A MANIFESTO FOR TAMIL NADU'S FUTURE

LESSONS, PROMISES & A PEOPLE-FIRST VISION

By Dr. R. G. Anand

MBBS, MD, MHA, FHM, PDCR, LLB, LLM

A Manifesto for Tamil Nadu's Future: Lessons, Promises & A People-First Vision

Chapter 1: Introduction & Purpose

☐ 1.1 Why Manifestos Matter

Election manifestos are more than campaign documents — they are a social contract between political parties and the people. In Tamil Nadu, where politics has long been entwined with social justice, cultural identity, and welfare economics, manifestos play a decisive role in shaping voter decisions and policy directions.

Yet, despite the grandeur of promises, public trust in these documents has eroded. A disconnect often exists between promises made and actual outcomes. This book seeks to bridge that gap through an honest evaluation and a practical vision.

☐ 1.2 What This Book Offers

This work is a two-part exploration:

- First, it **evaluates** the manifestos of Tamil Nadu's two major political parties — DMK and AIADMK — during the 2021 Assembly Elections, using factual data, implementation metrics, and public reception.

- Second, it **presents a new manifesto blueprint** — a futuristic, inclusive, and actionable roadmap designed to meet the evolving needs of Tamil Nadu's citizens.

☐ 1.3 Why Now?

Tamil Nadu is at a crossroads. The state is grappling with:

- Urban-rural divide

- Employment stagnation

- Climate and water crises

- Healthcare accessibility

- Youth migration and brain drain

Yet, it also holds vast potential — a young, aspirational population; industrial capacity; and a rich social infrastructure. A renewed manifesto must be:

- **Visionary**: looking ahead to 2030 and beyond

- **Grounded**: with feasible budgets and timelines

- **Accountable**: with metrics and public audit mechanisms

☐ 1.4 Intended Audience

This book is designed for:

- Policymakers and political leaders

- Journalists and researchers

- Civil society and youth organizations

- Most importantly, **voters**, who deserve transparency and honesty

☐ 1.5 How to Use This Book

Each chapter is structured with:

- Comparative analysis (DMK vs AIADMK)

- Embedded charts and survey links

- Policy critiques and proposed alternatives

- QR codes and links for digital engagement

Whether you are a policy analyst or a student activist, this book aims to empower you with tools to demand better governance.

Chapter 2: The 2021 Election – Political Context

☐ 2.1 The Political Landscape Before 2021

The period leading to the 2021 Tamil Nadu Assembly elections was politically transformative. The deaths of **Jayalalithaa** (2016) and **Karunanidhi** (2018) marked the end of two towering figures in Dravidian

politics. Their parties — **AIADMK** and **DMK** — entered unfamiliar territory, led by second-generation leaders still proving themselves.

- **AIADMK**, led by **Edappadi K. Palaniswami (EPS)** and **O. Panneerselvam (OPS)**, struggled with internal factionalism and legitimacy questions. The party's alliance with the **BJP** sparked criticism, particularly from secular and minority voters.

- **DMK**, under **M.K. Stalin**, rebranded itself as a modern, inclusive, and technocratic alternative. Stalin had the challenge of stepping out of his father's shadow while asserting his own leadership.

Key Point: The leadership transition in both parties made 2021 a litmus test for generational change and public trust.

2.2 Key Issues That Defined the Election

a) COVID-19 Aftermath

The pandemic exposed deep vulnerabilities in healthcare, employment, and governance. Many voters, especially the urban poor and daily-wage workers, were dissatisfied with how the AIADMK government handled:

- Hospital shortages during peak waves

- Vaccine distribution and misinformation

- Lack of financial relief for the informal sector

DMK capitalized on this, promising stronger healthcare systems and direct financial support.

b) NEET and Education

The **National Eligibility cum Entrance Test (NEET)** became a flashpoint. Tamil Nadu, which had long favored internal quota systems based on board marks, saw NEET as discriminatory toward rural and underprivileged students.

- **DMK's Stand**: Vowed to abolish NEET through state autonomy and legal measures.

- **AIADMK's Stand**: Promised reform but was constrained due to alliance with BJP.

Impact: The NEET issue galvanized youth, parents, and even first-time voters.

c) Women's Safety and Welfare

Reports of rising crimes against women, combined with their pandemic-related job losses (especially in textiles, hospitality, and informal labor), made gender issues central.

- **AIADMK** focused on material welfare (₹1,500/month for family women heads).

- **DMK** emphasized systemic empowerment — free bus passes, maternity leave, employment rights.

This topic affected 50% of the electorate directly — and indirectly shaped the household vote.

☐ **d) Employment and Economic Distress**

Despite Tamil Nadu's industrial base, **youth unemployment and underemployment** surged. Educated graduates remained jobless or worked in unrelated low-paying jobs.

- **DMK** promised 75% job reservation for locals and skilling programs.

- **AIADMK** pushed state-funded self-employment schemes and 10 lakh job targets.

The employment narrative was about dignity, not just income — especially among the urban middle class.

☐ **e) Alliance Dynamics**

- **DMK Alliance**: With Congress, CPI, CPI(M), VCK, MDMK — pitched as a "secular democratic front."

- **AIADMK Alliance**: With BJP and PMK — drew criticism from minority voters and Dravidian ideologues.

Why it mattered: The alliances shaped trust. Many saw DMK's as grassroots-based, while AIADMK's was seen as externally driven by Delhi-centric politics.

☐ 2.3 The Battle of Manifestos

In 2021, manifestos became not just a list of freebies, but a battleground of ideologies and public vision:

Aspect	DMK	AIADMK
Style	Structured, thematic, "governance-oriented"	Incentive-heavy, "welfare-maximalist"
Key Promises	Free bus for women, NEET abolition, tablets	Washing machines, cash to women, LPG subsidy
Tone	Aspirational and policy-driven	Familial, nostalgic for Amma-era governance

DMK's strategy: Position Stalin as a development-first administrator.
AIADMK's strategy: Leverage legacy, maintain populist base, and defend record.

☐ 2.4 Voter Turnout and Results Snapshot

- **Turnout**: 72.8% — robust, despite pandemic concerns.

- **Result**:

  o DMK-led alliance: **159 seats**

  o AIADMK-led alliance: **75 seats**

Maps & Charts Suggestion:

- Bar chart of seat share and vote share.

- Heat map of constituency-wise performance.

- Pie chart of alliance contribution to DMK's victory.

Takeaway: The electorate chose "change" but not by dismissing the AIADMK entirely. Their performance as opposition was still strong in several rural belts.

☐ 2.5 Why This Context Matters

This chapter's analysis helps us understand:

- Voter expectations during a crisis.

- How parties communicated their vision.

- Where the old manifestos succeeded and failed.

It also gives **essential groundwork** for crafting a **new manifesto**: one that builds on public sentiment but focuses on **long-term, structural impact**, not just election-day appeal.

Chapter 3: DMK Manifesto 2021 – Promises, Performance, Pitfalls

☐ 3.1 Manifesto Philosophy & Campaign Messaging

The **DMK's 2021 election manifesto** was built on the slogan:
☐ *"Ungal Thoguthiyil Stalin"* ("Stalin in Your Constituency") — a hyper-local, people-first campaign theme.

The document was over 150 pages long and contained **over 500 promises**. It projected a shift from charisma-based politics to **governance, technocracy, and administrative competence**.

Core Themes:

- Social justice and inclusivity

- Women's empowerment

- Youth employment and education

- Opposition to NEET

- Proactive welfare delivery

☐ **Key Messaging**: "Accountability, not authority" — aimed at portraying Stalin as a people's administrator.

☐ 3.2 Top 10 Key Promises in the DMK Manifesto

Promise No.	Key Promise	Category
1	₹4,000 one-time COVID relief to ration card holders	Social Welfare
2	Free bus travel for women in city buses	Women's Welfare
3	Abolition of NEET for medical admissions	Education
4	Free tablets and data for school/college students	Digital Education
5	Creation of 10 lakh jobs in 5 years	Employment
6	₹1,500 monthly pension for elderly	Social Security
7	Subsidies and loan waivers for farmers	Agriculture
8	Metro rail project in Coimbatore	Infrastructure
9	Price cut in petrol and diesel (up to ₹5/litre)	Economic Relief
10	75% job reservation in private sector for locals	Employment Policy

☐ 3.3 Implementation Status: Fulfilled, Partially Fulfilled, Unfulfilled

Promise	Status	Notes
₹4,000 COVID relief	✅ Fulfilled	Distributed in two installments (₹2,000 each).
Free bus travel for women	✅ Fulfilled	Implemented within weeks of assuming power. Limited to city/town buses.
NEET abolition	☐ In Progress	State passed a bill, but central override & SC stance block implementation.

Promise	Status	Notes
Free tablets for students	☐ In Progress	Pilot launched; full-scale rollout pending due to cost and procurement challenges.
10 lakh job creation	✘ Unverified	No consolidated tracking system; anecdotal reports of skill training initiatives.
₹1,500 old-age pension	✅ Fulfilled	Raised from ₹1,000 to ₹1,500; implemented through welfare department.
Farm subsidies and loan waivers	☐ Partial	Announced subsidies; but full waiver not universal.
Coimbatore Metro	☐ In Planning	DPR approved, but no construction start yet.
Fuel price cuts	☐ Partial	VAT reduced marginally; no significant drop due to global trends.
75% job quota for locals	✘ Blocked	Legal and constitutional limitations prevented implementation.

☐ **Infographic Tip**: A 3-color coded chart (Green = Fulfilled, Yellow = Partial, Red = Unfulfilled) would summarize this well.

☐ 3.4 Governance Wins & Strengths

1. **Speed of Welfare Delivery**

   o DMK swiftly fulfilled headline welfare promises like cash aid and free bus travel.

   o Old-age pensions and housing upgrades were prioritized.

2. **Crisis Management & Health**

   o Managed the second wave of COVID with improved coordination vs previous administration.

   o Upgraded infrastructure in government hospitals.

3. **Transparency & Grievance Redressal**

   o Introduced the "Ungal Thoguthiyil Mudhalvar" (Chief Minister in your Constituency) scheme.

   o Enabled citizen reporting via CM cell and online dashboards.

4. **Regional Equity**

- Focus on southern and western Tamil Nadu districts with new infrastructure, university upgrades, and roads.

☐ 3.5 Governance Gaps & Criticism

1. **Economic Slowdown & Job Creation**

   - Critics argue the job promise lacked institutional follow-up. Private sector incentives were weak.

   - MSMEs, especially in textiles, continue to struggle post-COVID.

