

Statue of Unity: As a reflection of strategic leadership of Honorable PM Shri Narendra Modi for remodeling of culture.

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Abstract : “The Statue of unity will stand high, not just in meters and feet, but much more in terms of academic, historical, national and spiritual values. My vision is to develop the place as a source of inspiration for ages to come.” Shri Narendra Modi Honorable Prime Minister of India

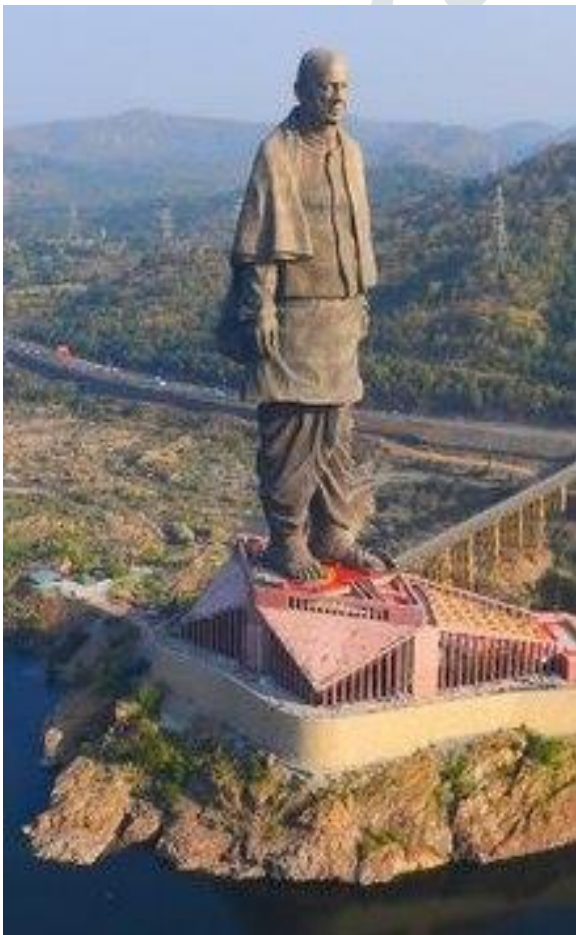
Poverty is a product of a peoples culture which is believed and cultivated over time and eradicating it will mean nurturing at the negatively contributing norms, concept and ideas. A visionary leader have two options when introducing an innovation or repositioning (The legend such as Sardar Ballabh Bhai patel) to a culture restructuring : He can wait, or he can cause change. The former requires hopeful waiting for eventual cultural changes that prove their innovations of value to the culture; and in latter involves introducing an idea or product (Statue of unity) and deliberately setting about to overcome resistance and to cause .When we exposed with election campaign of political parties in India say they are eradicating poverty by giving them grants and loans to expand their small businesses, giving them business skills, giving free food seedlings to farmers to increase yield which will not eradicate poverty but nurturing them to be poor , eradicating poverty will take a process of re-orienting or remodeling the culture/values that will change and positively impact on their total life to advance.

Key words: Statue of unity, Poverty, culture, remodeling, cause of change

1. Introduction:

1.1 Statue of Unity

“The Statue will stand high, not just in meters and feet, but much more in terms of academic, historical, national and spiritual values. My vision is to develop the place as a source of inspiration for ages to come.” Shri Narendra Modi Honourable Prime Minister of India



Location	Kevadiya colony, Narmada district, Gujarat, India
Designer	Ram V. Sutar
Type	Statue
Material	Steel framing, reinforced by concrete and brass coating, bronze cladding ^[1]
Height	Statue: 182 metres (597 ft) Including base: 240 metres (790 ft) ^[1]
Beginning date	31 October 2013
Completion date	October 2018
Opening date	31 October 2018;
Dedicated to	Sardar Vallabhbhai Patel
Website	statueofunity.in

1.2 Status of existing culture:

Poverty is a product of a peoples culture which is believed and cultivated over time and eradicating it will mean nurturing at the negatively contributing norms, concept and ideas. When we exposed with election campaign of political parties in India say they are eradicating poverty by giving them grants and loans to expand their small businesses, giving them business skills, giving free food seedlings to farmers to increase yield which will not eradicate poverty but nurturing them to be poor, eradicating poverty will take a process of re-orienting or re-modeling the culture/values that will change and positively impact on their total life to advance.

