in the manifesto by BJP were delivered in last 10 years. Also, the all-around development, especially in infrastructure is tangible and can be clearly seen even in Goa. They understand that this development is driving the growth in the country and can usher in better opportunities for their children. Country has become aspirational and has moved away from politics of left which has kept the country poor for so many decades. So I feel people from both constituencies will vote positively to bring back the current government at the center.

Till the time you won't get party ticket from the BJP, should we consider you to be the independent candidate from Panaji!

I dont consider all decisions are to be taken only keeping elections in mind. My current goal in Panaji is to continue to develop contact with more and more people and raise issues related to it. I have been vocal in the past 2 years regarding issues faced by people, especially by residents and small businesses due to on-going Smart City work, which unfortunately the local elected representative and his mayor son has failed.

Article 370: Legal Battles & Political Shifts

Legal Verdicts, Political Alliances, and Kashmir's Future!

The events regarding the Article 370

The Supreme Court has issued its verdict regarding abrogation of Article 370, pertaining to Jammu and Kashmir. In its decision, the Supreme Court upheld the Central Government's decision and deemed the abrogation of Article 370 from the Constitution valid. On August 5, 2019, the Central Government nullified Article 370 of the Constitution concerning Jammu and Kashmir. Twenty-three petitions were filed against this decision, leading to a 16-day hearing in the Supreme Court. Following the conclusion of the hearing on September 5, 2023, the Supreme Court reserved its decision. A five-judge Constitution bench, headed by Chief Justice DY Chandrachud, delivered the verdict. In addition to the CJI, the bench included Justices SK Kaul, Sanjeev Khanna, BR Gavai, and Surya Kant.

Timeline of Supreme Court Proceedings

On August 5, 2019, Union Home Minister Amit Shah introduced the Jammu and Kashmir Reorganization Act Bill in the Rajya Sabha. Jammu and Kashmir were bifurcated into two union territories, Jammu Kashmir, and Ladakh. It was passed in the Rajya Sabha on the same day and in the Lok Sabha on August 6, 2019. President's approval was obtained on August 9, 2019, leading to the removal of Jammu and Kashmir's special status, with all clauses of Article 370 except Clause 1 being abolished. Under Clause 1, the Constitution of India would apply in Jammu and Kashmir.

The Twenty-three petitions

On August 28, 2019, a three-judge bench of the Supreme Court commenced hearings on the constitutionality of the President's order. After two days of debate, the case was referred to a constitutional bench. In March 2020, a five-judge Constitution bench heard petitions challenging the Central Government's decision in the Shah Faesal vs Central Government case.
Petitioners requested a larger Constitution Bench of seven judges, which was denied by the bench. A new

Constitution bench, presided over by Chief Justice DY Chandrachud, was constituted on July 3, 2023. The bench included Justices SK Kaul, BR Gavai, Surya Kant, and Sanjeev Khanna.

Regular hearings

Regular hearings on the Article 370 issue took place in the Supreme Court from August 2 to September 5, 2023. The Supreme Court reserved its decision after the hearing on September 5. After 96 days, on December 11, 2023, the Supreme Court delivered its verdict, upholding the Central Government's decision to remove Article 370 from Jammu and Kashmir. The Supreme Court emphasized that Article 370 was temporary and imposed under exceptional circumstances. Additionally, it noted the Center's presentation on granting statehood to Jammu and Kashmir, directing that statehood be reinstated promptly. Furthermore, the Supreme Court instructed the Election Commission to conduct assembly elections in the state by September 30, 2024.

The Inside Story of the Abrogation of Article 370

No party secured a majority in the December 2014 assembly elections. In the 87-seat Jammu and Kashmir Assembly, the PDP emerged as the largest party with 28 seats, followed by the BJP with 25 seats. As reported in the Dainik Bhaskar, On January 1, 2015, former Jammu and Kashmir CM Mufti Mohammad Sayeed received a call, instructing PDP MLA Haseeb Drabu to travel to Delhi the next morning. Further details were provided upon reaching the Delhi airport. The following day, Haseeb met a specific individual in Delhi, leading to subsequent discussions in Mumbai with Ram Madhav of the RSS. Alliance talks in Jammu and Kashmir were initiated, resulting in the drafting of the Common Minimum Program by Haseeb Drabu. However, due to disagreements on certain issues, Governor's rule was imposed on January 9, 2015.