2. **NEET Abolition – Symbolism vs Substance**

   - Though politically resonant, the issue remains unsolved legally. No viable transition plan proposed for merit-based alternatives.

3. **Urban Transport & Infrastructure**

   - Metro rail projects and housing schemes are still in early stages.

   - Tier-2 cities need more focused development beyond Coimbatore.

4. **Digital Divide**

   - Free tablet/data scheme has yet to scale.

   - Education access in hilly and tribal areas remains patchy.

☐ 3.6 Public Perception & Media Feedback

- **Initial Year (2021–2022)**: Widely praised for fulfilling quick promises and handling COVID aftermath.

- **Mid-term (2023–2024)**: Mixed reviews. While welfare continued, economic stagnation and incomplete reforms raised questions.

- **Media Scorecard**:

  - The Hindu: "Focused on stability, lacking structural boldness."

  - India Today Mood of the Nation: 60% approval for Stalin's handling of key sectors.

  - People's Voice Surveys (2023): 70% of women respondents approved of free transport.

☐ 3.7 Summary Table: DMK Manifesto vs Performance

Category	Promised	Fulfilled?	Quality of Fulfillment
Social Welfare	₹4,000 aid, pensions	✓	Efficient and on-time

Category	Promised	Fulfilled?	Quality of Fulfillment
Women	Free travel	✓	High utilization
Youth/Education	Tablets, NEET abolition	☐	Mixed/Incomplete
Employment	10L jobs, 75% local quota	✗	Poor accountability
Health	Hospital upgrades, COVID mgmt.	✓	Effective
Infrastructure	Metro, urban dev	☐	In progress

☐ 3.8 Final Evaluation

The **DMK's 2021 manifesto** was ambitious and policy-rich, particularly in comparison to AIADMK's freebie-heavy promises. While **short-term welfare goals** were mostly delivered, the **long-term developmental promises** have remained largely **aspirational or stalled**.

✓**Strengths**: Quick delivery, focus on women, local grievance redressal.
☐ **Gaps**: Job creation metrics, educational device rollout, NEET solution.
✗**Challenges**: Infrastructure pace, private sector collaboration, fiscal burden.

☐ Chapter 4: AIADMK Manifesto 2021 – Promises, Performance, Pitfalls

☐ 4.1 Manifesto Vision & Political Strategy

In 2021, the **AIADMK's manifesto** centered on **legacy politics**, leveraging the popularity of former Chief Minister **J. Jayalalithaa**. With EPS and OPS leading a divided party, the manifesto adopted a **populist, incentive-driven approach**, targeting:

- Women-headed families

- Rural and lower-income voters

- First-time beneficiaries of state welfare

☐ Slogan Highlight: *"Thodarum Amma Aatchi"* (Continuing Amma's Rule)

Unlike DMK's bureaucratic tone, AIADMK's messaging was more emotional and nostalgic — projecting stability, not change.

☐ 4.2 Key Promises of the 2021 AIADMK Manifesto

Promise No.	Key Promise	Category
1	₹1,500 monthly allowance to women family heads	Social Welfare
2	6 LPG cylinders per year free	Household Economy
3	Free washing machines for ration card holders	Material Welfare
4	Amma Housing Scheme: free housing for low-income families	Housing
5	2GB free daily internet data for students	Digital Education
6	Waiver of all education loans	Youth Empowerment
7	10 lakh jobs in 5 years	Employment
8	One government job per household (if no one employed)	Employment Guarantee
9	Renaming Madras High Court as Tamil Nadu High Court	Identity Politics
10	Doorstep delivery of PDS (ration) items	Governance Access

☐ 4.3 Implementation Status (Limited Due to Election Loss)

Since the AIADMK lost the 2021 election, **most of these promises remained on paper**. However, some were **extensions of existing Amma-era schemes** or policies that could potentially have continued if the party had won.

Promise	Status	Notes
₹1,500 for women family heads	✘Unfulfilled	Not implemented due to election loss
6 LPG cylinders/year	✘Unfulfilled	Highly criticized as unsustainable populism
Free washing machines	✘Unfulfilled	Symbolic of excessive freebie politics; drew media criticism
Amma Housing Scheme	☐ Existing	Was operational during previous terms; needed scale-up
Free daily data for students	✘Unfulfilled	No structured program developed pre-election
Education loan waivers	✘Unfulfilled	No framework or budgetary provisioning revealed
10 lakh jobs	✘Unverified	Claimed in 2016 too; no strong data even from previous term

Promise	Status	Notes
1 job per family	✖Unfulfilled	Highly ambitious and constitutionally ambiguous
Rename High Court	☐ Debated	Proposal stalled; seen as symbolic with low policy value
Doorstep PDS delivery	✖Unfulfilled	No pilot or implementation before election

☐ **Observation**: Most AIADMK promises were **unfunded, untracked, or legally uncertain**.

☐ 4.4 Strengths and Continuity of Past Governance

Despite its 2021 manifesto not being realized, the AIADMK's **previous 10-year rule (2011–2021)** had notable administrative achievements:

1. **Public Distribution System (PDS)**

   o One of the best-run PDS networks in India. Digitized, low leakage, and efficient.

2. **Amma Brand Schemes**

   o Amma Canteens (subsidized food), Amma Pharmacies, Amma Water — widely appreciated.

3. **Infrastructure Push**

   o Road projects and industrial corridors in western Tamil Nadu showed steady progress.

4. **Crisis Management**

   o Managed **Cyclone Gaja** and **Vardah** relatively well; COVID handling was mixed but better in initial months than later.

☐ 4.5 Weaknesses and Public Disenchantment

1. **Overreliance on Freebies**

   o The 2021 manifesto reinforced the "free washing machine" stereotype, which media and urban voters mocked as regressive.

2. **Lack of Structural Vision**

   o Very little about education reform, health investment, rural innovation, or environment.

   o Jobs were promised without skilling or economic stimulus plans.

3. **Poor Youth Engagement**

- AIADMK failed to resonate with young, urban voters. Promises like 2GB daily data lacked infrastructure support.

4. **Coalition with BJP**

   - Seen as compromising on Tamil identity and federal autonomy.

   - AIADMK lost significant minority votes as a result.

☐ 4.6 Media and Voter Feedback

- **Public Sentiment**: While many women and rural poor had emotional ties to the "Amma legacy", the electorate saw the party as stagnant.

- **Media Commentary**:

  - *The Hindu*: "A manifesto rich in giveaways, poor in planning."

  - *Times Now–Cvoter Survey*: Only 29% of respondents found AIADMK's promises realistic.

  - *Social Media Reaction*: Free washing machine trend became meme-worthy.

☐ 4.7 Summary Table: AIADMK's 2021 Manifesto at a Glance

Category	Promise Highlights	Execution Status	Comments
Women's Welfare	₹1,500/month, LPG, appliances	✘	Unfunded promises
Youth Education	Free internet, loan waivers	✘	No budget allocation
Employment	Jobs, 1 job per family	✘	Constitutionally vague
Identity/Policy	Rename High Court	☐	Symbolic, not impactful
Governance	PDS doorstep delivery	✘	No pilot or planning

☐ 4.8 Final Evaluation

While the **AIADMK manifesto** had short-term appeal, it failed to:

- Convince voters of viability.

- Show long-term economic thinking.

- Offer clarity on implementation timelines or funding sources.

✅**Strengths**: Legacy programs, women-centric language, emotional appeal.
✘**Failures**: No clear economic or digital roadmap, unstructured welfare, excessive populism.
☐ **Result**: Lost electoral credibility, especially with youth and urban voters.

⬜ Chapter 5: Sector-Wise Comparison – DMK vs AIADMK (2021)

⬜ 5.1 Overview

Both DMK and AIADMK aimed to win hearts and votes through manifestos tailored to welfare and economic revival — but **their methods, tone, and realism diverged sharply**.

This chapter compares their promises and approaches across 7 key sectors:

1. Social Welfare

2. Education & Youth

3. Employment & Industry

4. Women & Gender Justice

5. Agriculture & Rural Development

6. Infrastructure & Urban Planning

7. Health & Public Services

⬜ 5.2 Social Welfare

Party	Key Promises	Feasibility	Fulfillment (Post-election)	Notes
DMK	₹4,000 COVID relief, Old-age pension hike	High	✅Mostly fulfilled	Targeted & time-bound
AIADMK	₹1,500/month for women heads, 6 LPG cylinders	Low	✖Not implemented	No clarity on funding or rollout

⬜ **Analysis**: DMK opted for time-bound financial aid; AIADMK leaned on continuous welfare but lacked delivery mechanisms.

⬜ 5.3 Education & Youth

Party	Key Promises	Feasibility	Fulfillment	Notes
DMK	Free tablets & internet, abolish NEET	Medium	⬜ Partial	NEET challenge continues; tablets piloted

Party	Key Promises	Feasibility	Fulfillment	Notes
AIADMK	2GB daily data for students, waive edu. loans	Low	✘None	No digital infra plans or cost evaluation

☐ **Analysis**: DMK focused on reducing inequality; AIADMK made appealing promises but without technical groundwork.

☐ 5.4 Employment & Industry

Party	Key Promises	Realism	Fulfillment	Notes
DMK	10 lakh jobs, 75% private sector quota for locals	Medium	✘Weak	Legal hurdles for quota; job data missing
AIADMK	One govt job per family, 10 lakh jobs	Low	✘None	Legally & fiscally unrealistic

☐ **Analysis**: Both parties made large-scale employment promises, but **neither outlined sector-specific strategies** or tracking mechanisms.

☐ 5.5 Women & Gender Justice

Party	Key Promises	Fulfillment	Impact
DMK	Free bus passes, increased maternity leave	♢Strong	Widely accessed, highly rated
AIADMK	Monthly cash, appliances	✘None	Not implemented

☐ **Analysis**: DMK delivered actionable, service-based benefits. AIADMK relied heavily on freebies with no follow-through.

☐ 5.6 Agriculture & Rural Development

Party	Promises	Fulfillment	Comments
DMK	₹10,000 subsidy for pump sets, separate agri budget	☐ Partial	Budget created, some subsidies released
AIADMK	₹7,500 annual cash for farmers	✘None	Did not initiate scheme

☐ **Analysis**: DMK laid policy groundwork, while AIADMK offered direct support without institutional follow-up.

☐ 5.7 Infrastructure & Urban Planning

Party	Projects Promised	Fulfillment	Status
DMK	Coimbatore metro, bridge upgrades, town roads	☐ Planning	Some DPRs approved; construction pending
AIADMK	Doorstep ration, more Amma housing	✘None	No implementation before elections

☐ **Analysis**: DMK initiated long-term projects; AIADMK's promises were short-term but lacked execution entirely.

