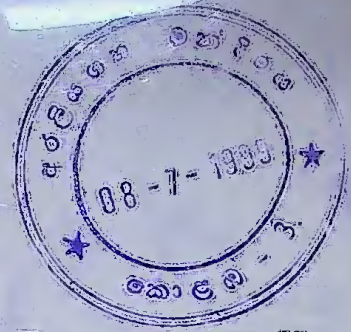


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Presidential 2000



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Presidential 2000

1. Objectives
2. Strategy `94
3. Sectors to be Addressed
4. Options
5. Search for a new strategy.
6. Strategy 2000
7. Conclusion

29th June 1999.

2. Strategy `94

- i] A new direction under a dynamic leadership.
- ii] Eliminate the strangle hold of,
 - Terrorism
 - Corruption and
 - Crony Capitalism.
- iii] Peace and Prosperity for all
- iv] A stake in the country`s future for the Youth.
- v] Reduction of the "Cost of Living" .
- vi] Freedom of Expression.
- vii] Dismantling of the Presidential system.

3. SECTORS TO BE ADDRESSED.

- i] Youth -
 - * Unemployed
 - * Graduates
 - * A`Level
 - * Other.

- ii] Employed -
 - * Trade Unions
 - * Government servants
 - * Security Forces

- iii] Religious -
 - * Temples
 - * Churches, etc.

- iv] Minorities

- v] Economic -
 - * Agriculture - farmers
 - * Fisheries - fishermen
 - * Plantations - Tea small holders
- Indian Labour
 - * Overseas employed.
 - * Garment

4. OPTIONS

To search for a campaign theme encompassing the programs launched by the PRESIDENT during the current tenure.

- * Restoring international recognition.
- * War / Peace Initiatives
- * Samurdhi / poverty alleviation initiatives
- * Political "package" to resolve the ethnic conflict.
- * Major infrastructure programs.
 - i] Communication
 - ii] Aviation - Air Lanka.
 - iii] Ports.
 - iv] Power
 - v] Water
 - vi] Industrial estates -Sithawaka,etc
 - vii] Investment mobilisation
- * Ruhunupura - Hambantota Port/Airport etc.
- * Planned re development of the North - East
- * Protection of the Natural & Cultural Environment
- * Elimination of Terror.
- * Freedom of Expression.
- * Sports - cricket / athletics. - world recognition.

5. The search for a NEW STRATEGY.

Analysis of the OPTIONS:

- i. International Recognition: None can challenge this, but may not have grass root interest.
- ii. War/Peace Initiatives : May not be possible to project this until a stable situation is established.
- iii. Samurdhi :will need further analysis and streamlining.
- iv. Political "package" :This has so far not shown mass acceptance.
- v. Major Infrastructure programs : can be promoted in general but may not be possible to put it on a 'high pitch'.
- vi. Ruhunupura :A new theme could be developed.
- vii. Re development of the North East : " "
- viii. Protection of the Natural & Cultural Environment: " "
- viii. Elimination of terror :A theme could be developed, but will not be new.
- viii. Freedom of expression : " "
- ix. Sports : Recent performance rules out this avenue

6. STRATEGY 2000

The new strategy should attract the vital sectors and restore the unprecedented support as in `94

In this respect a new initiative "beyond petty party politics " with an "Economic Package" focussing on sustainable accelerated development would attract the,

- "floating" moderates
- unemployed youth
- religious and opinion leaders
- minorities

This can be marketed through a bold initiative -

A call to the NATION

"BEYOND PARTY POLITICS TO THE NEXT MILLENNIUM ".

and an

" ECONOMIC PACKAGE "

encompassing the

*North East *NATURAL & CULTURAL ENVIRONMENT

*MEGA PROJECTS of the SOUTH

could be marketed through a bold initiative.

* * * * *

7. CONCLUSION

STRATEGY 2000 needs to be streamlined after further discussion.

The "Marketing" of the strategy requires visibility "On Ground" and actions designed to give credibility to the CALL to the NATION.

This can easily be achieved .

[Suggest the erection of a "Millennium Monument" on this theme]

NO other contender has the ability to rally mass support for a campaign pitched at such a dignified level.