Approximately two months later, on February 26, Haseeb returned to Delhi, where he engaged in discussions with former Union Ministers Arun Jaitley and Ram Madhav. The issue regarding the Hurriyat Conference became a sticking point during these discussions. PM Narendra Modi and Amit Shah asserted that the central government would not engage with Hurriyat leaders. Conversely, Mufti insisted on talks with Hurriyat leaders to proceed with the alliance. Following discussions, Arun Jaitley met with Amit Shah, after which Haseeb was instructed to include the Hurriyat Conference in the Common Minimum Programme. This decision reflected the BJP's intention to make significant strides in Jammu and Kashmir, rather than merely pursuing power.

Subsequently, Modi and Mufti Sayeed met in Delhi, followed by discussions between Mehbooba Mufti and Amit Shah. A consensus was reached on the alliance formula, as confirmed by Haseeb Drabu in an interview with the Indian Express. On March 1, 2015, the BJP formed the government with its erstwhile rival PDP, with Mufti Mohammad Sayeed assuming the role of Chief Minister.

Despite opposition from some senior BJP leaders and concerns raised by the opposition, including allegations of the PDP's alleged collusion with Pakistan and terrorists, the alliance was formed. Mufti Mohammad Sayeed passed away on January 7, 2016, leading to the PDP's withdrawal from the government due to ideological differences. After three months, in April 2016, BJP and PDP reformed the government, with Mehbooba Mufti assuming the Chief Ministerial position.

After 39 months, BJP General Secretary Ram Madhav announced the withdrawal of support from the PDP government, resulting in its collapse.

Formation of a new government

Subsequently, when they were on the brink of forming the government, the Governor dissolved the Assembly. Following the dissolution of the Jammu and Kashmir Assembly, Prime Minister Modi instructed the late Arun Jaitley to draft a plan regarding abrogation of Article 370, ensuring its immunity from legal challenge.

> **Mehbooba Mufti expressed frustration on social media, stating that despite discussions about dissolving the Assembly for five months, their voices went unheard.**

Around November 19-20, 2018, discussions surfaced in the media regarding a potential alliance among the PDP, Congress, and National Conference to form the government in Jammu and Kashmir. However, by then, the Governor had already dissolved the assembly.

Concerns regarding potential rebellion

It has been reported in the media that the RAW Chief had conveyed it to Prime Minister about the possibility of a deal between America and the Taliban regarding Afghanistan, highlighting the implications for Kashmir's security. Meanwhile, President's rule was imposed in Jammu and Kashmir.

Despite apprehensions, the decision to abolish Article 370 proceeded, with measures undertaken to address security concerns. Additional deployments of troops and drones, along with the confiscation of weapons from senior Kashmiri police officers, were carried out.

The monsoon session of Parliament was extended, and former CMs were detained overnight to prevent unrest. Following input from security agencies, President Ramnath Kovind issued two crucial orders on August 5 and 6, 2019, effectively terminating Jammu and Kashmir's special status. In summary, the events surrounding the abrogation of Article 370 were characterized by intricate political manoeuvres, legal deliberations, and security considerations.

Author :

DHARMENDRA NIGAM

A senior journalist with over a decade and a half's experience by sharing his by-lines with major media brands.

INTERVIEW @NeerajKMishra

How has Ganga Realty incorporated Biophilic designs?

Providing a Sustainable model of living environment through our creations is the very essence of Ganga Realty's vision. Biophilic designs are a suitable medium to achieve our vision as they talk about increasing human connectivity with nature by application of three methods: direct nature, indirect nature, or spatial designs. This ensures the well-being and good health of residents, a stress-free environment, and a pleasant and rich green ecosystem. In our latest uber-luxury project, Nandaka 84, we have gone the extra mile to create a wholesome indoor space by developing Miyawaki Gardens, Medicinal Garden plants, Air-purifying Flora, Herb Gardens, a Panchtatva Pathway, EV Charging Stations, a Birds Zone, Fragrance Garden, and Reflexology Garden. These efforts underlie our intent to recreate the lost connection of humans with nature, ensuring remarkable benefits such as better life expectancy, contentment, and good mental health in the long run. We will also build Meditation Rooms and Multi-Purpose Halls with Natural Air Cleaners to create a peace-giving and safe atmosphere for our customers.

Why biophilic designs in the day-to-day (regular) housing segment!

Biophilic designs are the central aspect of the architecture and construction industry today. Through varied studies, it has been keenly observed that biophilic designs have an immensely positive impact on our physical and mental health, moods, and cognitive functions. On the other hand, stress is an insidious health concern, especially in big metro cities, and therefore is the root cause of several accompanying maladies. Adopting biophilic designs turbocharges human exposure to nature.