☐ 5.8 Health & Public Services

Party	Health Focus	Delivery	Notes
DMK	Hospital infrastructure, COVID response	✓Strong	Oxygen supply, ICU capacity improved
AIADMK	No major 2021 health initiatives	✘Weak	Relied on past record, no future commitments

☐ **Analysis**: DMK outperformed in pandemic response and system modernization. AIADMK leaned on its 2011–16 hospital expansions.

☐ 5.9 Summary Visual: Party Performance Across Sectors

☐ Suggested Bar/Heatmap:

Sector	DMK: Fulfillment Score	AIADMK: Feasibility Score
Social Welfare	8/10	4/10
Education	6/10	3/10
Employment	4/10	2/10
Women's Welfare	9/10	3/10
Agriculture	6/10	2/10
Infrastructure	5/10	2/10
Healthcare	8/10	3/10

☐ 5.10 Conclusion: Beyond Populism

- **DMK** struck a balance between **pragmatic welfare** and **long-term investment**, but stumbled on job creation and education tech.
- **AIADMK's 2021 manifesto** failed to transition from a populist document to a realistic governance roadmap.

This comparison lays the foundation for the next section — where we'll present a **new manifesto** that integrates the **people-centric spirit** of these documents with **fiscal discipline, technology, and measurable outcomes**.

☐ Chapter 6: Principles of the New Manifesto – A People-First Vision for Tamil Nadu

☐ 6.1 Why a New Manifesto?

Tamil Nadu stands at a critical juncture — a state rich in talent, industry, and culture, but constrained by:

- Legacy populism
- Widening inequality
- Jobless growth
- Environmental vulnerability
- Distrust in political accountability

The **new manifesto** must do more than promise — it must **inspire, deliver, and endure**.

This chapter defines the **five core principles** that will differentiate this manifesto from the DMK and AIADMK models.

☐ 6.2 Principle 1: People-First, Not Politician-First

☐ **Old Approach**: Manifestos often reflect party needs — pleasing cadres, coalition partners, or donors.

✓**New Approach**:

- Drafted through citizen consultations, local feedback, and real-time surveys.
- Focused on what **voters demand**, not what parties assume.

☐ **Example**: Community-generated data for local development priorities — education in Dharmapuri, water in Ramanathapuram, urban transport in Coimbatore.

☐ 6.3 Principle 2: Data-Driven & Evidence-Based Promises

☐ **Old Approach**: Random freebie announcements — uncosted, untraceable.

✓**New Approach**:

- All schemes must pass a **Feasibility + Funding Test**.

- Digital dashboards will track delivery with public visibility.

- Outcomes > Optics.

☐ Suggested Visual: Sample dashboard layout for school attendance, crop yields, job placements.

☐ 6.4 Principle 3: Empowerment Over Entitlement

☐ **Old Approach**: Free goods with short-term appeal (mixies, stoves, LPG).

✓**New Approach**:

- Offer **tools, not tokens** — devices for learning, credit for businesses, land rights for rural women.

- Time-limited support that leads to permanent capability.

☐ "Don't just give rice. Give the recipe for independence."

☐ 6.5 Principle 4: Inclusive & Equitable Development

☐ **Old Approach**: Urban-centric development, often ignoring marginalized voices.

✓**New Approach**:

- Rural-urban, gender, caste, and ability-inclusive planning.

- Special micro-policies for tribal communities, trans people, single mothers, and persons with disabilities.

☐ **Every plan will be graded on equity impact.**

☐ Suggested Chart: Equity Index → Measures if schemes benefit all castes, regions, genders.

☐ 6.6 Principle 5: Transparency, Timelines & Trust

☐ **Old Approach**: Promises made in elections vanish post-victory.

✓**New Approach**:

- Each manifesto point includes:

    o Deadline (Year 1 / Year 3 / Year 5)

    o Department responsible

o   Budget source

Launch of a **Public Manifesto Tracker App** — citizens can see status of every promise.

This builds political credibility and reduces voter cynicism.

6.7 Summary: What Makes This Manifesto Different?

Dimension	DMK/AIADMK Manifestos	New Manifesto Approach
Promise Basis	Political instinct, popularity	Citizen data, public feedback
Budgeting	Unclear or missing	Pre-costed, with fiscal roadmap
Delivery Mechanism	Party machinery	Cross-departmental, tech-driven, audited
Monitoring	Weak or hidden	Public dashboard + annual review
Ethics	Vague	Accountability, equity scoring, public audit

6.8 Transition to Vision 2030

With principles laid out, the next step is to translate them into a **clear, goal-based vision** — what should Tamil Nadu look like in 2030 if this manifesto is followed?

Chapter 7: Vision 2030 – Ambitions & Goals for a New Tamil Nadu

7.1 The Purpose of a Vision Statement

A manifesto without a clear vision is just a wishlist. Vision 2030 serves as:

- A **unified goalpost** for governance across departments.

- A **benchmark** for evaluating progress annually.

- A **motivation** for citizens to engage with the political process.

This chapter outlines the **10 Pillars of Progress** that will define Tamil Nadu's path to 2030 under the new manifesto.

Pillar 1: Economic Growth with Equity

Goal: Make Tamil Nadu a **$1 Trillion economy** by 2030, with per capita income doubled and inequality reduced.

- Expand MSMEs, green tech, logistics & fintech hubs.

- Promote regional industrial corridors in south and western TN.

- Ensure equitable investment in backward districts.

☐ **Target Metrics**:

- GSDP growth: ≥9% YoY

- 20% increase in rural entrepreneurship registrations

☐ Pillar 2: Zero Poverty, No Hunger

☐ **Goal**: Ensure **0% extreme poverty** and **universal food security**.

- Modernize PDS with nutritional tracking.

- Launch "One Family, One Livelihood" program.

- Special urban poor package: rental support, job cards.

☐ **Target Metrics**:

- 100% malnutrition-free school children

- <3% population below poverty line (BPL)

☐ Pillar 3: Full Employment, Future-Ready Workforce

☐ **Goal**: Create **50 lakh new jobs**, including gig, green, and digital work.

- Establish District Skill Labs (DSKs)

- State-backed internship for all college graduates

- Tamil Nadu Job Exchange 2.0 – app-based, real-time job listings

☐ **Target Metrics**:

- Youth unemployment <4%

- Women workforce participation >45%

☐ Pillar 4: Digital & Inclusive Education

☐ **Goal**: 100% digital literacy; Tamil Nadu to be **India's highest-skilled state**.

- 1 tablet per govt school child by 2027

- Online career counselling and skilling platform

- Upgrade 5,000 govt schools to "Smart School" standards

- 100% high-speed internet coverage in schools

- 90% digital fluency in secondary students

□ Pillar 5: Universal Healthcare Access

□ **Goal**: Access to **affordable, quality healthcare within 5 km** for every citizen.

- Rural Health Vans & E-clinics

- Mental Health Action Plan with district centers

- AI-powered diagnostics at PHCs

□ **Target Metrics**:

- Doctor-patient ratio 1:800

- <10% out-of-pocket expenditure on health

□ Pillar 6: Women's Economic & Social Upliftment

□ **Goal**: Make Tamil Nadu **India's most gender-equal state**.

- 33% public transport jobs for women

- ₹1 lakh micro-loans to 10 lakh women entrepreneurs

- One-Stop Gender Justice Centers in every district

□ **Target Metrics**:

- Female literacy: 100%

- 50% increase in female enterprise registrations

□ Pillar 7: Sustainable Agriculture & Water Security

□ **Goal**: Achieve **climate-resilient, profitable farming** and secure clean water access.

- Solar irrigation push

- Rainwater harvesting in all Panchayat schools

- AI-based market price advisory for farmers

□ **Target Metrics**:

- Farmer suicides: 0

- 90% irrigation efficiency

☐ Pillar 8: Green & Liveable Cities

☐ **Goal**: Transform 30 towns into **"15-minute cities"** — work, school, health within 15 mins.

- Local transit, clean air zones, vertical gardens
- Electric public transport fleet in 10 cities
- Urban tenant protection act

☐ **Target Metrics**:

- 70% waste segregation
- AQI <100 in all cities

☐ Pillar 9: Good Governance & Digital Public Services

☐ **Goal**: Build **the most transparent state government** in India.

- One app for all government services
- Department performance dashboards online
- AI-based redressal system for citizens

☐ **Target Metrics**:

- 100% grievance resolution within 10 days
- 95% digital penetration for government schemes

☐ Pillar 10: Safety, Justice & Civic Pride

☐ **Goal**: Ensure **every Tamil lives with dignity, security, and pride.**

- Police reform and de-politicization
- Anti-discrimination helplines
- Heritage restoration and Tamil cultural promotion fund

☐ **Target Metrics**:

- Crime rate reduction: 20%
- 100 heritage sites protected/restored

☐ 7.2 Vision Summary Chart (Infographic)

Pillar	Key Goal by 2030	Main Metric
Economic Growth	$1 Trillion GSDP	9%+ GSDP growth
Jobs & Skilling	50L jobs, 100% internship access	<4% youth unemployment
Education	Smart schools, 100% digital literacy	90% digital fluency
Health	Universal within 5km	<10% health spending out-of-pocket
Gender Equality	50% rise in women's income/work	100% literacy, female job participation
Green Economy	Climate-resilient farms, clean cities	90% waste segregation
Digital Governance	Single app access to all schemes	95% service digitization

☐ 7.3 Conclusion

This vision sets a **clear, ambitious direction** — not just for a political term, but for a generational transformation. Grounded in equity, technology, and dignity, this is Tamil Nadu's **Manifesto for the Future**.

☐ **Chapter 8.1: Education & Youth Empowerment**

☐ 8.1.1 Current Challenges in Tamil Nadu's Education Landscape

Despite high enrolment rates and significant investments over the years, Tamil Nadu faces the following persistent issues:

- **Digital Divide**: 45% of rural students lack access to devices or stable internet.

- **Quality Gaps**: Government school students underperform in language and math in ASER & NAS reports.

- **Inequality in Outcomes**: Caste, gender, and geography still influence higher education access.

- **Outdated Curriculum**: Weak integration of digital literacy, AI, and soft skills.

- **Career Confusion**: Lack of structured career guidance and skill mapping.

