

Nominee : KATARI SRINIVASA RAO  
Seminar : Strategic Political Communication (21-28 March, 2010)  
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### **Bio-sketch of K. Srinivasa Rao:**

**K. Srinivasa Rao is currently the Andhra Pradesh State General Secretary and one of the Official Spokespersons of Lok Satta Party. He one of the most recognizable faces of the Party in the State. As one of the top State leaders of the party, he is closely involved in the formulation of political strategy of Lok Satta Party and in shaping and executing the political communication strategy. His role in areas of strategy covers both party building as well as electoral strategy domains.**

**He has been a key representative on behalf of Lok Satta Party in all the consultation sessions and Seminars (with Peter Schroeder, Rolf Steltemeyer, etc.) facilitated in Hyderabad by FNSt, since 2007.**

He was also the Mayoral Candidate on behalf of the Party in the recently concluded elections to the Municipal Corporation of Greater Hyderabad and was the second best performer in the entire State on behalf of Lok Satta Party in the 2009 General Elections in AP.

### **Political Background, Contributions and Relevant Experience:**

He has been a pillar of the Lok Satta movement from its initial years and served as the Secretary of Ranga Reddy District Chapter. Putting in years of dedicated service on a daily basis to Lok Satta and the Lok Satta Party, he rose through the ranks to become the Vice-President of Greater Hyderabad Lok Satta Party chapter and was elected to the State Working Committee of Lok Satta Party and in 2009, was elected by the General Assembly of the Party as a State General Secretary.

Over the past decade he emerged as Andhra Pradesh's leading opinion-maker and civil society activist on several critical public issues, especially on traffic-and-public transportation and municipal administration.

- Srinivasa Rao marshaled hundreds of volunteers in the landmark *Campaign for Integrated Transport Improvement (CITI)* in twin cities that yielded significant improvements for lakhs of Hyderabad city commuters: introduction of link buses and combination passes for Multi Modal Transport System (MMTS), construction of foot-over-bridges at nodal junctions, streamlining of bus stops and bus bays, etc. The campaign included a highly effective

advocacy and grassroots awareness campaign for traffic and public transportation reforms in the twin cities. His efforts also resulted in restricting and banning unsafe hoardings on roads in the twin cities.

- Srinivasa Rao coordinated and led arguably India's most detailed and intensive voter list verification campaign in the Sanatnagar area, covering nearly 200,000 voters. This was conducted as a part of the National Campaign for Electoral Reforms (NCER). His campaign has become a gold standard acknowledged by the Election Commission of India; it led to major improvements in voter enrolment and verification, transparency and accessibility of electoral rolls, especially designating post offices as nodal agencies for permanent voter registration and voter registration *via* internet.
- On behalf of millions of ordinary and middle-class families across the state, Srinivasa Rao led the multi-pronged fight for justice in the Building Penalization/Regularization Scheme (BPS/BRS) issue. These efforts (on the legal advocacy and public mobilization fronts) by Lok Satta Party, led by Srinivasa Rao resulted in the High Court of AP granting significant relief to the millions of affected families. Earlier, he led successful people's movements against irregularities in the auctioning of HUDA lands and property registration charges.
- Srinivasa Rao spearheaded informed, collective citizens' initiatives for improvement of civic amenities in Municipal Corporation of Hyderabad, Qutbullapur and Serlingampally regions of the State along with greater transparency, accountability and efficacy in city-level government. He is presently leading the citizens' anti-corruption movement in the city.
- **39 year-old** Srinivasa Rao is a popular TV and media personality, frequently analyzing and shaping public and political opinions on a variety of civic issues. Incidentally, he was born into a disadvantaged community and had to face several hurdles due to accident of birth. Despite this, he has proved himself to be a true people's leader and is a role-model for others, especially the students and youth of Andhra Pradesh.
- By profession, he is an **Assistant Professor of Computer Science** at Chaitanya Bharati Institute of Technology (CBIT) one of the top ranked colleges in the State. Despite all his public commitments, **Srinivasa Rao** makes time to pursue his PhD from the Nagarjuna University (AP) and participates in national and international workshops on a variety of public issues.

## Questionnaire – Answers

### **1. Why did you nominate the particular candidate for the Seminar? What do you expect from your nominee?**

K. Srinivasa Rao is currently the Andhra Pradesh State General Secretary and one of the Official Spokespersons of Lok Satta Party. As one of the top State leaders of the party, he is closely involved in the formulation of political strategy of Lok Satta Party and in shaping and executing the political communication strategy. His role in areas of strategy covers both party building as well as electoral strategy domains. Therefore we feel that he is ideally suited to participate in this Seminar and bring home the lessons for adaptation and application.

We expect Katari Srinivasa Rao to help Lok Satta Party understand, adapt and apply the knowledge of principles, concepts, tools and comparative experience in the field of Strategic Political Communication towards Lok Satta Party's party building, leadership building and electoral strategy efforts in the coming years.

**3. How long is your nominee being associated with your organization? How liberal is the attitude of your nominee?**

He has been associated with Lok Satta Movement & FDR and subsequently Lok Satta Party from over a decade. He has indeed served as a pillar of all Lok Satta's efforts during this period.

His political attitude can be described as falling in the highly-moderately liberal category.

**3. Does the Candidate have any previous experience with the FNF or the IAF?**

Katari Srinivasa Rao has been one of the key representatives on behalf of Lok Satta Party in all four strategy (political and communication strategies) consultation sessions and seminars (with Peter Schroeder, Rolf Steltemeier, etc.) facilitated in Hyderabad by FNSt, since 2007.

He is also a leading member currently helping execute the collaborative efforts between FNSt and FDR towards building genuinely citizen-centered and liberal political leadership in AP and other States.

He is highly familiar with FNF/FNSt's programmes, liberal political philosophy and approach towards political and communication strategies.

**4. How can the lessons learned and the acquirements of your nominee be utilized for your country and the actual project work?**

Katari Srinivasa Rao would help adapt and apply the knowledge of principles, concepts, tools and comparative experience in the field of Strategic Political Communication towards party building, leadership building and electoral strategy efforts in the coming years as well as promoting the cause of genuinely citizen-centered, truly liberal political culture in Andhra Pradesh and India.

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