Project Dissertation

THE STUDY OF MR. NARENDRA MODI'S GENERAL ELECTION (2014) STRATEGY: POST NOMINATION TO PRIME MINISTERIAL JOURNEY ANALYSIS

Submitted by:

Dishant Gosain

MBA/2K13/25

Under the guidance of

Dr. Vikas Gupta

Assistant Professor DSM

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

Jan -May 2015

2015

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CERTIFICATE

This is to certify that the dissertation titled "THE STUDY OF MR. NARENDRA MODI'S GENERAL ELECTION (2014) STRATEGY: POST NOMINATION TO PRIME MINISTERIAL JOURNEY ANALYSIS", is a bonafide work carried out by Dishant Gosain, student of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide   Signature of Head (DSM)

                                                                                       Seal of Head

Place: New Delhi
Date: 01/05/2015

DECLARATION

I, Dishant Gosain, student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the dissertation on "THE STUDY OF MR. NARENDRA MODI'S GENERAL ELECTION (2014) STRATEGY: POST NOMINATION TO PRIME MINISTERIAL JOURNEY ANALYSIS" submitted in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. The report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Place: Delhi   Dishant Gosain

Date: 01/05/2015

ACKNOWLEDGEMENT

The opportunity provided by my college, **Delhi School of Management**, was a great chance for learning and knowledge enhancement. Therefore, I consider myself as a very lucky individual that I was provided with an opportunity to be able to conduct such a research.

I am using this opportunity to express my deepest gratitude and special thanks to **Mr. Vikas Gupta,** who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project under his guidance. I express my deepest thanks to **Mrs. Karishma Gulati,** for taking part in useful decisions & giving necessary advices and guidance throughout the research to make things easier. I choose this moment to acknowledge her contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to **Dr. P. K. Suri,** for his careful and precious guidance throughout the academic curriculum which was extremely valuable for all my academic as well as non-academic endeavours. I also take the privilege to acknowledge the valuable contributions other **faculty members of DSM** have made which has directly or indirectly helped me in completion of the research.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

Sincerely,
Dishant Gosain
Place: New Delhi
Date: 01/05/2015

EXECUTIVE SUMMARY

The dissertation aims at assessing the Narendra Modi's Election Campaign from the time he was nominated as a Prime Minister Candidate and till he became the Prime Minister. It was although a new style of campaigning, which included a massive use of technology in order to reach the masses and spread the word. His campaign is one of the most viral campaign ever in the Indian History and competed with the one, that of Barack Obama.

The main objectives of this dissertation are:-
1. To examine the campaign's design strategies
    a. To review the vision and mission of the party
    b. To understand the campaign planning, agenda setting done by BJP to study the leadership philosophy of BJP's election campaign.
2. To evaluate the rallies, campaigns and mass meeting organized by the party
    a. To determine the role of dedicated child, sister organisations in campaigning.
    b. To analyse the communication strategy and the message delivery mechanism of BJP during general elections.
3. To investigate the media management strategy used by Mr. Modi and his team.
4. To critically evaluate various development and nurturing support systems of BJP.
5. To examine the fund raising structure and controversies associated with the party
6. To study the use of innovations and modern technology and internet in propagating the brand Modi

The data for this dissertation was collected using extensive primary and secondary research. The primary research included interviewing various people associated with the party as well as the voters. The secondary research was based on data collected from newspapers, websites and other related public documents available on the internet.

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CHAPTER 01: INTRODUCTION

1.1 Background of the Dissertation

A **political campaign** is an organized effort which seeks to influence the decision making process within a specific group. In democracies, political campaigns often refer to electoral campaigns, wherein representatives are chosen or referendums are decided. In modern politics, the most high profile political campaigns are focused on candidates for head of state or head of government, often a president or prime minister.

The campaign is the period when the political parties put forward their candidates and arguments with which they hope to persuade people to vote for their candidates and parties.

A campaign team (which may be as small as one inspired individual or a heavily-resourced group of professionals) must consider how to communicate the message of the campaign, recruit volunteers, and raise money. Campaign advertising draws on techniques from commercial advertising and propaganda. The avenues available to political campaigns when distributing their messages are limited by the law, available resources, and the imagination of the campaigns' participants. These techniques are often combined into a formal strategy known as the campaign plan or the campaign strategy.

The planning and strategy which takes account of a campaign's goal, message, target audience, and resources available is one the most difficult and hardest challenge a candidate has to successfully complete to win the elections. Taking into consideration the amount of planning, hard work and tactics associated with the campaign and the journey from being nominated as the party's candidate and the lack of studies on the context, this Dissertation attempts to fill this gap by taking the most influential and successful case of Mr. Narendra Modi.

1.2 Aims of the Dissertation

The main aim of this Dissertation is to deeply analyse the various strategies, tactics and instruments used by Mr. Narendra Modi and his party to successfully promote the brand Modi and win the General Elections 2014.

1.2.1 Objectives of the Dissertation

From the aims of the Dissertation, the following specific objectives have been derived:
1. To examine the campaign's design strategy
    a. To review the vision and mission of the party
    b. To understand the campaign planning, agenda setting done by BJP to study the leadership philosophy of BJP's election campaign.
2. To evaluate the rallies, campaigns and mass meeting organized by the party
    a. To determine the role of dedicated child, sister organisations in campaigning.
    b. To analyse the communication strategy and the message delivery mechanism of BJP during general elections.
3. To investigate the media management strategy used by Mr. Modi and his team.
4. To critically evaluate various development and nurturing support systems of BJP.
5. To examine the fund raising structure and controversies associated with the party
6. To study the use of innovations and modern technology and internet in propagating the brand Modi.

1.3 Purpose of the Dissertation

The Dissertation will assist various political parties to analyse and prepare themselves for any future campaigning of their party. This report can provide useful examination of the strategies that other parties failed to look over which might have caused their failure in the elections.

Understanding the planning, strategy and controversies associated with election can help the Election Commission of India to make the rules and guidelines for the future election to prevent any undesired influence on the voters by the parties and take care of the various controversies that surfaced in the general elections 2014.

1.4   Structure of the dissertation

Mr. Narendra Modi, current Prime Minister of India, ran one of the most extensive and popular election campaigns in Indian as well as in abroad. By its use of innovative technology, campaigning tactics and use of social media, he was able to reach parts of the country never touched by a national campaign before. It's capacity for galvanising people and those normally uninterested in or disillusioned by the politics, Mr. Modi's campaign was a master class in modern electoral politics.

There is a need for a greater understanding of the strategies, medium and tools used by him to assess the factors responsible for his win.

In Chapter 1, the aims and objectives of the research have been presented as well as potential contributions from the Dissertation.

Chapter 2 is a background to this Dissertation. A list of definitions of the campaign's terminologies and the process of elections has been defined. It discusses the journey of Mr. Modi from being a tea seller to a prime ministerial candidate.

Chapter 3 presents a discussion of the research methodology used to prepare the dissertation.

Chapter 4 provides a detailed analysis and discussion of the data. It provide the details about the campaign design strategies, rallies and campaigns conducted and various organisations involved in Mr. Modi's campaign. It includes the discussion about the communication and media management strategies used and the innovative use of IT

and modern technologies. It also touches upon the role of research teams and the funding schemes used by BJP.

Finally, Chapter 5 concludes with a summary of the Dissertation concerning the campaign's strategy and its effectiveness. It draws similarities between Mr Modi's and Barack Obama's campaign. It wraps up with the limitations of the Dissertation, recommendations for future research, and conclusions of the Dissertation.

CHAPTER 02: BACKGROUND TO THE RESEARCH CONTEXT

2.1 Introduction

The chapter presents a general overview of General Elections in India as a background for this Dissertation. Then, it will explore the various aspects that the parties take care during the elections. Finally, a general overview of the journey of Mr. Narendra Modi from being a teal seller to BJP's prime ministerial candidate is provided to form the basis to Dissertation the post nomination strategy used by him in General Elections 2014.

2.2 Background of Indian general elections

India, officially the Republic of India is a country in South Asia. It is the largest country by area, the second-most populous country with over 1.2 billion people, and the most populous democracy in the world.

The Indian general elections of 2014 were held to constitute the 16th Lok Sabha in India. Voting took place in all 543 parliamentary constituencies of India to elect Members of Parliament in the Lok Sabha. The result of this election was declared on 16 May. The 15th Lok Sabha completed its constitutional mandate on 31 May 2014. [1] Since the last general election in 2009, the 2011 Indian anti-corruption movement by Anna Hazare, and other similar moves by Baba Ramdev, have gathered momentum and political interest. [2] Issues such as Inflation, price rise and corruption were some of the chief issues.

2.2.1 Process of General Elections

The elections in any country are of utmost importance so the entire process is carried out very carefully and precisely.

2.2.1.1 Pre-polling

Candidates are given a week to put forward their nominations. These are scrutinised by the Returning Officers and if not found to be in order can be rejected after a summary hearing. Validly nominated candidates can withdraw within two days after nominations have been scrutinised. The official campaign lasts at least two weeks from the drawing up of the list of nominated candidates, and officially ends 48 hours before polling closes.

During the election campaign the political parties and contesting candidates are expected to abide by a Model Code of Conduct evolved by the Election Commission on the basis of a consensus among political parties. The model Code lays down broad guidelines as to how the political parties and candidates should conduct themselves during the election campaign. It is intended to maintain the election campaign on healthy lines, avoid clashes and conflicts between political parties or their supporters and to ensure peace and order during the campaign period and thereafter, until the results are declared. The model code also prescribes guidelines for the ruling party either at the Centre or in the State to ensure that a level field in maintained and that no cause is given for any complaint that the ruling party has used its official position for the purposes of its election campaign.

Once an election has been called, parties issue manifestos detailing the programmes they wish to implement if elected to government, the strengths of their leaders, and the failures of opposing parties and their leaders. Slogans are used to popularise and identify parties and issues, and pamphlets and posters distributed to the electorate. Rallies and meetings where the candidates try to persuade, cajole and enthuse supporters, and denigrate opponents, are held throughout the constituencies. Personal appeals and promises of reform are made, with candidates travelling the length and breadth of the constituency to try to influence as many potential supporters as possible. Party symbols abound, printed on posters and placards

2.2.1.2 Polling Days

Polling is normally held on a number of different days in different constituencies, to enable the security forces and those monitoring the election to keep law and order and ensure that voting during the election is fair.

2.2.1.3 Ballot Papers & Symbols

After nomination of candidates is complete, a list of competing candidates is prepared by the Returning Officer, and ballot papers are printed. Ballot papers are printed with the names of the candidates (in languages set by the Election Commission) and the symbols allotted to each of the candidates. Candidates of recognised Parties are allotted their Party symbols.

2.2.1.4 Voting

Voting is by secret ballot. Polling stations are usually set up in public institutions, such as schools and community halls. To enable as many electors as possible to vote, the officials of the Election Commission try to ensure that there is a polling station within 2km of every voter, and that no polling stations should have to deal with more than 1200 voters. Each polling station is open for at least 8 hours on the day of the election.

On entering the polling station, the elector is checked against the Electoral Roll, and allocated a ballot paper. The elector votes by marking the ballot paper with a rubber stamp on or near the symbol of the candidate of his choice, inside a screened compartment in the polling station. The voter then folds the ballot paper and inserts it in a common ballot box which is kept in full view of the Presiding Officer and polling agents of the candidates. This marking system eliminates the possibility of ballot papers being surreptitiously taken out of the polling station or not being put in the ballot box.

2.2.1.5 Counting of Votes

After the polling has finished, the votes are counted under the supervision of Returning Officers and Observers appointed by the Election Commission. After the counting of votes is over, the Returning Officer declares the name of the candidate to whom the largest numbers of votes have been given as the winner, and as having been returned by the constituency to the concerned house.

2.3 General framework of elections

2.3.1 Campaign message

The message of the campaign contains the ideas that the candidate wants to share with the voters. It is to get those who agree with their ideas to support them when running for a political position.

The message often consists of several talking points about policy issues. The points summarize the main ideas of the campaign and are repeated frequently in order to create a lasting impression with the voters. In many elections, the opposition party will try to get the candidate "off message" by bringing up policy or personal questions that are not related to the talking points.

Most campaigns prefer to keep the message broad in order to attract the most potential voters. A message that is too narrow can alienate voters or slow the candidate down with explaining details. For example, Barack Obama ran on a consistent, simple message of "change" throughout his campaign. However, even if the message is crafted carefully, it does not assure the candidate a victory at the polls. For a winning candidate, the message is refined and then becomes his or her in office.

2.3.2 Campaign finance

Fundraising techniques include having the candidate call or meet with large donors, sending direct mail pleas to small donors, and courting interest groups who could end up spending millions on the race if it is significant to their interests.

2.3.3 Organization

In a modern political campaign, the campaign organizations (or "machine") have a coherent structure of personnel in the same manner as any business of similar size.

2.3.4 Campaign manager

Successful campaigns usually require a campaign manager to coordinate the campaign's operations. Apart from a candidate, they are often a campaign's most visible leader. Modern campaign managers may be concerned with executing strategy rather than setting it.

2.3.5 Political consultants/Research Teams

Political consultants advise campaigns on virtually all of their activities, from research to field strategy. Consultants conduct candidate research, voter research, and opposition research for their clients.

2.3.6 Activists

Activists are the e "foot soldiers" loyal to the cause, the true believers who will carry the run by volunteer activists. Such volunteers and interns may take part in activities such as canvassing door-to-door and making phone calls on behalf of the campaign.

2.3.7 Campaign ethics

Modern political campaigns have set new standards for how successful campaigns are conducted day-to-day. The campaign is conducted in what would seem to the public like

pseudo-military style, with a strict chain of command, zero tolerance for certain prohibited actions, and an extended daily schedule that starts early and ends much later than most "day jobs".

2.3.8 Campaign communication

Election campaign communication refers to party-controlled communication, e.g. campaign advertising, and party-uncontrolled communication, e.g. media coverage of elections.

2.3.9 Campaign advertising

Campaign advertising is the use of paid media (newspapers, radio, television, etc.) to influence the decisions made for and by groups. These ads are designed by political consultants and the campaign's staff.

2.3.10   Media management

The public media may run the story that someone is trying to get elected or to do something about certain aspects regarding their specific country.

2.3.11   Mass meetings, rallies and protests

Holding protests, rallies and other similar public events (if enough people can be persuaded to come) may be a very effective campaign tool. Holding mass meetings with speakers is powerful as it shows visually, through the number of people in attendance, the support that the campaign has.

2.3.12   Modern technology and the internet

The internet is now a core element of modern political campaigns. Communication technologies such as e-mail and web sites are various forms of activism to enable faster communications by citizen movements and deliver a message to a large audience. These Internet technologies are used for cause-related fundraising, lobbying,

volunteering, and community building, and organizing. Individual political candidates are also using the internet to promote their election campaign. In a study of Norwegian election campaigns, politicians reported they used social media for marketing and for dialogue with voters. Facebook was the primary platform for marketing and Twitter was used for more continuous dialogue.

Signifying the importance of internet political campaigning, Barack Obama's presidential campaign relied heavily on social media, and new media channels to engage voters, recruit campaign volunteers, and raise campaign funds. The campaign brought the spotlight on the importance of using internet in new-age political campaigning by utilizing various forms of social media and new media (including Facebook, YouTube and a custom generated social engine) to reach new target populations. The campaign's social website, my.BarackObama.com, utilized a low cost and efficient method of mobilizing voters and increasing participation among various voter populations. [2] This new media was incredibly successful at reaching the younger population while helping all populations organize and promote action.

2.4   Mr. Modi's journey

Narendra Damodardas Modi, born 17 September 1950) is the 15th and current Prime Minister of India, in office since 26 May 2014.Mr. Modi, a leader of the Bharatiya Janata Party (BJP), was the Chief Minister of Gujarat from 2001 to 2014 and is the Member of Parliament (MP) from Varanasi.

2.4.1 Early life and Education

Mr. Modi was born on 17 September 1950 to a family of grocers in Vadnagar, Mehsana district, Bombay State (present-day Gujarat). His family belonged to the Ghanchi (oil-presser) community, which is categorised as an Other Backward Class by the Indian government. He was the third of six children born to Damodardas Mulchand and Heeraben Modi.

As a child Modi helped his father sell tea at the Vadnagar railway station, and later ran a tea stall with his brother near a bus terminus. He completed his higher secondary education in Vadnagar in 1967, where a teacher described him as an average student and a keen debater with an interest in theatre. An early gift for rhetoric in debates was noted by teachers and students. Modi preferred playing larger-than-life characters in theatrical productions, which has influenced his political image

2.4.2 Early political career

On 26 June 1975, Prime Minister Indira Gandhi declared a state of emergency in India which lasted until 1977. During this period, many of her political opponents were jailed and opposition groups (including the RSS) were banned. As *pracharak in-charge* of the Akhil Bharatiya Vidyarthi Parishad (ABVP), the student wing of the RSS, Modi was forced to go underground in Gujarat and frequently travelled in disguise to avoid arrest. He became involved in printing pamphlets opposing the government, sending them to Delhi and organising demonstrations. During this period Modi wrote a Gujarati book, *Sangharsh ma Gujarat* (*The Struggles of Gujarat*), and describing events during the Emergency.

He was assigned by the RSS to the BJP in 1985. In 1988 Modi was elected organising secretary of the party's Gujarat unit, marking his entrance into electoral politics. He rose within the party, helping organise L. K. Advani's 1990 *Ayodhya Rath Yatra* in 1990 and Murli Manohar Joshi's 1991–92 *Ekta Yatra* (Journey for Unity). As party secretary, Modi's electoral strategy was considered central to BJP victory in the 1995 state assembly elections.

In November of that year Modi was elected BJP national secretary and transferred to New Delhi, where he assumed responsibility for party activities in Haryana and Himachal Pradesh. The following year, Shankersinh Vaghela (one of the most prominent BJP leaders in Gujarat) defected to the INC after losing his parliamentary seat in the Lok Sabha elections. Modi, on the selection committee for the 1998

Assembly elections in Gujarat, favoured supporters of BJP leader Keshubhai Patel over those supporting Vaghela to end factional division in the party. His strategy was credited as key to the BJP winning an overall majority in the 1998 elections, and Modi was promoted to BJP general secretary (organisation) in May of that year.

2.4.3 Chief Minister of Gujarat

First term (2001–02)

On 7 October 2001, Modi was administered the oath of office. He then won a 24 February 2002 Rajkot– assembly election, defeating Ashwin Mehta of the Indian (INC) by 14,728 votes.

Second term (2002–07)

After accusations of anti-Muslim rhetoric during the campaign, during Modi's second term his emphasis shifted from Hindutva to Gujarat's economic development.

His 2002–07 changes have led to Gujarat's description as an attractive investment destination. According to Aditi Phadnis, "There was sufficient anecdotal evidence pointing to the fact that corruption had gone down significantly in the state ... if there was to be any corruption, Modi had to know about it".[56] He established financial and technology parks in Gujarat and during the 2007 Vibrant Gujarat summit, real-estate investment deals worth ₹6.6 trillion were signed in the state.

