

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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STUDY SUCCESS OF PRIME MINISTER NARENDRA BHAI MODI IN FESTIVAL OF INDIAN DEMOCRACY: LOK SABHA ELECTION 2014

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ABSTRACT

This study is based on a great effort taken by Shri Narendra Modi for achieving mission 272+. Shri Narendra Modi used his all political weapon. He focused on youth voter who played a very important role in Shri Narendra Modi's victory. According to BJP, Modi traveled 3 Lakh K.M. during the election campaign, which shows his strong effort. Glorious victory in U.P., win 71 out of 80 seats, 26 out of 26 in Gujarat, 25 out of 25 in Rajasthan, 27 out of 29 in Madhya Pradesh etc. During election campaign many debate organized by different news channels model of development. A lot of discuss taken place during that time period. Shri Narendra Modi organized over all election campaign with his team and worked day and night for the success of Mission 272+.

KEYWORDS

Indian democracy, lok sabha elections 2014.

OVERVIEW OF LOK SABHA ELECTION 2014

The biggest festival of Indian democracy "Lok Sabha election" was held from 7 April to 12 May 2014, this was the longest election in the Indian history, running in nine phases from 7 April to 12 May 2014. According to the Election Commission of India, total elector 833,062,877 people were eligible to vote, with an increase of 100 million voters since the last general election in 2009, making this the largest-ever election in the world.

TABLE 1

Male Elector	Male voter	Male turn out	Female Elector	Female voter	Female turn out	Total Elector	Total Voter	Total Turnout
436,538,842	293,227,266	67.17%	396,524,035	260,574,535	65.7%	833,062,877	553,801,801	66.48%

Around 23.1 million of the total eligible voters were aged 18–19 years. The average election turnout over all nine phases was around 66.38% the highest in the history of Indian general elections from 1952. The counting of vote was held at 989 counting centre in all over India. Male turnout was 67.17% and female turnout 65.7%.

ISSUES IN ELECTION 2014

Important issues during the election campaign included corruption is biggest issue, high inflation, security of women, terrorism, lack of jobs, economic slowdown, religious division and communalism, and infrastructure such as roads, electricity and water, and some local issues of different states.

SPENDING LIMIT OF CANDIDATE: Limit of election expenditure by a candidate for Parliamentary Constituencies to ₹7 million in bigger states and to ₹5.4 million in smaller states and all union territories except Delhi.

ELECTION EXPENSES: In general election cost of Government Rs.3,426 cr. which is 131% more than Rs.1483 cr. spend on 2009 polls.

NATIONAL DEMOCRATIC ALLIANCE (PERFORMANCE IN LOK SABHA ELECTION 2014 IN LEADERSHIP OF NARENDRA BHAI MODI)

The National Democratic Alliance, is an alliance of 29 parties led by the Bharatiya Janata Party, won a biggest victory, taking 335 seats, The BJP itself won 282 seats, the first time since last three decade. In 1984 congress won 414. It's first time any non-congress party has won enough seats to govern without the support of other parties. The United Progressive Alliance, led by the Indian National Congress, won 58 seats, It's worst performance by Congress from 1952 won only 44 seats, It was also the second-worst defeat of a sitting government in independent India.

The BJP secured 39% support from first time voters, while Congress received 19% of the first time votes.

TABLE 2

Party	Won In Yr.'14	Vote Turnout	% Vote (All over India)	▲ / ▼ (vote% swing)	Seat (▲ ▼) (yr.'09 → yr.'14)
NDA	336				
Bharatiya Janata Party	282	171,657,549	31.0%	▲ 12.2%(166)	166 ▲
UPA	59				
congress	44	106,938,242	19.3%	▼ 9.3%(162)	162 ▼
Others	148	269,205,813	30.99%		25 ▲
AITC	34	21,259,684	3.8%	▲ 0.6%	15 ▲
AIADMK	37	18,115,825	3.3%	▲ 1.6%	28 ▲
BJD	20	9,491,497	1.7%	▲ 0.1%	06 ▲
SP	5	18,672,916	3.4%		08 ▼
NOTA		6,000,197	1.1%		

Out of the 87 Lok Sabha seats in the country identified by the Centre for the Study of Developing Societies (CSDS) as having a high percentage of Muslim voters, the BJP won 45.

