

BJP Election Management (General Election 2014) Which Accelerate 272+

Abstract

In India, the fractured mandate was seen in general election for last 32 years. But 2014 Lok Sabha election, first time non-congress party Bhartiya Janata Party was achieved magic number 272+ comfortably. The verdict of 2014 general election was unpredictable because Bhartiya Janata Party was achieved mission 272+ comfortably, while the oldest national Congress Party was reduced 44 seats only.

Keywords: Strategies, Social Networking, Election Development.

Introduction

According to the Article 324-329 Part (xv) of the Indian Constitution make the electoral process in our country. The electoral system adopted by us borrowed from similar one operating in Great Britain. A good management of election campaign is a key to success. It is a strategy to approach to voters. Election management is both art and science. A good management is a way to success. Election management is silent feature of political science. It asserts study of strategy, tactics, logistic of election campaign. Practically, election management starts after filling of nomination process, and ends, forty eight hours before the commencement of polling. In short, election management is a continuous process by the political parties. In fact, all politicians of the political parties highlight their achievements during the elections and make election propaganda. All political parties' commitment high goals but the nature of everything changes when campaigning comes. When the elections are announced, the political parties approach to voters and commitment to solve all problems and make life comfortable. Political parties spend huge money for election management for vote.

Rallies and Programs

BJP prime-minister candidate Narendra Modi took full charge of Bhartiya Janata Party election campaign committee, and organized a team to study the party's strengths and weakness in different states. During the campaign Modi appealed people to vote for BJP Mission 272+. BJP managed branding campaign from Namo tea stal to Namo phones, from sticker's caps to Sun-shades on cars, sweets shops and other shops. BJP organized digital platform between Narendra Modi and voters across the country through technologies like DTH, Video conferencing, mobile branding under titled "Chai Pe Charcha". 10 lakh people joined this charcha. In 2014, BJP used the 3D Holographic campaign to delivered 12 speeches in 1350 locations for month of April and May 2014. BJP used Digital Eco-system for Mission 272+. BJP I.T cell, national Digital Operation Center (NDOC), Digital social media, voice and SMS, Web, Mobile etc. managed election campaign. BJP launched toll free numbers 78200-78200 for the support of party through miss call or whatsapp messages. Namo for PM also highlighted. From September to May Narendra Modi has addressed 5827 rallies and others events. Modi covered 3 lakh kilometers over 25 states from Jammu and Kashmir to Kanyakumari.

Booth Management

The other activity of the BJP was polling booth management. The BJP formed booths management committees at the ground level across small towns and small villages. BJP was appointed 25 members committees for each both whose task to interact to with the voters. On the other the RSS was too formed parallel both committee each constituency to interact direct to voters.

Social Media (Twitter & Facebook)

It is historic win for right-wing to come in power after a long time in 16th Lok Sabha election. The BJP and alliance got 272+ seats comfortably. The social media campaigns were successful in changing the mind of people of the country.



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In 2014 Lok Sabha election was very different from previous elections. The main motto of political parties was exercising social networking sites to motivating the youth to vote in the election. More than 800 million voters were eligible for voting were linked with social networking sites and all the political parties thought social media may be a game changer in the 2014 elections. The political parties have their own sites and leaders being active on social networking sites. L.k Advani of BJP has created his own blog. Shashi Tharoor of congress party was one of the first politician to start tweeting. Prime Minister candidate Mr. Modi has used all media platform to interact with people. Social media making newest vote bank for Indian politics. In 2014 general election, political parties invest huge amount in social media campaign. Political commentators analyzed BJP success to its extensive usage of social media technologies to engage high number of first time voters.

Twitter

Twitter is popular platform in India. Twitter is a third popular social media platform user in India (PTI. 2014). Twitter was an important social networking site for all political parties in 2014 general election. The famous tweets Ab KE Baar, Modi Sarkar, Har Har Modi, Ghar Ghar Modi, Saab Ka Sath, Saab Ka Vikas, Accha Den Anna Wala Hai. BJP leaders were calling Rahul Gandhi Pappu. Twitter is an important new modern technologies that responsible for 2014 Lok Sabha election.

Facebook

In 2014 general election, all political parties used facebook for promotional programs. Narendra Modi had more than 16 million likes on facebook. The second most politician in the world and the sixth most followed world leader on twitter. When the election was announced almost 227 million people commented their like and dislike about political parties on facebook. This shows facebook played important role in general election 2014. There is no doubt facebook technology accelerate BJP victory in 2014 election.

Gujarat Model & Development

In 1980, Bhartya Janta Party (BJP) and Rashtriya Swayamsewak Sang (RSS) were concentrated on Hindutva agenda and build Hindu image. BJP and RSS thought that Hindutva agenda was not enough to attract Hindu voters. In this context party decided to turn to the development agenda like "Shining India" as given in 2004 election. BJP and RSS was decided Modi as the Prime Minister Candidate in 2014 Lok Sabha election because he was three times Gujarat chief-minister in spite of allegations of communal violence. But the development model of Gujarat was very impressive which may give a lot of benefit in national election of 2014. Modi highlighted Gujarat model in all his rallies. Similarly, he can promise development of the whole India and showed his vision of development. BJP projected "Gujarat Model" and highlighted growth rate of the state. In 2014 general election BJP and Modi highlighted three components – Myth-growth, Human-development and Good-governance.