Mr. Modi's continued to complete his **Third term (2007-2012)** as well as his **Fourth term (2012- 2014)** too in Gujarat.

2.4.4 Prime Ministerial Candidate

On 31 March 2013 Modi was appointed to the BJP parliamentary board, the highest decision-making body in the party, and at the party's 9 June national executive meeting he was appointed chair of the BJP's central election campaign committee for the 2014 general election. Senior leader and founding member Lal Krishna Advani resigned his

party posts after the appointment in protest of leaders who were "concerned with their personal agendas". His resignation, which was described by The Times of India as "a protest against Narendra Modi's elevation as the chairman of the party's election committee", was withdrawn the following day at the urging of RSS chief Mohan Bhagwat. In September 2013, the BJP announced that the chief minister would be their candidate for prime minister in the 2014 Lok Sabha election. Modi was a candidate in two constituencies: Varanasi and Vadodara.

CHAPTER 03: RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the methodology used to conduct the research. It contains the methods used to analyse the journey of Mr. Narendra Modi post PM Candidate Nomination.

The data for this dissertation was collected using extensive primary and secondary research. The primary research included interviewing various people associated with the party as well as the voters. The secondary research was based on data collected from newspapers, websites and other related public documents available on the internet.

3.2 Research Philosophy

The research philosophy reflects how a researcher considers or thinks about the effects of the approach taken in the development of knowledge; informally, it is the way we go about doing research (Saunders, Thornhill, & Lewis, 2009). However, there are two main philosophical positions that underlie the designs of most management research efforts in the literature: positivism and phenomenology (or social constructionism).

These are distinct views about the way in which knowledge is developed, and both have a significant role to play in business and management research. The idea behind positivism is that the social world exists externally, and that its properties should be measured through objective methods rather than being inferred subjectively through sensation, reflection or intuition (Easterby-Smith, Thorpe, & Lowe, 2002, p. 57). The researcher assumes the role of an objective analyst, building detached interpretations of the data, which have been collected in an apparently value free manner; this framework also assumes that the researcher is independent of and neither affected by nor influencing the research (Saunders et al., 2009).

On the other hand, the key idea of phenomenology (or social constructionism) is that reality is socially constructed and given meaning by people rather than objective and external factors. Therefore, it focuses on the way in which people create logic within their world, especially through sharing their experiences with others through the medium of language. Advocates of this perspective have criticised the positivist tradition, arguing that the social world of business and management is far too complicated to lend itself to theorising laws, such as generalisations, in the same way that the physical world lends itself to these laws (Saunders et al., 2009). The focus should be on what people are thinking and feeling, both individually and collectively.

The reason for adopting a positivism approach is the limited time and resources available to collect data in India. Although a phenomenology approach is very helpful in investigating changes in human behaviour over time, the current dissertation is bound by a time frame that should be strictly followed in order to successfully complete it. Therefore, a positivism approach is more suitable to this dissertation as it is time- and cost-effective.

3.3   Research Methods: Quantitative VS. Qualitative

Data collection techniques or methods are divided into two categories, namely qualitative or quantitative methods. Qualitative research methods deal with the interpretation of phenomena by observing and interpreting (Zikmund, Babin, Carr, & Griffin, 2010). Observations, focus groups, in-depth interviews, are all examples of qualitative data collection methods.

Quantitative research methods, on the other hand, involve the measurement of concepts using scales that either directly or indirectly provide numerical data (Zikmund et al., 2010). These numerical data are then analysed using mathematical procedures, such as percentages, or more complicated, such as statistical models or hypothesis testing using sophisticated software. Moreover, quantitative research methods enable researchers to determine the generalisability of the data collected from the sample to

the population. To achieve this, quantitative methods rely on the use of fairly large samples collected through questionnaires or structured interviews.

After reviewing both research methods, it is acknowledged that there is no ideal method which should be followed. Both qualitative and quantitative research methods have their own strengths and weaknesses that a researcher must consider when deciding on the appropriate research method to adopt. Drawing on the discussion of research philosophy, it was suggested that the research associated with this study follows a positivistic approach. Also, careful assessment of research questions revealed a quantitative research method to be the most appropriate as the research questions in this study involve the testing of specific hypotheses. The decision was based on the understanding of the time and cost factor as well.

CHAPTER 04: ANALYSIS AND DISCUSSION

4.1   Introduction

This chapter analyses the entire political campaign of Mr. Narendra Modi from the point he was selected as a prime ministerial candidate to the point where he was voted as the prime minister of India. It discusses campaign's design strategy, its communications and media strategy, various supporting organisations and research teams. It also focuses on rallies and campaigns conducted by BJP, its funding structure and the innovative use of technology.

4.2   Campaign's design strategy

4.2.1 Mr. Modi's campaign's vision and mission

Right from the outset, the party under Modi set itself stretch targets which focused the efforts of all the stakeholders to **one central objective: Mission 272+**. This was the ultimate goal of getting the BJP a majority of its own even while focusing on building the right alliances in the right states and voter niches.
It aimed on [1]:

4.2.1.1   Making a regional brand national

Mr. Narendra Modi who was itself a brand name in Gujarat sought a vision to spread the brand to entire India. His style, working philosophy and the achievements he had made in Gujarat were already were popular in India and in abroad itself. The entire structure he had set up in Gujarat over the years was popularly known as 'The Gujarat Model'. He wanted to propagate this model and his work to become a national brand through the campaign [2].

4.2.1.2   Clean up tainted past

Mr. Modi was blamed for the Gujarat riots that happened in the past. His vision for the campaign was to remove that stained image and portray himself as a clean figure that is apt for the position of Prime Minister.

4.2.1.3   Focus on growth agenda

Focussing on the growth plans he had developed for the nation were a part of Mr. Modi's vision for the campaign. He wanted to spread his future plans for India to bag maximum votes in the elections.

4.2.1.4   Connect with urban voters

One of the statements which formed the vision for Mr. Modi's election campaign was to connect with the urban voters.

4.2.1.5   Use Analytics as a tool

A bunch of engineers and statisticians analysed data of the past six elections, fuses it with demographic, socio-economic and their own opinion poll data, and slices it to the level of polling booths across 400 constituencies. This is analytics, a tool employed by hardcore market research and digital companies, and the Modi team said it helped them get a nuanced picture of patterns, issues and voters' inclinations. "At any point in time, we have exact information on which vehicle is placed where and who is driving," said a member of the team.

4.2.1.6   Using the big brains

The Citizens for Accountable Governance was a think-tank spearheading Modi's marketing and communication push. It was a central research team of policy analysts, economists, foreign policy experts and graduates from leading institutions across the world. The team had prepared reports on national policies and social and economic issues that had been discussed in the election. It provided constant inputs for Modi's speeches, social media conversations and chai pe charcha.

4.2.1.7   Mind reading

On-ground surveys and interviews spot electoral patterns and preferences — in short, internal opinion and exit polls. The information gathered was passed on to the analytics team that fused it with its own data and other inputs from the research team. The team then analysed the data for trends and aberrations. This effort resulted in a Rapid Action Report, which presented a constantly evolving picture of a constituency. These inputs were passed on to Modi's team and they used it to fine-tune his campaign.

4.2.1.8   Fanning out

Beyond TV commercials, print ads and radio jingles, the strategists conducted several events and programmes across the country, especially in rural areas, to build a direct connect with people.

4.2.1.9   The mainstream

A team of professionals operating out of New Delhi supervises commercial messages released to the mainstream media, besides buying space and time on various media platforms. It released a 75-second (the norm is 10 seconds) TV film during nine shows on Star Plus. Called 'Roadblock' in ad lingo, it was the only ad aired on those shows, blocking all other commercials. "It was an excellent way of capturing consumer mind space without getting lost in the cacophony of commercial messages of various brands," said a Star Plus insider. Besides, Modi's messages play during popular TV shows on youth channels such as Channel [V].

4.2.1.10   The IT factor

A dedicated IT cell at the party level and Modi's own team use Twitter, Facebook, WhatsApp and YouTube to spot friendly voices, reach out, train them and make them stakeholders of Brand Modi. Twenty laky volunteers worked to keep the Modi buzz alive online. Many were young and mid-career professionals from financial services, marketing, media and IT who had quit, taken sabbaticals or were simply devoting a few hours every day to the cause. 'Modi4PM', 'NaMo4PM', 'NaMoChaiParty', 'Pledge4Modi' were some of the campaigns they ran.

4.2.1.11 On the ground

Several exercises helped reach out to voters, such as chai pe charcha; the 'Statue for Unity' project; Sankalp, an initiative to address gender disparity; Manthan, an online and on-ground event with students asked to present "innovative solutions" to 14 "critical challenges the country faces"; Samvad, where volunteers interact with farmers; and Ivote, an initiative urging people to vote. The team running the project is also filing RTIs and organising online petitions to keep the buzz going.

4.2.1.12 Extensive, Innovative and Satisfying campaigning using media, marketing and branding strategies

Reach out to larger audiences through 360 degree, full-fledged campaign that includes mass media such as print, television, radio and outdoor, new media such as online and social media, and events and on-ground activities(rallies and other appearances, consumer touch points at tea stalls) and much else were part of Mr. Modi's mission.

4.2.1.13 Conduct campaigns in almost every state

BJP aimed at conducting campaigns and rallies in almost every state. Hundreds of rallies were carried out of which many were attended by Mr. Modi personally.

4.2.1.14 Register people to Vote for Modi

They convinced the people and registered them to vote for Mr. Modi.

4.2.1.15 Market Modi in earlier Congress based areas

Many states had a long history of being ruled by Congress with BJP having minimal or no seat in that state. They marketed Modi in these Congress based areas and saw very good turnout in the rallies they conducted.

4.2.1.16 Propagate the agenda of good governance to the masses

The main focus that BJP laid on post its selection as the winning party was good governance and the development they would bring to the nation.

4.2.2 Campaign Planning

Modi campaign planning revolved around the 4P's of marketing strategy. These P's of marketing were very fundamental in designing an apt election campaigning strategy for the Lok Sabha elections.

4.2.2.1   Product

In Mr. Modi's case, from day one it was clear that the product on offer was Modi himself, not his party. Collective leadership and team work is fine, but these are about how a brand is produced – and important for back-end operations. These features do nothing for the brand itself. For the consumer, the product is what she is buying, not the factory and the supply chain. This was the thought process of Mr. Modi's campaign design.

He focussed on showing him as the **individual leader.** BJP was selling Mr. Modi rather than any other product was clear from its slogan: Ab ki baar, Modi Sarkar.

4.2.2.2   Place

BJP figured out that the next election is going to be driven by young people – with nearly 10 percent of the electorate being first-time voters. That's nearly 80-100 million first-time voters. Hence there was huge reliance on social media and internet advertising.

Mr. Modi's first public address after the Gujarat election was at Delhi's Shriram College of Commerce – another youth connect indicator.

4.2.2.3   Price

Product Modi has been positioned as the problem-solving, hard-working people's agent to get things done. It was filling a clear need in the consumer for effective governance – exactly the ingredient missing in competing products like the Congress, which offered more features at a lower price – more freebies, more rights, etc.

4.2.2.4　Promotion

This is probably the best part of Mr. Modi's marketing, for his promotion was world class, with different messages being given differently to the micro-markets where he expected to gather votes – all within the overall brand message of change and improved governance.

4.2.3　Agenda setting

Mr. Narendra Modi and his team had always set the agenda before every rally based on oppositions and the need of the hour. He and his team always panned meticulously before and even after the campaign to design the future plans. Some of the planning and the agenda's he used for his party campaign are as follows:

1. Primary agenda for the party was Gujarat Model. They made sure they propagated the model well to reiterate the success and fortune Mr. Modi had brought to Gujarat.

2. Tried to make it presidential style. Mr. Modi's campaign was designed in a manner which was somewhat comparable to Mr. Barack Obama's campaign. He became the first ever politician to focus on use of extensive research and new technologies in his campaign.

3. No issue raised by opponents should go unanswered. He made sure each every question asked by the opponent or media or any allegation put by them was timely answered. His agenda included to never let his image to be stained by the allegations put on him.

4. Mr. Narendra Modi used 3 point propagation agenda to clearly define the goals of its party. These agenda as stated by him were as follows:

i. **We need Action not Acts [3]**- "The need of the hour is a bureaucratic shift! Governments boast of giving people the new rights but the Constitution of India has already provided us with many rights. What we need are not more new Acts – we need action"

ii. **Red Carpet, not red tape [4]** - The country can progress only if we end red-tapism. No red tape, only red carpet, is my policy towards investors.

iii. **Sabhka Sath, Sabka Vishwas [5]:** This philosophy has a vision for the all-round development at the core of it. Panchamrut is the integration of five different streams which drives growth. This confluence of the panchshakti (five vital powers) of Knowledge, Water, Energy, Security and Human Resources, the five fundamental powers required to achieve holistic and sustainable growth.

Over the time, Modi itself became the main issue in the election. He had not only set the agenda, he became the agenda. [6]

Out-Think, Out-Execute

- Articulate a clear vision for all stakeholders, external as well as internal
- Don't just set an agenda, set the right agenda
- Walk the talk every single day, every hour, every minute
- Don't spend disproportionate time dealing with negativity or negatives
- Use symbolism and storytelling effectively
- Identify your biggest battles, deploy best lieutenants

- Out-preparing is wrong grammar but right way to kick off. As Henry Ford said, getting ready is the secret to success
- Rapidly changing demographics demand new ideas, new paradigms not incremental steps
- Take feedback from every level, especially on ground workers
- Inspiring people is a day-to-day job
- Track record talks loudest. Period

Figure 4.1 BJP's Agenda as listed by The Economic Times

4.2.4 Leadership philosophy of Modi campaign

1. **Right product at the right time:** It is important to remember that successful products, services and people generally make their appearance when the market, and in this case the country, needs them. The time was opportune for Narendra Modi and that is precisely the reason why he has been so phenomenally successful.

2. **Change the rules of the game:** Modi changed the rules of the battle by making the Indian election similar to the US presidential elections where leaders like Bush, Clinton and Obama have been the face of their parties. People vote for the individual even more so than the party they represent. Clearly the BJP had the edge in leadership that was stated well in advance

   The BJP and Modi capitalised on this lack of clear leadership and even ran a commercial during the T20 world cup where the umpire goes out to toss and finds to his consternation that the captain of one of the teams has just not landed up for the toss! Identifying your strengths and highlighting them even as you draw attention to the weaknesses of your opponent is a strategy as old as the hills, but very effective.

3. **Modi, the Sachin of the BJP**: This time round the BJP realised that people wanted to vote for Modi more than the BJP.

4. **Strategy is sacrifice**: Brands that are focused, single-minded and clear in their communication and offering succeed. Modi kept talking about development and good governance. Clearly the prospect of jobs and prosperity went down well with the millions of young Indians who were voting for the first time. Contrast this with the diffused claims of the Congress party. Be clear about your strategy and stay with it is my learning of Modi and other successful marketers.

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Apple, one of the most successful brands of this generation, has a host of people who are passionate about Apple and keep advocating it online and offline; same was the strategy used by Mr. Modi to promote its brand.

5. **Inspire Others:** Modi got hundreds of educated people, lawyers, MBAs and accountants to take sabbaticals from their work for three months as they worked day and night for his success. A leader inspires people to follow him.

6. **Ab Ki Baar**: Finally, successful brands have powerful, visible multi-media campaigns that capture the imagination of the people. The line 'Ab ki baar Modi Sarkar' written by Piyush Pandey, and Madison's capabilities as the largest Indian-owned media buying agency took the country by storm. Let us not forget the online campaigns of Modi on Twitter where he has a phenomenal following, and his TV appearances. His media interview with Arnab kept the country enthralled. Contrast this with the poor showing of Rahul Gandhi who started with a whimper and continued to go downhill.

4.3 Rallies, campaigns and mass meeting organized by the party

4.3.1 Various BJP supporting organisations

Pre-elections during the time period of Mr. Modi's prime ministerial candidate selection and the Election Day many organisations had surfaced which campaigned for and supported Mr. Modi.

4.3.1.1 Citizen for accountable governance

Volunteers from IIT and IIM graduates, researchers and local colleges of Varanasi are part of a group called **Citizens for Accountable Governance (CAG)** formed in June 2013. It was set up by Prashant Kishor, a 36-year-old former UN health specialist who became one of Modi's trusted strategists.

It started as a group of around 100 like – minded young professionals who were passionate about furthering the cause of accountable governance in India. It slowly expanded to have 8 offices in India from where they operated with around 104660 members. These IIM, IIT graduates claimed to be a volunteers' body working for the Prime Minister-elect and not particularly working for Modi. "All of them have come on their own and this is not a BJP team," a CAG strategist asserted. But their activities were focused on developing strategies for the BJP leader, Modi and bringing him to power.

One example is that the Modi-led BJP clinched a whopping 71 of the total 81 seats in Uttar Pradesh, and the credit for that, among other things, goes to the CAG. It had galvanised some 400-odd trucks that travelled through a mind-boggling 80,000 villages in the country's most-populated state, spreading the clear and crisp

These volunteers claimed to be "not at all" funded by the BJP or Modi's "system". During PM- elect period 45+ lakh volunteers ran in 1000+ locations. Many of the campaigns were initiated by them. These included:

4.3.1.1.1 Statue of unity movement

It was announced on 7 October 2010 and started on 15 December 2013. It aimed to build Sardar Patel's 182m high statue 3km away from Naramada Dam at a place known as Sadhu bet. 300 zonal and district level CAG workers from IIMs and IITs with 10000 volunteers were appointed for this movement.

4.3.1.1.2 Run for Unity

A 2km run/walk in more than 565 locations with 4.8 million people in the country on 15th December was held to promote and support BJP.

4.3.1.1.3 Grassroots Elected Representative Photo Collage

The campaign held on 7th January 2014 marked the beginning of this event with first group photo of gram panchayat members. In this photo collage of elected

representatives at grassroots level from over 2.5 Lakh governing bodies (Gram Panchayats and Wards) was made. This was showcased in a museum inside the statue complex.

4.3.1.1.4 Write for Unity

The campaign was a slogan/Essay competition on Sardar Patel and his ideals of unity and good governance. It was held in 1.67 Lakh secondary and senior secondary schools across the country in the months of December and January along with an online version of the competition which will be open to everyone above the age of 18.

4.3.1.1.5 Locality Meeting

Various locality meetings were conducted by CAG members to address the following points:

(i)   Collection of about 700 tons of used farm iron tools from over 5 lakh villages,

(ii)   Collection of soil samples from all village Panchayats and

(iii)   Getting signatures of more than 2 crore people on the 'Suraaj Petition' (good governance petition) in support of a better India

4.3.1.1.6 Chai pe charcha

Cashed in on a remark by a Congress leader that he was a tea-seller during his young days, Chai pe Charcha was a step in the direction of participatory democracy where people get a platform to engage with the elected representatives. The event had 3 key modules – Share, Ask and Suggest.