☐ 8.1.2 Lessons from DMK & AIADMK Manifestos

Party	Promises Made	Result
DMK	Free tablets + internet for students	☐ Partial rollout
DMK	Opposition to NEET	☐ Legally blocked; issue still alive
AIADMK	2GB/day free data, education loan waiver	✗ Not implemented

☐ **Summary**: Both parties acknowledged the importance of education but offered reactive, disconnected solutions. **No clear learning outcome targets, curriculum upgrades, or skilling strategies.**

☐ 8.1.3 Key Proposals from the New Manifesto

☐ **Goal: Create India's most future-ready, inclusive, and equitable education system.**

☐ Policy 1: "Smart Student, Smart School" Initiative

- Upgrade 5,000 government schools to "Smart Schools" by 2028
- Each classroom: Smart boards, 1:1 tablet access, interactive curriculum
- Teacher training every 2 years, with EdTech integration

☐ Metrics:

- 90% attendance in Smart Schools
- 70% digital learning proficiency by Class 10

☐ Policy 2: State Education Cloud & AI Learning Analytics

- Cloud-based learning platform for every student: lessons, assignments, mentorship
- AI-backed performance tracking — alerts for dropouts, mental health flags, subject mastery

☐ Metrics:

- 30% increase in board exam pass rate in first-gen learners
- 100% online access to academic records

☐ Policy 3: "One Child, One Device" Mission

- Provide low-cost tablets with offline learning content to 1 crore students by 2027
- Data subsidy of 5GB/month for all students in Classes 6–12

☐ Funding: CSR partnerships, pooled procurement, State EdTech Bond

☐ Policy 4: Career Lab in Every Government Higher Secondary School

- On-site aptitude testing, career maps, and vocational pathways
- Parent-counselling to bridge rural exposure gap
- Annual "Future Readiness Score" per student

☐ Target:

- 90% of Class 12 students to have a defined career or education plan

☐ Policy 5: NEET Alternative Pathway (State Autonomy Plan)

- Tamil Nadu Admission Authority with 60% board-weightage + 40% aptitude test
- Pursue legal options under Article 254(2) with President's assent
- Parallel development of TN Medical Admission Portal

☐ Target:

- Reduce urban-private NEET coaching dependence by 50% in 5 years

☐ Policy 6: Youth Skill Wallet – Digital Credential Portfolio

- Every student receives a digital wallet with:
  - o Internship certificates
  - o Skill badges (e.g., AI, design, carpentry, English)
  - o Mentorship records
- Interoperable with TN Job Exchange and national portals

☐ 8.1.4 Additional Measures

- Scholarships doubled for SC/ST, first-gen, and trans students
- Menstrual hygiene, gender-neutral bathrooms, and mental health sessions
- Mobile school vans in tribal & hill regions

☐ 8.1.5 Budget & Implementation Timeline

Phase	Year	Focus
Pilot	2025	500 Smart Schools, 100 Career Labs

Phase	Year	Focus
Scale-up	2026–28	Devices for 1 Cr students, EdCloud
Consolidation	2028–30	Full rollout + performance review

☐ Estimated Budget: ₹7,500 crore over 5 years
☐ Funding Sources: State education budget (5% increase), World Bank education grants, CSR, EdTech partnerships

☐ 8.1.6 Impact by 2030 (Projected)

- 90% rural digital literacy among students

- 100% high school retention

- 40% increase in college enrolment from government schools

- Tamil Nadu ranks Top 3 in national learning outcome indexes

☐ Chapter 8.2: Employment, Entrepreneurship & Innovation

☐ 8.2.1 The Current State of Employment in Tamil Nadu

Tamil Nadu has one of the most educated youth populations in India, yet it faces:

- **High graduate underemployment** – Skilled individuals stuck in low-paying, non-core jobs.

- **Low formal sector absorption** – Heavy reliance on informal/gig work.

- **Unequal regional job opportunities** – Chennai, Coimbatore dominate industrial activity.

- **Gender disparity** – Women's workforce participation lags at ~29%.

- **Limited startup ecosystem support** outside Chennai.

☐ **Core Challenge**: There is a **mismatch between skills, jobs, and innovation ecosystems**.

☐ 8.2.2 What DMK & AIADMK Promised (and What Happened)

Party	Key Promise	Result
DMK	10 lakh jobs in 5 years	☐ No unified job tracker
DMK	75% job reservation for locals	✘ Legal hurdles; not implemented

Party	Key Promise	Result
AIADMK	One government job per family	✘ Constitutionally infeasible
AIADMK	Mega job fairs, skill cards	✘ No structured statewide rollout

🔍 **Takeaway**: Bold numbers were thrown around, but **little was invested in systems** to generate, track, and support sustainable employment.

🎯 8.2.3 Vision 2030 Goal

🔹 **Objective**: Create 50 lakh new jobs by 2030, boost regional entrepreneurship, and position Tamil Nadu as a **Top 3 Innovation Economy** in India.

🧩 Key Policies of the New Manifesto

🔷 Policy 1: Tamil Nadu Employment Exchange 2.0

- AI-powered digital platform for all job seekers and employers.
- Integrated with skilling certificates, gig platforms, and MSMEs.
- Real-time dashboards showing district-level job availability.

🎯 **Target**:

- 1 crore active job seekers onboarded by 2026
- Job placement match rate ≥ 70% within 6 months

🔷 Policy 2: District Startup Hubs

- 40 "Micro-Incubators" – one in each district, with:
  - Shared workspace
  - Startup mentorship programs
  - Access to a State Innovation Fund (₹500 Cr corpus)
- Encourage non-tech businesses: AgriTech, Rural BPOs, Green Manufacturing

🎯 **Target**:

- 10,000 new startups from Tier 2/3 regions by 2030
- At least 30% women-led enterprises

🔷 Policy 3: "One Family, One Entrepreneur" Program

- ₹1 lakh interest-free seed fund for 10 lakh families with no formal employment.

- Training + Business registration + Tax break for 3 years.

- Rural Youth Business Coaches hired to mentor locally.

☐ **Goal**:

- 10L family enterprises by 2030, especially in backward districts.

☐ **Policy 4: Future Skills Accelerator Network**

- Launch 50 Accelerators in community colleges/polytechnics to teach:

  o AI/ML

  o Drone operation

  o EV maintenance

  o Spoken English

  o Creative economy tools (design, video editing, writing)

☐ **Outcome**:

- 1 million youth certified in high-demand skills by 2028

☐ **Policy 5: Green & Gig Jobs Mission**

- Promote 10 lakh new jobs via:

  o Rooftop solar technicians

  o E-commerce logistics (especially for women)

  o Digital assistants for rural health/education outreach

☐ State to match private hiring with tax breaks & insurance support

☐ **Policy 6: Women Workforce Enablement**

- ₹5,000/month crèche support for working women in the informal sector

- 50% subsidy for rural businesswomen's machinery/tools

- "Namma Nanban" – Male allyship initiative in factories to prevent attrition

☐ **Goal**: Raise women's labor participation to 45% by 2030

☐ **8.2.4 Funding & Implementation**

Phase	Year	Focus
Phase 1	2025–26	Job platform + 20 micro-incubators
Phase 2	2026–28	Startup fund + Skill accelerators
Phase 3	2028–30	Scale rural enterprises + women gig hubs

☐ Estimated Budget: ₹8,000 crore over 5 years
☐ Funding: State allocations, CSR, World Bank MSME schemes, Skill India convergence

☐ 8.2.5 Success Indicators by 2030

Indicator	2023 (Baseline)	2030 Target
Women workforce participation	~29%	45%
New rural entrepreneurs per year	~30,000	2 lakh
Average time to first job post-training	12 months	3 months
Gig economy employment share	<5%	15%
Tamil Nadu innovation ranking	#5	Top 3

☐ 8.2.6 Summary

This chapter outlines a **complete ecosystem approach** — from matching jobs to training youth, funding businesses, and building regional innovation.

It offers **what earlier manifestos lacked**: ✅Measurable targets
✅Financial planning
✅Gender inclusion
✅Tech-backed delivery
✅District-level localization

☐ Chapter 8.3: Health, Nutrition & Public Health Systems

☐ 8.3.1 The Health Challenge in Tamil Nadu

While Tamil Nadu performs better than most Indian states in maternal and child health, key challenges persist:

- **Urban-rural health divide**: Quality care still centralized in cities.

- **Out-of-pocket expenses**: Despite schemes, medical debt remains high.

- **Staffing shortages**: PHCs lack doctors and diagnostic tools.

- **Mental health neglected**: Only 1 psychiatrist per 2.5 lakh population.

- **Nutrition stagnation**: High rates of anemia and stunted growth in children.

☐ 8.3.2 What DMK & AIADMK Promised

Party	Health Promises	Outcome
DMK	Better PHC infrastructure, Amma clinics	☐ Upgrades underway, still urban-heavy
DMK	Free COVID treatment, vaccine management	✓ Effective early rollout
AIADMK	Free medical kits, health card expansion	✗ No clear policy structure post-election

☐ **Observation**: Health was not a major manifesto focus for either party. Neither proposed structural reforms to make the system **proactive** rather than **reactive**.

☐ 8.3.3 Vision 2030 Health Goals

☐ Build the most **accessible, equitable, and tech-integrated** health system in India — preventive, inclusive, and rural-first.

☐ Key Proposals in the New Manifesto

☐ **Policy 1: PHC+ Program – Redesigning Primary Health Centres**

- Upgrade 3,000 PHCs into 24x7 clinics with diagnostics, mental health desk, and telemedicine.

- Solar-powered with biometric attendance for staff.

- Community Health Worker (CHW) tied to each PHC: one per 500 households.

☐ **Goal**:

- 1 PHC for every 5,000 population

- 90% satisfaction rate by 2028

☐ Policy 2: Nutrition-First Tamil Nadu

- Fortify all public ration items (rice, flour, oil) with iron and B12.

- Monthly nutrition kit for pregnant mothers (fruits, proteins, supplements).

- "Smart Anganwadi" — Digital records for all children <5 years on nutrition and height/weight growth.

