



Avishkar Govender lives by the maxim, “Dulce et decorum est pro patria mori” (It is a sweet and noble thing to die for one’s fatherland) and does not tolerate cowardice. Fearlessness and honesty are two prerequisites for integrity, and that is the perspective that informs this writer. Leaving university without graduating and starting BLU ERA, a premier political consultancy, of which he is Executive Director; Avishkar Govender retired at the age of 28, after redesigning the model for Political Constituency Offices so as to enable Politicians not to need donations. Working on his own, completely engulfed in elections, Avishkar Govender has, since retiring, developed meaningful relationships with some of the world’s regimes; and is never far away from the political fray in any country. His work has become so secretive and clandestine in nature that Avishkar Govender often quips that he is the only real person involved with his work – given that all of the others are spooks. In his spare time Avishkar Govender writes for the Mail & Guardian’s Thought Leader and hopes that one day, he will actually have an audience for his invective and polemic discourse. In his private time Avishkar Govender catches up with the old boys of Durban High School, being a Schoolian himself, with his friends from University of KwaZulu-Natal (Natal University and University of Durban-Westville) and with his colleagues from South African Liberal Students’ Association (SALSA), being himself a past federal president of SALSA. In his own words, Avishkar Govender says, “I have never been defeated. I am not afraid of anyone, anybody, anything and/or anywhere. If you thought Bull Terriers and Jewish Mothers were tenacious, I never surrender. I do not tolerate, and do not allow the tolerance of, dishonesty, corruption, collusion, cowardice and/or sarcasm.”

Avishkar Govender

Personal

Name: Avishkar Parmananden Govender

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Education

1983 - 1984: Greenfern Pre-Primary School

1985 - 1991: Saint Anthony's Primary School

1992 - 1996: Durban High School

1997 - 2010: University of KwaZulu-Natal

1997 - 2010: South African Liberal Students' Association Leadership Training Program (Friedrich Naumann Stiftung)

2019 - 2022: NewBridge Institute and Institute of Marketing Management

Experience

1990 - 2010: Founder, Executive Director and Architect (Organisational Development) - Young Liberals of Southern Africa (YLSA)

1990 - 2010: Founder, Executive Director and Chairman (Federal Deployment Commission) - Liberal South Africa (LSA)

1990 - 2010: Founder, Executive Director and Spokesman in Chief - Rhetorix

1990 - 2010: Founder, Executive Director and Commander in Chief - Liberal Underground

1990 - 2010: Founder, Executive Director and Chairman - Optos

1990 - 2010: Founder, Executive Director and Chairman - Spectaculus

1990 - 2010: Founder, Executive Director and Chairman - Independent Eyecare Union (IEU)

1990 - 2010: Founder, Executive Director and Chairman - Optical Patient Corporation (OPC)

1990 - 2010: Founder, Executive Director and Chairman - Respublica

1990 - 2010: Founder, Executive Director and Chairman - Resuniversitatis

1990 - 2010: Founder, Executive Director and Chairman - Free2Think

1990 - 2010: Founder, Executive Director and Chairman - Free2Learn

1990 - 2010: Founder, Executive Director and Chairman - Free2Be

1990 - 2010: Founder, Executive Director and Chairman - Free2Speak

1990 - 2010: Founder, Executive Director and Chairman - Socrates Plato Aristotle (SPA)

1990 - 2010: Founder, Executive Director and Chairman - Fanon Nkrumah

1990 - 2010: Founder, Chief Provost and Consul General - Durban Fretus Society

1990 - 2010: Leader, Chaplain General and Speaker - Durban Fretus

1994 - 1996: Founder and Chairman - Durban High School Teenagers Against Drug Abuse (TADA)

1997 - 2010: Organiser, Co-ordinator, Director and Branch Leader - South African Liberal Students' Association (SALSA)

1997 - 2010: Principal, Authenticating Officer and Reader - South African Liberal Students' Association Member (SALSA Member)