- Using the 'Share' feature people was able to share stories of challenges and achievements.
- Using the 'Ask' feature people were able to put across their questions to Mr. Modi
- Using the 'Suggest' feature people were able to give solutions to the issues pertaining to women

During the event, Mr. Modi was able to address the most pressing matters highlighted through the "Share-Ask-Suggest" module. People with the best ideas, most popular

questions were able to interact with him live over video/audio conferencing during the event.

A unique mix of satellite, DTH, internet and mobile technology enabled Shri Narendra Modi to have a live, constructive dialogue with the people of India. Each round estimated to directly engage over 5 lakh people.

An example: For almost 23 km on the Ahmadabad-Mumbai road we have NaMo Tea Stalls," said a tea shop owner

The below figure highlights some of the important features of Chai pe Charcha:

HERE'S ALL ABOUT THE CHAI CAMPAIGN IN 10 POINTS:

1. The Gujarat chief minister will use what is being pegged as "a unique combination of satellite, DTH, internet and mobile," for his 'chai pe charcha,' a mega outreach programme which is part of his campaign for general elections due by May.

2. The programme will be relayed at 1,000 tea stalls in 300 cities across the country. Mr Modi will be in between 6 and 7 pm.

3. Of the 1,000 locations, he will directly interact with people at 30 locations; here people can share their views, ask questions and make suggestions on the BJP's election campaign through video-conference.

4. The organisers have opened their website for questions that people want to ask the BJP's prime ministerial candidate at tea on Wednesday. Five participants will be picked from among those to pose their questions to Mr Modi, who will interact with people from a tea stall in Ahmedabad, Gujarat.

5. The subject for today's 'chai pe charcha' is good governance.

6. 61 locations have been chosen all over Gujarat, 36 in Bihar, 32 in Kerala and 46 in Delhi among other states.

7. BJP managers say it is an out-of-the-box initiative, that bucks traditional campaigning methods by facilitating discussion simultaneously in multiple locations.

8. The BJP will hold between 12 and 15 such sessions, with other top leaders also engaging with the public over tea.

9. The programme, which highlights that Mr Modi sold tea on trains as a young boy, is positioned as a gigantic snub to political rivals like the Congress' Mani Shankar Aiyar, who have made snide remarks about the Gujarat Chief Minister's modest origins.

10. Congress Vice President Rahul Gandhi recently said "every tea-seller, every labourer should be respected, but he who makes a fool of people should not be respected."

Figure 4.2 Chai pe Charcha key highlights

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The entire Chai pe Charcha program [8] was divided in 3 sessions:

First session:

The first session was held on the 12th of February 2014[9]. The Topic for the first session was chosen as: Good Governance. It was launched at a press conference by Ms. Sushma Swaraj at the BJP Headquarters in New Delhi. This Chai pe charcha session was held at 1000 locations in 300 cities on the same day at same time through the extensive set up BJP had set up. Many issues were discussed during the session related to black money, UPA government, Modi's strategy for good governance, digital governance etc.

One of the important issues that raised the eyebrows of many was black money. Answering a question on black money raised from Kerala, Modi assured that while he remains personally committed to the issue of retrieving black money stashed away in foreign countries by Indians, he would form a task force and enact law to retrieve the black money from overseas. He further promised that he would distribute five to ten percent of the retrieved money to the taxpaying fixed income salaried class as an incentive. "Incentives to the honest and punishment to the guilty; this is the work culture we will develop," he added. In all, the session was really popular and gathered an extensive support for Mr. Modi.

Second session:

The second session was on the topic: Women Empowerment. It was held on 8th March 2014[10], International Women's Day which was aptly chosen according to the topic. The second session was organized at more than 1500 locations, in 500 plus cities. The session also included 30 locations outside India spanning over 5 continents and 15 countries [11].

Women from all over India asked questions to Shri Modi. This included from Pune, Mumbai, Ahmadabad, Bengaluru, Sambalpur (Odisha), Delhi, Dehradun, Lucknow,

Allahabad, Howrah, Jaipur, Gorakhpur. The international destinations included Kampala, London, Tokyo, Frankfurt, Washington DC and Sydney.

Narendra Modi took his seat at a tea stall in Delhi outside BJP headquarters and then began the "Charcha" on Women Empowerment. His point of focus was that women must be equal and integral parts of the development journey of India. He added that women must also be an integral part during decision-making process.

Third session:

The third session which was held on the evening of Thursday 20th March 2014 at Maharashtra's Dabhadi village of Yavatmal district was based on the topic: Farmers and Agrarian Crisis'

Shri Modi interacted with farmers from Maharashtra, Karnataka, Andhra Pradesh, West Bengal, Bihar, Odisha, Uttar Pradesh, Punjab and Himachal Pradesh, Madhya Pradesh among other places. Modi outlined his vision for agriculture and talked about increasing its importance in the development journey of India.

He said that the nation needs a farmer friendly and agriculture friendly government in Delhi that will address concerns of the farmers. He also called for increasing purchasing power of farmers and people in villages through agriculture, as this would enhance economic growth [12]. This session was broadcasted at around 1500 places in India as well as abroad.

Figure 4.3 Chai pe Charcha held in UP

Controversy in Chai pe Charcha

Chai pe Charcha programme raked up a controversy after election officials in Uttar Pradesh filed a case against some BJP leaders for distributing free tea in violation of the model code of conduct, however, explained that the party's "new gatherings" on March 31 will not run into any trouble with the Election Commission. "We will hold small Chai pe Charcha gatherings in homes, and not at public places. If the party has no other plan for me that day, I will hold one in my house also," Subhash Arya, BJP leader said [13].

4.3.1.1.7 Manthan

BJP Engaged the youth of India in a nationwide movement - Manthan. It was launched on 25th, July 2013 with participation closing date as 5th Sept 2013. It included prizes worth INR 50 laky and intern with renowned policymakers from domains like politics, business and social services and opportunity to present their recommendations to the top leadership of the two principal national political parties and thought leaders from other domains.

The movement comprises of 3 phases:

Phase 1: Interaction:

The first phase involved organizing regional conventions in various colleges and universities across the nation. These conventions facilitated the interaction between youth and key opinion makers from social, political and business domains. The key opinion makers with whom they had their interaction were chosen by the students themselves through in-campus polls.

Phase II: National Competition

Students from colleges across the nation participated to come up with innovative solutions to 14 critical challenges that India faces today. There were teams of 5 members each. The teams were free to submit their solutions in the form of PowerPoint presentations on any of the 14 themes:

1) Realizing the growth potential of north-east

2) Universalizing access to quality primary healthcare

3) Ensuring safety and empowerment of women

4) Improving reach and efficiency of the Public Distribution System

5) Increasing the employability of youth

6) Boosting agricultural productivity

7) Reducing malnutrition

8) Ensuring expeditious and timely justice to all

9) Ensuring world class civic amenities in urban India

10) Promoting research and innovation

11) Introducing electoral reforms to reduce the influence of money and muscle power in politics

12) Providing clean drinking water and proper sanitation facility to all

13) Enhancing the quality of primary education

14) Providing social welfare to informal sector workers

These presentations were adjudicated by a panel of 48 experts. These helped the party gain popularity among youth as well as generated ideas for a better nation that they could propagate.

Phase III: Grand Culmination Convention

About 7,500 students from across the country, the top leadership of the two principal national political parties and thought leaders from other domains came together at the Thyagaraj Sports Complex, New Delhi on 2nd October, 2013 to listen to best submissions on 14 themes.

This event Reached out to 7000 colleges [14] and 18,789 students signed up for Manthan from more than 700 colleges and 200 cities across India with 8,750 students submitting their ideas

In all, Manthan engaged about 1 crore students directly and about 9 crore youth indirectly over the course of two months through outreach initiatives like on-ground promotions, college workshops, distribution of publicity material, social & traditional media etc. 350 voluntary Manthan ambassadors were working with the team to publicize this movement in and around their colleges. Manthan website saw more than 4, 50,000 unique visitors in a short span of one and a half month.

Quality participation was there from some of the best colleges / universities in India - IITs, IIMs, ISB, AIMS, NUJS, Delhi University, National Law School, St Xavier's College, Narsee Monjee Institute of Management Studies and many more. The movement saw participation from all top rated 5 colleges across streams such as arts, law, management, agriculture, commerce, medical and engineering[15].

With such a huge impact this initiative was a success among all especially the youth who were motivated to vote for Mr. Modi as their next PM.

4.3.1.2 Youth Wing (Bharatiya Janata Yuva Morcha)

Bharatiya Janata Yuva Morcha (BJYM) was formed in 1978 as the youth wing of Bharatiya Jana Sangh. In the leadership of   Anurag Thakur BJYM was raising State and National issues on a regular basis. Poonam Mahajan, the daughter of Pramod Mahajan, had been appointed a vice president of the party's youth wing. Kamlesh Paswan, a party MP from Bansgaon in Uttar Pradesh and Raghav Lakhanpal, an MLA from the state, were also made vice presidents.

The team of office-bearers included five vice presidents, two general secretaries, six secretaries and a treasurer. There were 34 executive members and 16 special invitees, including some MLAs. BJYM ran a blog http://youthwingbjp.blogspot.in/ where they promoted NaMo. It listed all the activities, events and news about BJP.

The various campaigns ran by Yuva wings are listed below:

4.3.1.2.1 Membership drive

Held in UP on 23rd July 2013, the drive aimed at increasing the member base of BBJP supporters. Those who made more than 1,000 new members would be honoured by Modi and those who make more than 500 workers would be able to hold a personal meeting with Thakur. This encouraged the members to achieve the target of making 20 lakh new members in the state set by Ashutosh Rai, state president of BJYM [16].

The special membership drive was called "Yuva Mitra Abhiyan". The target was an ambitious one crore new members by the end of September with 500 people to enrol maximum members met the Gujarat Chief Minister. Twenty new young members, who had the best ideas for an outreach on social media, will also won a chance to meet Mr Modi.

This campaign was a huge success as it led to 1.5 lakh enrolments on the first day of the campaign itself.

4.3.1.2.2 Metro campaign

This campaign aimed at interaction at the Metro stations targeting students and others who travel by the Metro in the capital city of Delhi [17].

4.3.1.2.3 Car rally

Delhi BJP chief Vijay Goel flagged off the rally with aim to spread the message that people, especially the youth, were looking forward for Modi as the next prime minister. This rally received the support of the intellectual crowd including chartered accountants, doctors, etc to send a message that the nation and more importantly the youth were looking forward for Narendra Modi.

4.3.1.2.4 Nukkad sabhas in Punjab

The main focus of these sabhas was the people at the base in villages, districts as they were the one holding the real power to form the Government [18].

4.3.1.2.5 Sansad Gherao

The rally was organized on 9th August to symbolically coincide with the anniversary of the call for the Quit India movement by Mahatma Gandhi in 1942. The rally proceeded from Ramleela grounds towards Parliament with the slogan "Corrupt leaders, quit power". The rally was organized as the youth of the nation were angry and aghast at the state of corruption in the nation and they had come from all corners of the nation to display their anger [19].

4.3.1.2.6 Booth level campaign

BJP's Yuva Morcha (BJPYM) started booth-level campaigning from October 31 to October 4. Narendra Modi flagged-off the drive from Town Hall, Gandhinagar. With 4,000 workers, the youth wing covered 30,000 booths in five days. About 2,000 BJPYM workers travelled to villages in other than their home district accompanied by 2,000 local workers.

They projected the state's development under Modi's regime and injustice done to the state by the union government. They marked each house covered with the party flag.

4.3.1.2.7 Modi Café

Modi café programs included road shows, signature campaigns, distribution of tulsi, Mashal rally etc conducted from 21-28 Feb 2014 in Udaipur [20].

4.3.1.2.8 Tea stalls

Tea Stalls were set up to promote BJP's egalitarian image. BJYM activists put up tea stalls at various places in Uttarakhand to stress the egalitarian image of the BJP and urged people to attend the "Shankhnaad" of BJP prime ministerial candidate and Gujarat Chief Minister Narendra Modi.

4.3.1.2.9 Campaign in public transport services

BJYM Gujarat president and 15 BJYM workers on 15th march kicked off a campaign and traveled in Jammu Tavi Express at 11.00 am on Ahmadabad-Mehsana-Palanpur route. They interacted with passengers in moving train and asked them to vote for BJP to make Narendrabhai Modi as PM. During a five days campaign, BJYM workers sat in various trains, city buses, BRTS and state transport buses to spread a message that it is necessary to elect Narendra Modi as prime minister for development of this country, to eliminate terrorism, inflation and corruption [21].

4.3.1.2.10 Bharat Pratham campaign

This campaign aimed at making the youth aware about current situation in the country. It covered around 150 centres established all over the country.

4.3.1.2.11 Rashtriya Ekta Yatra

A large number of youth of the country joined the Rashtriya Ekta Yatra in the noble national cause from various parts of the country with the intention to bring social and

cultural cohesiveness of this great nation to the fore, and generate a feeling of patriotism across the country and among the Indian masses on the eve of Republic day by unfurling the Indian National Flag at Lal Chowk in Kashmir.

4.3.1.2.12 E-campaign against price rise

All leaders addressed public meetings to get one crore signatures from people in Madhya Pradesh. The signatures were submitted to President Pratibha Patil on the issue of price rise. The signature campaign was held at all the 50,000 polling booths in the state.

4.3.1.2.13 Protest against coal allocation

The UPA government was involved coal block allocation scam. As per the CAG report, the coal scam amounted to Rs 1.86 lakh crore and the BJP has been demanding resignation of Prime Minister Manmohan Singh, who was heading the Coal Ministry in UPA-I. BJYM organized protests to support it.

4.3.1.3   Namo League

NaMoLeague was the platform discussing the growth of Gujarat and its achievements. – Gujarat, news about Modi, rallies and campaigns held by BJP. It was a platform by the fans of Modi, for the fans of Modi. NaMoLeague Punjab Chapter had organized a slogan writing competition called – 'write for Modi' that had got thousands of NaMo fans pouring in with their slogans to make NaMo PM 2014. And this very change process was being supported by NaMoMantra – a leading NaMo-inspired merchandise brand. For the competition, NaMo Mantra had created exclusive merchandising products which included NaMo T-shirts, coffee mugs, and stationary combos. These products were distributed among the winners of the competition.

4.3.1.4   BJP Mahila Morcha

Mahila Morcha is a group formed by various women who wanted to give their contribution and support to Mr. Modi for their victorious win. This society is headed by

Saroj pandey. It conducted various activities and promotion campaigns to promote BJP [22].

4.3.1.4.1 Hum se Miliye, Narendra Modi ko Janiye

This campaign was organised on Holi to promote the brand Modi. Various contributions made by him, his life story and his goals and vision after being elected as PM was propagated.

4.3.1.4.2 Jan-Jan Modi, Ghar-Ghar Modi

This was a public contact program for securing votes in favour of BJP's Prime Ministerial candidate Narendra Modi. Under this program, the Mahila Morcha held meetings at each district level and made contact with the voters for about 18 hours a day till the date of elections.

4.3.1.4.3 Namo Mehndi

Moving in small groups, the members visited different localities and conducted door-to-door campaign encouraging women folks of every house to apply NaMo mehendi on their hands. This campaign managed to put 'Kamal Mehndi' on 40,000 pairs of hands.

4.3.1.4.4 Door to door campaign

Placards or charts to display the main election issues were used by the women activists of the party. The women activists reached to the masses and exposed Congress-led UPA for its anti-people, anti-poor, anti-women and appeasement policies [23].

4.3.1.5 Kisan Morcha

The rural population were also getting aware about the ideologies of BJP and they had been confirming its support to make Narendra Modi, the Prime Minister of the nation.

4.3.1.5.1 Nukkad Sabhas

They conducted Nukkad Sabhas to gather more kisans in the party whose votes were really valuable to make Mr. Modi win the elections.

4.3.1.6 Namo Sena

A group of young professionals from various fields came forward embracing the spirit of popular national leader Sh. Narendra Modi to set up NaMo Sena. It existed mostly on social media promoting various socio-political and economic issues. It organized a road show for which it received an overwhelming response from the youth of Bengal and also from states like Bihar, Assam and Orissa.

4.3.1.7 Narendra Modi Vichar Manch

This was a non political social welfare organisation without any self interest to support Sh. Narendra Modi to be the Prime Minister of India. It was an organization of selfless workers devoted to public service trying to serve humanity irrespective of religion according to Narendra Modi's thinking [24].

Manch was there to serve needy and socially backward people by way of helping the sufferers and down rod dens, providing them medical facilities and teaching those lessons of good conduct, society and nation. Organization of camps for women & child welfare at large scale presented a true picture of its aims.

The discontent among a section of BJP workers against party district president K Ranjith has led to the formation of a new outfit - NaMo Vichar Manch - in the name of party prime minister Candidate Narendra Modi. The rebels in the party, under the leadership of former district president O K Vasu and former district secretary A Ashokan, declared their open support to Modi [25]. Through this platform the member offered campaign support to Mr. Modi.

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4.3.1.8   Mission Protect India Team

"Mission Protect India" was such a step towards the most favourable possibilities in democracy of India. This body was formed by Swami Anand and Rajbir Singh Dhaka. In Mission Protect India, all associates were called "Samarthak" (Supporter), every Samarthak became Samarthak only when he agreed with views of Mission Protect India and wanted to support the mission so that the voice raised by Mission Protect India giving solution for the issue or problem could reach into the ear of the authorities who could resolve such issue or problem.

Mission Protect India was a group among all NGOs, Social workers, political parties & welfare associations who adopted principle of Multi Level Responsibility (MLR) first time in whole world. Multi Level Responsibility itself showed that it worked on multi levels of associates who fulfilled their responsibility by sharing their capacity to new associate in such a sense so that new associate understood his responsibility in same manner and started working with the group increasing the total strength of the group.

4.3.1.8.1 Basic concept of MPI

1. To reform India by observing the present condition & political behaviour of those who are responsible for the situation to find the solution for the same.
2. To spread awareness in general public,
3. To create atmosphere so that BJP (Bharatiya Janata Party) declare the name of Shri Narendra Modi before coming election as their candidate for Prime Minister.
4. To keep an eagle eye over the condition of this country and to move towards the betterment of the India in any manner so that this country becomes a Golden Bird again.

It's tagline of MPI was "MODI LAO DESH BACHAO".

4.3.1.8.2 Prayer for Mr. Modi

The volunteers of MPI went to pay for the win of Mr. Modi in Ajmer Shariff.

4.3.1.8.3 Sadbhawana Yatra

The volunteers promoted Modi on their first anniversary i.e. on 16 dec'13.