☐ Target:

- Reduce child stunting to <10% by 2030

- 100% anemia screening for adolescent girls

☐ Policy 3: Mental Health for All

- District Mental Health Centers with:

    o Crisis hotline

    o Free tele-counselling

    o School/college mental wellness clubs

- Hire 1,000+ clinical psychologists and psychiatric social workers

☐ Target:

- Every district has a mental health response team

- Suicide rate reduction by 30%

☐ Policy 4: Mobile Medical Vans + e-Clinics

- 1 van per 10,000 population in hilly/tribal/rural belts

- e-Clinic at every Panchayat by 2027 — video link to urban doctors

- Pharmacy-in-a-box kiosk for medicines

☐ Goal:

- 100% doorstep access within 5 km radius for rural areas

☐ Policy 5: Insurance & Expense Reduction

- Expand CM Insurance Scheme with:

    o Coverage for outpatient care

    o Mental health coverage

    o Pre-hospitalization diagnostics

- ₹25,000 annual preventive care credits per household (to avoid long-term illness)

Target:

- Out-of-pocket expenses <10% of household income

Policy 6: Urban Health Reform

- Convert all Corporation Primary Health Centers into polyclinics

- Partner with private labs for free diagnostics under PPP model

- Digital appointment booking & tracking

Goal:

- 30-minute average wait time

- 100% real-time doctor availability data

8.3.4 Budget & Timeline

Phase   Year   Focus

Phase 1 2025–26 PHC+ upgrade, nutrition kits in 10 districts

Phase 2 2026–28 e-Clinics, Mental Health Centres

Phase 3 2028–30 Preventive insurance, full rural coverage

Estimated Budget: ₹9,500 crore over 5 years
Funding: State health mission, NHM, CSR, UN/UNICEF nutrition grants

8.3.5 Impact Targets by 2030

Indicator	2023 Baseline	2030 Target
Rural access to quality care	~40%	100% within 5 km
Child stunting	~21%	<10%
Anemia in adolescent girls	~60%	<30%
Suicide rate	15/100,000	<10/100,000
Mental health help-seeking behavior	<10%	50%+

8.3.6 Summary

This manifesto chapter reimagines health as a **public right, not a private privilege**, with:

✓ Rural-first design
✓ Strong preventive care focus
✓ Insurance reform
✓ Nutrition-tech fusion
✓ Mental health mainstreaming

☐ Chapter 8.4: Agriculture, Farmers & Rural Transformation

☐ 8.4.1 Tamil Nadu's Agrarian Reality

Despite contributing only ~13% to GSDP, agriculture **supports over 40% of the state's population**. Yet:

- Water scarcity and erratic rainfall impact crop cycles.

- Farmer debt, land fragmentation, and poor price realization remain endemic.

- Youth are migrating away from farming.

- Climate variability threatens yield stability.

☐ 8.4.2 What DMK & AIADMK Promised

Party	Key Agriculture Promises	Outcome
DMK	₹10,000 subsidy for motors, separate agri budget	☐ Budget delivered, motor subsidy partial
DMK	Support for organic farming	☐ Minor allocations, slow progress
AIADMK	₹7,500 annual subsidy, farmer insurance reform	✗ Not implemented post-election

☐ **Observation**: Both parties focused more on **cash relief** than **systemic reform**. Climate risk, value chains, and technology adoption were under-addressed.

☐ 8.4.3 Vision 2030 for Agriculture

☐ **Objective**: Make Tamil Nadu India's **first climate-resilient, tech-integrated, and youth-inclusive farming state**, while reviving rural economies.

☐ Key Proposals in the New Manifesto

☐ Policy 1: "Smart Farmer, Secure Future" Mission

- Digital land records, soil health cards, weather-linked advisories
- AI-backed agri dashboards to predict disease, water need, and crop prices
- Universal Farm ID for every landholder

☐ Target:

- 100% digital coverage of farm holdings by 2027

☐ Policy 2: Green Irrigation + Water Security Fund

- Micro-irrigation (drip, sprinkler) for 20 lakh acres
- Solar pumps: 5 lakh installations with 80% subsidy
- 10-year **State Water Security Fund** for tank desilting, canal repair, and aquifer mapping

☐ Impact:

- 40% improvement in irrigation efficiency
- 50% reduction in diesel pump use

☐ Policy 3: Farmers' Income Support + Debt Shield

- ₹6,000/year minimum guaranteed income for small/marginal farmers
- Crop insurance expansion to include climate events and market shocks
- State Legal Aid Cell for land-related disputes and loan mediation

☐ Target:

- 70 lakh farmers enrolled in income & insurance by 2028

☐ Policy 4: Agri Innovation Zones & FPO Hubs

- Set up 20 "Agri Innovation Zones" for:
    o High-tech farming (hydroponics, vertical farming)
    o Climate-smart R&D
    o Drone spraying pilots

- Promote 1,000 Farmer Producer Organizations (FPOs) with:

    o Common processing units

    o Market linkages

    o Export training

☐ Output:

- 5x increase in FPO income

- 10 lakh acres under precision/organic farming

☐ Policy 5: "Return to Roots" – Rural Livelihood Revival

- ₹2 lakh seed capital to rural youth who take up:

    o Agri-processing

    o Animal husbandry

    o Handloom, bamboo, dairy

- Special rural employment zones linked to skill training

☐ Goal:

- Reverse rural youth migration by 30%

☐ Policy 6: Women in Agriculture

- 50% of new FPO seats reserved for women

- "Namma Ooru Food" – Women-led rural food enterprises supported with capital, kitchens, market access

- 2,000 agri-MSEs to be women-founded by 2030

☐ Goal:

- 10 lakh women employed directly in agri value chains

☐ 8.4.4 Budget & Rollout

Phase	Year	Focus
Phase 1	2025–26	Farm ID, soil tech, 5 FPO hubs
Phase 2	2026–28	Irrigation, water fund, Smart Zones

Phase   Year   Focus

Phase 3 2028–30 Full FPO network, food enterprises

☐ Estimated Budget: ₹11,000 crore over 5 years
☐ Sources: NABARD, World Bank rural missions, state subsidies, CSR for water projects

☐ 8.4.5 Targets by 2030

Indicator	2023 Baseline	2030 Target
Farmer suicide rate	Medium-high	0
Area under micro-irrigation	10 lakh acres	30 lakh acres
Farmer income (avg per annum)	₹90,000	₹1.8 lakh
Rural youth reverse migration	Negligible	30% increase in rural retention
Women in agri-processing	5%	25%

☐ 8.4.6 Summary

This chapter moves Tamil Nadu from a **rain-dependent, debt-trapped model** to a **digitized, diversified, and inclusive agriculture ecosystem**, with:

✅Climate-smart reforms
✅Tech infusion
✅Women-centric policy
✅Rural economy linkages
✅Guaranteed farmer dignity

☐ Chapter 8.5: Women's Welfare, Safety & Economic Role

☐ 8.5.1 The State of Women in Tamil Nadu Today

Tamil Nadu has made strides in female literacy and maternal health, but persistent gaps remain:

- **Female workforce participation** is just ~29%, below national average.

- **Unpaid labor** dominates women's daily lives, limiting economic mobility.

- **Workplace harassment, domestic violence, and mobility restrictions** remain serious.

- **Access to credit, land ownership, and digital skills** are all disproportionately low for women.

☐ **Core Issue**: Women are still treated primarily as dependents in policy, not as **economic agents and rights holders**.

☐ 8.5.2 What DMK & AIADMK Promised

Party	Key Promises	Outcome
DMK	Free bus travel for women	✅Implemented, widely accessed
DMK	Maternity leave extension	✅For state employees, limited scope
AIADMK	₹1,500 monthly allowance for women	❌Not implemented (lost election)
AIADMK	Free LPG cylinders, washing machines	❌Not delivered, criticized as tokenism

☐ **Conclusion**: DMK offered **mobility-focused empowerment**; AIADMK leaned heavily on **material welfare**. Neither offered deep, systemic solutions.

☐ 8.5.3 Vision 2030: Women at the Core of Tamil Nadu's Development

☐ Objective: Achieve **50% women's workforce participation**, zero tolerance for gender violence, and full access to digital, financial, and property rights.

☐ Key Policies of the New Manifesto

☐ Policy 1: Women's Basic Income + Labor Credit

- ₹1,000/month unconditional income for women in households without formal jobs

- ₹500/month child care credit for informal sector women

- Recognize and **compensate unpaid care work** in policy

☐ Target:

- 1 crore women supported annually by 2028

☐ Policy 2: Women's Enterprise Mission

- ₹1 lakh interest-free loan + ₹25K grant to 10 lakh women entrepreneurs
- Startup labs in rural blocks for food, tailoring, recycling, services
- Free digital marketing & GST onboarding for women-led micro-enterprises

☐ Outcome:

- 30% increase in women-led registered businesses by 2030

☐ Policy 3: Right to Safe Public Space

- Install **24/7 Women's Safety Grids**: CCTV + distress button + patrol in buses/public areas
- Fast-track courts for gender-based violence
- Free legal aid & trauma centers in all districts

☐ Target:

- 50% reduction in harassment-related complaints by 2028

☐ Policy 4: Gender-Smart Infrastructure

- Gender-neutral toilets in every public institution by 2026
- Priority bus seating, well-lit streets, 50% female police patrols
- "Safe Street Score" public rating system via app

☐ Goal:

- All districts rated "Safe" by 2030

☐ Policy 5: Digital & Land Rights for Women

- 100% digital literacy for women aged 18–40 by 2028
- Fast-track joint land title registration for 50 lakh rural women
- Women-only help desks in all Revenue Offices

☐ Metric:

- 50% land assets jointly titled by 2030

☐ Policy 6: Education & Health Access

- Full menstrual equity: free pads, hygiene kits, toilets in schools and workplaces

- 2,000 new women health volunteers trained in mental + maternal health

- Gender counselling in colleges and job centers

☐ Outcome:

- Female dropout rate <3% after Class 10

☐ 8.5.4 Implementation Plan

Phase   Year   Focus

Phase 1 2025–26 Safety grids, pilot income scheme, 200K loans

Phase 2 2026–28 Land rights rollout, digital training

Phase 3 2028–30 Full-scale economic empowerment model

☐ Estimated Budget: ₹10,000 crore over 5 years
☐ Sources: State women's welfare budget, UN Women, CSR funds, SIDBI micro-enterprise fund

☐ 8.5.5 Targets by 2030

Indicator	2023 Baseline	2030 Target
Women workforce participation	~29%	50%
Women's ownership of land/assets	~13%	50%
Registered women entrepreneurs	~2 lakh	10 lakh
Gender-based crime convictions	Low	2x increase
Female secondary school completion	~80%	100%

☐ 8.5.6 Summary

This chapter reframes women's policy not as **charity**, but as **economic and civic strategy**. By combining basic income, ownership, safety, and entrepreneurship, the state can:

✓Unlock billions in untapped economic value
✓Improve child and community welfare outcomes
✓Achieve true gender equity beyond slogans

⬜ Chapter 8.6: Infrastructure, Urbanization & Housing

⬜ 8.6.1 The Urban-Rural Infrastructure Divide

Tamil Nadu is India's most urbanized large state (48.4% urban population), yet:

- **Tier-2 and Tier-3 towns lack proper sewage, stormwater drains, and reliable transport.**
- **Slum rehabilitation is slow**, and many urban poor live in informal housing without title deeds.
- **Affordable housing demand outstrips supply**, especially in industrial corridors.
- **Mobility is car-centric**, making cities congested, unsafe, and polluting.
- **Rural infrastructure gaps** (roads, drinking water, internet) continue to delay progress.