1997 - 2010: Founder, Executive Director and Chairman - Health Sciences Students' Union (HSSU)

1997 - 2010: Founder, Executive Director and Chairman - Medix

1997 - 2010: Founder, Executive Director and Chairman - Engineering Students' Union (ESU)

1997 - 2010: Founder, Executive Director and Chairman - Commerce Students' Union (CSU)

1997 - 2010: Founder, Executive Director and Chairman - Liberal Student Union (LSU)

1997 - 2010: Founder, Executive Director and Author - Scientiae

1997 - 2010: Founder, Executive Director and Author - Artem

1997 - 2010: Founder, Executive Director and Author - Politicus

1999 - 2000: Vice President (Expansion) - South African Liberal Students' Association (SALSA)

1999 - 2010: Founder, Executive Director and Reader - South African Political Science Students' Association (SAPSSA)

1999 - 2010: Founder, Executive Director and Director (New Market Development) - Coalition of Liberal African Youth (CLAY)

1999 - 2010: Publisher and Editor in Chief - South African Liberal Students' Association Agitate Student Media (SALSA ASM)

1999 - 2010: Author, Agent and Distributor - South African Liberal Students' Association Agitate (SALSA Agitate)

1999 - 2010: Author, Agent and Distributor - South African Liberal Students' Association Fulcrum (SALSA Fulcrum)

1999 - 2010: Author, Agent and Distributor - South African Liberal Students' Association Ad Lib (SALSA Ad Lib)

1999 - 2010: Author, Agent and Distributor - South African Liberal Students' Association Review (SALSA Review)

1999 - 2010: Author, Agent and Distributor - South African Liberal Students' Association Investigator (SALSA Investigator)

1999 - 2010: Author, Agent and Distributor - South African Liberal Students' Association Investor (SALSA Investor)

1999 - 2010: Author, Agent and Distributor - South African Liberal Students' Association Concert (SALSA Concert)

1999 - 2010: Author, Agent and Distributor - South African Liberal Students' Association Entertainment (SALSA Entertainment)

1999 - 2010: Author, Agent and Distributor - South African Liberal Students' Association Edutainment (SALSA Edutainment)

1999 - 2010: Secretary - South African Liberal Students' Association Alumni (SALSA Alumni)

2000 - 2002: Executive Director - South African Liberal Students' Association (SALSA)

2002 - 2003: President - South African Liberal Students' Association (SALSA)

2003 - 2004: Democratic Alliance Parliamentary Intern - Liberal South Africa (LSA)

2004 - 2005: African National Congress Constituency Intern - Liberal South Africa (LSA)

2003 - 2005: National Service Volunteer - Ministry of Intelligence Services Republic of South Africa

2003 - 2010: Auditor General - Organisation of African Liberal Youth (OALY)

2003 - 2010: Founder, Executive Director and Chairman - DeltaVision

2003 - 2010: Founder, Program Director and Chairman - Greyville Eye Clinic (GEC)

2003 - 2010: Founder, Executive Director and Chairman - Thiru Valluvar Centre

2003 - 2010: Creator, Author and Practitioner in Chief - Thiru Kural Code

2003 - 2010: Founder, Executive Director and Chairman - Mazhai | Politics Simplified

2003 - 2010: Founder, Executive Director and Chairman - Tamil Youth South Africa (TYSA)

2003 - 2010: Founder, Executive Director and Chairman - Agenda2058

2003 - 2010: Founder, Executive Director and Chairman - Rights and Justice Party

2003 - 2022: Founder, Executive Director and Chairman - Blu Era

Awards

1996: Durban High School Sixth Form Memorial Trust Prize for Service to the Community

2022: IMM Bachelor of Commerce Degree in Marketing, Management and Supply Chain Management

BLU ERA

Contact

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Products

id3000 - Corporate Advice and Strategic Planning

WNPC - Wholly Sustainable, Non-Donor Funded, Political Constituency Based, Campaign Training Centres