4.3.1.8.4 Modi for PM Rock Concert

It which was conducted on 31st may'13 at constitution club, CP, Delhi. This concert had the song 'NaMo NaMo' which was a combination of metal and locks and rock genre of music. It was composed by Rahul Tikku and Ashish Bhatt. [26]

4.3.1.8.5 Other events

Other events like MPI Pad Yatra from Delhi to Faridabad (Haryana) and Motorcycle Rally in Varanasi [27] were conducted.

4.3.1.9   Modified India

Modi-fying India created creative merchandize, inspiring comic strips, peppy regional anthems towards a common goal: NaMo for PM. It posted all the news related to Modi campaigns, Gujarat developments, competitor's party failures (congress and AAP) etc. on twitter and Facebook [28] [29]

4.3.1.10   I Support Narendra Modi

iSupportNaMo[30] was the platform for the supporters to come and Support Narendra Modi as their Prime Ministerial Candidate. It helped in connecting youth to share ideas, opinions and advices that shape the nation. It provided every Indians good amount of knowledge of Narendra Modi, Gujarat and its growth impacting India. This gave various ideas about Shri Narendra Modi's policy of progress and richness which could lead to development of the nation.

Through news and latest updates, people could get in touch with various fields from political career to Women's empowerment. Current issues could be discussed and suggestions were shared on their Facebook page [31]. Videos related to Narendra Modi were the key features of iSupportNaMo. After becoming the part of iSupportNaMo, members could raise your political questions to Shri. Narendra Modi.

#	Country	Local Fans	% of Fan Base
1	India	4 948 233	94.0 %
2	United Arab Emirates	43 472	0.8 %
3	Nepal	25 864	0.5 %
4	United States	24 093	0.5 %
5	Bangladesh	19 559	0.4 %
	Other and not yet targeted Countries	200 148	3.8 %

View Full List of Fan Distribution >
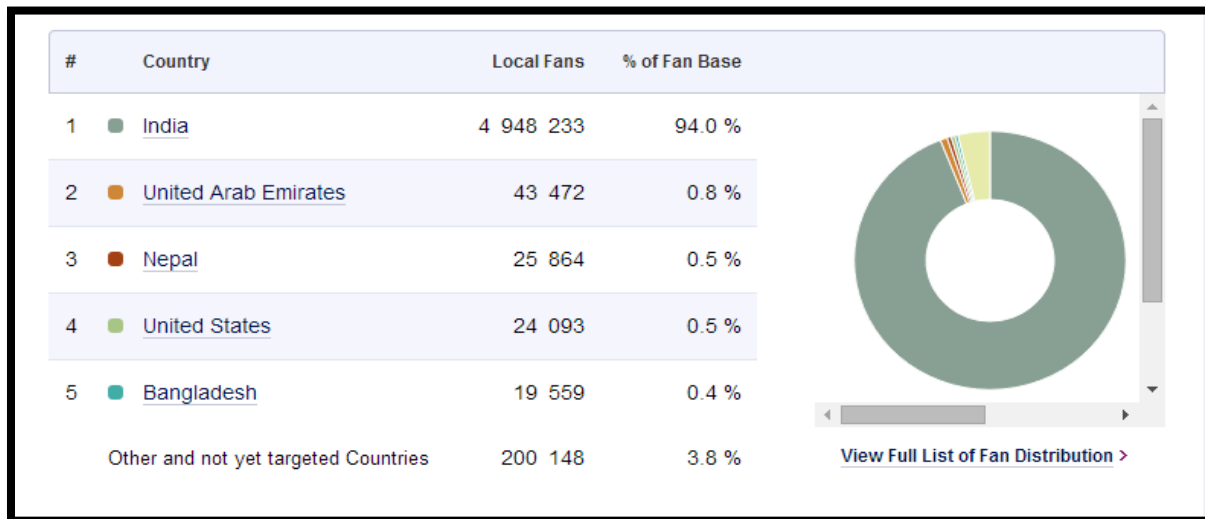
Figure 4.4 I support Narendra Modi Distribution of fans

Some of the activities conducted by them were:

4.3.1.10.1 Namo drives

These drives were conducted at various locations for NaMo and local candidate for their constituency. They asked people to vote for BJP, distributed batches and registered volunteers through this drive.

4.3.1.10.2 Namo connect

It was also an initiative of iSupportNaMo campaign where Google hangout sessions were held by BJP leaders. People could ask their questions which were then answered.

4.3.1.11 Namo Brigade

It was a group of volunteers who wanted to see Narendra Modi as the next PM. The group's sole focus is on 2014 –parliamentary elections. Volunteers included people from aspects of society and primarily consisted of IT Professionals, College students, Young entrepreneurs and self employed. [32]

It was officially launched on 14thJuly 2013 in Rashtrothana, Jayanagar which was attended by more than 500 volunteers. Later, NaMo Brigade website was launched which registered more than 7,000volunteers. It also started a NaMo Brigade missed call service which registered more than 3 Lakh+ calls. It also released merchandise – including T-shirts, Labels, Badges, etc.

All NaMo Brigade activities had been conducted by self funding. Each chapter raised the required funds from its volunteers for each event. NaMo Brigade is a registered society and all activities.

Campaigns/Events conducted by NaMo Brigade were:

4.3.1.11.1 State level workshops:

NaMo Brigade had first state level workshop on October 27th2013 which was attended by 400 NaMo brigade chapter coordinators. State level workshop had presence from 70 NaMo Brigade chapters from 26 Constituencies. Volunteers were trained in how to spread Narendra Modi's message across Karnataka. Also, Volunteers were trained in registering voters, getting voter ID cards, etc.

Namo Brigade Strength	
No of States	2 (6)
No of Parliamentary constituencies in Karnataka	28 (0)
No of Assembly constituencies in Karnataka	141(10)
No of Namo Brigade Chapters in Karnataka	175 (20)
No of Volunteers with Namo Brigade	20,000+
No of voters Namo Brigade has reached out to	**15 Lakh +**

Figure 4.5 Namo Brigade Strength

4.3.1.11.2 Mega vehicle rally at Mangalore

It was a bike rally of members of 'NaMo Brigade Mangalore conducted on Thursday, August 15. Participants were dressed up with 'Modi'fied t-shirts. The bikers shouted slogans supporting Narendra Modi's candidature as India's next Prime Minister. The rally started with garlanding of Bharat Matha's photo.

The rally was organised to create awareness about the ills of corruption, internal security of the Nation and also to pledge to fight against anti-national activities More than 2,100 members participated in the rally and more than 800 two wheelers and 50 other vehicles were there.

4.3.1.11.3 Namo Bharath

NaMo Bharath was a musical program conducted to create awareness about Modi, his life and achievements as Gujarat CM.

4.3.1.11.4 Namo Village Awareness Program

NaMo village awareness program involves NaMo Brigade volunteers travelling to villages in their vicinity every weekend with a projector and screen screening videos regarding Modi and his achievement as Gujarat CM creating awareness even among remote villages

4.3.1.11.5 Namo Sanchar

NaMo Sanchar was a travelling program conducted across location to raise awareness about Modi and his achievements.

4.3.1.11.6 Blood Donation Camps

Blood Donation camps were ideal events to attract general public for a good cause while at the same time spread awareness about Mr. Modi.

4.3.1.11.7 Voter ID Campaign

VoterID campaign was to assist general public in obtaining voterIDs and inclusion in electoral rolls to have greater participation in elections

4.3.1.11.8 College Awareness drives

College Awareness drives were programs to create awareness among first time voters about the importance of voting and to register them.

4.3.1.11.9 Auto Rallies

These were similar to Bike rallies, but the additional aim was to make Auto drivers brand ambassadors to spread message across the cities.

4.3.1.11.10 Door to Door Campaign

Nothing can be at the effectiveness of old style door to door campaigning and NaMo Brigade volunteers actively pursued it

4.3.1.11.11 Namo Tea

NaMo Tea was a unique program where tea was distributed freely to passengers at railway stations to spread the message of Modi's humble background.

4.3.1.11.12 Silent Campaign

Silent Campaigns were regularly conducted at crowded places like Malls, Stations, etc regularly on weekends. The most talked about is the one at Wankhede stadium on Sachin's last match.

4.3.1.11.13 Poster Publicity

NaMo Brigade also regularly utilized the traditional boarding's and hoardings to spread message.

4.3.1.11.14 Namo Suno–Caller Tune

NaMo Suno was a caller tune which when activated allows listeners to hear about Modi and his development agenda.

4.3.1.11.15 Namo Radio Station

NaMo Radio was a planned dedicated radio station to spread Modi's message across.

4.3.1.11.16 Namo Anthem

Audio-video presentations were conducted on Mr. Modi and his development agenda.

4.3.1.11.17 Namo Namah

Modi and his development agenda had been developed into an attractive story to spread the message.

4.3.1.11.18 Namo Android Applications

These were Android applications which users could simply download and view all the information about Mr. Modi and his history, election campaigns and his development goals.

4.3.2 Rallies in different states

Mr. Modi conducted various rallies all over the country. He travelled almost across entire India to propagate his brand and achieve his Mission 272+.

Number of rallies	State
8	Uttar Pradesh
4	Karnataka
3	Bihar
2	Tamil Nadu, Maharashtra, Assam, Odisha
1	Haryana, Delhi, Rajasthan, Jammu and Kashmir, Uttarakhand, Jharkhand, Goa, West Bengal, Manipur, Kerala, Himachal Pradesh, Arunachal Pradesh, Tripura and Punjab.

Table 4.1 Rallies conducted by BJP in various states

Every speech of Modi began with a tribute to local icons, local heroes, and local places of interest. Some of the highlights of the rallies conducted are presented below:

4.3.2.1 Rewari

Rally at Rewari was conducted on September 15, 2013. It was special because of its focus on engaging veteran former servicemen. He connected with them on a personal level by drawing from personal experience. He won them over by paying rich tributes to the land that had produced such courageous men, men of valor on whom the nation could count on and who had never failed the nation. Remembering the exemplary work carried out by the armed forces in the aftermath of the Kutch earthquake and the Uttarakhand flash floods, he praised the forces for their task. He also highlighted what

true secularism meant and the need for the welfare of disabled servicemen and creating opportunities for these exemplary men so that the nation can gain out of their skills and discipline.

4.3.2.2 Bhopal

Bhopal rally took place on September 25, 2013. It began with seeking promise from the people to fulfil Mahatma Gandhi's dream of dismantling the Congress. The speech went on to create history as it was attended by some 7, 21,083 people from all corners of Madhya Pradesh.

4.3.2.3 Delhi

The rally at Delhi was conducted on September 29, 2013. Mr. Modi took the opportunity to highlight the fault line that exists between the Prime Minister and Rahul Gandhi. "I want to ask those journalists who were eating with Nawaz Sharif, we expected you to walk out. Yes, we may be opposed to each other at home but no one can point fingers at our nation. Prime Minister Manmohan Singh is elder to Nawaz Sharif in age at least respect that," Modi roared.

He also said that Pakistani Prime Minister could insult the Prime Minister as his own Congress didn't respect him. *"His own party leaders call him nonsense then what do you expect?"* asked Modi. He left no chance to lure the voters to vote for him in the elections.

4.3.2.4 Uttar Pradesh

The rally in Kanpur took place on October 19, 2013. In this rally, he spoke to farmers about plight in a land where agriculture is the mainstay of the economy. He spoke to the youth regarding the need for more development and of creating job opportunities, in one of the most densely populated States of the country. He had something for everyone that came to hear him speak. The clarion call for a Congress Mukt Bharat was the winning point of the speech.

4.3.2.5   Hunkar, Patna

Even as bombs exploded in Patna and fear gripped the air, Narendra Modi kept his calm as he addressed a massive audience at the Hunkar Rally. Narendra Modi's speech that day despite the provocations by terrorists and the negligence by the Nitish Kumar led JDU Government stands out for its message of national unity.

Much debate had happened on what Narendra Modi's definition of secularism as "India First" really meant. In speech at Patna, Narendra Modi demonstrated what he meant by "India First" by calling upon on poor Hindus and poor Muslims to not fight each other but to together fight poverty.

When he talked of the four biggest enemies of democracy – dynasty, caste politics, communal politics and opportunism, Modi hit the perfect note with his mammoth audience.

4.3.2.6   Bengaluru

On November 17, the rally at Bengaluru took place. His speech was very different that there was not much of the bashing of the first family of the Congress. He addressed an urban crowd that had benefited greatly from the IT Revolution and the speech gave a first glimpse of his vision for a Digital India.

Narendra Modi's Bengaluru speech is a great example of how easily he changed his style of speech delivery to suit the audience

4.3.2.7   Jammu

The rally at Jammu was held on December 1, 2013. He questioned the sidelining of the State when it came to rights of the marginalised communities and the lack of an Anti-corruption Bill.

Most importantly, he questioned the role of Article 370 saying that it was time the Article was debated on. Crowd at Jammu was won over by Modi for saying – "For 60 years, they have been talking about separate State but the people got nothing. Wouldn't it have been better if they had worked towards creating a super State?"

4.3.2.8   Dehradun

Rally at Dehradun was held on December 15, 2013. This rally was used as a platform by Modi to show how the Uttarakhand Government had failed completely to help flash flood victims. This rally was remembered for Modi calling Uttarakhand SEZ – 'Spiritual Environment Zone'.

4.3.2.9   Varanasi

At Varanasi, he went on to talk about how the Centre has been really slow in important projects like Ganga-cleaning project: to purify Ganga, we need to purify Delhi and Lucknow first.

One notable feature of Modi's speeches has been inducing confidence in the people that despite current situation there is a hope to rise from it. The same was evident when he said that UP has the capacity to feed entire Europe and this is because the farmers are very hardworking.

4.3.2.10   Panaji, Goa

The rally was conducted on January 12, 2014. He began the speech in Konkani amid loud cheers. Mr. Modi used the Vijay Sankalp Rally speech as a platform to bring to the notice of the people how media is selective about reporting simple life style of the politicians who are based in Delhi but ignore the likes of Goa's own Chief Minister who has set excellent standards for others to follow. The point that stole the show was the 'Jayanthi Tax'.

4.3.2.11 Vijay Shankhnaad Rally at Gorakhpur

January 23, 2014 was the date on which the rally at Gorakhpur was conducted. It saw Narendra Modi pay glorious tributes to Netaji Subhas Chandra Bose on his birth anniversary and hit out at the other Netaji (Mulayam Singh Yadav). Alike Netaji Subhas Chandra Bose who asked the youth to give him their blood in return for the promise of freedom, Modi asked for 60 months mandate to govern India and promised in return peace and prosperity.

He hit out at the Samajwadi Party president Mulayam Singh Yadav for the way the poor people were suffering in Uttar Pradesh. He also had akhara-style rebuke for Mulayam Singh who is a former wrestler. In a counter attack at Mulayam Singh's remark that Modi cannot turn UP into Gujarat, he said that it was beyond Mulayam Singh to make UP into Gujarat as it means providing 24×7 electricity to each and every village also 365 days a year and for that one needs a 56-inch chest.

4.3.2.12 Vijay Shankhanad Rally, Meerut

The rally at Meerut was concluded on 2nd of February, 2014. He called out the ruling Samajwadi Party for being a Samajvirodhi Party. Speaking out against the communal violence in Muzzafarnagar, Modi remarked that UP needed to be made free of riots and violent killings.

Modi also condemned the killing of a Northeast student and the ill treatment of a woman from Africa in Delhi saying, "We need to see Delhi as a Global City but in the past few days what is happening. Our heads hang in shame." Highlighting the efforts of the BJP Government in Chhattisgarh and Madhya Pradesh, Modi assured all that a BJP Government would ensure prosperity for all.

4.3.2.13　Jana Chetna Sabha Rally, Kolkata

This rally at Kolkata was held on February 5, 2014. It has been said of Kolkata that a crowd of such large proportions only graced the rallies of CPI (M) or TMC. Narendra Mod set a new benchmark.

He urged the denizens to make the BJP win from all the Lok Sabha seats in the State. "If you give us all the seats then I would really love to come here more often and serve you even more," he said. Giving the slogan विकास भी, ईमान भी, गरीबों का सम्मान भी (Development, self-respect, and respect for the poor), he stated that in order for India was to be a 'Vishwa Guru', West Bengal must be a 'Rashtra Guru'.

The reason for the lack of development in the Eastern parts of the country was the third front and said, "Third Front will make India Third Grade and we need to reject them forever". He was also very firm in his stance regarding the influx of immigrants from Bangladesh saying that Indian Citizens have the first right to the nation's resources.

4.3.2.14　Imphal

The rally was conducted on February 8, 2013. "With lot of conviction and commitment to do something, we promise to bring this region at par with other regions of India." said Mr. Modi. Coming down hard on the Congress regime in the state and the Center he accused it of breaking all corruption records and cited the example of the Loktal lake Scam in which crores of rupees had been siphoned off and also tore in to the regime for the number of fake encounters staged.

 Calling the attack on a student from the Northeast in Delhi as shameful he said that the attack was reflective of the collapse in governance. The fact that his views found resonance with the population in the state is affirmed by the massive turnout that defied even an 11-hour general strike imposed by the United Revolution Front (URF) terrorists to boycott the visit.

4.3.2.15 Guwahati, Assam

On 8 February 2014, the rally at Guwahati took place. It saw a turnout of close to 2.5 lakh people, largest ever. Narendra Modi trained his guns at the Prime Minister saying, "The Prime Minister of the nation is elected from Assam and that too for 23 years. You made such a big investment but what did you get? Even if our small Karyakarta was in the Rajya Sabha for 23 years he or she would have made efforts for Assam's development."

He claimed he was rather saddened to see that the land was mired in bloodshed violence, unemployment and laid the blame for it on Congress's door. He made a statement that even though Assam has the Brahmaputra but Guwahati does not have water to drink. This touched the hearts of many people.

4.3.2.16 Chennai

The rally at Chennai was held on February 8, 2014. He blamed Congress for being indifferent to the issues facing the Tamil fishermen. He remarked, "If the Government had even little concern for the poor then the condition of the fishermen community in Tamil Nadu would be different." He also spoke of AB Vajpayee's dream of integrating the rivers of India that would benefit Tamil Nadu and the unwillingness of the UPA to take up that project.

4.3.2.17 The Nav Chetna Rally in Agartala, Tripura

Mr Modi used this opportunity to remind the people of the good work that the NDA regime under Atal Bihari Vajpayee had done.

4.3.2.18 Thiruvananthpuram

The rally was conducted o 9th of February at Shanghumugham beach. "Is the BJP responsible for this situation in Kerala? I want to know from you." he asked, reply was resounding 'No'. He blamed Congress responsible for the lack of development of the farmers in Kerala and brought up the LNG terminal issue which was decided upon at

the same time but although it had already been implemented in Gujarat it, in Kerala it had not been implemented to this day.

