

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

ijrcm



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ABSTRACT

Corruption is precisely not to be in shade but rather to be forced in to heat of engaging with the force of law, but outside the protection of the law. Perhaps the "corrupt" people protesting corruption would like to live a life in which they would not have to be corrupt just to survive every day? The symbolism is this, Anna movement is dangerous. "Abhi To Hum Gandhibadi hai Anna ko kuch ho Gaya to ye Mat Kahna Aatankbadi hai". The victims and recipients of corruption are together. They can be not held together for long and that is scary". Government Mistook Anna Hazare's Movement with that of Baba Ramdev's.

KEYWORDS

Anna Hazare, Corruption, India. Movements.

INTRODUCTION

Anna movement was not confined to the educated elite class but it also trickled down to the school and college going students, boot polishers and Dubbawalas, who all joined hands to eradicate the epidemic of corruption. The movement did not gather momentum from the 2G scam, the CWG scam, the Bellary mining scam and the anger of the people due to these scams. It's not the same thing as the Narmada movement. It was not same thing as a people's movement. Obviously people joined in, but all of them were not from the middle class but they were Indian. People from RWA, Traders, School.Students, Children, IITians, Doctors, Lawyers, Poor, Farmers, Rich, and Teenagers all joined this movement. Since very beginning of this movement there has been a conflict of interest amongst the politician, with in the Cabinet, with in the Government, within the parties. But Seasoned Anna Hazare was always calm, and was in full control over his team formulated a new ideology- **Shuddh Aacharan, Suddh Vichar, Niskalan Jeevan, Tyag Karna aur Apman Sahna**, that was in real a turning point of battle between Government and Supporters of Anna Hazare. There is an underlying reason as to why India's anti-corruption movement has garnered immense support in such a short span of time: it is a highly-efficient management model. The right mix of marketing, motivation, operations and service is spearheading the process. It is not often that you can draw lessons in management from a Mass public initiative. On the field, Eliyahu M Goldratt's Theory of Constraints was being executed flawlessly to ensure that there were minimum bottlenecks. The help desks were placed near the entrances with enough space for people to queue for sending postcards to the prime minister. The 4 P's marketing model was in application in its full spirit Product (Gandhi topis), Price (affordable), Place (Ram Lila Maidan), and Promotion (viral marketing).

The topi symbolized allegiance to Gandhian form of dissent you can shun the real Anna, topple him, starve him but his spirit will live on through an invisible line of succession.

"If the movement had not ended this way, it could have ended extremely dangerously. The symbolism was dangerous. The victims and recipients of corruption were together. They could have not held together for long and that was scary." trying to push through a regressive piece of legislation by all means." In other word If this issues of Corruption in India are not resolved, A time will come when it will take a war path amongst Aam Aadmi who have nothing to loose and target will be Government servant particularly who holds administrative post.

Corruption is precisely not to be in shade but rather to be forced in to heat of engaging with the force of law, but outside the protection of the law. Perhaps the "corrupt" people protesting corruption would like to live a life in which they would not have to be corrupt just to survive every day? The symbolism is this movement is dangerous. "Abhi to Hum Gandhibadi hai Anna ko kuch ho Gaya to ye Mat Kahna Aatankbadi hai". The victims and recipients of corruption are together. They can be not held together for long and that is scary".

Ye Jeet Abhi Aadhi hai, Adhi Abhi Baaki Hai- Anna Hazare

Anna Hazare, age 74, suddenly leapt into fame for his anti-corruption mission in India. A man of average height, attired in white Dhoti- Kurta stirred the Indian masses like a seasoned musician who synthesizes all the notes of an instrument to create one tune. His simple and to-the-point conversation without the use of any flowery or flashy words had the desired magic that commanded the attention of millions of Indians. The movement was not confined to the educated elite class but it also trickled down to the school and college going students, boot polishers and Dubbawalas, who all joined hands to eradicate the epidemic of corruption.



Psychologically speaking, Anna's personality is a rare blend of a number of positive psychological characteristics as mental toughness, patience, maturity and wisdom of decision making, leadership, managerial qualities, love for country and countrymen, brahmacharya and spirituality. Unconditional support and acceptance of Anna's leadership by the people of this country is exhibited in the slogans, "Anna Tum Sangharsh Karo Hum Tumhare Saath Hain". Anna and his teammates showed us that it is possible to manage a movement of this magnitude without a single incident of violence. They had separate teams of volunteers' who looked after the arrangement of food, water and law and order.