Thiru Valluvar Centre - Organisational Planning for Constituency Organisations

Thiru Kural Code - 1330 Lessons in Ethical Leadership

Mazhai | Politics Simplified - Structural and Technical Planning for Political Entities

Agenda2058 - Metric Typings of Voters and Simplified Messagings for Voters

Rights and Justice Party - Dynamic Organisational Templates for Political Parties

Durban Fretus Society - Dynamic Organisational Templates for Governments

Durban Fretus - Dynamic Organisational Templates for Caucuses

Products - DeltaVision Group

DeltaVision - Advanced Human Intelligence Programs

CLAY - Advanced Human Intelligence Programs for Children

TADA - Advanced Human Intelligence Programs for Teenagers

SALSA - Advanced Human Intelligence Programs for Students

SALSA Member - Advanced Human Intelligence Programs for Student Leaders

HSSU - Advanced Human Intelligence Programs for Health Science Students

Medix - Advanced Human Intelligence Programs for Medical Students

ESU - Advanced Human Intelligence Programs for Engineering Students

CSU - Advanced Human Intelligence Programs for Commerce Students

LSU - Advanced Human Intelligence Programs for Law Students

Scientiae - Advanced Human Intelligence Programs for Science Students

Artem - Advanced Human Intelligence Programs for Arts Students

Politicus - Advanced Human Intelligence Programs for Political Science Students A

SAPSSA - Advanced Human Intelligence Programs for Political Science Students B

Respublica - Advanced Human Intelligence Programs for Political Science Students C

Resuniversitatis - Advanced Human Intelligence Programs for Political Science Students D
 Free2Think - Advanced Human Intelligence Programs for Political Science Students E
 Free2Learn - Advanced Human Intelligence Programs for Political Science Students F
 Free2Be - Advanced Human Intelligence Programs for Political Science Students G
 Free2Speak - Advanced Human Intelligence Programs for Political Science Students H
 SPA - Advanced Human Intelligence Programs for Political Science Students I
 Fanon Nkrumah - Advanced Human Intelligence Programs for Political Science Students J
 SALSA ASM - Advanced Human Intelligence Programs for Young Leaders I
 SALSA Agitate - Advanced Human Intelligence Programs for Young Leaders II
 SALSA Fulcrum - Advanced Human Intelligence Programs for Young Leaders III
 SALSA Ad Lib - Advanced Human Intelligence Programs for Young Leaders IV
 SALSA Review - Advanced Human Intelligence Programs for Young Leaders V
 SALSA Investigator - Advanced Human Intelligence Programs for Young Leaders VI
 SALSA Investor – Advanced Human Intelligence Programs for Young Leaders VII
 SALSA Concert - Advanced Human Intelligence Programs for Young Leaders VIII
 SALSA Entertainment - Advanced Human Intelligence Programs for Young Leaders IX
 SALSA Edutainment – Advanced Human Intelligence Programs for Young Leaders X
 SALSA Alumni - Advanced Human Intelligence Programs for Graduates
 YLSA - Advanced Human Intelligence Programs for Youth
 TYSA – Advanced Human Intelligence Programs for Young Creative Artists
 LSA - Advanced Human Intelligence Programs for Adults
 Rhetorix – Advanced Human Intelligence Programs for Political Actors
 Liberal Underground - Advanced Human Intelligence Programs for Political Activists
 OPC - Advanced Human Intelligence Programs for Citizens
 IEU – Advanced Human Intelligence Programs for Professionals
 Optos - Advanced Human Intelligence Programs for Industrialists
 Spectaculus - Advanced Human Intelligence Programs for Health Professionals
 GEC - Advanced Human Intelligence Programs for Health Industrialists

Telematics

No – No;No;No;No;?{~}?.Idris Seck;?[Yes]??{~}??{~}?? for Decisions
 Yes – Yes;Yes;Yes;Yes;?{~}?.Idris Seck;?[No]??{~}??{~}?? for Decisions