4.3.2.19   Vijay Sankalp Samabesh rally, Bhubaneshwar Odisha

The rally was conducted on 11th of February, 2014. Bringing up the much revered Oriya leader Biju Patnaik, he said, "Should we not create an Odisha that makes Biju Babu happy? Yes we have to make such an Odisha. Uttam Odisha is the best tribute to him."

4.3.2.20   Jagraon, Punjab

Mr. Modi addressed a farmer, a businessman, a student and a soldier – had something for everyone. Evoking the memories of martyrs like Lala Lajpat Rai, he accused the Congress of forgetting them.

4.3.2.21   Sujanpur, Himachal Pradesh-Parivartan Rally

The rally took place on 16th of February. "NDA is forming the next Government and our agenda is National Development Alliance. "He said. Commenting on the politics of hatred and untouchability practiced by the Congress he said that everyone was aware of who was doing the 'Zeher ki kheti'.

Thanking the State for its contribution towards the defence of the nation, he said it was because of the children of Himachal Pradesh who guard the borders that the rest of India can sleep in peace.

4.3.2.22   Devanagere, Karnataka (Bharatha Gellisi Rallies)

The rally was held on February 18. He raised the slogan for a 'Congress Mukt Bharat'. Reflecting on the trouble brewing in Seemandhra and Telangana, he remarked that the Congress leadership found the time to visit every other part of the country but this troubled section which co-incidentally also happened to be the reason why Congress is

in power today. His speech also focussed on the largely redundant textile and cotton industries in Davangere.

4.3.2.23   Mangalore, Karnataka

Talking about development issues, he brought up the potential of coastal areas which can be developed as ports and fishing harbours which will only strengthen the economies of the local fishing communities. To the amusement of those gathered at Mangalore, he said that earlier Congress used to throw dust in the eyes of the people, now they have resorted to pepper spray.

4.3.2.24   Pasighat, Arunachal Pradesh

The rally was held on February 22. Narendra Modi had some strong words for China at the Vijay Sankalp Abhiyan: "Yoga basal chukka hay…vistarwadi mansikta sweekar nahi hogi. Cheen ko bhi yeh mansikta tyag deni hogi. Vikas ki mansikta chalegi."

4.3.2.25   Silchar, Assam

He won the hearts of the people by saying the statement: "Some people have come to fulfil people's aspirations of vote-bank politics, while others have come whose lives have been ruined there in Bangladesh." This rally was a huge success.

4.3.2.26   Hubli

In this rally he lambasted the Congress for being arrogant and thinking it was above being accountable to the people.

4.3.2.27   Gulbarga

"Karnataka can give a new strength to India. From this land, I have come to seek blessings of the people and for a Congress Mukt Bharat." Were his words at the rally. Laying gas pipelines, empowerment of farmers through value-addition of their produce, tackling inflation, corruption and unemployment were the themes he used in the rally.

4.3.2.28 Lucknow

This rally was held in the first week of March 2014. "Since the last few years, you have had such kind of Governments that have camped here, the current Government and the one before it, their conduct has been such, that Lucknow which was known for adab and tehzeeb is now known for tah-bazariya", he said reminding everyone of the misrule under the SP regime.

From Rewari to Lucknow, Narendra Modi had travelled much distance both physically and metaphorically. National integration was a constant theme that manifested itself in different ways. The finest exposition of this sentiment was expressed by Narendra Modi when he said these words

"Bhasha Anek, Bhav Ek.

Rajya Anek, Rashtra Ek.

Panth Anek, Lakshya Ek.

Boli Anek, Svar Ek.

Rang Anek, Tiranga Ek.

Samaj Anek, Bharat Ek.

Rivaj Anek, Sanskar Ek.

Karya Anek, Sankalp Ek.

Rah Anek, Manzil Ek.

Chehre Anek, Muskaan Ek."

The election rallies branded to perfection in the different States reflected the local ethos and language as well as defining the political battle in that State. Right from the names of the rallies to the design of the backdrops for the stage everything was in sync with the message that Modi wanted to convey to the people.

(1) From 15ᵗʰ September till 10ᵗʰ May Narendra Modi would have addressed 5827 rallies/programmes/events/3D/Chai Pe Charcha

(2) Over 3 lakh kilometers covered.

(3) Over 25 states visited.

(4) Unique vision for each state.

(5) Unprecedented innovation as seen during 3D rallies and Chai Pe Charcha

(6) Several Interviews with print & electronic media

Figure 4.6 Some facts about the rallies and campaigns held by Mr Modi

Initial Rallies	38
Bharat Vijay Rallies	200
Other Rallies and Programmes	240
3D rallies	1350
Chai Pe Charcha	4000
Road Shows in Vadodara and Varanasi	2
Grand Total	**5830**

Figure 4.7 Number of rallies/events conducted all over India

4.3.3 Other events conducted by the party & supporters

4.3.3.1 Merchandising

NaMo concept was a relatively new concept used by a political leader in India to such an extent. Through it, Mr. Modi gained huge amount of publicity. Main merchandised products included, shirts, cups, posters, kurti's, stationery etc [33].

NaMo industry was estimated by experts to be between Rs 400 crore-500 crore and most Products were sold in cities like Delhi and Mumbai, Hyderabad and Bangalore.

4.3.3.1.1 Namo Store

The brand of Narendra Modi was popularized on the web with the launch of an online retail store called the NaMo store. It introduced a new brand named '**NaMo Mantra'.**

This website first went live on 24 December 2013 and was a huge hit since then. The store offered stock that it said is enlivened by the lifestyle and qualities of Modi. This Online store was initiated by Take India Beyond Merchandising Pvt. Ltd. It included Items like t-shirt, sleeveless jackets and stationery such as pen drives and planners. The T-shirts offered on The NaMo Store sported slogans, logos and pictures of Narendra Modi. The price range of these items was kept nominal in the range of Rs 15 to Rs 450 to ensure good sales and hence good publicity. The store Claimed negligible profits and even planned to start physical store in Ahmadabad.

NaMo merchandises were also available on the online marketplace platforms like eBay, Amazon, Flipkart, Snapdeal, Modimania and other e-commerce sites [34].

4.3.3.1.2 Namo Silver Coin

Even Silver coins with a hologram of Mr. Modi were put on sale at the price: Rs 799 for 999 purity, 10 gm coin to promote the brand.

4.3.3.1.3 Namo Kurta

The unique dressing style of the prime ministerial candidate became really famous during the elections. A boutique in Ahmadabad even registered a trademark for those half-sleeve kurtas Modi favours. It even planned to get an international trademark for the brand.

These kurta's became a fashion statement for many and the demand for these kurta surged in the market. It brought in huge publicity for the team Modi.

4.3.3.1.4 Namo Game: 'Modi Run'

BJP campaign team designed an Android based game application which was free of cost. It was based on classic Mario series, not the Temple Run arrangement as demonstrated by the name. In the game, Modi's character was seen decimating hindrances and gathering precious stones at different stages. The various stages of the game were named after Indian states.

4.3.3.1.5 Smart Namo Saffron phones

A China-based company launched the Smart NaMo series of phones in September. These phones were designed and marketed by Modi fans, says Tony Nain, Snapdeal's vice-president for business development.

4.3.3.1.6 Modi Tea and Balm

Prakash Upadhyay, a 49-year-old Mumbai-based businessman was behind the idea of the Modi tea and balm. He described himself as a "die-hard fan" of the Bharatiya Janata Party's (BJP's) prime ministerial candidate for the general elections and had designed these products for his branding and promotion.

4.3.3.1.7 Modi Lion

It is a brand which sold toys to children with a brand name Modi as the name of the lion. The initiator of this brand is also supposed to be a big fan of Mr. Modi.

4.3.3.1.8 Modi sari

 Mumbai's popular sari store Paaneri had launched a collection of georgette saris which had digital prints of Modi's face. It claimed to have sold 160 pieces in 5 days. The unique sari was priced at Rs.2, 150[35].

4.3.3.2   Lata Mangeshkar event

Citizens for Accountable Governance (CAG) along with Lodha Foundation and Shahid Gaurav Samiti had joined hands together to commemorate the 51st anniversary of the song 'Ae mere watan ke logon' sung by the legendary Bharat Ratna winner singer Lata Mangeshkar. The day was celebrated as the 'Shrestha Bharat Divas' on the 27th of January, 2014 at Mahalaxmi Race Course.

 The 'Shreshtha Bharat Divas' featured in Lataji sharing stage with Narendra Modi. The event will also witness over a 100 martyrs being felicitated for their bravery and courage. More than a 1000 soldiers joined in for the event.

 Prior to the event, a dedicated website, www.ShreshtaBharat.com, had been put in place. The website invited entries for poems in Hindi and English to invoke patriotism among the minds of Indians. The top entry, selected on the basis of content and originality, got an opportunity to be recited.

This event was done to generate in the minds of people that Mr. Modi is completely devoted to the nation [36].

4.3.3.3   Star studded event

In it celebrated artists got together to endorse the Prime Ministerial candidate of BJP Narendra Modi urging Delhi to choose BJP's frontrunner as the country's next Prime Minister, as the world's largest democracy is just a fortnight away from the results of mammoth polls. The celebrities together addressed a news conference at the Constitutional Club in New Delhi to garner votes for Modi's win. Actress and national

secretary of BJP Vani Tripathi, singers Anoop Jalota and Richa Sharma, theatre artist Suresh Bharadwaj and famous classical dancer Sonal Man Singh were present in the meeting.

4.3.4 Customised manifesto

Manifesto is the soul of any party. Many people decide their vote on the basis of the promises made by the parties in their manifestos. Even after the elections the work done by the party is measured by comparing it to the promises made in the manifesto. BJP built customized manifesto to cater to all sections of the society and all the needs to gain votes from all the people. The first page constitutes the following:

Our 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**
Globally competitive **Economy**
Brand India built on Quality
Strong, Effective and Futuristic **Institutions**
Open, Transparent and Systems-based **Government**
Pro-active, Pro-people Good **Governance**
To build a Modern India: the best **foundation** is our own Culture;
The best tool our own hands; and the best material our own **aspirations**
Sabka Saath, Sabka Vikas

The main focus areas to gain attention of people and gather the votes of the nation were:

4.3.4.1 Telangana State

BJP gave a district-wise road map for the development of Telangana which was an issue of controversy at that time. In its manifesto, to appeal the people who supported Telangana, Bharatiya Junta Party made many mentions of it.

It proposed setting up of agri-based industries across the state to provide employment to the people. It also made a provision of providing 85 per cent subsidy to solar pump sets to promote eco friendly environment. It promised creation of textile parks and establishment of a rail coach factory at Kazipet.

Recognising the sacrifices made by those who laid down their lives for creation of Telangana state, the party also promised to give their family members an ex-gratia of Rs 10 lakh or 3 acres of land or a 200 sq yd housing plot in Hyderabad.

4.3.4.2 Letter 'T'

The letter 'T' occupied a prime place in the Bharatiya Janata Party's propagation for elections:

- The Telangana state
- 'T' shaped industrial corridor from Mancherial to Khammam and Warangal to Mahabubnagar
- Six 'Ts', including the 5Ts- tradition, technology, tourism, trade and talent-envisioned by party's prime ministerial candidate, Narendra Modi, for building 'Brand India'.

To the 5Ts, "a 6th T of transparency has been added which was well propagated by the prime ministerial candidate Mr. Modi during his speeches.

4.3.4.3 Students

Under 'Pratibha Kamalam' programme, Mr. Modi promised free laptops would be provided to top 25,000 students in the engineering CET and to top 500 rank holders each in medical and MBA CET. Irrespective of their economic conditions, top 2,000 girls in engineering and medical CET were assured to be given Rs 1 lakh as cash reward.

4.3.4.4 Country issues which were hot topics

Various country wide issues that made a mark in the manifesto given by Mr. Modi and the party included:

- Good governance and development
- Price rise
- Corruption(zero tolerance)
- Black money
- Policy paralysis
- Setting up of effective Lokpal to ensure an open government
- Transparent, effective, involving and encouraging and include reforms of administration, judiciary, police and election.
- Technology enabled e-governance
- System based policy-driven governance
- Rationalisation and simplification of the tax regime and simplification of the process and procedures at all levels

The manifesto said the country has suffered a "decade of maladministration and scams" besides "decision and policy paralysis" under UPA and this situation will be changed and the engine of government will be ignited again with strong will power and commitment to public interest.

4.3.4.5 Youth

Mr. Modi made a statement in which he talked about allowing FDI for job and asset creation in all sectors except multi-brand retail sector. He also made clear that he would be creating new jobs for achieve 100% employment rate in the country as the future of a nation depends on its youth.

4.3.4.6 Defence

The BJP's manifesto referred to strengthening of Defence Research and Development Organisation (DRDO) and making room for private sector in defence production to make India self sufficient in defence and aim at)% import.

4.3.4.7 FDI

BJP opposed any quick move to allow the likes of Wal-Mart or Tesco easier entry into so-called 'multi-brand' retail, which would pose an existential threat to small traders who form a key BJP constituency."The domestic retail industry needs to be first made competitive before allowing foreign investment," a second BJP source said.

4.3.4.8 Poor people

BJP always made a mention of the poor people in our country always assuring them that their needs will be fulfilled in case the party comes into power. They propagated the idea: A government must work for the poor, give them good education and better healthcare facilities.

4.3.4.9 Farmers

BJP assured to take steps to protect the farmers. It made several points in their favour some of them include:
* Enhance the profitability in agriculture, by ensuring a minimum of 50% profits over the cost of production.
* It made a promise to make cheaper agriculture inputs and credit facility to the farmers.

- It also assured to introduce latest technologies for farming and high yielding seeds.
- It made a proposal to link MGNREGA to agriculture.
- A promise to put in place welfare measures for farmers above 60 years in age, small and marginal farmers and farm labours.
- Introduce and promote low water consuming irrigation techniques and optimum utilization of water resources.
- Introduce soil assessment based crop planning and setting up mobile soil testing labs

4.3.4.10 Women

BJP believed that there cannot be gender equality till such time India adopts a UCC which protects the rights of all women and the BJP reiterated its stand to draft a UCC drawing upon the best traditions and harmonising them with modern times. The BJP manifesto talked about improving the police force to ensure they feel safe and secure. It also proposed to have 33% reservation in parliamentary and state assemblies through a constitutional amendment.

4.3.4.11 Investors

BJP promised to make India an attractive destination for investing by bringing in such reforms like easy land allocation, FDI, easy laws and taxation.

4.3.4.12 Environmental issues & Healthcare

BJP paid great attention to the environment and emphasized water conservation. It said that the government will focus on health services and formulate a new health policy so everyone has access to affordable health care. It also talked about up gradation and modernization of health care facilities.

It planned about incorporating yoga and Ayurveda in the national consciousness and to improve sanitation facilities; ensure a **'Swachh Bharat'** by Gandhiji's 150th birth anniversary in 2019.

4.3.4.13   Heritage

Mr. Modi talked about preserving heritage sites, archives and languages like Urdu and Sanskrit. The cultural heritage section that the contentious issue of Ram temple in Ayodhya was mentioned along with Ram Sethu and Ganga on page 41 of the 42-page manifesto.

Mr. Modi mentioned to explore all possibilities with the framework of the Constitution to facilitate the construction of the temple in Ayodhya. The 'Cultural Heritage' section also has talks about creation of "necessary legal framework" to protect and promote cow and its progeny.

4.3.4.14   Manufacturing

India is a labour-surplus nation. So, BJP aimed at setting up manufacturing hubs to boost Indi's economy and generate jobs. The focus was kept as small and medium industries.

4.3.4.15   Tourism

BJP mentioned about launching the Diamond Quadrilateral project of a high speed train network and creation of 50 tourist circuits that are affordable and built around themes like: a.) Archaeological and Heritage, b.) Cultural and Spiritual, c.) Himalayan, d.) Desert, e.) Coastal, f.) Medical (Ayurveda and Modern Medicine), etc.

4.3.4.16   Jammu and Kashmir

Dealing with Article 370 in the chapter on Jammu and Kashmir, the manifesto said "the BJP reiterates its stand on the Constitution provision and will discuss this with all

stakeholders and remains committed to the abrogation of this article." Return of the Kashmiri Pandits to the land of their ancestors with full dignity, security and assured livelihood will figure high on the BJP's agenda, it said.

4.3.4.17   Infrastructure

BJP manifesto mentioned about the major steps that will be undertaken in Transport and Housing for 'Urban Upliftment' in India. BJP party also mentioned to initiate building 100 new cities, Twin cities and Satellite towns. Wi-Fi facilities would be made available in public places and commercial centres according to the manifesto.

4.3.5 The audience

It has long been a belief in India that people have to be paid to attend political rallies, but Narendra Modi had shown this theory is incorrect. Not only did he not pay people to attend, he charged them a small entrance fee, the proceeds of which went towards relief work for the Uttarakhand tragedy! In Trichy, police caught youngsters searching for empty alcohol bottles a day after the rally but the youngsters told them that for the first time not a single bottle was found! In fact, the BJP doing a rally in Trichy was also a historic feat in itself.

In UP and Bihar the rallies were double storied! It was not uncommon to see several people climbing on top of the polls to get a better view of Modi. People stood there while it was raining heavily.

Mr. Modi in all attracted vast audience from all age groups, from a child to an old aged person was interested in attending the campaigns and the rallies.

4.3.6 Motivation behind Modi's taskforce & supporting organisations

The main reason for the huge support was that the supporters believed he is the only leader in the fray who had a proven track record with respect to development and good governance. When he could script the Gujarat's growth story, he can revive India's

faltering growth story. When he could bring good governance and transparency to Gujarat, he can't he fix India's corruption-ridden, torpid administration. When he could catalyze tremendous industrial and agricultural growth in one of India's most arid states, he can usher in a new era of all round development in India.

Modi had won 3 consecutive elections, enjoyed this kind of popularity across the nation, and had the firm backing of the industry and even won praise from people of the caliber of Dr Abdul Kalam and Anna Hazare. The World Bank, the Planning Commission and even, the Rajiv Gandhi Foundation headed by Mrs. Sonia Gandhi had all, at some point of time or the other, praised parts of the Gujarat growth story.

Moreover, Modi, who had been the chief minister of Gujarat for the last 12 years, had rebranded himself as a go-getting, business-friendly free marketer who had delivered a consistent growth rate of about 10%.

The supporters wanted an alternative to "the weakest, most incompetent, uncommunicative and incoherent full-term government" in India's history (the Congress). Congress's misrule over the last decade had caused deep anger, especially among the middle class.

People were also largely influenced and Motivated by Gujarat Model which is a classic example of Transparent, technology-enabled, decisive and largely corruption-free administration. He had brought in sweeping reforms in the power sector by re-organizing the Gujarat Electricity Board and implementing large-scale rural electrification. The Agricultural growth story was no less than power story. Micro-irrigation projects, drip irrigation and various other new technologies were introduced in agriculture sector as well. Over the years he had built up massive amounts of basic infrastructure and boosted the industry in general and manufacturing in particular as well.