Many examples can be cited such as sun-lit rooms, green-facing or golf-view apartments, the making of personal lawns and gardens, water fountains, small ponds/lakes, and placements of earthy objects/ flowerpots/ showpieces, choosing earthy color palettes and eco-friendly colors for wall paintings, etc, to emit positive energies. Altogether, it creates a pleasing and worthwhile environment, reducing stress levels, inducing feelings of happiness and existential fullness, and enhancing memory power and productivity

What is Ganga Realty's vision for Sustainability in the real estate sector? Does it find value in implementation?

Ganga Realty has been, right from its outset, an exponent of Sustainable building programs and architecture. We have a clearly stated goal to create projects that are hallmarks of 'pure luxury'. Our idea of 'pure luxury' is not only circumscripted to building astounding living spaces but also assigning real value to them by combining them with eco-friendly and rich green designs/structures. Our uber-luxury project in Gurugram, Nandaka 84, is a manifestation of our trademark construction style. We have accommodated every possible green structure and sustainable design to furnish a vibrant and pleasant indoor living environment for our buyers.

Can you name & define some energy-efficient technologies used till now!

Building Automation System is one of the most impressive energy-efficient technologies used in Nandaka 84, Gurugram. It facilitates single access control and a common interface for running day-to-day functions, such as Heating, Ventilation, and Airconditioning systems (HVAC), Lighting, Security Systems, and Air purification. The use of BAS is a great win as it will allow us to perform cost-efficient operations with lower probabilities of human fallibility. It involves the usage of Thermostats, Occupancy Sensors, Humidity Sensors, and Fire and Smoke Detectors performing multi-range actions such as regulating room temperature, lighting, and staving off fire breakout incidents.

Views on Tier 2 & Tier 3 market segment!

Tier 2 and Tier 3 housing markets are the next big thing and have immense growth potential. The rapid infrastructural growth, concentration of well-Tier 2 and 3 cities.

Property consumers are lapping up all kinds of housing properties such as affordable housing and plots. There is also a superfluous growth in demand for luxury residences.

What is your take on home buyers opting for wellness homes?

Wellness homes have gotten major traction post-pandemic as home buyers realized the value of owning homes that are plenary in every respect such as natural light, healthy surroundings, clean air, water, and a stable environment.

There are many ways to ensure this. Realtors are taking concretized measures to increase the scope of sunlight in every apartment so that residents can enjoy the sunlight and take advantage of its health benefits.Biophilic designs are being primarily used in new and refreshing experiments to make nature a part of the everyday lives of residents. Home Gyms, Rooftop Gardens, Yoga and Meditation rooms are focused upon to attract property buyers as they act as major mood uplifters and tools of spiritual metanoia.

Can you take us through your career episodes and what has been your contribution in transforming the operations in the real estate sector?

I have an experience of over 20 years in the construction and architecture industry, currently holding the post of Executive Director at Ganga Realty. Recently, I was selected as the Governing Body member at the BRICS Chamber of Commerce and Industry. Since the onset of my career, I have been a strong proponent of Sustainable Architecture and have designed over 70 million sq. ft of space based on it. According to me, the basic idea of Sustainable Architecture is to support sound building designs and effortless integration of energy-efficient and green resources in projects. It is one of the most innovative ways to transform real estate operations and bring reforms in an otherwise traditionalist-approach-driven industry.

About Ganga Realty

Welcome to Ganga Realty, where we believe in nurturing a sustainable and pure way of life. Our core leadership has years of experience in the real estate sector and aims to set a superior standard inmodern infrastructure and development across the nation.

Our values stem from a promise to build an India where living standards and business growth are uncompromised. Being a founding member of the Indian Green Building Council (IGBC), Ganga stands for promoting an environment-driven approach towards building a better life for the future.

Upholding our promise to Mother Earth.Ganga Global Homes Pvt. Ltd. is one of the founding members of the Indian Green Building Council. Launched in 2001, IGBC is a non-profit organization that works closely with several local authorities, state governments, and the World Building Council to enable a sustainable built environment across the country.

Neeraj Mishra

About Mr. Neeraj K Mishra

Mr. Neeraj K Mishra, Executive Director, Ganga Realty

Mr. Neeraj K Mishra is a seasoned professional with more than 20 years of experience in the architecture and construction industry. His expertise lies in managing large-scale projects, having successfully overseen the design of over 70 million sq. ft of space with a focus on sustainable architecture. With extensive experience across diverse sectors, including new construction, alterations, public and private projects, and commercial and residential spaces, Mr. Mishra brings a unique perspective to every project he undertakes.

His background in consulting and building code reviews has enabled him to integrate these skills effectively, resulting in increased project efficiency. Mr. Mishra believes in involving all stakeholders, including clients, engineering disciplines, and contractors, and using agencies, to identify project requirements before beginning the design. His approach ensures that the final design meets all project specifications, is cost-effective, and meets clients' expectations.