Surprisingly, people from the system also took a plunge into this nationwide movement but at the same time there were a small percentage of people who leaned back comfortably in their seats wanting to become the beneficiaries of new reforms as a result of this movement without showing their consent or dissent, hats off to them!!!

We were taken aback when one policeman narrated his experience, "Are saab! Mujhe to 100 rupe ke lyia teen maheene ke lyie suspend kar diya tha, yahan to karodon ka ghotala karne wale chhattis T.V. channel dekhte hain, paanch akhbar pardte hain aur hum jaisa gareeb inki hifajat karta hai". Why such dual standards? It's disturbing! On one hand rules are so stringent and promptly followed and on the other hand not followed at all.

"The movement did not gather momentum from the 2G scam, the CWG scam, the Bellary mining scam and the anger of the people due to these scams. It's not the same thing as the Narmada movement. It was not same thing as a people's movement. Obviously people joined in, but all of them were not from the middle class but they were Indian. People from RWA, Traders, School.Students, Children, IITians, Doctors, Lawyers, Poor, Farmers, Rich, Teenagers all joined this movement. Saint Francis School students Utkarsh and Umang to whom we met at India Gate were of the view that he likes Anna Hazare because he speaks better than our prime minister. We should make him Prime Minister of our country. It may be true that many people like Aamir Khan, Anupam Kher, Om Puri, Kailash Kher, Raghvir Yadav, Manoj Tewari, Sonu Nigam etc came for a sort of reality show, well orchestrated by the media." But what about people like Sri Sri Ravi Shankar, Dr. Naresh Trehan, Justice Pandey, Media Honchos, who neither require media attention nor One's recognition.

BACK GROUND OF ANNA HAZARE

Kisan Baburao Hazare was born on 15 June 1937 in Bhingar, a small village in Hingangaon near the city of Bhingar, in Bombay Province (present-day Maharashtra). Kisan's father, Baburao Hazare, worked as an unskilled labourer in Ayurveda Ashram Pharmacy. Kisan's grandfather was working for the army in Bhingar, when he was born. His grandfather died in 1945, but Baburao continued to stay at Bhingar. In 1952, Baburao resigned from his job and returned to his own village, Ralegan Siddhi. Kisan had six younger siblings and the family faced significant hardships. Kisan's childless aunt offered to look after him and his education, and took him to Mumbai. Kisan studied up to the seventh standard in Mumbai and then sought employment, due to the economic situation in his household. He started selling flowers at Dadar to support his family. He soon started his own shop and brought two of his brothers to Bombay.

MILITARY SERVICE

In 1962, events in South Asia meant that large-scale army recruitments were being undertaken. Despite not meeting the physical requirements, 25-year-old Hazare was selected, as emergency recruitment was taking place in the Indian Army. After training at Aurangabad in Maharashtra he started his career in the Indian Army as a driver in 1963. During the Indo-Pakistani War of 1965, Hazare was posted at the border in the Khem Karan sector. On 12 November 1965, the Pakistan Air Force launched air strikes on Indian bases, and all of Hazare's comrades were killed; he was the only survivor of that convoy. It was a close shave for Hazare as one bullet had passed by his head. He was driving a truck. This led him to dwell on the purpose and meaning of life and death. He came across a small booklet titled "Call to the youth for nation building" by Swami Vivekananda in a book stall at the New Delhi railway station. He realized that saints sacrificed their own happiness for that of others, and that he needed to work towards ameliorating the sufferings of the poor. He started to spend his spare time reading the works of Vivekananda, Gandhi, and Vinoba Bhave. During the mid-1970s, he again survived a road accident while driving. It was at that particular moment that Hazare took an oath to dedicate his life to the service of humanity, at the age of 38. He took voluntary retirement from the army in 1978. He was honourably discharged from the Indian Army after completing 12 years of service. During his tenure about five medals were appraised to Anna Hazare: Sainya Seva Medal, Nine Years Long Service Medal, Sangram Medal, 25th Independent Anniversary Medal, and Pashimi Star award. Allegations of Hazare deserting the Indian Army were put to rest when an RTI application brought forward information of him having been honourably discharged from service.

RIGHT TO INFORMATION MOVEMENT

In the early 2000s Hazare led a movement in Maharashtra state which forced the state government to pass a stronger Maharashtra Right to Information Act. This Act was later considered as the base document for the Right to Information Act 2005 (RTI), enacted by the Union Government. It also ensured that the President of India assented to this new Act. Law professor Alasdair Scott Robertssaid:

The state of Maharashtra – home to one of the world's largest cities, Mumbai, adopted a Right to Information Act in 2003, prodded by the hunger strike of prominent activist, Anna Hazare. ("All corruption can end only if there is freedom of information," said Hazare, who resumed his strike in February 2004 to push for better enforcement of the Act).

