



Behind BJP 272+ National Election 2014

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Abstract: -

This paper tried to examine BJP election management in 2014. In 2014 Lok Sabha election was different from the previous once as elections in India have not created such an impact among youngsters before. The BJP party fights the 2014 under de-facto not de-jure. Modi appealed people to vote for 272+

Keywords:

Hindutva, Development, Corruption, Campaign

Introduction:

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. Political parties not educate the people the real issue for national interest nor educate about the merit of elections but also get their votes. The last eight Lok Sabha elections was failed to clear single majority of any political parties. It was the first time, since voters brought into the belief of Rajiv Gandhi's modernism, given a powerful mandate to reshape the idea of India. After 1984 General Elections, first time BJP has secured an absolute majority in Lok Sabha. In 2014 Lok Sabha election Indian voters voted for BJP mission 272+.

Modi and Hindutva:

Modi proclamation that God has chosen him to rescue the country and Ganga Mata has beckoned him to Benares. On the other, the stage of the Varanasi rally picture of Shiva by the BJP leaders and chanting Har Har Modi, Ghar Ghar Modi linked with Shiva. The other popular key advertisement "Good days are ahead because Modi is coming" linked with Gita Shloka. Whenever there is decay of Dharma. God comes to the earth to save the earth. Modi projected as a savior. BJP and RSS has plan Modi contest election Varanasi (UP) and Amit Shah as a in charge in Uttar Pradesh both of them strong Hindutva images. This is the master stroke of RSS/BJP. This is because Varanasi is the Hindu culture and capital of "Hindi Land". Its impact will not only Uttar Pradesh but also bordering areas of Bihar also.

Development/ Gujarat Model:

BJP projected "Gujarat Model" is the highest growth rate state of the country. In 16th general election BJP and Modi campaign were three components – Myth-growth, Human-development and Good-governance. The BJP and RSS Think Hindutva agenda was not good enough to attract Hindu voters. It is need to follow Hindutva to Development strategies. In this context the party decided to turn to the development



agenda like “Shining India” in 2004 election. BJP and RSS decided Modi declare as the Prime Minister Candidate in 2014 Lok Sabha election. Modi was three time victories as symbol of development as opposite to communal violence. BJP and RSS show Modi “Gujarat model” and his leadership sort India’s problems.

Congress and Corruption:

Prime-Minister Candidate Modi over all the his rally highlight scam like 2G scam, Chopper scam, Coal scam and CWG scam etc. across the country. Modi target Congress (UPA) for corruption create environment as against Congress. The Anna Hazara movement Anti-Corruption and Ram Dev led movement “Black Money” gathered momentum as against the ruling Congress and favor Opposition party BJP in 2014 election. The numbers of corruptions charges UPA government in 2004 to 2014. In 2014 general election Congress has a clear edge.

Narendra Modi 437 Rallies, 3 Lakh Km: BJP Prime Minister candidate Narendra Modi address 437 rallies during the 2014 Lok Sabha election and cover 3 lakh Km area across the country during his election campaign. On the Modi would address 1350 rallies through 3D technology aim to connect cities across the country. BJP PM Candidate Narendra modi address more than 185 “BHARAT VIJAY” rallies aim to covers 295 constituencies.

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 **(Modi and Hindutva, Development/ Gujarat Model, Congress and Corruption)** how accelerate BJP landslide victory in the 2014 Lok Sabha election.
3. To identify the factors, issue with influence the 16th Lok Sabha election.

Conclusion:

In India, the fractured mandate was seen in general election for last 32 years. But in 2014 Lok Sabha election, first time non-congress party Bhartiya Janata Party has achieves magic number 272+ comfortably. Many political analysts argue, it is not victory of Bhartiya Janata Party (BJP), but victory of Modi. In general election 2014 redefined history, where Bhartiya Janata Party secured absolute majority, while on the hand Congress Party was restricted meager 44 seats all over India. The Bhartiya Janata Party especially sweeps Hindi-heartland states. It is 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. This is the landslide victory also seen on Hamachal Pradesh, Uttarakhand, Gujarat, Rajasthan, Chhattisgarh, Jharkhand, Madhya Pradesh and Bihar also. The verdict of 2014 general was unpredictable, where Bhartiya Janata Party achieves 272+ comfortably. There is no doubt 272+ achievement of Modi not BJP. 2014 Lok Sabha election was moved around as the BJP PM candidate Modi. Gujarat Model, Good Governance, high-tech campaign, advertisements, Slogans, Strong anti-incumbency against congress, corruption, etc. mileage Bhartiya Janata Party in national election 2014.



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