Mr. Mishra has overseas work experience, having worked in Doha and China. His extensive knowledge and expertise have allowed him to successfully manage large-scale projects in diverse sectors across different geographies. His experience includes working with marquee brands such as Lemon Tree, M2K Group, DFI Consulting, DLF, Signature Global, and MRG World. With his broad range of experience and expertise, Mr. Mishra is a valuable asset to the Ganga Realty team.

Svech

Svech is a sustainable brand founded by Anjali Balan, who is a law student but an inherent entrepreneur having dabbled with franchise outlets for Drunken Monkey and has also worked with HR firms in the UAE.

As a CEO and founder of Svech, Anjali is pretty hands on with her role and responsibilities and looks into all aspects from finance, marketing to overlooking daily aspects of the business. The idea to start a brand of her own came about from her own interest towards holistic well-being and to enhance the need for quality products that are reasonably priced to aid yoga and workout.In a short span of 2 years, Svech has gained considerable recognition and is available for sale on top portals like - Amazon, Cred etc.

From creating the product vibe involving all aspects of nature to creating prototypes and testing the product Anjali has done it all. She had engaged in a lot of research on yoga mats and having studied the market to understand the gap in the Indian market, she wanted to create an eco-friendly product which involved all the aspects of nature. Thus came about brand Svech - a good quality product that is reasonably priced which can aid yoga and workout.

When Anjali was asked what made her start the brand, she says -

" The usage of plastics in mats (pvc) is bad for lungs and studies have linked it to even cancer so she felt the need for the mats to be eco friendly. "

Thus ensured a brand born in the motherland of yoga with ancient values and a modern outlook to create yoga products that are eco-friendly and good looking. While her family and friends supported the idea they weren't sure how economically viable it would be. As time passed Svech has gained recognition and has also been hailed as a good workout mat by top actresses who have used the product.

Svech comes from the Sanskrit word 'Svecha' which means freedom and refers to a state of being liberated, happy, and is ultimately considered the purpose of all purposes. The brand believes in giving back to the planet and putting customers first. Hence all customers whose purchases exceed 5K have a tree planted under their name. A certain amount of the contribution is also made towards Akshaya Patra Foundation.

Talking about the brand, founder Anjali says

" Doing yoga or working out takes me to a state of feeling blissful and free which resonates with 'Svech'as a brand as at 'Svech' we believe in freedom from harmful substances. There is a need for a good alternative to something eco friendly and long-lasting and thus Svech was born as a solution to this for all gym and yoga lovers like me who like to invest in good quality products. At the end of the day our vision is to add a little fun and colour to your daily yoga practise while ensuring our planet gets it's due. "

Svech is tied up with the Sankalpa Taru foundation and all the plantation details of your tree, including geo location and name given are sent via mail . Svech also has a buy back policy where if you return an old Svech mat, you get a discount of 25% on the purchase of a new one. This is another way to give the enviorment it's due.

Svech the sustainable yoga mat brand is now ensuring every purchase you make, has an impact towards helping the environment and promoting social good. In association with the NGO Sankalpa Taru, Svech recently announced this collaboration post the Earth day festivities this year.

When Anjali is not busy being the entrepreneur, she loves working out and hitting the gym regularly apart from doing yoga, meditation and sudarshan kriya as my daily practice. Currently she's learning to play the guitar. Aside from this she invests a lot of time upgrading her skill sets and studying about various trends in the fitness industry.