On 20 July 2006 the Union Cabinet amended the Right to Information Act 2005 to exclude the file noting by the government officials from its purview. Hazare began his fast unto death on 9 August 2006 in Alandi against the proposed amendment. He ended his fast on 19 August 2006, after the government agreed to change its earlier decision.

THE RIGHT TO INFORMATION ACT, 2005

RTI is an Act of the Parliament of India "to provide for setting out the practical regime of right to information for citizens." The Act applies to all States and Union Territories of India. Its also applicable in Jammu and Kashmir as J & K Right to Information Act. Under the provisions of the Act, any citizen may request information from a "public authority" (a body of Government or "instrumentality of State") which is required to reply expeditiously or within thirty days. The Act also requires every public authority to computerize their records for wide dissemination and to pro-actively publish certain categories of information so that the citizens need minimum recourse to request for information formally. This law was passed by Parliament on 15 June 2005 and came fully into force on 13 October 2005.^[1] Information disclosure in India was hitherto restricted by the Official Secrets Act 1923 and various other special laws, which the new RTI Act now relaxes

ANNA'S MOVEMENT: A HONEST EFFORT TO GET JAN LOKPAL BILL PASSED BY THE PARLIAMENT

Movement was to support Anti Corruption "Anti Corruption" then is precisely = Politics. "Corruption" has the emotive charge of "Salt" to the Dandi march. It touches every one, and it highlights the oppressiveness of the state. Holding Government and the bureaucracy accountable for corruption will automatically will check corporate corruption too, because it is the former that must be bribed for corporation to circumvent the law.

The other argument against an anticorruption law is that "Corruption provides a little shade to the poor" As skeptics about the law and the state. But how to understand the poor and working class who throng the movement? Perhaps corruption is precisely not to be in shade but rather to be forced in to heat of engaging with the force of law, but outside the protection of the law. Perhaps the "corrupt" people protesting corruption would like to live a life in which they would not have to be corrupt just to survive every day? And that is why the entire nation under the leadership of Anna Hazare wants "Janlokpal Bill" passed by the Parliament so that the people indulged in Corruption including Prime Minister could be nailed under charge of Corruption.

JAN LOKPAL BILL VS CONFLICT OF INTERESTS

Since very beginning of this movement there has been a conflict of interest amongst the politician, with in the Cabinet, with in the Government, within the parties. Few leaders like Lalu Prasad Yadav, Amar Singh, Mayawati, Ambika Soni, Kapil Sibal, Manish Tewari and P.Chidambaram never wanted this Janlokpal Bill to be passed by the Parliament. There may be several reasons behind it. May be some cases of corruption pending against them that will be opened by their

political rivals the movement Janlokal get passed. Few of them like Kapil Sibbal and Manish Tewari started using abusive and non parliamentary language against Team Anna and Anna Hazare that has added Ghee to the Fire. But Seasoned Anna Hazare was always calm, and was in full control over his team formulated a new ideology- **Shuddh Aacharan, Suddh Vichar, Niskalan Jeevan, Tyag Karna aur Apman Sahna**, that was in real a turning point of battle between Government and Supporters of Anna Hazare.

Rahul Gandhi's Speech In the parliament was very clear that Government in not going to listen any more to Anna's Demand, has created uncertainty in the Mind of team Anna and has also downsized his status in Indian Politics particularly amongst youth and poor, which may take several years from now to gain. But with the support of BJP and their Senior leaders like Lal Krishna Advani, Sushma Swaraj and Pranab Mukharjee and Salman Khursheed in parliament worked well in resolving this Conflict of Interest.

Pranab Mukharjee-who in reality deserves to be a Prime Minister once said: Our Democracy is powerful enough.....Flexible enough to accommodate different view points.... Parliament does not necessarily follow the conventional way of law making..... **I accept the lapse of Our Government.** (TOI page-11, 28 August 2011)

Salman Khurshid- Law Minister in Manmohan Singh Government says: **I admits error of Judgment in Handling Anna's Movement**-(TOI page-11, 29 August 2011).

And at the end of the day with conflict resolution Manish Tewari who was in Social Exile for last two weeks appears before Media Seeking Apologies from the Great Anna Hazare for his past statement in which he has termed Anna Hazare the Most Corrupt Person of this Civil Society.