FIG. 1

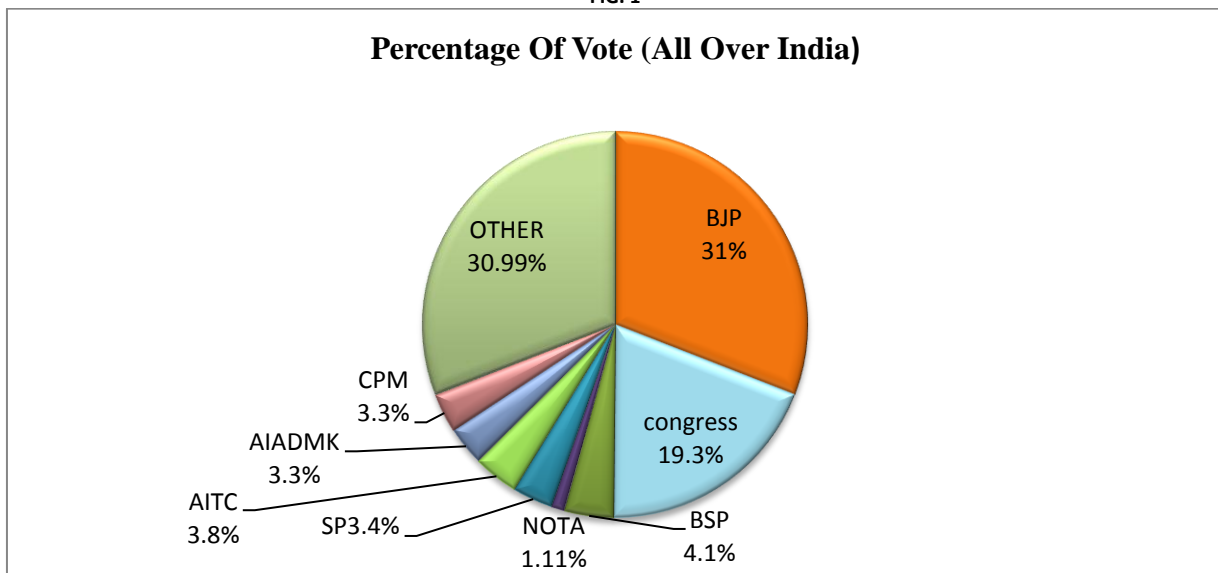


FIG. 2

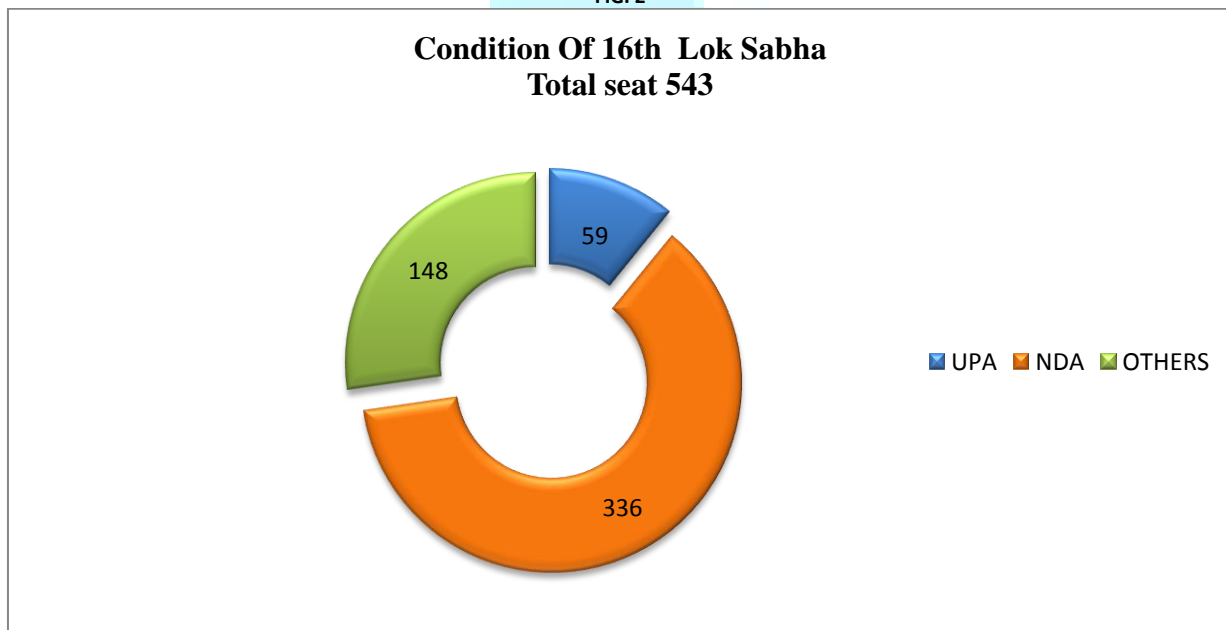


TABLE 3: PERFORMANCE OF BJP IN LOK SABHA ELECTION 2014 COMPARISON TO 2009

States	2009	2014	▲/▼
Bihar	12	22	▲10
Delhi	00	07	▲07
Gujarat	15	26	▲11
Himachal Pradesh	03	04	▲01
Karnataka	19	17	▼02
Madhya Pradesh	16	27	▲11
Maharashtra	09	23	▲14
Punjab	01	02	▲01
Rajasthan	04	25	▲21
Uttar Pradesh	10	71	▲61
Uttarakhand	00	05	▲05
Others states	27	53	▲26

MODI AND THE BHARATIYA JANATA PARTY MANIFESTO

The Bharatiya Janata Party (BJP) released its manifesto for the 2014 Lok Sabha elections on 7 April 2014. Dr. (Prof.) Murl Manohar Joshi was Chairman of Manifesto Committee -2014

Here are the highlights:With vision of "Sabka Saath,SabkaVikas".

