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My Notes on Tamil Nadu Politics Part 4

EPS-OPS SPEECH IN THE AIADMK GEN COUNCIL.

From these speeches, I am picking up some undercurrents and seeing AIADMK's positioning of themselves in the election procession.

I am also analysing long term impacts of this.

EPS

1. Did the due diligence of glorifying MGR and JJ well enough, but seemed keen to move on and set the new party
2. Pulled a good balancing trick of precariously positioning party ahead of self, but keeping the emerging self image intact
3. Did not look like playing on the newly built stature/ image. Looked very aware, confident of his reach and acceptance by people, but not overly indulging in self. Showed exceptional maturity
4. Craftily directed criticisms/ allegation of corruption towards the party,

and asking the party to counter baseless allegations, while giving credit of performance to the government.

5. Spoke to the workers like a captain in the battlefield in clear, simple and categorical terms - setting expectations on them, setting the tone, agenda and approach

6. Did not mention the [@narendramodi](#) or the centre even once when talking to his workers.

Did not even mention the schemes [@AmitShah](#) inaugurated. No love left from that function in November.

While never missing an achievement of own government and invoking the dead leaders,

carefully avoiding mention of PM or the central government can only mean one thing - EPS is confident of a come back and if he does come back, then he is here to stay.

7. Showed clearly his style as organisational leader - similar to Amit Shah's style except populist measures.

I will pack in EPS's style comprising of:

- a. Basic Maths (booth level numbers, vote to seat conversion, voters list)
- b. Chemistry (alliances, seat sharing based on vote share, regions, influence, trends)
- c. Physics (applies law of good performance = votes)
- d. Biology (simplicity, leading by example, living the talk)
- e. Economics (freebies, populist announcements, welfare measures)

He doesn't fare bad in any of the above subjects except Chemistry.

I will briefly provide the gist of AIADMK's election approach revealed by EPS

~ Booth level presence through the party's branches in the remotest villages

~ Four wings - Youth, Women, IT, Booth Committee

~ Five Groups in each booth - 9 members per group = 45 FOS each booth

~ Average 300 booths per constituency, 100 families per booth, 3 votes per family = 90,000 solid votes.

~ 45 people for 100 families, 3+ months for campaign, all promotional material to be centrally produced and supplied.

What does the total score sound like? To me, a 'WINNER'

Now OPS @OfficeOfOPS

1. Looked like he is eerily lost in time and is desperate to relive JJ era. Didn't say one sentence without mentioning 'Amma'

2. Did not credit EPS for his stellar work, nor was he mentioned more than once

To me, this can mean only three things:

a. OPS is not happy with EPS emerging as another SUPREMO. No more of leader centric party.

Wants to show his power in his own standing. Looks like his wounds are not healed yet.

Heart of heart, OPS knows he is equally good if not better CM. He did start very well of course.

b. I couldn't read a sense of camaraderie and trust in EPS for which I will not blame OPS.

After all, we know EPS 1.0 (with Shashikala) and EPS 2.0 (The current leader, performing CM).

We don't know if there will be an EPS 3.0 and if yes, what he would look like.

c. OPS is rain checking himself.

If he has to split the party in future (after the elections), then he wants to carry the legacy of Jayalalithaa and preferably the party symbol.

He is strong in Theni and southern constituencies.

OPS mentioned Modi Ji, and has shown his consistent respect and support to the centre.

This could be a signal to his Thevar voters who may be charged up post the DMK Stalin's insult of Thevar Aiyya.

What are the longer term impacts of these and what does this mean to BJP?

All leaders who spoke aligned on - the new party's character - as the party of the commons. Anyone can be CM, minister, or a leader.

This is realignment and in some ways course correction of this ever adapting party. Whether it wins or loses, the party is ready to rebuild.

Not only that, this is closely aligning to @BJP4India 's success formula.

We cannot have two parties with similar outlook, character, and energy.

I said party is 'ready to rebuild'. Haven't said if that is possible. If EPS loses now, rebuild will be a tough call for the party.

For BJP, EPS 2.0 himself is a huge challenge in 2026.

I wouldn't ordinarily expect BJP to come to power in 2026. But with the kind of work done by Dr @Murugan_TNBJP , and @annamalai_k 's mass appeal gives hope. Annamalai has gone to 130 Constituencies in under 3 months,

and Murugan must have done much more. Murugan is a great organisational architect. I have said this too many times. Annamalai is mass leader. CM Face.

Such meticulous footwork, style, technique, and craft can make anything possible.

However, there are two leaders BJP should be wary of.

- EPS 2.0 and Kanimozhi.

If reelected, EPS will be a tough statesman, a tougher politician to deal with.

So, BJP will need to keep the EPS - OPS fault line intact and hit it when needed.

I will write a separate thread on Kanimozhi. Meanwhile, a brief on why she could be a formidable challenger in future:

Great orator.

Looks like she is trained by the west in the art of public speaking.

Patient, steady mountain goat.

Simple, approachable, and assertive.

Crafty, like her father, and can indulge in any dirty game one chooses.

Plus, she is propped up by the dark forces who want to break India.

Family's international coordinator, she would be winner even if DMK loses this time.

Overall, BJP can't afford to have two power poles in the state pitted against each other.

There will not be any room for it to grow. Given the success of propaganda based ideology, it will be prudent for BJP to check the criminal and weaken the other.

Hope you get this!