Services

Program/Vision - Defining the Program and Vision of Endeavours
 Network/Logic - Defining the Network and Logic of Endeavours
 Project/Focus - Defining the Project and Focus of Endeavours
 Product/Value - Defining the Product and Value of Endeavours

Divisions

Synergy - Enabling Basic Co-operations and Enabling Complex Symbioses
 Election - Emergency Interventions in Elections and Turnkey Election Campaigns
 Campaign - Campaigns Conducted Directly and Campaigns Conducted Indirectly
 Kinetic - Localised Actions and Co-ordinated Actions

BLU ERA Order

Contact

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Products

- ∞ id3000 per Entity
- ∞ WNPC per Constituency
- ∞ Thiru Valluvar Centre per Constituency Organisation
- ∞ Thiru Kural Code per Politician
- ∞ Mazhai | Politics Simplified per Political Entity
- ∞ Agenda2058 per Voter
- ∞ Rights and Justice Party per Political Party
- ∞ Durban Fretus Society per Government

Products - DeltaVision Group

- ∞ DeltaVision per Person
- ∞ CLAY per Child
- ∞ TADA per Teenager
- ∞ SALSA per Student
- ∞ SALSA Member per Student Leader
- ∞ HSSU per Health Science Student
- ∞ Medix per Medical Student
- ∞ ESU per Engineering Student
- ∞ CSU per Commerce Student
- ∞ LSU per Law Student
- ∞ Scientiae per Science Student
- ∞ Artem per Arts Student
- ∞ Politicus per Political Science Student
- ∞ SAPSSA per Political Science Student
- ∞ Respublica per Political Science Student
- ∞ Resuniversitatis per Political Science Student
- ∞ Free2Think per Political Science Student
- ∞ Free2Learn per Political Science Student

- ∞ Free2Be per Political Science Student
- ∞ Free2Speak per Political Science Student
- ∞ SPA per Political Science Student
- ∞ Fanon Nkrumah per Political Science Student
- ∞ SALSA ASM per Young Leader
- ∞ SALSA Agitate per Young Leader
- ∞ SALSA Fulcrum per Young Leader
- ∞ SALSA Ad Lib per Young Leader
- ∞ SALSA Review per Young Leader
- ∞ SALSA Investigator per Young Leader
- ∞ SALSA Investor per Young Leader
- ∞ SALSA Concert per Young Leader
- ∞ SALSA Entertainment per Young Leader
- ∞ SALSA Edutainment per Young Leader
- ∞ SALSA Alumni per Graduate
- ∞ YLSA per Youth
- ∞ TYSA per Young Creative Artist
- ∞ LSA per Adult
- ∞ Rhetorix per Political Actor
- ∞ Liberal Underground per Political Activist
- ∞ OPC per Citizen
- ∞ IEU per Professional
- ∞ Optos per Industrialist
- ∞ Spectaculus per Health Professional
- ∞ GEC per Health Industrialist

Telematics

- ∞ No per Decision
- ∞ Yes per Decision

Services

- ∞ Program/Vision per Endeavour
- ∞ Network/Logic per Endeavour
- ∞ Project/Focus per Endeavour
- ∞ Product/Value per Endeavour

Divisions

- ∞ Synergy per Relationship
- ∞ Election per Election
- ∞ Campaign per Campaign
- ∞ Kinetic per Action

BLU ERA Statements

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Statement One - Individual Freedoms, Rights and Responsibilities

The need for decisive leadership that is ethical, and that is founded upon the premise of service, is universal. That being said, however, the reality of the situation of individual persons, who – by definition – are unique and singular; is that there is a concerted effort being made within the world's society, theology, economy and polity to achieve the alienation of the uniqueness and singularity of the individual person, whilst achieving the acceptance and taking-up of the groupthink perspective of individuals all being the same and all being similarly amenable to being considered first and foremostly as members of a group, rather than as individuals on their own and in their own rights.