INSIDER VIEW™

Better Data, Better Decision

MANUFACTURING RESOURCE PLANNING

Manufacturing Resource Planning (MRP II), a production technique designed to couple business and financial plans with manufacturing plans. It is an important tool for aligning manufacturing with a company's overall strategy and goals.
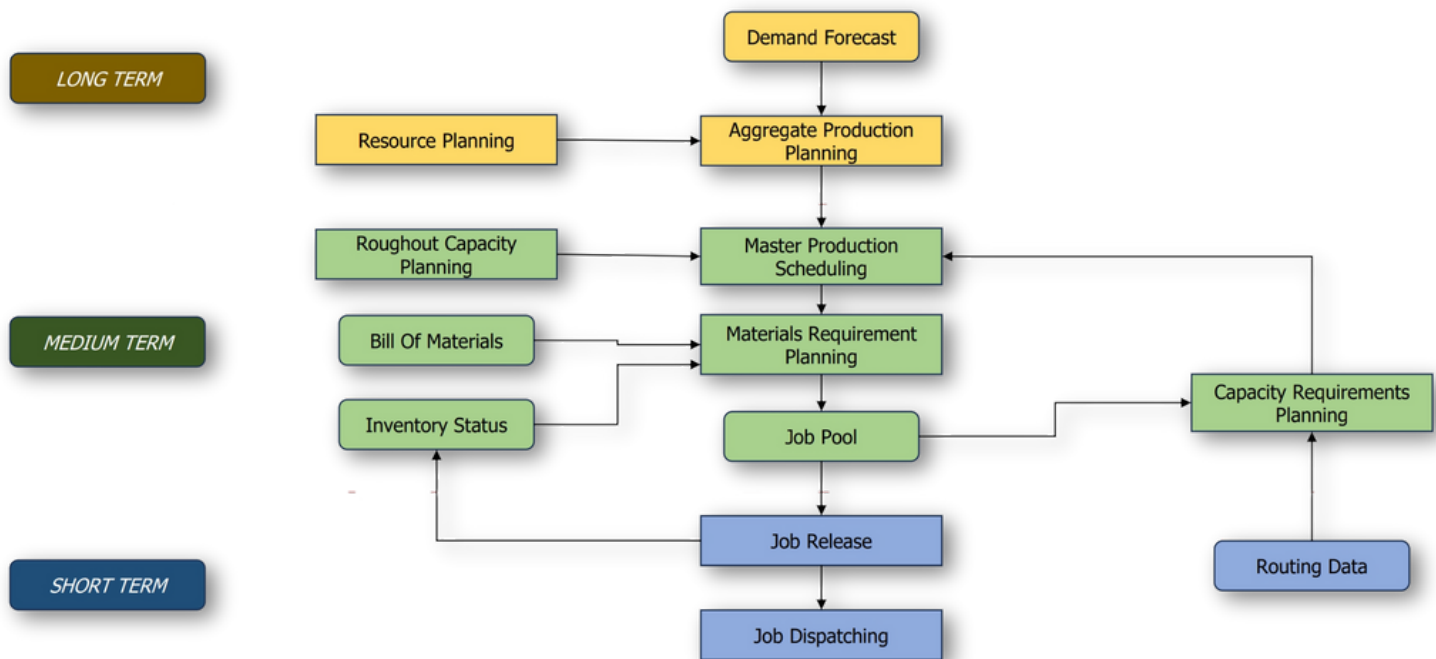
CRITICAL SUCCESS FACTORS AT MICRO LEVEL

Breaking down these factors into micro-level actions allows for a more granular approach to MRP implementation, facilitating better planning, execution, and monitoring of the project at every stage

TOP MANAGEMENT SUPPORT	Establish a dedicated steering committee with top executives
	Conduct regular executive meetings to review progress
	Ensure executives actively participate in key decisions and issue resolution

CLEAR OBJECTIVES AND SCOPE

- Develop a detailed project charter outlining specific objectives
- Conduct workshops to define the scope and gather stakeholder input
- Clearly document and communicate project goals to all team members

CROSS-FUNCTIONAL TEAM COLLABORATION

- Create sub-teams for each functional area involved in the MRP process
- Facilitate regular cross-functional meetings for information exchange
- Encourage open communication channels between team members

CUSTOMIZATION AND FLEXIBILITY

- Encourage open communication channels between team members
- Identify specific training needs for different user roles
- Develop customized training modules for various departments
- Provide hands-on training sessions and create training materials

DATA ACCURACY AND CLEAN-UP

- Conduct a thorough data audit to identify inconsistencies
- Assign data cleaning tasks to specific individuals or teams
- Implement data validation checks during the migration process

EFFECTIVE CHANGE MANAGEMENT

- Identify change champions within each department
- Conduct regular town hall meetings to address concerns
- Provide ongoing communication about the benefits of the MRP system

COMPREHENSIVE TRAINING PROGRAMS

- Identify specific training needs for different user roles
- Develop customized training modules for various departments
- Provide hands-on training sessions and create training materials

INTEGRATION WITH EXISTING SYSTEMS

- Conduct a comprehensive systems integration analysis
- Establish API connections and data exchange protocols
- Test the end-to-end integration process with existing systems

PERFORMANCE MEASUREMENT METRICS	Define specific KPIs for each functional area
	Implement real-time reporting mechanisms for data collection
	Regularly review performance metrics in departmental meetings
CONTINUOUS IMPROVEMENT	Establish a feedback loop for end-users to report issues and suggestions
	Conduct periodic system reviews to identify areas for improvement
	Implement agile development practices for continuous updates
VENDOR SELECTION AND SUPPORT	Develop a comprehensive vendor evaluation matrix
	Conduct reference checks with other organizations using the same vendor
	Establish a dedicated contact point for ongoing support and issue resolution