1.3 Strategic sculpture to revive the culture:

In case of India this fragility have been taken the shape of Structural fragility which has no easy solution that may takes years of hard work to overcome. Although, the report assumes that fragility can come and go from year to year, yet a confident leader like Shri Narendra Modi could not wait and he has started implementing his strategies to overhaul the country's democracy and economic growth rate as per his time bound schedule., which must be suitable to the complex democracy of India as well, therefore Shri Narendra Modi ji in the capacity of chief minister of Gujarat announced this project of Statue of unity in 2010 and the construction of statue started in October 2013

1.4 Historian Ramachandra Guha lists ten political and social challenges (in order of importance):

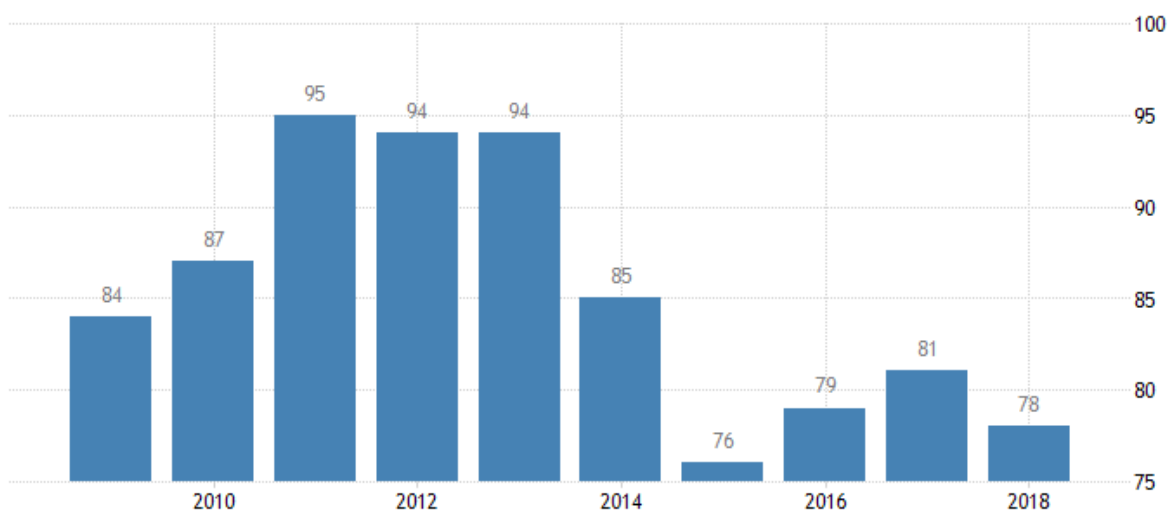
- a) Left wing extremism (The Naxalism)
- b) Religious extremism
- c) Corrupt central government
- d) Decline of public institutions
- e) Growing gap between the rich and the poor
- f) Environment degradation
- g) Political fragmentation of the Indian electoral system
- h) Un reconciled borders
- i) Unstable neighbourhood
- j) Apathy of the media

In the other words, Erik Solheim and Dr. Kaifala Marah write, that the key drivers of conflict in many of the fragile and conflict-affected countries often revolve around injustice, inequality, ethnic tensions and, in extreme cases, religious radicalization of various kinds.

India is a miracle. For all its diversity and problems, the country survives and even prospers to some extent. But these problems do not go away. They are great, and in some ways getting greater. There are good reasons why the country has more poor than all of sub-Saharan Africa, and more hungry and illiterate people than any other country despite seven decades of independence and remarkable growth rate.

2. Today and Tomorrow : By reviewing the literature

2.1.1 India Corruption Rank: India is the 78 least corrupt nation out of 175 countries, according to the 2018 Corruption Perceptions Index reported by Transparency International. Corruption Rank in India averaged 75.67 from 1995 until 2018, reaching an all-time high of 95 in 2011 and a record low of 35 in 1993



SOURCE: TRADINGECONOMICS.COM | TRANSPARENCY INTERNATIONAL

2.1.2 Reflections of Cultural:

The reflections are alternately referred to as cultural practices, behaviors, habits, and traditions. Some of them concern major life events, such as marriage, or minor events like holidays and other special occasions. Many studies are about continuous, day-to-day occurrences, such as watching TV listening to music, cooking and eating food, spending leisure time and maintaining health or dealing with illness, Child-rearing practices, female genital mutilation, economic and artistic practices, political practice, work habits, training in higher education. These are all examples of cultural demonstration.

Thus, a definition of culture as values leads to a focus on the expression of inner self in various acts of life leading journey.