⬜ 8.6.2 What DMK & AIADMK Promised

Party	Key Infrastructure Promises	Outcome
DMK	Coimbatore metro, riverfront development	⬜ Metro in DPR stage, other projects pending
AIADMK	Amma housing, ration doorstep delivery	✗ Not implemented (lost election)

⬜ **Observation**: While both parties focused on urban expansion, **neither addressed rural infrastructure seriously** or proposed a sustainable housing model.

⬜ 8.6.3 Vision 2030: Building a Connected, Clean, and Climate-Ready Tamil Nadu

⬜ Objective: Redesign towns and rural settlements as **safe, inclusive, energy-efficient, and digitally connected spaces** — bridging infrastructure gaps while preparing for climate resilience.

⬜ Key Proposals in the New Manifesto

⬜ Policy 1: "15-Minute Cities" Program for 30 Towns

- Redesign towns so that work, education, health, groceries, and public transport are accessible within 15 minutes.
- Revamp footpaths, create non-motorized zones, build safe cycling tracks.

⬜ Target:

- 30 cities/towns redesigned by 2030

- 60% daily needs accessed within walking distance

☐ Policy 2: "House for Every Worker" Mission

- Build 5 lakh rental housing units for migrant workers and low-income families.

- Rent capped under Tamil Nadu Urban Housing Act; portable housing benefit cards.

- Redevelop unused government lands into green housing zones.

☐ Target:

- 100% housing for urban poor and informal workers by 2030

☐ Policy 3: Coimbatore, Madurai & Trichy Metro Lite

- Phase-1 corridors approved and co-funded by state & JICA/ADB

- Integrate with feeder electric buses, autorickshaws, bicycle share

☐ Output:

- 50 km of track laid by 2029

- Daily ridership of 10 lakh across 3 cities

☐ Policy 4: Village 2.0 – Rural Infrastructure Transformation

- 100% pucca roads with solar-powered streetlights by 2027

- Every Panchayat gets:

  o Digital Seva Kendra

  o Solid waste unit

  o Tank or piped water to every household

☐ Goal:

- 24x7 clean drinking water for 90% of rural households

☐ Policy 5: Smart Public Utilities & Digital Infra

- Underground cabling in all Corporation cities

- Internet hotspots at all bus stands and public libraries

- Waste-to-energy and composting in 50 municipalities

☐ Impact:

- Power outages reduced by 70%

- Public internet usage up 3x

☐ Policy 6: Slum-Free Tamil Nadu by 2030

- Accelerate in-situ slum redevelopment with community participation

- Offer land titles, digital address cards, and home ownership by 2030

- All resettlement colonies to include:

  - Schools

  - Clinics

  - Daycare

  - Grocery outlets

☐ Outcome:

- 100% secure tenure for 20 lakh+ urban poor

☐ 8.6.4 Budget & Phased Implementation

Phase	Year	Focus
Phase 1	2025–26	Village 2.0 pilot, Metro Lite DPR approvals
Phase 2	2026–28	Worker housing rollout, rural water
Phase 3	2028–30	Full slum upgrade, Smart Cities integration

☐ Estimated Budget: ₹20,000 crore over 5 years
☐ Funding: State urban/rural infra budget, JICA loans, Smart Cities Mission, CSR housing bonds

☐ 8.6.5 Impact by 2030

Indicator	2023 Baseline	2030 Target
Access to piped water in rural homes	~48%	90%

Indicator	2023 Baseline	2030 Target
Urban housing shortage	19 lakh units	0
Rural electrified roads	~65%	100%
Share of non-motorized transport	~5%	25%
Internet access in villages	~40%	100%

☐ 8.6.6 Summary

This chapter brings a **climate-conscious, worker-centered, and digitally-enabled** vision for Tamil Nadu's built environment, with:

✓Holistic urban-rural synergy
✓Affordable housing as a right
✓Green transit and public space access
✓Digitally connected civic services
✓Resilience against floods, heat, and displacement

☐ Chapter 8.7: Digital Governance & AI-Driven Public Services

☐ 8.7.1 The Governance Bottleneck

Tamil Nadu has pioneered welfare delivery, but key gaps persist in **speed, accountability, and user experience**:

- **Paper-based systems delay services** and increase corruption.

- Citizens **lack real-time visibility** into complaints or scheme eligibility.

- Most schemes are **not digitally trackable end-to-end**.

- Grievance redressal is fragmented across departments and districts.

☐ **Problem**: Governance today is largely reactive and bureaucratic — not predictive, personalized, or transparent.

🗂 8.7.2 What Previous Manifestos Promised

Party	Governance Promises	Result
DMK	"Ungal Thoguthiyil Mudhalvar" grievance system	✓ Operational with decent uptake
AIADMK	Ration doorstep delivery	✗ Not implemented
Both	Digital dashboards, paperless offices	☐ Some pilots, not universal

☐ **Summary**: Governance was mostly about **benefits** and not about **systems**. No party proposed a citizen-first digital transformation.

🗂 8.7.3 Vision 2030: Build the Smartest State in India

☐ **Objective**: Turn Tamil Nadu into India's most citizen-responsive state through **AI, data governance, open platforms**, and real-time service monitoring.

☐ Key Proposals in the New Manifesto

☐ Policy 1: Tamil Nadu OneApp – Unified Service Gateway

- A single app/portal for 500+ services: land, health, education, pensions, water, grievance redressal

- Aadhaar + facial recognition login

- Status tracking, time limits, appeal feature

☐ Target:

- 100% public schemes digitized by 2027

- 80% requests closed within SLA time

☐ Policy 2: AI-Powered Grievance & Fraud Detection Engine

- NLP and machine learning tools for:

  o Auto-prioritizing complaints

  o Identifying delayed services

  o Fraud detection in scheme disbursal (ghost beneficiaries, double entries)

☐ Outcome:

- Complaint backlog reduced by 75% by 2026

- Savings of ₹1,000+ crore in scheme audits

☐ Policy 3: District Digital Command Centers (DCCs)

- Live dashboards for every Collector and Minister
- KPIs for:
  - School attendance
  - Health worker visits
  - Road repairs
  - Water availability
  - Crime reports
- Integrated drone + satellite data feed for real-time alerts

☐ Target:

- 38 DCCs fully functional by 2026

☐ Policy 4: AI for Predictive Policy

- Use AI to:
  - Forecast dengue outbreaks
  - Anticipate school dropouts
  - Optimize bus routes based on foot traffic
  - Flag early signs of farmer distress

☐ Result:

- Proactive governance, not reactive firefighting

☐ Policy 5: Open Data & People's Budget Platform

- Public-facing dashboards for:
  - Department budgets
  - Project delays
  - Scheme enrollment by district
- Monthly "People's Report Cards" per department

☐ Goal:

- 90% of public spending traceable by 2028

⬚ Policy 6: Digital Capacity Building for Officials

- Mandatory 30-hour Digital Governance course for all Group A/B officers

- "One Officer, One Dashboard" for daily task updates, citizen calls, follow-ups

⬚ Target:

- 100% officials trained by 2027

- Time to file processing reduced by 60%

⬚ 8.7.4 Budget & Rollout Plan

Phase   Year   Focus

Phase 1 2025–26 OneApp MVP, 10 DCCs, AI for 5 pilot depts

Phase 2 2026–28 Expand AI engine, officer training

Phase 3 2028–30 Full automation, People's Budget rollout

⬚ Estimated Budget: ₹4,500 crore
⬚ Sources: State IT budget, Digital India convergence, World Bank e-Gov fund, GovTech PPPs

⬚ 8.7.5 Impact by 2030

Metric	2023 Baseline	2030 Target
Service time per file	12–30 days	<3 days average
Grievance redress SLA adherence	~45%	>90%
Corruption reports in service delivery	High	70% reduction
Data transparency (real-time dashboards)	<10% depts	100%
Citizen trust in govt (survey-based)	~50% approval	>80%

⬚ 8.7.6 Summary

This chapter presents a shift from **manual, reactive bureaucracy** to **real-time, tech-enabled citizen governance** that is:

⬦AI-informed
⬦Data-transparent

✓Predictive, not passive

✓Citizen-controlled, not file-bound

With this system, Tamil Nadu becomes a **GovTech benchmark** not just for India, but globally.

☐ Chapter 8.8: Environment, Water Security & Climate Resilience

☐ 8.8.1 Tamil Nadu's Environmental Emergency

Tamil Nadu is **climate-vulnerable**, not because of a lack of resources, but due to decades of:

- Urbanization without green planning

- Over-extraction of groundwater (over 60% of districts overdrawn)

- Disappearing water bodies (50% of small tanks lost in 3 decades)

- Air pollution in urban zones exceeding WHO limits

- Frequent **climate shocks** (Chennai floods, delta droughts, heatwaves)

☐ Core problem: Environmental issues are **treated departmentally**, not as a cross-sectoral, people-driven emergency.

☐ 8.8.2 Past Manifesto Promises

Party	Key Promises	Outcome
DMK	River restoration, solar pump subsidies	☐ Partial (pilot-based, low coverage)
AIADMK	Desalination plants, afforestation drive	✖Not sustained or scaled

☐ Observation: Environmental promises were **piecemeal** — no coordinated, long-term climate action framework.

☐ 8.8.3 Vision 2030: A Green, Water-Secure Tamil Nadu

☐ Objective: Make Tamil Nadu **water-secure, energy-smart**, and **climate-resilient** through ecological governance and citizen-centered climate planning.

☐ Key Proposals in the New Manifesto

☐ Policy 1: Tamil Nadu Water Bank & Jal Sabha System

- Create **State Water Bank** to digitally map:

- o Groundwater aquifers

- o River basin flow data

- o Tank capacity and recharge zones

- Introduce **Jal Sabhas** at Panchayat level to monitor and manage local water sources.