With such a successful story to show in Gujarat people were motivated and completely believed that once Mr. Modi comes into power he can raise the standards of entire India as well.

4.4   Communication and Media Management

Communication and Media management strategy played a major role in Mr. Narendra Modi's victory. He and his team formed and delivered strategies in such a way such that it went deeper into the minds of voters. So, Communication was a major area on which they worked.

For instance, the lotus symbol of BJP changed from green and orange to white giving it a new significance and was seen tucked on the coats of Narendra Modi and other BJP leaders while rallying. This impacted the voters when they come out for voting as it was a positive sign of a change that Mr. Modi was trying to bring to the nation.

He created a direct rapport with the ground level people by personally attending the all the possible rallies in various parts of the country. He took full advantage of social networking sites like Facebook, twitter, you tube which are particularly popular among the youth. Marketing tricks like subliminal advertising, catching 'em young, going global (a global brand learning local tricks), crowd-sourcing, analytics, primary and secondary market research, above- and below-the-line advertising, brand placement, content integration, activation and consumer engagement had been used. [8]

All his speeches were based completely on audience and what they wanted to hear. Slogans like- "mehengai, garibi, bhrashtachaar aur naari par atyachaar – janata maaf nahin karegi." which directly hit on people's emotion were widely used in his speeches. For the first time in the world, an election campaign was launched using 3D technology and telecast in four places simultaneously.

4.4.1 Social Media Communication

He was the first Indian politician to have around 2,263,674 followers on micro-blogging site Twitter. He has at over 3,598,400 likes on his Facebook page plus he is all over Google+ Hangout, Pinterest, Tumblr, YouTube and many other social media platforms. In fact, his official website is one of the most organised political web properties. [10]He even created http://volunteer.india272.com/ to have volunteers on board. In addition to the above mentioned mediums, he launched iPad and iPhone applications that led to his blogs, speeches, books and images.

The basic rule of advertising was followed by the teams and the party: research and that research involve 2 basic things, audience and what they want. Thorough research was done before the team came up with anything concrete. Before Modi started his attacks on the Congress and UPA in his rallies, huge research was done to know what issues were people actually tired of. And this is where BJP got the nerve of the UPA by clicking on the important issues like development, economy, price rise, corruption and women safety.

4.4.2 Advertising Strategy

BJP's advertisements were one of a kind. They had created a space in everybody's mind who heard it.

4.4.2.1 BJP's Think Tank

People, teams and companies involved in designing the communication strategy [40]:

1. Blueprint of communication strategy has been drawn by CAG which included the use of combination of digital medium, speeches, chai pe charcha concept and using technologies like 3D technology etc.
2. Modi's digital strategy, including his social media campaign, was managed by Hiren Joshi, a former RSS man and Arvind Gupta, Delhi.

3. The mainstream campaign — TV, print and radio ads — were managed by Manoj Ladwa, a London-based mergers-and-acquisitions lawyer. Ladwa supervised the whole process from an office in Lodhi Road, New Delhi.[7]

4. Media planning was handled by marketing communications agency Madison

5. Advertising veterans such as Piyush Pande and Prasoon Joshi provided creative inputs for the campaign. Prasoon Joshi also wrote the party's anthem and rolled it into a music video.

6. Senior members Piyush Goyal and Ajay Singh of the party were important member who looked on the communication strategy design.

7. Mr. Modi brought in Soho Square to create the TV, print and radio campaign

8. He appointed a Delhi based advertising professional, Sushil Goswami, to create a second set of radio ads.

9. Three Pune-based graphic designers were hired to create cricket ads around Twenty20 World Cup.

4.4.2.2. Advertising Campaigns

BJP used these strategies to attract people. At one point of time, it was like Modi is everywhere i.e. on the phones, street, internet, print media etc. Some of the advertising campaigns are discussed below [41]:

4.4.2.2.1 Ab ki baar Modi sarkaar

This famous line was designed by Samrat Bedi, Head of Office, Soho Square, and Executive Creative Directors and Creative Heads, of the agency, Anuraag Khandelwal and Satish Desa. The agency has also launched an anthem "Achche din anewale hain."

4.4.2.2.2 Janta maaf nahi karegi

The Soho agency also created another set of radio ads which said, **"Janata Maaf Nahi Karegi."**The slogan of BJP – "mehengai, garibi, bhrashtachaar aur naari par atyachaar – janata maaf nahin karegi." BJP had struck the cardinal vein of the people and a common man started relating to Narendra Modi.

4.4.2.2.3 Radio advertisement: Modiji aa rahein hain

BJP roped in Sushil Goswami, national creative director of Delhi-based ad agency Ghaphisads, and owner of Kaknoos to launch another set of radio ads. on issues like corruption, inflation, unemployment which now wants to "run away" from India as "Modiji is coming".

4.4.2.2.4 Advertisement commercial: Cricket and elections

BJP hired 3 Pune-based graphic designers, Pranay Khadatkar, Pranjal Khadatkar and Puneet Sharma to develop a series of graphic ads around cricket. These were on issues like lack of leadership, corruption, law and order issues and "dharnas" or protests. "Cricket and these ads formed the backbone for BJP's television advertising", said a senior BJP member.

4.4.2.2.5 Anthem: Saugandh is mitti ki

The agency which wrote this anthem was TAG, which is owned by McCann World Group. Prasoon Joshi, executive chairman of McCann World Group wrote this BJP's anthem.

4.4.2.2.6 Film: Desh ko update karo

Slightly Tilted Films which is an ad production house made TV commercials.

4.4.2.2.7 Famous songs

"Wake up India-Modi Aagaya", The NaMo Song, "Lao Re Modi Ko", "Modi Aane wala hai", "NaMo for the Nation","Modi Aa Rae hai Dilli". Some are rock while some are bhajan type. People could also put their comments and do discussions on Narendra Modi's site.

4.4.2.2.8 Wallpapers

Wallpapers were available on http://www.NarendraModi.in/downloads/ for free download.

4.4.2.2.9 Ring tones, caller tones

BJP also launched a caller tune which was downloaded by more than 1 million people. These caller tunes and Ringtones were available on Android Play Store

4.4.3 Speech Delivery Strategy: Well Timed Speeches

He gave more than 100 speeches in little over 15 months with a marathon 75 plus public rallies (including the Assembly election 2013 campaign) and 20 plus town-hall events.

Modi has spoken on an economic vision, a healthcare vision, a technology vision and an all-encompassing political vision for India.

4.4.3.1   Start of this journey

On September, 2011 during the Sadbhawana fast when a national television audience, for the first time, experienced the power of Narendra Modi's oratory. It was in this speech that Narendra Modi made those famous remarks on dreaming big, marking the start of a different kind of politics rooted in hope and aspirations. He said, "If we don't have dreams then how will there be a determination to achieve them?"

4.4.3.2   Gujarat election victory speech:

On December 20 at the Khanpur office of the BJP in Ahmadabad he thanked the voters of Gujarat for their majority. He also sought their forgiveness for any mistakes committed in the past. It was a poignant moment when Narendra Modi directly addressed a national television audience to remind Delhi's media and political pundits how they have consistently been getting Gujarat's politics wrong.

The first echoes of what was to happen seven months later were heard as soon as Narendra Modi's speech turned to address Delhi's media. The crowd at BJP's Khanpur office started with chants of "Delhi. Delhi…" leaving little to the imagination as far as the political road ahead for Narendra Modi was concerned.

4.4.3.3   Vibrant Gujarat Summit- **Inaugural Keynote**

Held on January 11 and also the on January 13 with an audience of 2000 plus participants from over 121 nations, the speech focused on what was to become a recurring theme of his speeches — the power of India's youth.

In those two speeches, Narendra Modi shared his dream of how he wanted to see India's youth become globally competitive by developing Brand India.

4.4.3.4   **Shri Ram College of Commerce** (SRCC)

The twin themes of youth power and Brand India were seen on February 6 in Mr. Modi's speech. It is considered his best non-partisan speech rooted wholly in creating a narrative of hope and aspirations. However, some leftist student groups gathered to protest him but inside the auditorium it was a different story as the students present gave a standing ovation to Modi as he entered the auditorium.

Narendra Modi's SRCC speech dwelled extensively on good governance and the Gujarat Model as he sought to expand on how youth power should be harnessed to develop India speaking on taking Brand India global.

Narendra Modi shared his dream: "*I have a dream. The whole world needs millions and millions of teachers. We have an army of young people. We export everything – why not send teachers abroad? When a businessman goes abroad, he earns money but when a teacher goes abroad, he or she influences an entire generation! This is the strength of knowledge. Friends, India must look at things with this perspective and vision. We shouldn't confine ourselves to a small comfort zone. The need of the hour is that we should start considering the world our bazaar and lead in the manufacturing sector by selling our products across the globe. For this, branding is essential. Friends, why don't we make the brand of "Made in India" famous around the world? Friends, today our youth, who have the computer mouse at their fingertips, can move the whole world.*"

4.4.3.5   Indian Diaspora

Mr. Modi gave a speech on March 10 via video conferencing. The speech dwelled on how Indians who live in various parts of the world still feel connected to India. He also spoke of Indian pride and how the Indian Diaspora rose to the occasion when sanctions were imposed after the nuclear tests conducted by Atal Bihari Vajpayee.

Expanding on his definition of secularism as "India First" Narendra Modi set the cat among the pigeons on the secularism debate.

4.4.3.6   India Today Conclave

The first formal opportunity for Narendra Modi to present his much misunderstood Gujarat Model came a few days later in the second week of March, 2013 when he took the stage at the India Today Conclave to speak on NaMo Mantra.

The audience, comprising of known academicians, journalists and top business leaders From the automated toll booth on the Maharashtra border to the various decentralised initiatives on water and waste management, Narendra Modi's India Today Conclave speech of 2013 stands out as the first and comprehensive articulation of what the famed Gujarat Model is really about.

4.4.3.7   Google Big Tent Speech:

On March 21, 2013, Narendra Modi had Google's Eric Schmidt and others in the audience at the Google Big Tent to mull on his formula IT+IT= IT. Indian Talent + Information technology= India Tomorrow.

4.4.3.8   FICCI Ladies Organization (FLO)

The speech on April 8, 2013 made headlines for Narendra Modi's now famous anecdote of Jasuben's Pizza as a shining example of women's entrepreneurship.

4.4.3.9　Think India Network18 Forum

The speech on April, 8 stands out for its articulation of his philosophy of governance and his policy thinking on a range of issues from labour reform to PSU disinvestment. It was the topic 'Minimum Government Maximum Governance' when he for the first time, spoke of opening up Railways to the Private Sector while coming out strongly regarding federalism and freedom to States to fix policies like labour laws.

4.4.3.10　Dharma Meemamsa Parishad at Sivagiri Mutt, Kerala

On April 24 and at the inauguration of Acharyakulam Shikshan Sansthanam at Patanjali Yogpeeth, Haridwar on April 26, Mr. Modi gave this brilliant speech. It stands out for its articulation of a benign Hindu identity consciousness with an emphasis on socio-economic empowerment of backward sections of the Hindu society.

Modi's speech showed no fear-mongering and paranoia over threat from other faiths. Speeches focused on universal values, social reform, and education and attempts to blend spirituality with modern science and technology. The message from Sivagiri to Haridwar was that Hindu identity consciousness could be harnessed as a force for change without getting trapped within narratives of victimhood and communal polemics of the century gone by.

4.4.3.11　53rd Gujarat Day celebrations

On May 13, 2013, Mr Modi addressed NRIs across 20 cities of USA. He said that the greatest crisis the country is facing today is that of a trust deficit and that it is the need of the hour to rebuild this confidence of the people. He added that this increase in trust couldn't merely be done by words and it requires concrete actions.

4.4.3.12　Annual reader's event of Tughlaq magazine

It is a rare treat to see Narendra Modi deliver an entire speech extempore in English. The first famous speech of this genre by Narendra Modi to have caught the eye of a national audience was back in January of 2008 when he Modi was in Chennai.

4.4.3.13 Launch of Gujarat edition of Business Line newspaper

Speaking on May 24, 2013, Narendra Modi dwelled on the power of social media and technology in free expression of opinion as he roundly criticised the UPA Government for attempting to curb social media freedom.

4.4.3.14 Launch of Vinay Sahasrabuddhe's book Beyond a Billion Ballots

It was in Mumbai on June 27, 2013 that Narendra Modi delivered his 'Good Governance 101' speech. In this long speech, Narendra Modi dwelled at length on Gandhi's model of trusteeship as he went on to give example after example from everyday life on what good governance really means. From the torn upholstery in a public transport bus to the police constable who lets his baton do the talking, Narendra Modi distilled why good governance needs both the restoration of trust and a sense of ownership from citizens towards governance.

4.4.3.15 Fergusson College

On July 15, Narendra Modi addressed young India with his ideas on reforming education. Crowd sourcing for the speech was another masterstroke as it gave the leader an opportunity to know what it was that his audience wanted to hear. Asking his young audience to discard the overwhelming mood of pessimism, Narendra Modi called upon them to view education as a man-making mission.

4.4.3.16 Public rally in Pune

Narendra Modi launched his sharpest attack ever on the Congress for hiding in what he described as the 'veil of secularism' with Prime Minister Manmohan Singh being singled out for some special treatment on how he had gone from being an 'Arthashastri' to an 'Anarthashastri' with the economy and the Indian Rupee sliding.

4.4.3.17 Nava BharataYuvaBheri rally

It was hosted by Hyderabad on the August 11 had BJP detractors eating their words right back — all those who had claimed Modi can't muster support in the south. Not only

was this rally, a rollicking success but the turnout was stupendous. The gathering sent out strong message — Congress complacency in the State would no longer be tolerated. Modi was a treat to watch. Understanding the sentiment running through the crowd he first paid his respect to NTR, acknowledging that NTR's legacy must be fulfilled. Hyderabad was the classic example of Narendra Modi overcoming regional and language boundaries. His popularity in the rally showed that the language of development spoken with firm convictions transcends all regional and language barriers. The winning point of the speech was the slogan – "Jai Telangana, Jai Seemandhra" that drew a stark contrast with the Congress in charting a path for Telangana that would make it a win-win for both regions.

The Hyderabad speech also saw Narendra Modi expand on "India First" with these words: *"A Government has one religion – India first! A Government has one holy book and that is the Constitution. A Government must be immersed in only one Bhakti — Bharat Bhakti, the Government has one strength and that is Jan Shakti."*

4.4.3.18 Lalan College, Kutch

Four days after the Hyderabad speech, came the speech that would have Manmohan Singh riled up for many years to come. It was the speech that broke from tradition, set a new precedent and virtually amounted to a declaration of his claim to be the BJP's face for 2014.

In Bhuj On August 15, 2013 Narendra Modi spoke in the Kutch region even as he asked people across India to compare his Independence Day speech with the Prime Minister's Independence Day speech in Delhi. His Independence Day speech, in many ways, reflected the mood of the nation towards the insipid and uninspiring leadership of Prime Minister Manmohan Singh.

The mood of the nation was clearly for much more from Narendra Modi as pressure piled on the BJP to declare him its Prime Ministerial candidate.

4.4.3.19 Suraaj Sankalp Rally, Jaipur

Amidst the scorching afternoon heat, a massive audience converged at Jaipur's Amroodon Ka Bagh grounds where the Suraaj Sankalp Rally was held on the September 10. The Jaipur speech will be remembered for Modi indicting Congress for rampant corruption as he read out a revised alphabet series linking each alphabet to a UPA scam: A for Adarsh Scam, B for Bofors Scam, C for CWG Scam, D for Damaad Ka Karobar.

Yet another punch line from this power packed speech was – *"The UPA Government is without a Neta (leader), Neeti (policy), Niyat (intent) and Naitikta (morality)."* But what really made the speech stand out was the analogy that he used to drive home the importance of Mission272+ to the lakhs of BJP booth workers from across Rajasthan who had converged on Jaipur. Giving the example of a cycle pump and a deflated tyre, Narendra Modi told booth workers from all corners of Rajasthan that even the strongest of political winds in favour of the BJP will not be enough to build pressure to inflate the tires of the campaign. Just as one needs a cycle pump to inflate the tyre, there is no alternative to booth level campaign execution if Mission272+ is to be realised.

For long, the conventional wisdom in Indian politics has been that a narrative of Governance would have little political currency. Narendra Modi stands out as the first Indian politician who has not only put "good governance" front and centre in all of his campaign speeches, but also for distilling it down to basic common sense ideas that even the common man on the road could relate to.

4.4.4 Customized Delivery of Message as per the audience

Mr. Modi's speeches were never loose ended without any specific topic in mind. He did his homework very well by studying the place, culture and problems of the region where he was going to deliver his speech next.

4.4.4.1   Use of local language

With 814m voters, 29 languages spoken by at least 1m people, and 447 mother tongues, India's election is a test of linguistic as well as political skills. If we count the various Western Hindi and Eastern Hindi dialect there are 29 languages spoken by at least a million people in India. Hindi languages are spoken natively by more than 400 million people – 41% of the population. Other major languages include Bengali, Telugu, Marathi, Tamil and Urdu, each of which is spoken by more than 50 million people (5% of the population). In addition to regionally important languages such as Kannada, Punjabi and Oriya, there are also many endangered languages that are used by just a few thousand people.

Mr. Modi himself speaks Gujarati, Hindi and Marathi fluently. He and his Bharatiya Janata party were well aware of the importance of getting not only the message right, but also the languages in which it is expressed. His PR team were savvy users of social media as a result of which **Modi's videos and tweets had been translated into Assamese, Kannada, Bengali, Urdu and several other languages, in order to appeal to a wide audience.**

Modi's campaign website was set to English by default as English plays a distinct role in the Indian linguistic landscape: the 2001 census revealed that although there are only 226,000 native speakers of English in India, 125 million people have it as a second or additional language. It is used in the media, in academia and in government and is seen as the language of power, prestige and aspiration [42].

4.4.4.2   Use of local historical and geographical facts

The content for Modi's rallies was created by his research team in a war room in western Ahmadabad with inputs from a 250-strong team of the Citizens for Accountable Governance (CAG) run by effervescent tech whiz Prashant Kishore from a well-appointed office in a tower in Infocity, Gandhinagar using facts and figures.

The impact of the speeches was then multiplied from a new war room in BJP's Ashoka Road headquarters in Delhi that further analyses data and refines speeches. They passed on facts and local information on sheets of paper for Modi to go through as he was flying into his next rally destination.

For Example: This standard operation procedure was visible before the February 8 Guwahati rally. The research team's sheets were fine-tuned by Kailashnathan and handed to Modi on the flight to Guwahati. Once he had gone through the notes on his new 13-seater campaign jet, Modi gave a post-it slip to his 33-year-old personal assistant Om Prakash Chandel, asking for some additional information. This was then culled out of an extensive Assam database over the course of the four-flight flight by Modi's 69-year-old pro Jagdish Thakkar.