CRITICAL SUCCESS FACTORS FOR MANUFACTURING RESOURCE PLANNING

Implementing Manufacturing Resource Planning (MRP) systems can be a complex process, and success depends on various factors. Here are some critical success factors for MRP implementation in manufacturing:

Demand Plan

Inventory

Vendor Lead Time
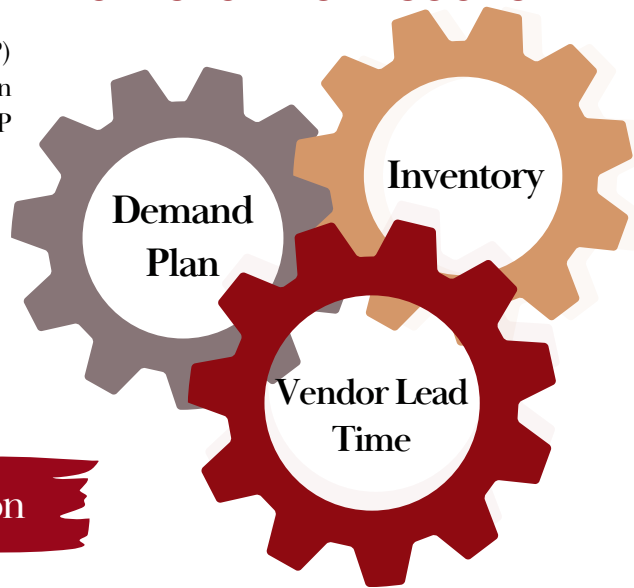
1. Top Management Support

2. Clear Objectives and Scope

3. Cross-functional Team Collaboration

4. Comprehensive Training Programs

5. Data Accuracy and Clean-up

6. Effective Change Management

7. Customization and Flexibility

8. Integration with Existing Systems

9. Performance Measurement Metrics

10. Continuous Improvement

11. Vendor Selection and Support

MANUFACTURING RESOURCE PLANNING - PARAMETERS FOR MEASUREMENT

This table provides a structured overview of the measurements, along with their associated parameters, for each step in the Manufacturing Resource Planning (MRP) process.

Steps	Measurement	Parameters
Product design and planning	Customer satisfaction surveys	Response rate net promoter score (NPS) satisfaction ratings on design aspects
Bill of materials (BOM)	BOM accuracy rate	Percentage of correct components and quantities frequency of BOM updates
Master production schedule (MPS)	Schedule adherence	Percentage of tasks completed on time variance between planned and actual production times
Inventory management	Inventory turnover ratio	Number of inventory turnovers per year average inventory levels
Material requirements planning (MRP)	MRP accuracy	Percentage of accuracy frequency of MRP system updates
Capacity planning	Capacity utilization rate	Percentage of actual production compared to maximum capacity peak capacity periods
Shop floor scheduling	Schedule adherence on the shop floor	Percentage of tasks completed on time reasons for schedule deviations
Procurement and supplier management	On-time delivery rate	Percentage of on time deliveries frequency of communication with suppliers
Production execution	Overall equipment effectiveness (OEE)	Availability rate performance efficiency quality rate
Quality control	First-pass yield	Percentage of products meeting quality standards on the first attempt rework rates
Distribution and logistics	On-time delivery performance	Percentage of on time deliveries transit time variability
Monitoring and continuous improvement	Key performance indicators (KPI's)	Define specific KPI's based on goals (e.g., Production efficiency targets, resource utilization)

PERFORMANCE MEASUREMENT PARAMETERS

Performance measurement for each department involves tracking key metrics that reflect the efficiency, effectiveness, and contribution of each department to the overall organizational goals

Procurement Department

- Supplier Performance
- Ontime delivery from suppliers
- Quality of supplied materials
- Cost Savings
- Percentage reduction in procurement costs
- Negotiated cost savings with suppliers
- Inventory Turnover
- How quickly inventory is sold or used within a specific period

Inventory Management

- Inventory Accuracy
- Percentage of inventory accuracy in the system compared to physical counts
- Stockout Rates
- Frequency and duration of stockouts for critical items
- Carrying Costs
- Costs associated with holding inventory over a specific period

Sales and Customer Service

- Order Fulfilment
- Percentage of customer orders fulfilled on time
- Customer Satisfaction
- Surveys, feedback, or Net Promoter Score (NPS) reflecting customer satisfaction
- Sales Revenue
- Total revenue generated from sales within a specific period

Production Department

- On Time Delivery
- Production Efficiency
- Overall Equipment Effectiveness (OEE)
- Production yield and scrap rates
- Work In Progress (WIP) Inventory