This being, in terms of the consideration of group rights, the priority of conservatives, nationalists, socialists, communists, workerists and theologians alike. Liberals disagree with this perspective and adhere instead to the principles of liberalism which are:

- Individual Freedoms, Rights and Responsibilities
- Constitutional Democracy, Universal Suffrage and Sovereignty
- Rule of Law, Radical Subsidiarity and Ethical Leadership
- Competition, Free Enterprise and Market Economy

Importantly, it is only liberalism that promotes the integrity of the unique, singular person, whom is possessed of the means to direct their own lives and to take responsibility for themselves; while being mindful of the fact that they are indeed members of society with responsibilities to uphold the rule of law and the integrity of their own persons.

We cannot ignore the reality of life, which proves that each person is an individual, and is both unique and singular. This reality is something that disproves the logic of conservatism, nationalism, socialism, communism, workerism and theologianism, and as such cannot be discounted. Therefore, it is a matter of course that if something is illogical and/or if something is not cogent, then it cannot be subscribed to by anyone who intends to represent such subscription as being logical and/or cogent.

We must strive at this time to strengthen the disposition of the individual, in order to protect the individual's entitlement to liberty and freedom, and in order to encourage the individual to exercise their individual freedoms, rights and responsibilities. This must be the effort that is made in order to suppress and disregard, as being illogical and not cogent, any and all sorts, forms, types, traces, occurrences and manifestations of conservatism, nationalism, socialism, communism, workerism and theologianism, in their entirety whatsoever.

Statement Two - Constitutional Democracy, Universal Suffrage and Sovereignty

It cannot be a coincidence that democracy has evolved into a state where constitutions are fundamental components of democracies and where the reducing to writing of the constitution, as a contract that is binding upon, between and amongst citizens; is a normal thing that is no longer questioned. It must be that the constitutional democracy is one that is predicated upon being acceptable to and accepted by the citizenry, and that the constitutional democracy is one that is predicated upon being imbued with life and existence through the belief, faith and trust that the citizenry invests into the constitution and thus into the constitutional democracy.

In order to establish the framework of an equal opportunity society, that provides for the aspirations of the both the weak and the strong, the poor and the rich, the uneducated and the educated alike, we determine that the citizenry must be individually charged with the responsibility of deciding whom will govern and whom will lead. We allocate to each citizen one vote that is non-transferrable

and irrevocable. These votes are drawn from each citizen individually and simply counted as being equal. No one citizen's vote is more valuable, more important or more germane than any other citizen's vote. This universal suffrage is a non-negotiable component of the liberal paradigm.

To some the state is that which possesses the monopoly over the threat of violence. To others the state is that which is possessed of the population, the territory, the identity and the sovereignty. Liberalism does not define the state as being either of these things, and instead chooses to stipulate that sovereignty within the dispensation of constitutional democracy and universal suffrage is that which guarantees that no authority is higher or more possessed of power than the constitution and its agents. Further that sovereignty must ensure that the elected government and leadership do not fall under the authority of persons who have not been elected by the citizenry.

To this end constitutional democracy, universal suffrage and sovereignty go together to define a state as being that in which the citizenry, through universal suffrage, places its trust, that which is defined as the government (inclusive of the legislative, the judicial, the executive and the administrative components of government), and that which is responsible for the execution of the mandate of the constitutional democracy. Every effort must be made to encourage each individual citizen to participate in their constitutional democracy, to exercise their entitlement to universal suffrage and to defend their sovereignty with all of the resources of the state.

Statement Three - Rule of Law, Radical Subsidiarity and Ethical Leadership

While we consider the basis of human interaction as being of either need or want, we also consider the basis of human interaction as being either ethical or unethical. We stipulate in our constitutional democracy the supreme law, and the standards that all other law must satisfy. This law, is not intended to persecute or attack the citizens or the citizenry. After all, why would a citizen or the citizenry agree to a constitution that violated their individual freedoms, rights and responsibilities? It simply does not subsist at all.