ON THE NGOS BEHIND THE MOVEMENT

"It was an NGO driven movement by Kiran Bedi, Arvind Kejariwal, Manoj Sisodia, Prashant Bhushan, Shanti Bhushan, Justice Santosh Hegde, Medha Patekar etc. Three of them run NGOs and all the three core team members are Magasaysay Award winners. I wanted to indicate why these NGOs are participating to mediate in what the public policy should be? Is this movement is really supported by World Bank and Ford Foundation fund the anti-corruption campaigns. What Few Minister are saying is really true? We went inside the crowd; there was no space find place for your foot where we found every body sweating. We saw a Group of people standing mid way holding banner in their hands of a NGO - Utkarsh-The Spirit of Development. Dr. Needhi Arora Kumar Prasan Thakur, Shishir Kumar. All office Bearer of this NGO collectively says - That Anna is a best Communicator- his style of communication brings Aam admi closer to his heart, makes them understand what Anna is saying and that is why peoples are gathering to support him. Then our illusion came to end that this entire Movement is being funded by World Bank and Ford Foundation.

ANNA HAZARE'S MOVEMENT: A CASE STUDY IN MANAGEMENT

There is an underlying reason as to why India's anti-corruption movement has garnered immense support in such a short span of time: it is a highly-efficient management model. The right mix of marketing, motivation, operations and service is spearheading the process.

It is not often that you can draw lessons in management from a Mass public initiative. We went to Ram Lila Maidan to join the thousands others in the fight against corruption. The mission, operations, communications, enrollment, marketing, motivation and customer service of the movement were being managed in a way that would put most business school case studies to shame.

The field had roughly One Lakh people, including thousands volunteers and a few dozen policemen. Every corner of the field had covered seating (it had been raining all day).



Those fasting were sitting on stage facing the myriad television cameras at the opposite end, separated only by enthusiastic supporters. On the mike were organisers, community leaders and sloganeers from different walks and religions of life -- Anna Ke Hai Char Bhai- Hindus, Muslims, Sikhs, Eesai (Christians).

Outside the covered area were groups of protestors in circles doing their own sloganeering. The crowd was mostly lower middle class educated, passionate, decent and downright patriotic. The older men were in office-going cotton pants with shirts, and the women in salwar suits. The younger crowd was in jeans and tee-shirts, holding up the Indian tri-color with pride.

Both the young and the elderly were protesting side-by-side, reflecting the gravity of the cause that had transcended the generations.

Speaker after speaker on the stage made the mission of the movement crystal clear: it is a fight against corruption. Not land acquisition, not food inflation, but corruption. Team Anna was taking on leadership of a cause for which demand was high but supply almost zero.

To confirm a tangible outcome, rather than an endless battle for a good cause, a measurable and achievable success criteria had also been defined passage of the Jan Lok Pal Bill. This laser-sharp focus has enabled the organizers and the citizen protestors at Ram Lila Maidan, as also the distributed protests around the country, to march in step and direct all the firepower towards the one, single goal.

On the field, Eliyahu M Goldratt's Theory of Constraints was being executed flawlessly to ensure that there were minimum bottlenecks. The help desks were placed near the entrances with enough space for people to queue for sending postcards to the prime minister. The entire process of taking the postcard (provided free), getting a pen (borrowed), writing into the postcard, filling the PM's address (done by an organiser) and receiving a chest badge, took less than five minutes!

We timed it. That's called a Throughput time in MBA language, and five minutes would have clinched a medal. And all of this was done by five people manning a booth that was seeing thousands pouring in since morning. That's Lean Management for you. Queues can scare away people. Managing the crowds should be a priority.



Two boards were communicating the message. One had the slogan Azaadi ki doosri ladai.

The second had listed out the 11 major differences between the government's version and Team Anna's version of the bill. It was so simply written that a Cobbler, who had also been looking up at the board with me, turned and said, "Anna Nahi Andhi hai Desh ka Doosra Gandhi hai."

No better indication that the board was serving its purpose. Subscription to the movement is easy. All you need is, I am Anna topi and lots of patriotism and no bar for language, religion, caste, age, gender.

Most slogans are in hinglish India's unrecognised national language. There were Sikhs, Muslims, Hindus, Christians who stood up to claim that they were in it together. So did the Gujaratis, Marathis, Biharis and Tamilians, and men and women of all ages, and it was showing the Magnitude of Influence- the best communicator Anna Hazare only, after Mahatma Gandhi.