Before they landed, Modi had everything he needed-the main themes of his speech were organised in bullet points in Gujarati, and the supporting facts were organised into easily accessible documents to be handed to him on the lectern [43]

4.4.4.3   Mr. Modi used Market Segmentation for speeches:

Mr. Modi was able to identify specific segments of people with their own unique aspirations and problems. Specific issues were being highlighted at different meetings and jargons, acronyms were used appropriately at different places. Points raised were such that they appealed to wider sections of audiences, irrespective of their castes, gender, age group or religion.

Wearing of local headgears or visiting local places of worship or mentioning names of local heroes in speeches were all parts of carefully crafted customer segmentation. Issues of relevance to Gen-Y, comprising of first-time voters, were also vigorously highlighted.

For Example: Narendra Modi's Hyderabad speech in many ways reflected the concerns and anxieties expressed by citizens of both regions when he issued the clarion call for a win-win solution to both regions with the slogan – "Jai Telangana, Jai Seemandhra".

Another example: Have worked in Punjab for a long time and visited several parts of Punjab. I know these states as well as I know Gujarat: Shri Modi in Punjab.

These examples clearly highlight that how Mr. Modi was able to deliver speeches according to the local culture and tradition of the place he visited.

4.4.4.4   Crowd sourcing

He Talked about topics which people wanted him to talk. Almost every one of Narendra Modi's major speeches had solicited crowd sourced inputs from Mission272+ Volunteers. Open forums created on India272.com as vehicle for volunteers to give speech inputs.

There existed a structured process by which the inputs provided by the volunteers were analysed and compiled and shared with Modi's office. Some of the salient points from volunteers then found their way into Modi's speeches based on his judgement. This helped the speeches to be both contextual and relevant locally given how far and wide Modi has travelled during this campaign.

The sum total of this entire crowd sourcing resulted in Narendra Modi's speeches being both localised and contextually relevant as well as being responsive to fast developing political situations based on comments by leaders of other parties while on the campaign trail.

4.4.4.5   Dialogue rather than speeches

Mr. Modi could be either: a rock star giving his fans a beat they can head-bang to, or an evangelist casting a spell on some hysterical congregation. Whichever way looked at it,

Mr. Modi commanded presidential pomp in any city he marched into-from Delhi to Thiruvananthpuram and Mumbai to Guwahati.

His speeches fell into a pattern to best connect with the basest sentiments of his diverse audiences. They begun by reminding his listeners that they are a glorious people by speaking a few lines in their language. Then he took the discussion into the localised problems the people were dealing with. He moved forward by talking about his plans, goals and vision for a better India. He finally concluded with another vociferous invocation of why his listeners should be proud of who they are.

An example from his speech which can best explain his style of dialogue is: "Main Somnath ki bhoomi se Jagannath ki bhoomi mein aaya hoon (I have come from the land of the Somnath to the land of Jagannath)," he said in Bhubaneswar, referring to the Hindu temple in Puri. "Jai Jagannath!" Modi thundered. And the crowd roared back even louder: "Jai Jagannath!"

4.4.4.6 Aroused a hope in the minds of voters

He pointed out in his dialogues how distressed were the people in the ailing economy and misrule of UPA government. He sarcastically contrasts their condition with the purported comfort of BJP-ruled states such as Gujarat, Madhya Pradesh and Chhattisgarh and highlighted the ineffectiveness of Congress governments at the Centre over 60 years.

This set the tone for several humorous jibes at his opponents, the promise of a grand future if he is given just 60 months at the helm

4.4.4.7 Good Content

Mr. Modi Talked on issues related to the needs of the people and the country. He discussed economy, inflation, external affairs, and threats from China, Pakistan, and Bangladesh.

He also talked on need for infrastructure, power while relating it to infrastructure development contributing to Gujarat's development. One good thing in his speeches was that there was no Caste or religion based politics – only development related issues were put forward. He put forward the good Track record of BJP ruled states and Previous NDA government. He didn't draw into the agenda of Opponents who were trying to bring the debate around communal lines.

4.4.5 Well Managed Interviews

In the entire campaign Narendra Modi has given countless interviews to print, electronic and local media. His interviews have varied form one journalist asking questions to a panel of journalists asking him and to even a "court" of people. Narendra Modi had the following two interviews with the electronic Media which were much talked about:-

4.4.5.1   'Aap Ki Adalat' on India TV

The interview was telecasted on Saturday, April 12, at 10 PM. In his one to one interview with Rajat Sharma the following focus points came into limelight:

1. First and foremost, the minorities have no reasons to be scared of Narendra Modi. If he becomes the prime minister, he will ensure that there is no threat or harm to the minorities.

2. Secondly, the era of politics of minority appeasement will end under his rule. All-are-Indians-and-therefore-equal will be the thought process that he as prime minister will seek to inculcate in every citizen of India.

3. Thirdly, those who want to indulge in corruption and acts of looting the country will be dealt with a firm hand. Narendra Modi will not tolerate corruption and he will not allow plundering of nation's wealth under his watch.

4. Fourthly, India will be a safe country for women and to drive home his point he cited the example of Gujarat where young girls ride their bikes in the middle of nights during the Navratri festival fearlessly. He assured the women in a reply to a question that if this is possible in Gujarat, it will be possible everywhere in India.

That said, Narendra Modi's hitherto unknown side of personality was on display in 'Aap Ki Adalat'. For example, he took his audiences by surprise when he thanked Azam Khan for his diatribe. His sparkling wit sparked off a roar of laughter when he observed that a dog is the most loyal companion of humans. It was Modi, the rockstar who was in the dock and not Modi, the politician whom the population had got so used to see at election rallies attacking the Congress and the Samajvadi Party while brandishing his chest of 56 inches.

The timing of the interview obviously benefited Narendra Modi and his party in terms of electoral gains. This is why it was not surprising to find his detractors crying foul and alleging that the interview was fixed.

Senior journalist and editorial director of India TV Qamar Waheed Naqvi resigned from the news channel in protest against the allegedly "fixed" interview of the Narendra Modi. However, in response to the allegation, the following statement was made by Mr. Rajat, "The interview with Modi was recorded on April 10 in India TV's headquarters in Noida in the presence of 300 people sitting in the audience. How an interview happening in presence of so many people could, be scripted?" said Sharma [44]. The recorded interview was telecast on April 12. According to Sharma, the interview was trending on Twitter the first day, and has had 16 million views on Facebook and 6 million on YouTube so far."

4.4.5.2 Arnab Goswami - Narendra Modi on Times Now

The interview was telecasted on 08thMay 2100 HRS [1]. It was slated to be India's most awaited interview of 2014. Arnab Goswami, the man who John Oliver compared to Fox News anchors, was set to grill Narendra Modi, the controversial politician most likely to be India's prime minister.

While Arnab Goswami tested the wit and might of BJP's candidate, trapping him in his whirlpool of controversial questions, Narendra Modi promptly and cleverly answered all the questions with no sign of hesitation. Mr. Narendra Modi was a picture of complete confidence. Narendra Modi conversational style depicted as if he was extremely assured of getting the numbers needed to form the government

Focus areas of Mr. Modi's interview were:

1. When Arnab lampooned Modi over his recent remark: "Those who observe Durga Ashtami and those who speak Bengali, they're all Mother India's children." Modi fittingly replied, "I'm telling the same thing what the Supreme Court has said. I am saying the same thing what Mamata Banerjee said on 4th August in 2005 in Parliament. I am repeating the same thing what Indrajeet Gupta as a Home Minister said in 1996. And I am restating the same PM Sayeed as a MoS Home had said in 1995."

2. When questioned on illegal infiltrations, Modi staunchly replied, "Votes aayenge jayenge, sarkarein aayegi jayegi, Desh sarvapratham hai." (Votes may come and go, Governments come and go, and it is the nation that is important). This is one of Atal Bihari Vajpayee's oft quoted words from his golden days.

3. When asked about the involvement of RSS or VHP leader in the 2002 riots, Modi fumbled for a brief moment and shot back "We live it up to you to decide."

4. When questioned about Priyanka Gandhi's daughter-remark controversy, Modi slammed the media saying, "Why didn't the media show the clip of my interview when the reality came out?" I'm stunned that why did the media brush the matter under the carpet.

5. When Arnab tried to trap Modi in the same way he did Rahul Gandhi on the 1984 anti-Sikh riots, Modi cautioned Arnab. "You cannot trap me. Your duty is to ask questions and mine is to answer, but what you're doing is a wrong way!"

6. There had been much of muck throwing on Modi relating to Adani land deals, but the most comprehensive answer was, "How can you compare the land rates of Kutch and Ahmadabad?" retorted Modi.

7. Modi gave a brilliant end to the interview and winning hundred's of votes when he said, "All the credit for Gujarat given to me is not right. I've got nothing to work on. It is my team which works, but we have timely meetings to plan forward."

Overall, the interview was a win situation for BJP as well the Times Now.
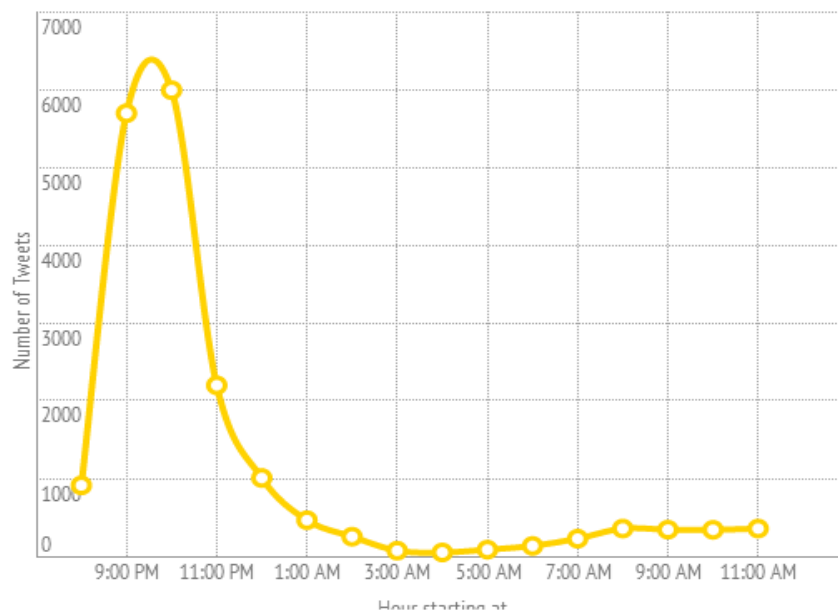
Figure 4.8 Number tweets related to the Arnab-Modi interview vs. Time

Mr Modi's interviews with other channels and print mediums were very well managed ones with huge focus ion good governance and the developments he wishes to bring in India. The interviews were scheduled in a very timely manner so that the Modi wave never left people's mind. Some important interviews and the themes are listed below:

Channel/ Print Medium	Theme
Zee News	Growth plans, Gujarat model and his journey
ABP Ghoshna Patra	Country needs a change
ANI	Politics, policy and foreign relations
CNBC TV 18	Need of the hour: Team India
Economic Times	Decentralization, Empowerment, FDI and policies
Hindustan times	Elections, youth, corruption and manifesto
Amar Ujala	China-America relations, Election strategy and future plans
Navbhaarat Times	Black Money, Party Alliances, FDI and Future plans
India News	Good governance and development
The Times of India	Vision on economy
IANS	Representative, transparent and sensitive government, first 100 day plans
News nation	Policy driven government
Aaj Tak	Skilled India

Table 4.2 Interviews by Mr. Modi to Media

4.5 Developing and nurturing support systems: Dedicated Research teams & efficient coordination

The backbone or the reason behind the win in any battle is its army. Mr. Modi had his team of troops too. A group of dedicated and disciplined backroom boys ensured that Narendra Modi's campaign was organized with military precision, packed with combative tactics and manoeuvres. While most of them were from Gujarat,

nevertheless he was backed by many people from other parts of the country also. His army's base camp was at BJP headquarters, 11, Ashok Road from where they coordinated all the activities.

4.5.1 Key Individuals and their working

4.5.1.1 Vijay Chauthaiwale

Background: He is a molecular biologist and vice-president (discovery research) at Torrent Pharmaceuticals in Ahmadabad.

Location: He took over the operations in Delhi.

Role and responsibility: His task was to coordinate the efforts of RSS with the state leaders and also to coordinate between the Delhi office and Gandhinagar office of Modi. "We managed to establish perfect synergy and coordination among the political, non-political and creative aspect of the campaign," Chauthaiwale told ET Magazine in an interview.

4.5.1.2 Manoj Ladwa

Background: UK-based acquisitions and mergers lawyer headed the research analysis and messaging team of Modi.

Location: He set up control rooms in Lucknow and Varanasi.

Role and responsibility: Ladwa had a relatively more public role though he too managed to operate without attracting too much attention despite his pronounced British accent and impeccable formal attire. He focussed on ensuring effective messaging all over the country and providing inputs to Modi on key issues of the day and help in setting the agenda. Mr. Ladwa worked closely on the creative aspect along with Piyush Pandey's team to tell and amplify the Modi story.

4.5.1.3 Arvind Gupta

Background: Silicon Valley-returned IT professional

Location: Delhi

Role and responsibility: He headed the digital campaign and looked over Facebook, twitter and website related campaigning.

4.5.1.4   Hiren Joshi

Background: Hiren Joshi is an electronics engineer from Pune with a PhD from the Indian Institute of Information Technology & Management, Gwalior. He was an assistant professor at the Manikya Lal Verma Textile and Engineering College, Bhilwara. He has over 18-years of teaching experience before he was hand-picked by Modi to handle his digital presence in 2008.

Location: Delhi

Role and responsibility: While in Gujarat as Modi's OSD, he would use special software that produced analytical charts mapping Modi's time spent, avoiding duplicate meetings, ensuring follow-ups and short-listing visitors to be added to the CM's itinerary. He ensured that tweets were translated in various languages when, in August last year, Modi launched his twitter accounts in Urdu, Kannada, Marathi, Malayalam, Tamil and Bengali. Joshi made NarendraModi.in available in Sanskrit and Hindi too. He gave Mr. Modi a daily report on online activities at 11.30 pm, besides short listing 100 of the thousands of messages marked to Modi on his social media accounts.

4.5.1.5   Daily schedule: How they coordinated

i.   They started the day with a meeting at 9.30 each morning. The agenda for the day was set and uniform messaging was decided. All the spokespersons needed to attend the meeting or at least be there through tele-conferencing.

ii.   By 10.30 am, a briefing note was prepared and circulated to all key people.

iii.   "We studied campaigns around the world, including those of Barack Obama and Tony Blair," Ladwa said. The messages and the slogans were tweaked to strike a chord with people in different regions and states. They also gave region-specific inputs to Modi to help him in his speeches during the rallies. To illustrate: issues of fishermen in coastal areas and infiltration in the Northeast.

iv. More importantly, it was the various teams of driven youngsters they had put together who made the difference. There was a team, for example, whose job was only to monitor the speeches made by Sonia and Rahul Gandhi.

v. "We would pick up the points, especially those that required a rebuttal from Modi, and send them to him within 15 minutes of the speech," said Chauthaiwale. Ladwa's team would send him the suggestions for rebuttal. "The final call was taken by Modiji on how to use the inputs. We had a clear agenda that no issue raised by the opponents should go unanswered," said Ladwa.

4.5.2 Key teams and their working

4.5.2.1   Analytics Team under CAG

The analytics team collected information regarding opponent's campaign, Mr. Modi's campaign, opinion polls, social media, general sentiments and mood of the nation to analyse it and provide useful inputs to drive the future strategy of the campaign.

4.5.2.1.1 Constituency-wise Reports

CAG published constituency-level reports for 400 constituencies in the lead up to the 2014 General Elections. These analytics reports contained PC-AC-Village/Ward-Booth level analysis which was used to create booth-level strategy for 6 lakh polling booths in 12 states and had optimized the critical activity of resource allocation at the ground level.

4.5.2.1.2 Retrospective Analysis

Electoral data of the last 6 elections had been used to segment booths across 400 parliamentary constituencies. Apart from electoral data demographic & socio-economic data was also utilized while segmenting the constituencies and polling booths.

4.5.2.1.3 Real-time Opinion Poll Analysis

This first of its kind initiative in India took the opinion poll & survey analysis to the next level. The analytics team utilized the real-time data collected from face to face interviews carried out by CAG volunteers on the field. The data collected from these interviews was relayed back to the analytics war room in real time and analysis & findings were distributed across field teams in almost real time to allow for minimal turnaround time for re-strategizing [45].

4.5.2.1.4 In-Depth Social Listening Exercise

In-depth discussions with the key influencers were conducted to gauge the socio-political situation. These interviews brought out local electoral patterns and preferences. Data collected from these interviews was then analysed to draw actionable insights for the Campaign Management Support team. These interviews were done on a daily basis with the report reaching the Campaign Management Support team at the end of each day.

4.5.2.1.5 Rapid Action Report

The retrospective, opinion poll and social listening data was combined to prepare a rapid action report which contained a snapshot showing the constantly evolving picture of the constituency which is closer to the ground reality. This empowered the leadership to take decisions based on up-to-date information and not be restricted by opinions.

4.5.2.1.6 Sentiment Analysis

Through in-house language processing, text analysis and computational linguistics tools, subjective information was extracted from News and Social Media feeds. This information was then used to calculate the extent and polarity (positive/negative) of the popular sentiment for a given entity (say Narendra Modi). The outputs of this platform were utilized to fine tune the tone and volume of the social media campaign being run by CAG Social Media Team.

4.5.2.1.7 Social Media Analytics

CAG had developed a targeting strategy using the demographic and geographic profiling of internet users, and by analysing metrics such as number of user interactions, theme of the post etc., the reach and impact of CAG's social media properties was maximized.

4.5.2.1.8 CAG Presence Prioritization Model

CAG analysed social, political and economic factors in 400+ cities across the country to create a prioritization order according to which CAG expanded its activities. Based on this prioritization model CAG chapters were opened in 29 cities across India.

4.5.2.1.9 Policy Analysis

From time to time, a critical analysis of current events and major policies was prepared. Finding were submitted as rejoinder or as notes for the leadership

4.5.2.1.10 Media Analysis

On a daily basis the Research team analysed coverage, tenor of political reaction, and media importance of critical political events.

4.5.2.2 Digital & Social Media Teams

These teams performed below listed tasks:

4.5.2.2.1 Social Media Marketing

The team included of the social media influencers that had penetrated to grass root level of all corners of the country. This had let people engage and talk about all their events.

4.5.2.2.2 Email/SMS Marketing

In order to enhance their relationship with our extensive base of clients, they used various technologies of mass messaging so as to convey the information.

4.5.2.2.3 Creative Designing

To convey an idea by a visual mode, they had a creative designing team that used a mix of text, colours and styling to create graphics that honed the art of communication

4.5.2.3 Some other products launched by research teams

4.5.2.3.1 Mega Chargesheet

'Mega Chargesheet' is a unique product developed by CAG. This 56 page document contained a chargesheet for the central government, every non NDA state and an achievement sheet for every NDA state in the country - from Kerala to Kashmir.