Quality Control/Assurance

- Defect Rate
- Percentage of defective products in a production run
- Customer Complaints
- Number and nature of complaints related to product quality
- First Pass Yield
- Percentage of products meeting quality standards without rework

Finance and Accounting

- Budget Adherence
- Comparison of actual expenditures against budgeted amounts
- Return on Investment (ROI)
- Measure of the financial return on an investment relative to its cost
- Cost per Unit
- Total cost incurred for producing one unit of a product

Human Resources

- Employee Productivity
- Revenue per employee or units produced per employee
- Employee Turnover
- Percentage of employees leaving the organization within a specific period
- Training Effectiveness
- Assessment of how well training programs enhance employee skills

IT and Systems

- System Uptime
- Percentage of time systems are operational
- Data Accuracy
- Accuracy of data input, storage, and retrieval
- Incident Resolution Time
- Average time taken to resolve IT related incidents or issues

Logistics and Distribution

- Order Processing Time
- Time taken to process and dispatch customer orders
- Delivery Accuracy
- Percentage of deliveries without errors
- Transportation Costs
- Cost efficiency in managing transportation logistics

DATA AUDIT – KEY FACTORS

Performing a data audit is crucial for maintaining data accuracy in Manufacturing Resource Planning (MRP) systems

Key Factors

Verify that all required data fields are populated for each record. Identify any missing or incomplete data and take corrective action

Check for consistency across different databases, systems or modules. Ensure that data values align with established standards and definitions

Scrutinize numeric data for accuracy, especially when it involves calculations. Verify that mathematical formulas and calculations are applied correctly

Assess the integrity of relationships between different data entities. Identify any discrepancies or anomalies in the relationships and resolve them

Evaluate the freshness of the data to ensure it is up-to-date. Identify any outdated or stale information that needs updating

Examine the precision of numeric data and calculations. Check for rounding errors or inaccuracies that may impact precision

Ensure that data entry adheres to established standards. Identify and rectify any deviations from the prescribed data entry guidelines

Scrutinize master data (e.g., product, supplier, customer data) for accuracy. Correct any inaccuracies in master data, as it is foundational to the MRP system

Review audit trails and logs to track changes made to the data. Identify and investigate any unauthorized or suspicious changes

Implement continuous monitoring mechanisms to track data accuracy over time. Set up automated alerts for potential data anomalies

Solicit feedback from end-users regarding data accuracy issues. Address user-reported discrepancies promptly

Assess compliance with data governance policies. Ensure that the data audit aligns with established data quality standards

CONCLUSION

In conclusion, Manufacturing Resource Planning (MRP II) is a valuable tool for Micro, Small, and Medium Enterprises (MSMEs) seeking to enhance their operational efficiency and competitiveness in the marketplace. MRP II offers a comprehensive approach to production planning, scheduling, and inventory control, addressing the unique challenges faced by smaller businesses. The benefits of MRP II for MSMEs include improved efficiency, reduced costs, enhanced planning and scheduling, effective inventory management, accurate financial tracking, competitive advantage, and scalability. Careful assessment of specific business needs, proper system selection, and thorough employee training are essential steps for MSMEs to fully harness the benefits of MRP II implementation.

ANAND KULKARNI

With 21 years of experience in business consulting, Anand is a advisory focal in empowering Micro, Small, and Medium Enterprises (MSMEs).

He specialises in LEAN, Manufacturing resource planning, Procurement analysis, Go-To-Market strategy, Market research and soft skills training. He has helped MSME's in acquiring ISO certifications. His hands-on approach, blending strategic foresight with practical expertise, has garnered widespread respect across varied geographies & industry verticals.

Beyond the confines of the boardroom, Anand is an intrepid traveller and amateur photographer. His wanderlust not only broadens horizons but also infuses creativity into his work, offering unique perspectives on business challenges. Through his lens, he captures moments of beauty and intrigue, reflecting his ability to perceive opportunities where others may see obstacles.

As a competent & trusted professional, Anand exemplifies modern business consulting – bringing in a fresh perspective, innovation & dexterity of consulting principal. His commitment to empowering MSMEs, coupled with an adventurous spirit and creative flair, sets him apart as a true luminary in this field. With each journey, he continues to enrich clients and colleagues alike, leaving an indelible mark on the industry as a whole.

