

Saath, Vishwas & Vikas: Govt's 3rd Anniversary Slogan



Interesting slogans to be played out via electronic media, newspapers and radio from May 26

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New Delhi: The National Democratic Alliance government and its lead constituent, the Bharatiya Janata Party, are giving final touches to the government's third anniversary celebrations with catchy slogans, Prime Minister Narendra Modi's personal reachout and publicity to various social welfare schemes.

BJP insiders said that interesting slogans will be played out through the electronic media, newspapers and radio from May 26, the day the government assumed office. "Saath hai, vishwas hai, Ho raha vikash hai," will be the main slogan while some more are being discussed by the party brass. The PM will unveil the slogan on Friday.

Literature highlighting achievements of the NDA government in the last three years — with Goods and Services Tax, surgical strike, strengthening internal security, improving economy with a special focus on poor, farmers and the youth, as well as growing stature of India on the global stage as the main themes — is getting ready. The prime minister will add a personal touch to the reachout to people across the co-

untry.

Union ministers, meanwhile, continue to hold interactions with the media to inform people about achievements of their respective ministries and departments in the past three years. BJP is also in the process of setting up a control room in the national capital to monitor the progress of the campaign from May 26 to June 15.

Information and broadcasting minister M Venkaiah Naidu and BJP general secretary Arun Singh will hold a few rounds of meetings before May 26 to ensure there are no last-minute hitches in organising Making of Developed India Fest, Swacchta Abhiyan, Intellectual Meets, reaching out to

slum dwellers and programmes of the various party morchas in different parts of the country.

Villagers, poor, farmers, Dalits, youth and women are the main focus of the reachout

youth and women are the main focus of the reachout and the government as well as the ruling party will endeavour to educate them about how a host of welfare schemes are aimed at their well-being.

The aim of the 20-day programme is to influence people residing in parts where BJP has been traditionally weak. Senior party leaders and Union ministers are being sent to Kerala, West Bengal and the northeast and far flung areas have been given special importance while preparing the visit plans of these leaders.