"Mai Bhi Anna, Tu Bhi Anna ab to sara Desh hai Anna"

No need of registration was required there. No need to learn jargons, or fear missing the fine print, or providing proof of your Indian citizenship or Indian-ness, or accumulating loyalty points by fasting for a hours to be considered a Desh Bhakt.

ALL THE 4P's MUST RESONATE WITH PEOPLE: THE REAL STORY BEHIND SUCCESS OF MOVEMENT

The 4 P's marketing model was in application in its full spirit Product (Gandhi topis), Price (affordable), Place (Ram Lila Maidan), and Promotion (viral marketing). The topi symbolized allegiance to Gandhian form of dissent you can shun the real Anna, topple him, starve him but his spirit will live on through an invisible line of succession.

The cost at Rs. 5 to 20 is just at the right price-point that most people can buy, and become one of the proud many that can be spotted in the most crowded streets.

The Zakir Hussain College and the Shyama Prasad Mukharjee Civic Centre – The newly constructed Head Quarter of Municipal Corporation of Delhi (probably the most visibly corrupt institution) located right opposite Ram Lila Maidan provided the perfect place to begin the second struggle for independence. Lastly, and perhaps, the most viral of all, was the I am Anna slogan written on each topi.

RIGHT AMBIENCE CAN TIP THE MOVEMENT IN YOUR FAVOR

If you have been wondering how a make-do protest ground can engage people for so long, the power of context can help somewhat explain that. Malcolm Gladwell had explained in his book, Tipping Point, that a movement can gather steam or tip, if the audio-visual context is right. He questioned whether Paul Revere's midnight runs to warn about the British may have had the same affect if it had been done during the day.

YE ANDAR KI BAAT HAI POLICE BHI HAMARE SAATH HAI

Similarly, the picture of people fasting in white kurta's, with white Gandhi topis, under the portrait of Gandhi in Ram Lila Maidan made the movement patriotic, and emotional. The visible appeal converts into an adrenalin rush through your heart in seconds, and before you know it, your body has suddenly acquired energy to go on.

RIGHT AMBIENCE CAN TIP THE MOVEMENT IN YOUR FAVOUR

Finally, like every management strategy, this one too has its limitations and will have its critics. But like every management strategy, it cannot come with a promise of solving all the problems, for all the people, for all the time.

It can only be an example for those who follow, with the hope that they adopt it for a good cause and retain the values with which this strategy was created.

G B Road sex worker at Ram Lila Maidan also joined this Andolan with President Bhartiye Patita Uddhar Sangh told us that- We are here in Brothel (Kotha par) because of Indian corrupt system (ICS. Politician, Police Wala and some Jamindar. We hope that Anna's Movement will find its destination and one fine day we will out of this Dhandha.

ON THE MEDIA'S ROLE IN THE MOVEMENT

"We would not say that it was completely media manufactured event. There was mobilisation from the Rashtriya Swayamsevak Sangh and the Bharatiya Janata Party too. I don't know when the media has campaigned in this way earlier, where every kind of news has been pushed out for Thirteen days and you have only this (particular piece of) news. For a nation of one billion people, the media did not find anything else to report.

Certain major TV channels like -- Aaj Tak, Dilli Aaj Tak (DAT), Star News, Zee News, IBN-7, Times Now, CNN IBN, Headlines Today (A TV Today Network), all other print Media like The Times of India, The Indian Express, Dainik Jagran, Nai Dunia, Daily Life Analysis (DLA) campaigned for this Movement. That's a kind of corruption in the first place. If it was not only for TRPs but for a right cause. But for some other TV channels and News Paper with less or no credibility in Market this entire Aandolan was merely a Peepli Live- Nattha Marega, but Koi Natha Mara Nahi at the end you need to decide. Who is Nattha is for you?

CONCLUSION

"If the movement had not ended this way, it could have ended extremely dangerously. The symbolism was dangerous. The victims and recipients of corruption were together. They could have not held together for long and that was scary." trying to push through a regressive piece of legislation by all means". In other word If this issues of Corruption in India are not resolved, A time will come when it will take a war path amongst Aam Aadmi who have nothing to loose and target will be Government servant particularly who holds administrative post. A veteran Journalist Virendra Sengar, Executive Editor Daily Life analysis-who has been a part of this Aandolan right from the beginning was of the view that Government Mistook Anna Hazare's Movement with that of Baba Ramdev's.

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