Teddbots' Innovative Odyssey
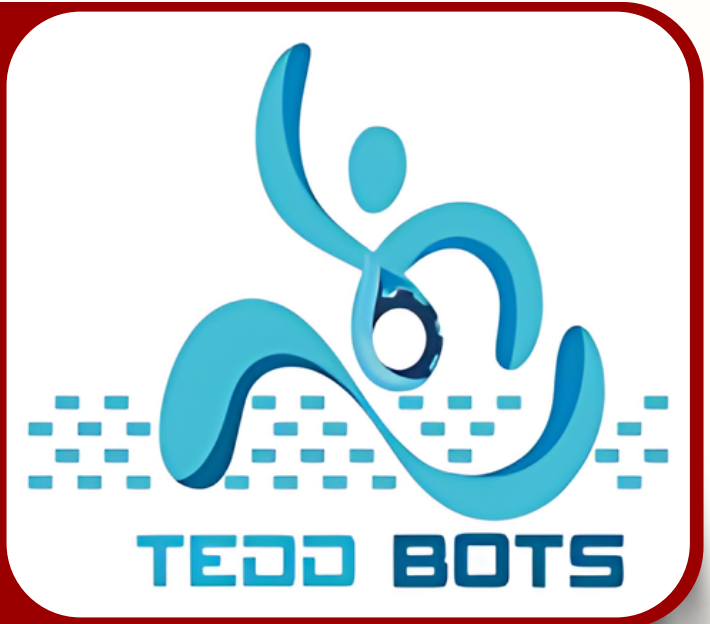
Revolutionizing Aquatic Fitness: Teddbots' Innovative Odyssey

In the pulsating world of fitness innovation, Anil and Preeti Daniel emerge as the dynamic duo spearheading a paradigm shift in aquatic fitness. Teddbots, their brainchild, is rewriting the rules of fitness and therapy, setting a new standard for excellence in the fitness and wellness industry.

Anil Daniel

A Mechanical Engineer with a Management degree from NMIS, Anil's fervent drive for innovation fuels the heart of Teddbots. With an unwavering focus on providing cutting-edge products to the Indian market, Anil's vision is to transform how people perceive and engage with fitness.

Preeti Daniel

Armed with a degree in Computer Science Engineering from the prestigious B.V.B. College of Engineering & Technology, now KLE Technological University, Preeti brings over 14 years of corporate experience to Teddbots. Her strategic acumen and organizational prowess ensures the seamless execution of Teddbots' diverse product line.

Visionary Leadership in Fitness Innovation

At the core of Teddbots' mission is a commitment to revolutionize aquatic fitness and therapy. From pioneering underwater treadmills to versatile AquaMultigyms, Counter Current systems temperature-controlled pools, ice baths, endless wall climbers, aquabikes, aqua steppers, and pool hoists, every Teddbots product is meticulously crafted to enhance fitness and rehabilitation experiences.

Empowering Partnerships

Teddbots' innovative solutions are embraced by an extensive network of partners including gyms, sports centers, clubs, apartments with swimming pools, hospitals, and rehabilitation centers nationwide. Our clients trust Teddbots to deliver unparalleled quality and performance, enhancing the fitness and therapy experiences of their patrons and residents alike.
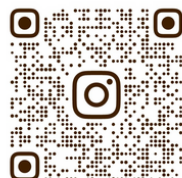
@TEDDBOTS_AQUAGYM_HYDROTHERAPY

Join the Revolution

As Teddbots continues to redefine fitness and rehabilitation, Anil and Preeti invite you to join them on this exhilarating journey. With their unwavering dedication to excellence and accessibility, the future of fitness has never been more promising.

Embrace the Future with Teddbots

Experience into the Future of Fitness with Teddbots as your trusted partner. Experience the difference that innovative technology, visionary leadership, and a commitment to accessibility can make in transforming your fitness and therapy experiences. Together, let's embark on a journey towards a healthier, more vibrant future.

INSIDER VIEW

Build your Endurance by
Endless Swimming without a lap pool

Gone are the days when having an extensive lap pool was a necessity.

If you have a small existing pool that lacks the length for proper swimming, with Tedd Bots counter current technology, you can now enjoy swimming without the need for flip turns, regardless of your pool size.

Embedded Counter Current

This counter current swimming machine not only complements your training but can also serve as a viable alternative to traditional lap pools. Whether you're looking to enhance your workout routine, engage in aqua therapy, or simply unwind, these machines provide a versatile solution for your swimming needs.

Wall mounted Counter current for existing pools

Simply set your desired pace using your wearable watch and swim in place against the current. Tedd Bots offers a range of models, from single pumps to double pumps, enabling you to achieve impressive speeds, including as fast as 51 seconds per 100 yards. Our models come in both embedded in-wall and wall-mounted options.
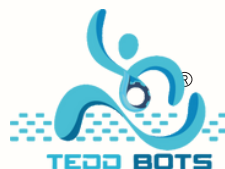
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