We instead presume that the constitutional democracy is going to be created to benefit each and every citizen, individually, and that the execution of the laws, as created, will ensure that the conduct of the execution of the laws will not be through means that violate the individual freedoms, rights and responsibilities of the citizens and the citizenry. This is the premise of the rule of law, that says that the law must be upheld, and executed, in a lawful manner, that is that the law, and the execution of the law, must not break the law.

All it would take for the law to be unlawful, without disregarding the law, would be for the law to violate individual freedoms, rights and responsibilities, and to empower the executors of the law to violate individual freedoms, rights and responsibilities. This is the case of the many tyrannies that exist. However, in a constitutional democracy, that is predicated upon the protection of individual freedoms, rights and responsibilities; the law will not violate individual freedoms, rights and responsibilities. This means that in order for the law to be upheld and/or executed unlawfully, there would have to have been a disregarding of the law.

So, the rule of law ensures that each and every person, regardless of status, is afforded an equal opportunity to access and be protected by justice. As this is applied, it is applied to citizens as individuals and demands that in order for the law to be functional, it must be considered through the institutions of the state and of the government at the lowest possible levels, bring it as closely into contact with the citizenry, as individuals, where they live and work. This means that in essence local government is more important than provincial government which is more important than national government.

In order for this system to work it must exist and be executed by ethical means, by ethical leaders and by ethical leadership. The actual set of ethics being codified in the constitution, the constitutional democracy and the laws that satisfy those constitutional standards. That means that the law will be upheld and executed in a lawful manner that does not violate individual freedoms, rights and responsibilities and that the representation of the citizenry, as individual citizens, will take place at the closest possible level to the citizens and citizenry so that their actual demands are heard, acted upon and respected.

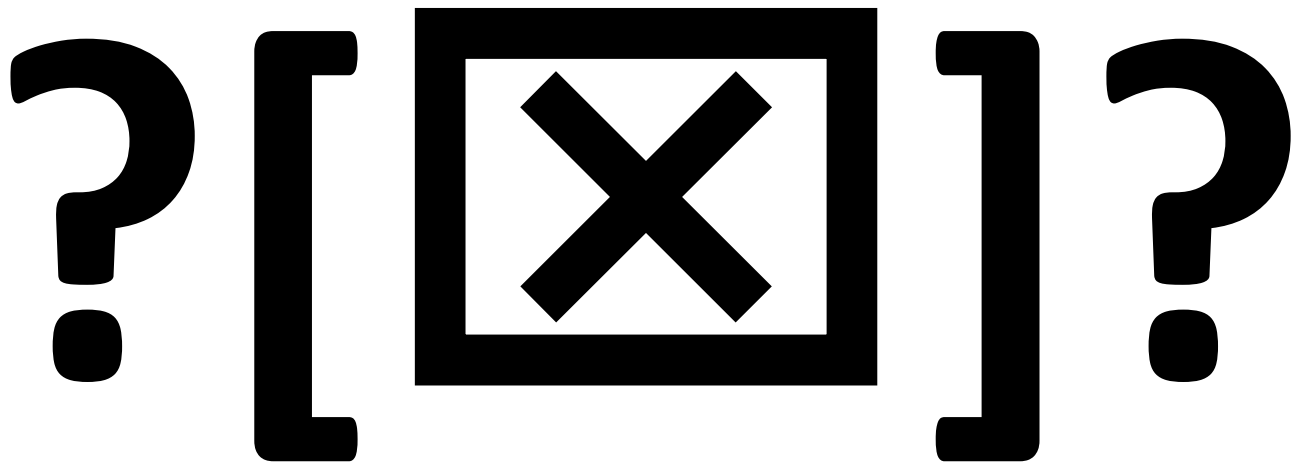
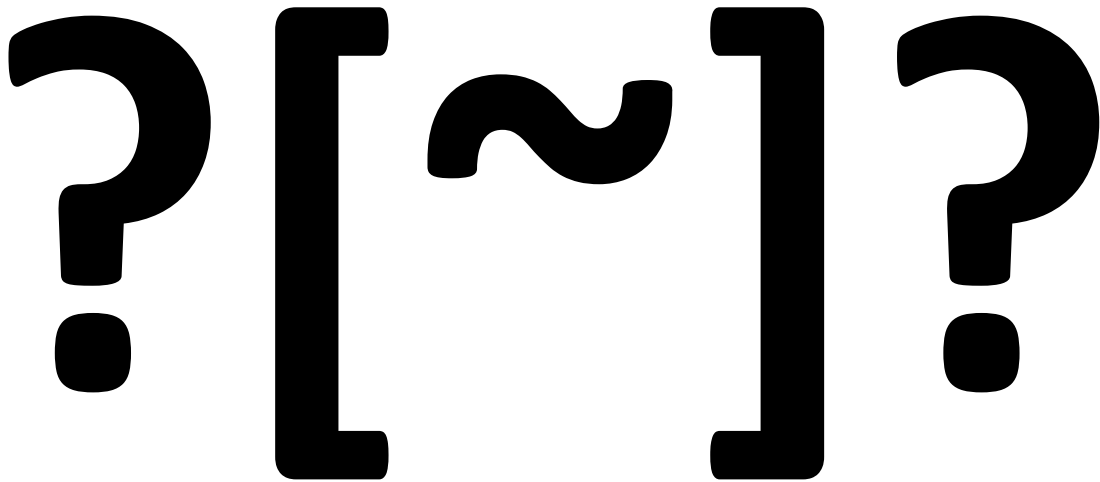
Statement Four - Competition, Free Enterprise and Market Economy