BJP PLEDGE

- Ek Bharat - Shreshtha Bharat
- Vibrant and Participatory Democracy
- Empowered and Inspired People

- Inclusive and Sustainable Development
- Quality life in Villages and Cities
- Basic Amenities to All
- Flourishing Agriculture
- Productive Youth
- Involved Women
- Robust physical and social Infrastructure
- Innovative and Technologically driven
- ❖ The party promised to set up a Price Stabilization Fund and to evolve a single 'National Agriculture Market' to check price rise and go for e-Governance, policy-driven governance and simplification of the tax regime to prevent corruption.
- ❖ The party reiterates its stand to explore all possibilities within framework of Constitution to facilitate construction of the Ram Temple in Ayodhya.
- ❖ Reiterating its stand on Article 370 and discussing with all stakeholders for abrogation of the Article.
- ❖ Ensuring minimisation of black money and setting up of a task force for this purpose.
- ❖ Putting in place strict measures and special courts to stop hoarding and black marketing.
- ❖ Encouraging and empowering youth for self employment and transforming employment exchanges into career centres.
- ❖ BJP to draft a Uniform Civil Code drawing upon the best traditions and harmonising them with the modern times.
- ❖ Foreign policy will be guided through pragmatism and doctrines of mutually beneficial and interlocking relationships.

SHRI NARENDRA MODI AND ELECTION CAMPAIGNS 2014

Shri Narendra Modi covered over 3 lakh kilometers from 15th sep.'13 to 10th may'14. Modi ji would have addressed 5827 rallies, programmes. 3D rallies/chai pecharcha. He visited 25 states out of 28 states with unique Vision of Abki bar Modi Sarkar. He asked people of India to give him 300+ "Kamal" from all over India. Lok Sabha election was seen as unprecedented innovation as seen during 3D rallies and Chai pe Charcha Programmes. He had changed the way Indian look at election campaigns forever. Social media played a vital role during whole election campaigns.

Neither the rain nor the sizzling sun could stop them from attending his rallies. Every inch of rally ground even spring, pole and roof –tops covered by people, they cheer and amid loud applause when Shri Narendra Modi Speaks. Shri Narendra Modi also participated in several interviews with print and electronics media. He wanted to reach every corner and every people of the country by using communication channels. He used technology in his election campaigns. Starting his first election rally from 15th September, when he addressed people of India.

Shri Narendra Modi addressed the people of country " it would be the first time people born in independent India will run the nation. You have faith in me and I have faith in you and together we will work to fulfill our dreams. The people have given their verdict, and it says we have to take India forward".

Table 4

	Number
Initial Rallies	38
Bharat Vijay Rallies	200
Others Rallies and Programmes	240
3D Rallies	1350
Chai Pe Charcha	4000
Road show in Varansi and Vadodara	2
Total	5830
Total K.M. visited	3,00,000

The crowds that thronged Shri Narendra Modi's rallies shattered records and made history everywhere he spoke. NDA in the Lok Sabha elections in the Hindi belt won 201 of 225 seats.

NARENDRA MODI'S AND GUJARAT MODEL OF DEVELOPMENT-HIGHLIGHTS

Gujarat development journey has received tremendous praise both across India and the world. Under Shri Narendra Modi's leadership Gujarat was known for its development oriented governance where the people made active partners and stakeholders in the development journey. Gujarat model of development celebrates the collective effort of the people of Gujarat. Gujarat development journey is characterized as development oriented, inclusive and participative optimum use of technology was made to minimize corruption, increase pace of development. Development of Gujarat is not centered on any one sector. All the sector namely agriculture, industries and services made an equal and active contribution towards the growth of Gujarat. A firm believer in youth and development, Modi Ji devoted a lot of efforts towards enhancing the skill development among the youth.

Over the years, Gujarat has won several awards from the central government, International bodies, reputed think tank the United Nations.