☐ Target:

- 100% of districts with dynamic water resource maps by 2027

- 10,000 Jal Sabhas formed by 2030

☐ Policy 2: Green Jobs & Just Transition Plan

- Create 5 lakh green jobs:

  - o Solar technicians

  - o Organic farm advisors

  - o Battery repair and EV mechanics

  - o Forestry restoration and waste workers

- Skill and reskill rural youth for green economy

☐ Outcome:

- 50% green jobs filled by women/youth

- Green jobs contribute 2% to GSDP by 2030

☐ Policy 3: Urban Resilience Infrastructure

- Climate-safe stormwater drain redesign in 50 cities

- Flood buffer zones near rivers and coasts

- Rooftop rainwater harvest mandate with digital compliance tracking

☐ Goal:

- 100% urban buildings rainwater-harvested by 2030

- <10% annual flood-affected area

☐ Policy 4: Eco-Villages & Zero-Waste Panchayats

- 2,000 Eco-Villages to pilot:

○　Greywater recycling

　　○　Biomass toilets

　　○　Solar-powered anganwadis and streetlights

- Panchayat-level composting, plastic buyback, waste-to-bricks model

☐ Target:

- 25% rural population in "green certified" habitations by 2030

☐ Policy 5: River & Lake Restoration Mission

- Desilt, clean, and re-oxygenate 5,000 tanks, lakes, and 10 major rivers

- Community water stewardship (citizen tracking + school clubs)

- Coordinate with farmers to reduce runoff pollution

☐ Output:

- Revived surface water storage up by 30%

- Improved water quality in 70% monitored sites

☐ Policy 6: Tamil Nadu Climate Fund & Scorecard

- ₹5,000 Cr climate adaptation fund (from state + green bonds + global climate finance)

- Every district gets a **Climate Scorecard** measuring:

　　○　Emissions

　　○　Forest cover

　　○　Water recharge

　　○　Heat exposure

☐ Goal:

- State-level carbon neutrality plan by 2040

☐ 8.8.4 Budget & Timeline

Phase	Year	Focus
Phase 1	2025–26	Water Bank, Green Jobs pilot, Tank restoration
Phase 2	2026–28	Urban flood infra, Eco-Villages scale-up
Phase 3	2028–30	Climate Scorecard roll-out, state-wide targets

☐ Estimated Budget: ₹12,000 crore over 5 years
☐ Sources: State climate fund, Green Bonds, UNDP-GCF, CSR ecology funds

☐ 8.8.5 Impact by 2030

Indicator	2023 Baseline	2030 Target
Groundwater recharge	Stressed	30% improvement
Urban flood days	High in 8 cities	<2 days/year
Forest cover (recorded)	~20%	25%+
Green jobs created	<1 lakh	5 lakh
Surface water quality (C+ grade)	40%	80% restored to A/B

☐ 8.8.6 Summary

This chapter reimagines environment policy not as **compliance**, but as **livelihood + survival + sovereignty**:

✅Data-first water governance
✅Green jobs for youth
✅Nature-based urban design
✅Mass eco-literacy
✅Cross-generational climate resilience

☐ Chapter 8.9: Law, Order & Transparent Administration

☐ 8.9.1 Ground Realities in Tamil Nadu

Tamil Nadu is seen as relatively law-abiding compared to many Indian states — but key concerns remain:

- **Underreporting of crimes**, especially against women, Dalits, and LGBTQIA+ communities

- **Political interference** in police postings and investigations

- **Slow judicial delivery** and backlog in local courts

- **Lack of civic awareness** about rights and grievance procedures

- **Corruption at lower bureaucratic levels** still burdens citizens in rural and semi-urban areas

☐ Core problem: The system is **opaque, slow, and intimidating** to the average citizen — especially the marginalized.

☐ 8.9.2 Previous Manifesto Promises

Party	Key Promises	Outcome
DMK	Police modernization, grievance apps	☐ Partially implemented in urban zones
AIADMK	Anti-corruption laws, faster court access	✖ No structural reforms undertaken

☐ **Conclusion**: Both parties treated law and justice as **departmental silos**, not as part of broader democratic empowerment.

☐ 8.9.3 Vision 2030: Justice as a Daily Right

☐ Objective: Make Tamil Nadu **India's safest and most trusted state**, where every citizen — regardless of identity — can access law, justice, and protection **without fear or delay**.

☐ Key Policies in the New Manifesto

☐ Policy 1: Tamil Nadu Justice Access Mission (T-JAM)

- Legal aid clinics in every block

- AI-based public legal help app in Tamil + English

- ₹10 Cr per district for legal literacy, mobile courts, and tribal justice systems

☐ Target:

- Legal help within 3 days for 90% citizens by 2028

☐ Policy 2: Police Reform & Community Policing Act

- Fixed 3-year tenure for station-level officers

- Civilian-led Police Oversight Boards in all districts

- 25% of beat-level constables from local communities

☐ Impact:

- 50% fall in petty crime complaints not escalated

- Increased trust in neighborhood policing

☐ Policy 3: Fast-Track Gender Justice

- Exclusive Gender & Family Courts in every district

- 24/7 Women's Legal Aid Line with live chat + map SOS

- Witness protection schemes and compensation fund

☐ Target:

- All gender-violence cases to reach first hearing within 90 days

- 2x increase in conviction rates for harassment/assault

☐ Policy 4: Transparency in Administration

- Mandatory public display of:

  - o   Monthly RTI responses

  - o   Department-wise complaint resolution times

  - o   Daily update dashboards at Taluk and Collector offices

- Ethics training for all state officials every 3 years

☐ Goal:

- 100% departments RTI-compliant by 2027

- 70% public grievances resolved in under 10 working days

☐ Policy 5: Corruption Audit & Anti-Bribery Mechanism

- Launch **Tamil Nadu Corruption Tracker**: real-time platform for citizen feedback

- Bi-annual audits of high-risk departments (land, PWD, social welfare)

- Whistleblower protection law & fund

☐ Outcome:

- Reported bribery incidents down by 60% by 2030

☐ Policy 6: Justice for Marginalized

- Dalit & Tribal legal cell in every district court

- ₹10 Cr compensation fund for wrongful arrests, custodial harm

- Reserved panel of pro bono lawyers for caste/gender/queer cases

☐ Goal:

- 100% under-trial review for SC/ST and trans inmates by 2028

☐ 8.9.4 Budget & Timeline

Phase   Year   Focus

Phase 1 2025–26 Legal help app, oversight boards, gender courts

Phase 2 2026–28 Community policing, corruption audits

Phase 3 2028–30 Full rollout of justice dashboard + access fund

☐ Estimated Budget: ₹5,000 crore over 5 years
☐ Sources: State judicial mission, NALSA grants, UNDP rule of law fund

☐ 8.9.5 Impact by 2030

Metric	2023 Baseline	2030 Target
Legal aid access	<20%	>90% of districts
Gender crime conviction rate	~30%	>60%
Citizen corruption reporting	Low	3x increase
Time to resolve public complaints	30+ days avg	<10 days avg
Police-public trust index	Unknown	80%+ (survey-based)

☐ 8.9.6 Summary

This chapter reimagines law and order not as force, but as **fairness with accountability**:

�**Police independence and local trust
✓**Real-time grievance systems
✓**Legal literacy and access

☑Gender and caste-sensitive justice
☑Transparent, audited governance

☐ Chapter 8.10: Inclusive Welfare – Differently-Abled, Elderly, LGBTQIA+ & Marginalized

☐ 8.10.1 The Overlooked Millions

Tamil Nadu has made progress in broad-based welfare, but **many communities remain on the margins** of access, dignity, and opportunity:

- **1.8 million persons with disabilities (PwDs)** face infrastructure and job discrimination.

- **Elderly citizens** struggle with income, loneliness, and health dependency.

- **LGBTQIA+ communities** face daily social, legal, and economic exclusion.

- **Nomadic tribes, inter-caste couples, and orphaned youth** are rarely visible in policy.

☐ Core problem: Welfare is often **universalized**, when it needs to be **customized**.

☐ 8.10.2 Past Manifesto Gaps

Group	DMK/AIADMK Focus	Result
PwDs	Pension, basic reservation	☐ No employment or tech vision
Elderly	Old-age homes, ₹1,500/month	☑Implemented, but isolated
LGBTQIA+	Little to no mention	✖No structural reforms
Orphans/Tribes	Welfare board promises	☐ Not funded or functional

☐ Observation: These groups were seen as **dependent**, not **active rights-holders** or contributors to society.

☐ 8.10.3 Vision 2030: Welfare with Agency and Equity

☐ Objective: Create a **state of inclusive dignity** — where every person, regardless of ability, age, identity, or origin, can access rights, voice, work, and visibility.

☐ Key Policies in the New Manifesto

☐ Policy 1: Tamil Nadu Accessibility Guarantee Act

- Mandate 100% public building accessibility (rural + urban) by 2030

- Public transport with ramps/lifts/auditory & visual navigation

- ₹2,000/month accessibility support allowance for PwDs

☐ Target:

- Full accessibility compliance in schools, buses, hospitals by 2028

☐ Policy 2: Differently-Abled Employment & Tech Lab

- 5% state job quota + skill tech centers for PwDs

- AI tools (voice typing, Braille apps, motion sensors) subsidized for home + work use

- State micro-loan portal for PwD entrepreneurs

☐ Outcome:

- 5x increase in employed disabled adults by 2030

☐ Policy 3: Integrated Elderly Support System

- Caregiver subsidies, telemedicine kits, and weekly check-up plans

- "Nalam Kendra" – senior wellness & activity centers in every Taluk

- Reverse mortgage support for income + old-age insurance

☐ Target:

- 100% coverage of senior citizens under care plan by 2027

☐ Policy 4: LGBTQIA+ Rights & Inclusion Law

- Legal recognition of gender identity in all forms (health, housing, education)

- ₹25 Cr annual grant for:

  o Housing cooperatives

  o Crisis support

  o Skill training

- Anti-discrimination protocol in all government offices + schools

☐ Goal:

- 1,000 trans-led enterprises by 2030
- Zero harassment tolerance policy in public systems

☐ Policy 5: Welfare for the Forgotten

- Universal orphan tracking & guardianship portal
- ₹1 lakh life security grant + mentoring for all orphaned youth (18+)
- Housing & ID support for Narikuravars, nomadic tribes, and inter-caste couples

☐ Outcome:

- All marginalized groups digitally documented and linked to entitlements

☐ 8.10.4 Budget & Timeline

Phase   Year   Focus

Phase 1 2025–26 Accessibility audits, LGBTQ+ crisis fund

Phase 2 2026–28 Elderly care systems, tribal housing rollouts

Phase 3 2028–30 Enterprise and rights-based ecosystem building

☐ Estimated Budget: ₹6,000 crore over 5 years
☐ Sources: Disability welfare budget, ADB social inclusion grants, philanthropy CSR, senior welfare fund

☐ 8.10.5 Targets by 2030

Metric	2023 Baseline	2030 Target
Public infrastructure accessibility	~30%	100%
Employed PwDs	~7%	35%+
Elderly in regular medical care	<20%	>90%
Transgender legal recognition	~15%	100%
Marginalized youth with ID & housing	Unknown	100% covered

☐ 8.10.6 Summary

This chapter transforms welfare into **rightful participation** by recognizing each group's:

☑Legal identity
☑Physical accessibility
☑Economic opportunity
☑Health, safety & dignity
☑Role in civic, cultural, and digital life

☐ Chapter 9: How This Manifesto Differs from DMK & AIADMK Past Manifestos

☐ 9.1 The Need for a New Standard

Both DMK and AIADMK have historically issued manifestos heavy on populism and promises, but light on:

- Budget clarity

- Timelines

- Implementation systems

- Citizen monitoring

- Measurable goals

This new manifesto redefines not just **what** is promised, but **how** promises are made, tracked, and owned by the people.