An extension of the logic of the individual freedoms, rights and responsibilities is the argument for competition to exist and flourish between individuals, for individuals to be entitled to trade freely and for the market to drive the economy. This is directly opposed to the machinations of the opponents of liberalism, that would have there be no competition between individuals, but rather collusion between some, and the contesting for space between the large blocs of collusion and between the small blocs of collusion.

Further to this the opponents of liberalism would see that there would be no free trade or free enterprise, but rather organized systems of exchange that fixed terms and natures of trade and enterprise, ostensibly for the greater good. Finally, the opponents of liberalism do not propose a market economy but rather choose a command economy that is centred on the aggregated needs of the people, not as unique and singular individuals, and driven by fixed and highly-regulated trade and enterprise.

The virtue of competition is that it propagates innovation and invention, that it reduces prices, strengthens currencies, increases trade volumes and stimulates economic growth while engaging an ever-increasing number of citizens in economic activities. The reality of free enterprise is that it deconstructs the notion of barriers to market entry, while simultaneously bringing entrepreneurs to market in a creative process that empowers the individual to become a factor for economic growth and development. The simplicity of the market economy is that market forces either accept or reject a market offering, in a manner that determines whether demand and supply are aggregated to effectively invest volumes traded in a particular market offering or not.

Every effort must be made to promote the principles of liberalism in a manner that strengthens the position of individuals and promotes the argument for competition, free enterprise and market economy if we are to ensure that the future world is able to survive and thrive. It would be foolish to allow the opponents of liberalism to gain even so much as a foothold, as this would seriously waste economic time and resources. If we are to create a society, theology, economy and polity that is predicated upon equal opportunity, then we must prioritise the promotion of the principles of liberalism.





To my knowledge I am not obligated to those that have been defeated by my politics, and whose recourse to survival is dependent upon dishonesty. To my

mind I do not tolerate, nor do I allow the tolerance of, treason, identity fraud, forgery, personation and/or impersonation; and do not give credence to imposters, in any way whatsoever. In answer to the pleas from those who have been defeated, having clung unadvisedly to corruption and inefficiency, No.



AVISHKAR PARMANANDEN GOVENDER