- 24 x 7, three phase power to ALL homes in Gujarat
- Canal top solar panels :1km stretch - 1MW energy, 16% more efficiency, 6 acres land saved, 9 Mil Lt water saved
- Stable financial health of companies in the power business, thus assured power
- More than 10% growth consistently for last ten years and steep change in farm incomes
- Only state whose groundwater table has risen
- Drinking water dependence (75% ground to 85% surface water)
- Transformation of Sabarmati River 1,200 Cost per Km (Rs. Cr.)
- Lowest rape rate per capita in Gujarat among all 28 states and even all UTs 0.8 National Crime Records Bureau
- Lowest Unemployment in Gujarat 1.0%

Source: Ministry of Labour & Employment, Employment & Unemployment Survey 2011-12

- Gujarat has the Healthiest Children malnutrition was 38.77% in 2012
- Improved sex ratio for incremental births (0-6 year group)
- Female literacy: 58% to 71% in 2001-11
- 100% enrollment of girl child, school drop out rate reduced to low single digits
- 86 skill development centers operationalized in last 2 years, 300 more in next 2 years
- Gujarat becoming the Auto hub of India with Brands like Nano, Maruti, Ford, etc.
- Institutional deliveries up from 47% to 95% (750,000+ through Chiranjeevi Scheme)

SHRI NARENDRA MODI AND SOCIAL MEDIA

Social media, hologram avatar and click Selfi Shri Narendra Modi to woo the voters, who were everything in this election. Social media contest, the idea of making weapons of BJP election campaign raised.

Shri Narendra Modi on the lines of Obama ' Yes We Can ' made his master plan. Narendra Modi is active on Twitter and Facebook. These two platforms of Social media has played a big role in the election. Not only Narendra Modi's but BJP election campaign also centered in social media.

Shri Narendra Modi alone is dominating Twitter. Modi ji till January 1, 2014 are 58 million tweets. About, 11.8 million tweets tagged Shri Narendra Modi. Modi's popularity zoomed after March .Counting the number of Followers of Modi 16th day of May was 39.87 million, reached 40.2 million Followers at an appointed time to achieve such a record at the end of the day. Shri Narendra Modi himself answer questions on Twitter, as well as people also send direct messages to him. Recently, when world leaders congratulated him on winning the Modi himself via tweets and messages thanked them. Shri Narendra Modi put more than 100 rallies at the same time via 3D hologram technology. Modi has accomplished this several times during the campaign. Shri Narendra Modi campaigning using this technology to reach the masses and made a big jump.

The new trend has started in the world Selfi Narendra Modi never hesitate to share their Selfi. Modi tweeted after the voting in Vadodara Selfi gone viral. More than 3 thousand to Expand him. With the Selfi Modi began to trend on Twitter. But the most popular Selfi of Modi and his mother was Expand that to 12 thousand people, 40 thousand people told his favorites.

Social media is part of the online game play. 'Modi Run' is one of those games. More than 50 thousand people have downloaded. Shri Narendra Modi in this game runs in all states of India. Social media is a weapon in the elections of 2014, Modi has proved quite effective in reaching out to voters. Shri Narendra Modi have a large proportion of young voters on their account by social media.

SHRI NARENDRA MODI, ELECTION AND CONTROVERSY

- On polling day by Shri Narendra Modi has shown party symbol after casting vote in Gandhinagar. A FIR filed by local administration against modi ji.
- In eight phase of election campaign in Faizabad near Ayodhya picture of Lord Ram on stage it's create controversy
- In last Phase Election commission did not give permission for rally in Varanasi city so a silent protest did by BJP followers.
- Shri Narendra Modi stoked another controversy yet on the polling day in last phase election by releasing a video message for seeking vote for BJP.

CONCLUSION

Shri Narendra Modi won elections in several assumptions have been demolished, as well as many nations think it also forced to change their policies. Shri Narendra Modi won election by a historical margin in Vadodara by over 5.70 lakh votes, the highest margin in the 2014 polls and the second highest in any Lok Sabha election and in Varanasi Modi's nearest challenger Kejriwal was swept away when he lost by more than 3.7 lakh votes. Many nations also changed their policy with the victory of Shri Narendra Modi ,they opened its doors. The results of elections to dazzle America because there had never imagined such a situation. India's newly appointed Prime Minister Shri Narendra Modi and concentration abilities are renowned for their conclusive. The Lok Sabha election 2014 has earned the distinction of recording the highest voter turnout ever at 66.4%. This surpasses the 64% voter turnout witnessed in the 1984 polled held in extraordinary circumstances. This time election is between who's in favour of Shri Narendra Modi and those are not in favour. After 1984 its first time peoples are showing interest in election campaign. Shri Narendra Modi promoted himself as a model of development and want to reach every corner and every individual of the country, Not only elders but children were talking about election they told Abki Bar Modi Sarkar. It's because of aggressive campaign did by Shri Narendra Modi. It's also because of in last 10 yr failure of UPA government.

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