Or culture as a set of skills, habits and styles of conduct, which people use to navigate through life and to make decisions. Culture is thus the organization of action, rather than a provider of ends to strive to or "...a unified system that pushes action in a consistent direction" (ibid, p. 276).

2.2 Sardar Vallabhbhai Patel:

Biography, Facts, Life, and Contributions: He hailed from a farmer's family. In his early years, he was considered by many as an unambitious man destined for a commonplace job. However, Patel proved them wrong. He passed law examination, often studying himself, with borrowed book. For the post of Congress Presidentship in 1946, Pradesh Congress Committees (PCCs) had a different choice – Patel. Even though Nehru had a great mass appeal, and a broader vision about the world, 12 out of 15 PCCs favored Patel as Congress President. Patel's qualities – as a great executive, organizer and leader – were widely appreciated.

When Nehru came to know about the PCCs choice, he remained silent. Mahatma Gandhi felt that "Jawaharlal will not take second place", and he asked Patel to withdraw his nomination for Congress President. Patel, as always, obeyed Gandhi. Nehru took over as Congress President for a short period of time in 1946, before handing over the responsibility to J.B.Kriplani.

2.3 Correct the History for the welfare of country:

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There were differences in the choice of Congress presidential candidates in 1950 between Nehru and Patel. Nehru supported J.B. Kriplani. Patel's choice was Purushottam Das Tandon. In the end, Kriplani was defeated by Patel's candidate Purushottam Das Tandon.

2.4 Patel's Approach of for country's development:

Sardar Vallabhbhai Patel rejected nationalization completely and was against controls. To him, the profit motive was a great stimulant to exertion, not a stigma.

Patel was against people remaining idle. In 1950 he said, "Millions of idle hands that have no work cannot find employment on machines". He urged labourers to participate in creating wealth before claiming a just share.

Sardar championed investment-led growth. He said, "Spend less, save more, and invest as much as possible should be the motto of every citizen.

2.5 Re-modeling of culture (Modi's Approach)

2.5.1 Reestablishing the sense of Honor, Patriotism and Nation building: On 11 June 2013 Modi announced a nation-wide campaign to collect small pieces of iron from farmers for using it to build the proposed 'Statue of Unity' in the memory of Sardar Vallabhbhai Patel. "On the day of Sardar Patel's birth anniversary on October 31, 2013, we will launch a nation-wide campaign, covering more than five lakh villages throughout the country to collect small pieces of iron of any tool used by farmers from each village, "Sardar Patel was also a farmer who was instrumental in bringing farmers into the freedom struggle. We are urging all farmers of the nation to donate a small piece of iron out of their tools which were used in farming," he appealed.

"After collecting iron from the farmers of the country it will be melted and used, as needed, to build the statue which will be the greatest tribute to the architect of modern India,"

2.5.2 Goal orientation: Despite his failing health and age never lost sight of the larger purpose of creating United India and played a key role in the integration of about 565 princely states. However, few princely states like Travancore, Hyderabad, Junagadh, Bhopal and Kashmir were averse to joining the state of India. He worked tirelessly to build a consensus with the princely states but did not hesitate in employing methods of Sama, Dama, Dand and Bhed where ever necessary. He had used force to annex princely states of Junagadh ruled by Nawab and Hyderabad ruled by Nizam, both of whom had wished not to merge their respective states with Union of India. Sardar Vallabhbhai Patel stitched the princely states along with British Indian territory and prevented balkanization of India.

2.5.3 Learn to Re-charge from history

"Work is worship but laughter is life. Anyone who takes life too seriously must prepare himself for a miserable existence. Anyone who greets joys and sorrows with equal facility can really get the best of life. "My culture is agriculture."

"We worked hard to achieve our freedom; we shall have to strive harder to justify it"