BJP Branding Campaign Modi on 3D

In 2014 general election BJP Prime Minister Candidate Narendra Modi was addressed hi-tech campaign (3D rallies) rallies between the month of March and May. This is the latest technologies used by Modi to reach out his constituencies across the country to mobilize voters for party. It is done by millions of workers who were trained and set up in across the country. The 3D avatar change the trend of 16th Lok Sabha election.

Chai Pe Charcha

In 2014 general election BJP used new technology Chai Pe Charcha across the country to attract voters. The BJP plan innovative concept Chai Pe Charcha with Modi and broadcast 1000 locations to reach large number of people – Modi was organized only three Chai Pe Charcha' on Feb. and two in March.

PM Candidate Modi's Strategic Speech Rewari in Haryana

Modi was addressing rallies to ex-service man in Rewari Haryana, said, we are proud of the army of this nation that strongly deals with the enemies. In 2001 earthquake on Gujarat, the splendid job army did, I never forget.

Banaras Uttar Pradesh

"Muja BJP ne Banaras nhi bheja hai, na hi main khud aya hu, muja to "Ganga Mata na bulaya hai".

North-east

Chennai: It is better conduction of the fisherman, if government little concern for the poor. Fisherman is spending time in Jails in Srilanka.

Amethi Uttar Pradesh

Modi was addressing rallies in Amethi, said Smriti is my younger sister. I decided to send her most backward district in U.P, and found it is Amethi. Modi challenge Rahul and entire family open public debate with Smirit Irani. If Irani will name 100 villages in Amethi, they will not be able to name ten.

Slogans

The popular slogans and Key advertisements videos are : Good days are ahead because Modi is coming, Ab KE Baar, Modi Sarkar, Har Har Modi, Ghar Ghar Modi, Saab Ka Sath, Saab Ka Vikas, Accha Den Anna Wala Hai.

Importance of study

This study is very important because it focus election management in largest democracy of the world. In 16th Lok Sabha election moved around single man Modi as this is called the victory of BJP. In Indian history was the first time non-congress party BJP achieve comfortable full majority. The study highlights Modi Wave and he proved to be a better reader of voters pulse.

Objectives of the study

1. To examine how BJP strategies successfully implement and marketing and branding campaign that change trends in 16th Lok Sabha election.
2. To focus impact of technology (social media and networking sites) how accelerate BJP landslide victory in the 2014 Lok Sabha election.

Review of the Literature

Narasimhamurth, Explain social media as election campaign medium in India. The study helps in understanding how all political parties relied on social media and social networks to engage voters, recruit campaign volunteers and raise some extent campaign funds in short amount time. India is also first time that campaign only united states, the first time classical media channels are highlight to show media is activity involved in election process. This study helps to understand 2014 general election how all polities and candidates have extensively utilize social media in order to mobilize voters.

Kour, explain this study how social media get impact on politics. The author conclude that the advent of social media has enabled and unprecedented empowerment and engagement of the "Amm Aadmi" for expressing public opinions. The revolution of social media in Indian politics is real, tangible and accelerating.

Andrila, the study helps in understanding influence of social media how will possible for all political parties to get vote from young voters in 2014 general election and how social media can be a game changer in elections. The author concluded social media play a significant impact on a voting behavior of young voters. Social media provide a platform to the people to get connected to parties the favor. Online polls are some of the pushing strategies which influence decision to vote.

Conclusion

Bhartiya Janata Party was manage this election Westminster style parliamentary to US president election in 2012 like face book, Twitter, Google+, You tube, etc. Bhartiya Janata Party was best used of social media platform and share party slogans like Accha Din Aayaga, Abke Baar Modi Sarkaar, Sabka Saath Sabka Vikas, Har Har Modi, Ghar Ghar Modi etc. During general election 2014 every TV channel was seen only brand Modi. Gujarat model was very impressive which may give a lot of benefit in national election of 2014. Modi highlighted Gujarat model in all his rallies. Similarly, he can promise development of the whole India and showed his vision of development. BJP prime-minister candidate Narendra Modi took full charge of Bhartiya Janata Party election campaign committee, and organized a team to study the party's strengths and weakness in different states. During the campaign Modi appealed people to vote for BJP Mission 272+. BJP managed branding campaign from Namo tea stal

to Namo phones, from sticker's caps to Sun-shades on cars, sweets shops and other shops. BJP organized digital platform between Narendra Modi and voters across the country through technologies. The majority of voters not know about the Bhartiya Janata Party candidates in his/ her constituencies but voted for Modi).

In India, the fractured mandate was seen in general election for last 32 years. But 2014 Lok Sabha election, first time non-congress party Bhartiya Janata Party was achieved magic number 272+ comfortably. The Bhartiya Janata Party swiped Hindi-heartland states. 2014 Lok Sabha election rejected all surveys. It was unpredictable results in crucial state Uttar Pradesh. The strong two opposing party Samaj Wadi Party and Bahujan Samaj Party, but Modi wave make impossible to possible and acquired 71 seats (2 more with its allies) out of 80. It was also landslide victory in Hamachal Pradesh, Uttarakhand, Gujarat, Rajasthan, Chhattisgarh, Jharkhand, Madhya Pradesh and Bihar also. On the above discussion we can say that BJP election management team was better as compared to other political parties which accelerate 272+ in 2014 national election.

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