☐ 9.2 Side-by-Side Comparison: Old vs New Manifesto Model

Aspect	DMK/AIADMK (Past)	New Manifesto Model
Promise Style	Generalized, populist	Specific, sector-based, time-bound
Budgeting	Rarely mentioned	Every proposal costed, funding sources listed
Monitoring	Hidden or internal	Public dashboards, citizen apps
Implementation Plan	Implicit or vague	Phased rollout with review milestones
Metrics & Outcomes	Missing or anecdotal	Measurable KPIs for each sector

Aspect	DMK/AIADMK (Past)	New Manifesto Model
Citizen Role	Passive beneficiaries	Active participants (feedback loops, surveys)
Equity Focus	Generic welfare	Precision inclusion (gender, caste, region, ID)
Digital Integration	Promised, poorly executed	Core governance layer (AI, open data, OneApp)
Climate Focus	Fragmented	Climate scorecards, green jobs, eco-villages

🔲 9.3 Rethinking Political Accountability

Old Approach:

- Manifesto as a campaign document
- Voters forgotten post-election

New Approach:

- Manifesto as a public contract
- Annual public report cards
- "Right to Manifesto Delivery" — a citizen's watchdog model

🔲 9.4 Inclusion as Policy Architecture (Not an Add-On)

Group	Traditional Manifestos	New Manifesto Vision
Women	Welfare-oriented (cash/freebies)	Economic + mobility + safety + property rights
Youth	Loan waivers or exams	Career maps, skill labs, innovation funds
PwDs	Pensions, basic quota	Employment, accessibility, digital equity
Farmers	Subsidies	Climate-smart tech, income support, cooperatives
LGBTQIA+	Mostly ignored	Legal protection, housing, enterprise funding

🔲 9.5 A Manifesto Built for Measurement

Every policy in this manifesto includes:

- A **goal** (what success looks like)
- A **metric** (how to track progress)

- A **timeline** (when to deliver)

- A **budget** (how it will be paid for)

- A **citizen access point** (where to check status or complain)

Example:

Create 10 lakh jobs → TN Job Exchange data → 2025–2030 → ₹8,000 Cr allocation → ✅Public job dashboard with alerts

9.6 Political Culture Shift

From populism and secrecy
To: credibility, transparency, and delivery

From short-term tricks
To: long-term, rights-based governance

From paternalism
To: people as planners, not just petitioners

9.7 Summary

This chapter proves that this manifesto is not just a **document of demands**, but a **toolkit for transformation** — bold where needed, grounded where required.

✅Different in structure
✅Different in delivery
✅Different in democratic ethos

Chapter 10: Implementation Strategy & Governance Model

10.1 From Manifesto to Government: The Execution Gap

In Indian politics, many manifestos fail not due to bad ideas — but due to:

- No dedicated implementation structure

- Lack of inter-departmental coordination

- Weak accountability mechanisms

- Political interference post-election

- Absence of citizen monitoring

☐ **Goal of this chapter**: Provide a clear, actionable **roadmap to deliver the manifesto**, using technology, transparency, and public trust.

☐ 10.2 Core Implementation Framework

☐ **Five Pillars of Governance Delivery**:

Pillar	What It Does
1. **Delivery Cells**	Manifesto Taskforce in CMO + cells in all 38 districts
2. **Digital Infra**	Unified project tracking dashboard + public tracker app
3. **Citizen Oversight**	Grievance, feedback, and participatory budgeting
4. **Inter-Dept Sync**	Monthly Joint Review meets (infra, health, jobs, etc.)
5. **Public Reporting**	Annual Manifesto Progress Report with sector grades

☐ 10.3 The Tamil Nadu Manifesto Delivery Unit (TN-MDU)

- A permanent body under the Chief Minister's Office (CMO)

- Led by a Principal Secretary + tech, data, budget, and legal experts

- Tracks each promise from **sanction to saturation**

- Uses AI to flag delays, duplications, or corruption risks

☐ Dashboard Data:

- Promise status: Not started / In progress / Completed

- Budget spent vs allocated

- District-wise delivery maps

☐ 10.4 Timeline-Linked Delivery Model

Year	Focus Areas
2025–26	Launch core welfare, health, education reforms
2026–27	Mid-term audit, infrastructure rollout begins
2027–28	Scale digital governance + urban projects
2028–29	Push rural economy, environment goals

Year   Focus Areas

2029–30 Independent review + public manifesto audit

☑Every policy promise is assigned a "delivery window" (1/3/5 years)

☐ 10.5 Institutional Tools for Honest Execution

1. **One Manifesto, One Budget Model**

   o ₹1.25–1.5 lakh crore earmarked over 5 years

   o Each ministry submits an annual manifesto alignment report

2. **Public Audit Commission**

   o Independent body (including RTI activists, civil society) reviews delivery scores

3. **Legislative Oversight**

   o CM addresses Assembly annually on manifesto progress

   o Citizens can petition for incomplete promises

4. **Grievance-to-Governance Pipeline**

   o All citizen complaints tracked via TN OneApp and linked to departmental KPIs

☐ 10.6 Risk Management & Course Correction

Risk	Strategy
Bureaucratic delay	Performance-based reviews, fast-track permissions
Political interference	Fixed tenures, legal protection for officers
Funding shortages	Green bonds, PPPs, central convergence, CSR
Data manipulation	Third-party audits, crowdsourced verification
Mid-term disengagement	Youth councils, citizen juries, digital surveys

☐ 10.7 Citizen Engagement Mechanisms

- **District Manifesto Sabhas** (every 6 months)

- **"Your Voice, Our Mandate" Portal** – crowdsource feedback on key policies

- **Manifesto Fellows Program** – 100 young professionals embedded in districts to monitor on-ground outcomes

☐ Output:

- Real-time public sentiment + policy impact data

- Community ownership of governance

☐ 10.8 Summary

This chapter shifts governance from **event-based politics to systems thinking**, with:

✅A centralized but accountable delivery unit
✅Transparent digital and fiscal tracking
✅Regular public review cycles
✅Legal-institutional safeguards
✅Citizen engagement as governance, not tokenism

☐ Part IV: Appendices & Resources

☐ Appendix A: Summary Table – Promise vs Fulfillment (2021 Manifestos)

Sector	DMK Promise (2021)	Status	AIADMK Promise (2021)	Status
Social Welfare	₹4,000 COVID relief	✅Fulfilled	₹1,500/month for women heads	✖Not delivered
Education	Free tablets for students	☐ Partial	Free 2GB data for students	✖Not delivered
Employment	10 lakh jobs	✖Unverified	1 job per household	✖Unviable

Sector	DMK Promise (2021)	Status	AIADMK Promise (2021)	Status
NEET Reform	Abolish NEET	☐ Legally stuck	No clear position	✘
Women's Mobility	Free bus travel for women	✓ Fulfilled	LPG & home appliances	✘ Not delivered
Health	PHC upgrades	☐ In progress	Health kits, doorstep ration	✘ Not delivered
Infrastructure	Coimbatore Metro, urban renewal	☐ Early stage	Amma Housing Expansion	✘ Inactive

☐ Appendix B: Budget Blueprint for the New Manifesto

Sector	Allocation (₹ Cr)	Funding Source(s)
Education & Youth	7,500	EdTech bond, state grants, CSR
Employment & Innovation	8,000	Startup fund, MSME credit lines
Health & Nutrition	9,500	NHM, World Bank, CSR, insurance taxes
Agriculture	11,000	NABARD, Water fund, PPP
Women & Safety	10,000	State gender budget, UN Women, microfinance
Infrastructure & Housing	20,000	Smart Cities Mission, green bonds, land bank
Digital Governance	4,500	IT infra budget, Digital India grants
Climate Resilience	12,000	Green Climate Fund, carbon credits, CSR
Law & Justice	5,000	Justice mission, UNDP, judicial reforms
Inclusion & Welfare	6,000	Disability fund, SIDBI, elderly welfare grants

☐ **Total Budget (2025–30)**: Approx. ₹93,500 crore over 5 years

☐ Appendix C: Sample Slogans & Campaign Language

- ☐ *"Plan. Promise. Prove."*
- ☐ *"Voters deserve a delivery tracker."*
- ☐ *"Your rights, your roadmap, your results."*

- ☐ *"From free stuff to fair systems."*

- ☐ *"A Tamil Nadu where governance meets ground."*

☐ Appendix D: Citizen Survey Tools & Mock Data

Designed for inclusion in digital versions or public platforms:

Survey Prompt	Sample Result (Mock)
"Do you know the status of promises made in 2021?"	76% said **No**
"What do you care most about?"	1. Jobs 2. Water 3. Safety
"Do you want a public delivery tracker?"	92% said **Yes**

☐ Tools:

- Google Form templates for district-wise feedback

- QR code linking to a public input portal

- WhatsApp chatbot script for two-way engagement

☐ Appendix E: Visual Templates

- Bar chart: Fulfilled vs Unfulfilled Promises

- Infographic: 10 Pillars of Vision 2030

- Sample app UI: Manifesto Delivery Tracker

- Map: District-by-district development scorecard

☐ Appendix F: References & Data Sources

- Election Commission of India (ECI) reports

- State Budgets (Tamil Nadu 2021–2024)

- ASER Reports, NFHS-5, NCRB Crime Data

- RTI requests, newspaper archives (The Hindu, Indian Express, Times of India)

- Cvoter, Lokniti-CSDS, People's Pulse Survey Reports

- UNDP, NITI Aayog, World Bank, UN Women publications

Final Note

"This manifesto is not a pitch. It's a promise with a blueprint — accountable, auditable, and built with the people."

Final Note

"THIS MANIFESTO IS NOT A PITCH.
IT'S A PROMISE WITH A BLUEPRINT –
ACCOUNTABLE, AUDITABLE,
AND BUILTWITH THE PEOPLE."