3. Methodology: Qualitative research based on secondary sources .

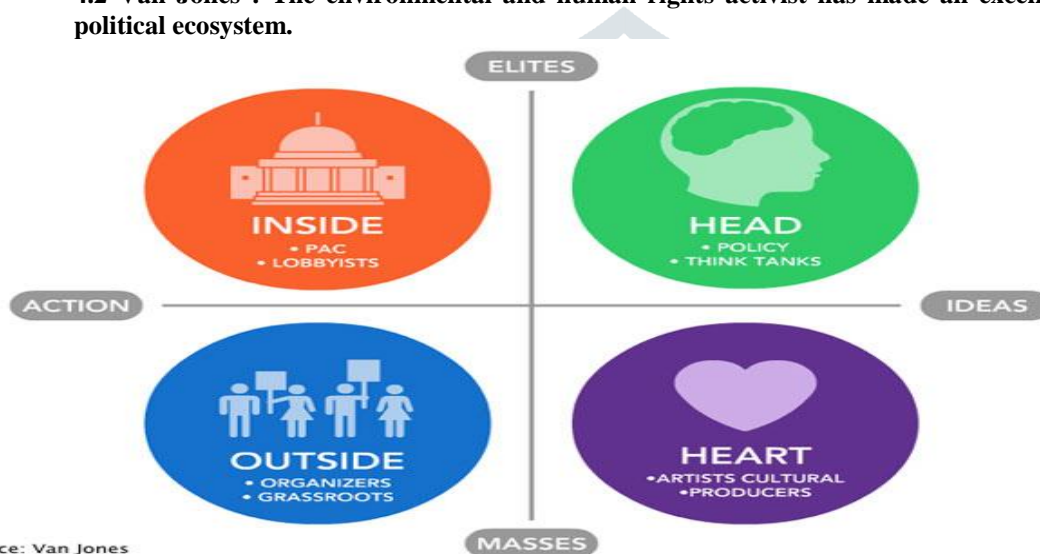
- 3.1.1 A few of the studies are conducted through observation (Lamphere, 2007; Otto, 2013; Qin, 2006), some through interviews, and some use a mix of the two .Yet others are literature reviews, and the life-course approach.
- 3.1.2 Focused on producing understanding of why and how something works.

4. Analysis and Interpretations :

4.1 Sculptures and Artists are central, not peripheral, to social change:

Abraham Lincoln famously said, “Public sentiment is everything. With public sentiment, nothing can fail; without it, nothing can succeed.” It is essential for us to think about these words in the context of the wave, because artists shift and frame public sentiment as they create the cultural ocean we live in every day. You may attend a rally or vote, but you also read books, listen to music, engage with visual art, turn on the radio and create your identity through culture. Artists are central, not peripheral, to social change. To have the movements that make the wave, you need cultural workers.

4.2 Van Jones : The environmental and human rights activist has made an excellent graph mapping the political ecosystem.



Source: Van Jones

4.3 Statue of Unity in the “heart space.”:

Art is uniquely positioned to move people—inspiring them, inciting new questions and provoking curiosity or outrage. Normally, and especially when we are in campaign mode, we tend to think about what artists can contribute to the action space. We think about how artists can strengthen the will and push people to act. But we should also ask ourselves, “What are the valuable contributions artists can make in the idea space?”

- 4.3.1 Statue of Unity, the world’s highest statue is not only a tribute to the Iron Man of India, but also is the first such tourist attraction located in India and is termed ‘Pride of Nation’
- 4.3.2 A sense of patriotism and united India is infused within the hearts of the people who visit the Statue of Unity or even have a glimpse of it
- 4.3.3 The statue is estimated to remain as it is for 1000 years. It implies that it will continue contributing to the national income of India through tourism for 10 centuries
- 4.3.4 The statue was built by Public Private Partnership model, more than 5 lac farmers donated their agricultural iron tools for the statue, most of the money raised by the Government of Gujarat. Funds were also contributed by Public Sector Undertakings under Corporate Social Responsibility scheme, L&T spent the major part of the money in constructing the statue. Around 10% of the amount spent is contributed by the Government.
- 4.3.5 The Statue of Unity will help in increasing tourism income .It is estimated that more than 10 Lakh tourists will visit the Statue of Unity every year.

4.4. Timing is important:

- 4.4.1 Foundation stone was laid in October 2013 by then Gujarat Chief Minister Narendra Modi, now Prime Minister.
- 4.4.2 Sardar Patel’s Statue of Unity inaugurated, World’s tallest statue is an engineering marvel on 31 October 2018 by Honourable Prime Minister Narendra Modi.

- 4.4.3 When is the right moment to inject culture into a political movement? Think about culture as rain readying the crops.
- 4.4.4 You go to the theatre, watch sports or listen to music, and culture just happens to you. You're not expecting to debate the merits of a political message when you listen to music or read a book.

5. Conclusion:

- 5.1 Culture creates a ripe environment for get out the vote. We need to understand timing politically to know when it makes sense for cultural interventions to happen.
- 5.2 When people claim that "cultural strategy" is just the communication strategy for a political campaign.
- 5.3 Values of hard work, thriving ,dignity in labour, discipline
- 5.4 Culture of sustainable way is adopting a set of values that are compatible to citizens' moral and economic development.

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