

Modi-The Charismatic Organizer

Weber, the famous sociologist has given a categorization of authority which he divides in to three types: Traditional authority, Charismatic authority and Legal-Rational authority. A leader having traditional authority comes to power because his family or clan has always provided the group's leadership. The second type of authority is Legal rational authority which is an authority based on rational social action. The most interesting and prevailing types of authority is Charismatic authority which is the result of personal qualities of the person who exercises it. Charisma is a powerful personal quality that some people have to attract and influence other people. It corresponds to affective social action. To Weber, charisma was a revolutionary force which can bring a massive change in society through the personal attributes of the leader. The rise of a charismatic leader may well pose a threat to the existing system and lead to a dramatic change in a system. Charisma is a certain quality of an individual personality, by virtue of which he is set apart from ordinary men and treated as endowed with supernatural, superhuman, or at least specifically exceptional powers or qualities which are regarded as exemplary, and on the basis of them the individual concerned is treated as a leader. This type of authority becomes more pronounced in times of crisis and turmoil when other types of authority seem to be failing and new forms of authority are needed. When we say one person is a Charismatic organizer, it means he works best at the things in hand in a systematic and organized way. A master organizer is a person who is a leader and who leads by example. The other qualities of a master-organizer are:

- *They are mission driven. ...*
- *They are creative problem solvers. ...*
- *They invest in relationships. ...*
- *They know how to function strategically with limited resources. ...*
- *They demonstrate integrity. ...*
- *They can communicate their vision.*
- *They put the interests of the group first, ahead of their individual concerns*

Over the last two decades, we have seen a rise of a Charismatic organizer in the political arena of the nation. A new charismatic and mass-followed person emerged from a very humble background steering the directions of the future course of the nation. Sh. Modi Ji charisma did not happen overnight. Neither has he enjoyed any attributes of traditional-authority where you are destined to rule since you belong to the family which has been ruling. Rather, his is the reverse case. Before embarking upon the political-journey of the most followed leader of the planet, let us see what qualities he has which have made him the

most charismatic organizer. One of the best attributes of an acceptable organizer is that he is always mission-driven be it a personal life mission or a social mission. Sh. Modi ji has a personal mission of serving the nation and a social mission of making India the most developed country in the world. For this, he has devoted his whole life. At the age of 17 he left home to travel across India. For two years he travelled across the expansive landscape of India exploring various cultures, areas and people. When he returned home he was a changed man with a clear aim of what he wanted to achieve in life. As Pracharak of Rss and then as various capacities in Rss, he has proved his mettle of being a mission-driven, selfless and social goal oriented organizer.

Leaders have habits which make them distinct from others. He followed a very tough routine in Ahmedabad since 1972 when he became a Pracharak for RSS. His day starts at 5 am and went on till late night. While continuing to shoulder different responsibilities within the Sangh during the 1980s Narendra Modi emerged as an Organizer exemplar with his organizing skills. The organizer sees and finds a solution of and in every situation be it a problem or a challenge. He has lived with bare minimum and has lived a philosophy of minimalism in his personal life. Since, the master-strategist locates solutions, for him working best with the existing resources which may be frugal or limited has been his core-creed.

In 1987, he was destined to be the the General Secretary of the BJP in Gujarat. In his first task Mr. Modi won a victory for the BJP in Ahmedabad Municipal Corporation elections for the first time ever. He also ensured that the BJP was a

close second to the Congress in the 1990 Gujarat Assembly elections. In the 1995 Assembly elections, it was his organizational acumen that ensured the BJP's vote share increased drastically and the party won 121 seats in the Assembly. Mr. Modi worked as the National Secretary of BJP from 1995 looking after party's activities in Haryana and Himachal Pradesh. As BJP's General Secretary Organisation he worked to ensure the BJP won the 1998 Lok Sabha elections. It was in September 2001 he moved from the all-demanding, rough and tumble of Organizational-services to the world of Governance.

This mass-organizer has relationship which spreads far beyond the political spectrum in India and he has a knack of developing personal relations with people and leaders across the globe. Integrity and honesty are fast becoming rare commodities these days particularly in social and political-arenas. Sh. Modi Ji served almost 20 years in public life in governance, firstly as a CM of Gujarat and then as Prime Minister of India. Credit to the personal impeccable character and Sanskaras (values) imbued by this grounded CEO of India that not even a single allegation of any wrong doing either in personal or in public life has been leveled against him. He is the gripping orator we have seen in recent past who can connect with the masses knowing their pulse and pain who captivates his audience with his simple yet effective communication-skills. For the craftsman-organizer, the whole is always bigger than the part. For him, politics is not for getting power but politics is there for serving the nations. He has sacrificed all his enjoyments of material life just with a single aim to serve the Nation and Party which he call as his family.