4.5.2.3.2 Moditva

Moditva the book is a collection of 14 short essays derived from quotes of MrModi's 13 year tenure as Chief Minster. The book has been edited and compiled by CAG's research team and was launched by BJP President Shri Rajnath Singh on Feb 25th, 2014. The book had become a category best seller on major portals such as Amazon India during elections.

4.5.2.3.3 External Publications

The CAG research team has published its commentary on important political events, economic and foreign policies in leading Indian and international publication such as The Hindu, The Indian Express, and The Diplomat etc.

4.5.2.3.4 Content Development

For major CAG campaigns and initiatives the research team provided related content for specific target audience. The team was able to generate content of both social media

and door to door campaigning. NaMo Cards, Why NaMo, Speech synopsis brochures are some of the significant products developed by this team.

4.5.2.4   Grassroots Campaign Management Teams for activities like:

Many grass root level teams were developed to manage each and every aspect of the campaign. There were special teams for various flagship events like Chai pe Charcha, Run for Unity, Manthan and Statue of Unity.

4.5.2.5   Technology Team

It developed various internal tools to support the campaign like:

4.5.2.5.1 Sivraj

Sivraj was CAG's internal data profiling and filtration tool. It helped on-field teams in sending the right data to the right people.

4.5.2.5.2 Pollsters

Pollsters as the name suggests, was CAG's premier canvassing tool. It was available to their volunteers on mobile as well as on web.

4.6   Financial Backing by corporate as well as public

Mr. Modi and his party, BJP, received huge amount of contributions from individuals as well as big names in the corporate world. These contributions could be attributed to people's desire for a party in power which could implement good governance or some personal motives. These donations, however, constantly remained surrounded by many controversies.

4.6.1 Modi for PM fund

 "Small donations are made by millions of people who exhibit their support through these donations." were the words used by Jaitley to describe Modi for PM Fund. It

launched on 14 January; was a 2 month long campaign. This campaign was run by 20,000 volunteers.

BJP was using the "one vote, one note" technique mastered by the late Kanshi Ram when he formed the Bahujan Samaj Party (BSP) in the 1980s and used to travel on a bicycle across Uttar Pradesh, carrying a bag to collect funds for his party.

Each activist went to 100 households and only Indian citizens could donate in the 'Modi4PM fund. Donations ranged between Rs. 10 and Rs. 1,000, were collected both online and off-line backed by regular receipts/coupons. Offline, volunteers of the party collected mobile-enabled donations wherein people donated through mobile payment gateway and SMS. All donors were given immediate receipt of payments through SMS. This campaign aimed to reach 10 crore households11 and was successful in it. The focus areas were urban and semi-urban areas. "It is not that the BJP will not go to rural areas but the main focus will be urban areas," said Arvind Gupta, who heads the information technology cell at the BJP.

"We are going to hire 20,000 of these machines that will give receipts to donors immediately after they deposit money. The receipt will have details about name of donor, mobile number and other necessary information. Apart from the paper receipt, an SMS will also be sent on the mobile phone of the donor," Gupta said in an interview. He and his team members believed that if volunteers were able to complete the task of reaching 100 million households, the BJP, as an organization, would connect with 400-500 million people. At least 250-315 of them are likely to be voters. India has around 750 million voters. So, they would not be only able to collect funds but the important point was that these volunteers would be able to meet voters first hand.

The collections were deposited in banks. This also strengthened the block and district units of the party since each had sufficient money in its bank account to support its

political activities including elections and at the same time brought in more votes for the party.

4.6.2 Ajeevan Sahyog Nidhi

This was a long term funding strategy of BJP which also benefited the campaign funding. In this program, thousands of people annually subscribed a certain amount to the party.

4.6.3 Controversies related to funding

Modi for PM fund is illegal.
In an interview Mamta Banerjee questioned the funding program initiated by BJP. "PM and CM can only have Relief Fund. How can a political party collect fund for PM?" Mamta Banerjee said.

Kejriwal accused BJP of being funded by Mukesh Ambani
During conversation with NDTV Aam Admi Party leader accused Mr. Modi of receiving huge amount of funds from Mr. Ambani in return of favours in case his party comes into power[46].

Mr Modi kept silent because of his links with the Reliance chairman. But, Mr. Kejriwal didn't stop the controversy then and there and wrote a public letter: "What is your party's and your connection to Mukesh Ambani? Who is funding your campaign? Who spends crores on your rallies? Some say it is Mukesh Ambani. Is it true?" Mr Kejriwal asked. "You and Rahul Gandhi use private helicopters. Who do these helicopters belong to? Do you get these for free or do you have to pay for it?" Media played like a fuel in the fire by constantly flashing the controversy on the news channels as well print media.

Kapil Sibal accusation
"The corporate sector is fuelling the campaign of BJP's Prime Ministerial candidate Narendra Modi because it wants "freebies" from him which he has extended in Gujarat,

Law Minister" Kapil Sibal said in an interview then. "Rs 2.50 lakh per plate for dinner? Is that not something which tells you what business community wants? They want freebies from Modi as he has given them in Gujarat. That's why they are backing him." this was a statement made by some other renowned person.

Allegations by Congress

Rahul Gandhi alleged that corporate were pumping money into the saffron party's campaign. "They (BJP) do politics of two-three corporate as they gift them 'mota paisa' (hefty money). From where is the money for big cut-outs and posters coming," He alleged that Modi gave nearly Rs 26,000 crore of electricity and Rs 15,000 crore of land to one industrialist, which is much more than Rs 30,000 crore that Congress gave to poor through MNREGA in a year.

Congress vice-president Rahul Gandhi also harped on the 'pro-rich toffee model of development' in Gujarat and said industrialists who had reaped its benefit were funding Narendra Modi's expensive election campaign. "He is spending about Rs 10 crore on each public meeting. There are advertisements in newspapers. Where is this money coming from? Those who have gained from the toffee model are funding this marketing," Rahul said [47].

Rahul reiterated that Modi has given land of Aurangabad's size, around 45,000 acres, for a mere Rs 300 crore to Adanis. He also said Gujarat government has given away sea beach stretch equal to Mumbai's total beach line to an individual at a price of Rs 33 crore. The Gujarat government had given Rs 10,000 crore to the Tata Group for the Nano factory with just one per cent interest rate was also one of his allegation.

The Congress also charged the Manohar Parrikar-led government with "possibly transferring funds to Gujarat ahead of the Assembly election scheduled this week, to help Narendra Modi," by overcharging stakeholders in the tourism sector. [6]

100

Chidambara, also questioned BJPs funding as he estimated that one massive rally addressed by Modi in Chennai coasted about Rs 20 crore. The BJP claims Modi is holding 400 rallies across the country. Assuming that 200 of those are of the variety like the Patna and Chennai rally and assuming that even Rs 5 or Rs 10 crore are being spent on each, they must explain how they are getting Rs 2000 crore for their election campaign.

Ford Foundation controversy

Initially Udit Raj (BJP candidate from North West Delhi) and BJP claimed Ford Foundation is a front of US government's intelligence agency CIA and targeted AAP leader Arvind Kejriwal over the fact that his NGO Kabir received funding from the Foundation. Raj claimed he was not aware of Gujarat government and Ford Foundation link but when provided with the details he said there was nothing wrong if government took it but NGOs should not take it. He claimed if NGOs took money they would destabilize the country but a state government would not do so.

As per Foundation report, GEER Foundation, a Gujarat government agency, received $1, 22,000 in 2002. The chief minister of Gujarat was ex-officio chairman of the Foundation. Another agency Gujarat Institute of Development Research (GIDR), whose financial advisor was Gujarat's education department, received $197,759, the same year.

4.7 Efficient use of IT and modern technologies

This was India's first election with such large-scale usage of technology, open-access internet platforms to connect, build conversations, share, mobilize opinion, and citizen action [48].

Prime minister-elect Narendra Modi saw this firsthand and had the first-mover advantage in using these technology tools to reach out to India's huge youth demographic. The outcome of any campaign depends on how good you are and how bad the opponent is. That was the strategy of Mr. Narendra Modi.

According to various advertising professionals including renowned professional Swapan Seth, Modi had a firm-footed strategy and nimble-footed tactics to promote BJP. The BJP's campaign included print, television, radio, outdoor, mobile and digital advertisements, with more than 230 television commercials in multiple languages, said Piyush Pandey, also a renowned commercial advertising professional, in an interview. He belongs to the advertising agency, Ogilvy & Martin, which assisted with the campaign through its subsidiary company, Soho Square.

4.7.1 Use of Mobile Technology

PM Modi's first order of business was ensuring that his first maha rally in Rewari on September 15 was available on mobile phone. Subscribers could listen to pre-recorded clips of Modi talking about issues such as inflation, development, corruption. Campaign insiders said that more than three million people had heard Modi's speeches by dialling 4501-4501 in April alone.

The campaign's next offerings came in January: The India272+ mobile app for Android devices and the Modi4PM donation drive. Volunteers set up canopies to collect money and promote Modi.

4.7.2 GPS fitted Vans

Mr. Modi's campaign team made an innovative use of GPS enabled vans with LED screens. Through March and April, a fleet of GPS-fitted vans, or digital raths, drove to village squares across Uttar Pradesh and Bihar and played clips of Modi's speeches on 55-inch LED screens.

4.7.3 3D Holographic Projection

Narendra Modi had been under pressure from the majority of his party's candidates, who were seeking he visited their constituencies during the poll campaign. Yet travel in the region was extremely difficult, with huge distances having to be covered to reach every constituency.

So Modi and his team hatched an imaginative campaign plan – to overcome any difficulties by using satellite communication and projection technology to take Modi's avatar to the masses, connecting him with the electorate, but virtually.

Mobilizing teams of riggers, projectionists, lighting designers and sound crews – a team of around 200 technicians were involved throughout the entire project. He embraced Musion's hologram technology once more in a bid to lead India.

Indeed, the equipment list alone was staggering: over 30,000 square meters of our Musion patented holographic projection foil; 200 Christie 20k and 14k projectors; 400 satellite dishes; 5,500 metres of trusses, 1,300 lights; 500 audio speakers; 200 sound mixers and power amps; and 14,000 metres of speaker and power cables were some of the equipments used in the rallies. Musion team even equipped and trained over 200 installation crews, which travelled around India working with the stages and installing systems.

First used in Gujarat, albeit on a smaller scale, the 3D rallies were a way to connect with people in multiple places where he could not visit. From April 11 to 30, several rounds of 3D rallies were held covering 750 locations – from Kashmir to Kerala and from Maharashtra to Assam. Around 750 3D Rallies were recorded till 1st May to which a figure of 600 more rallies was added in just 10 more days. In all, 1350 rallies were held through the 3D technology across the nation.

Those who attended the 3D rallies said it was an experience of a lifetime. It gave a realistic view to the viewers. A Financial Times blog reported that Modi was present simultaneously at 150 locations, thanks to the 3D hologram images created for his public meetings. Narendra Modi's 55-minute speech was broadcast simultaneously to 53 separate locations in 26 cities in Gujarat, becoming a Guinness Word Record. Modi's campaign really captured the imagination – with reports that some villagers were so

convinced that the Chief Minister was actually in person that they barricaded the roads to keep him in their village. There were even reports that people told to BJP Karyakartas- "we want to meet Modi ji on stage…" such was the buzz these rallies generated.

The events enabled Narendra Modi to extend the reach of his campaign's message and provided multiple opportunities to appear before his electorate in 1,500 locations and, in doing so, personally addressed 100 million voters.

4.7.4 Extensive Use of Social Media – Twitter, Facebook, YouTube

Narendra Modi campaign on Facebook [49] and twitter was based on only one theme: How "likes" and "tweets" bring votes. He used NarendraModi as his Facebook and twitter handle. When December 2013 Assembly Elections were concluded, Narendra Modi already had 8 million fans on Facebook. On March 6, when elections were announced Modi had crossed 11 million fans.

As and when the national campaign momentum picked up, Modi's fan base increased by 28.7% crossing 14 million fans by May 12—the second most "liked" politician on Facebook after Obama. The figure below shows him with celebrity film star Rajnikanth was liked, shared and commented upon by more than 2.2 million people.

Figure 4.9 Narendra Modi post on Facebook with Rajnikanth

In addition, the campaign mounted other support networks and communities on Facebook like "India 272+" volunteering program, used the BJP's party's official page to organize a massive mobilization.

The main issues discussed on the social networking sites were jobs, education and corruption. Some facts and figure to be presented are:

- Around 29 million people discussed elections
- 13 million people followers out of which he got more than 100,000 followers in barely a month.
- 227 million interactions(post, shares & like and comments)
- 31 million saw Facebook alert on polling day[2]

Modi even baited his opponents on Twitter quite frequently, shared videos and posts instances from his campaign trail. He also had an unofficial twit army which readily lynched anyone trying to bring their leader down.

Each of the social media used by Mr. Modi is discussed below:

4.7.4.1 Twitter

Twitter is where Narendra Modi had generated the maximum buzz. Surrounded by more than 3.5 million followers, his voice got amplified as most of his tweets get hundreds of retweets in no time!
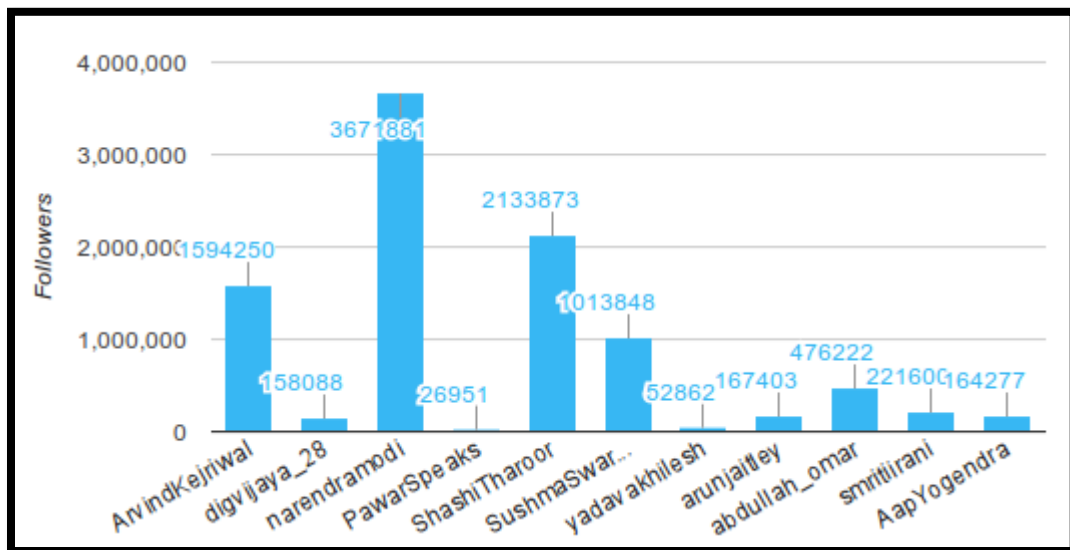
Figure 4.10 Twitter following of some politicians

Even though his Twitter handle tweeted regularly throughout the day, the kind of content that he shared was nothing spectacular.

Figure 4.11 Comparison of number of tweets by some politicians
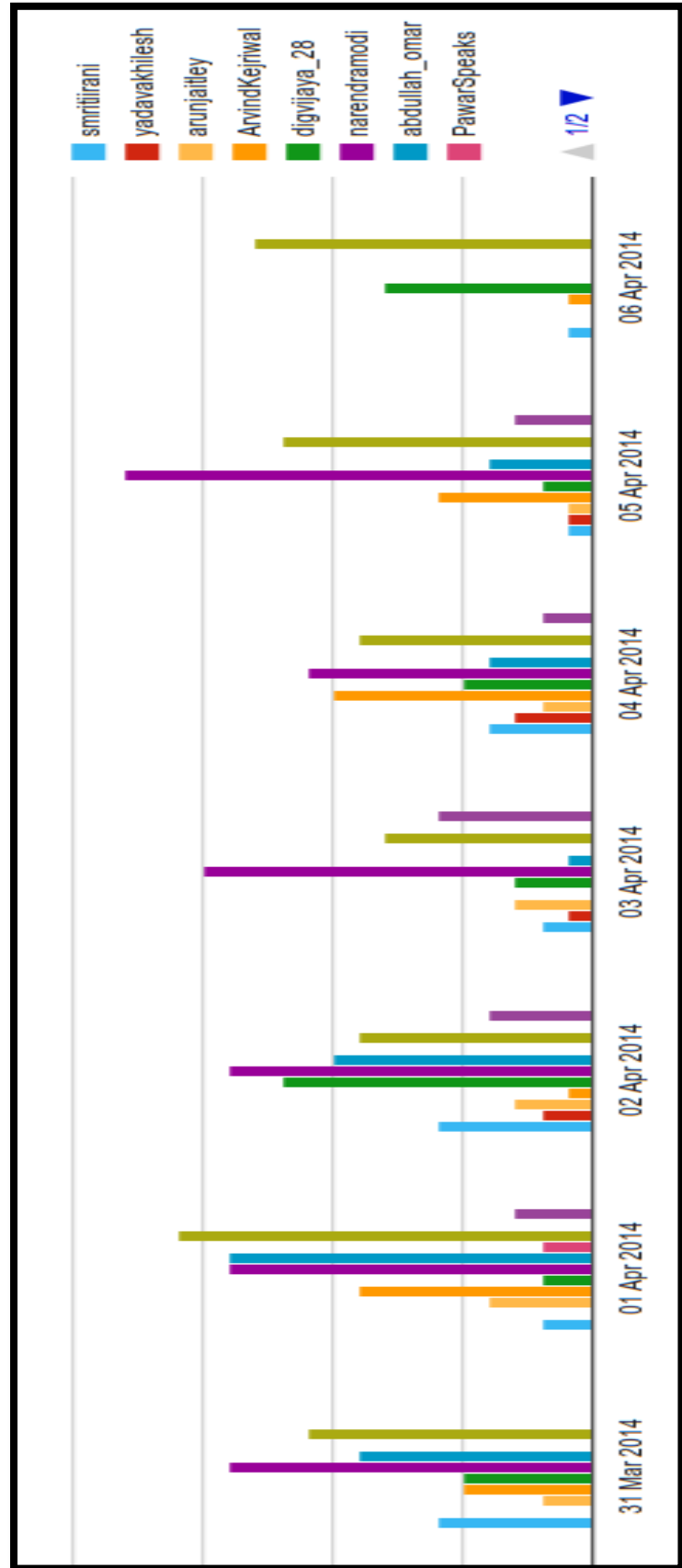
Most of his tweets were about sharing his stories for his campaign trails. He shared the sentiments of the people he met, the state of that particular city/region and the response of people towards BJP.
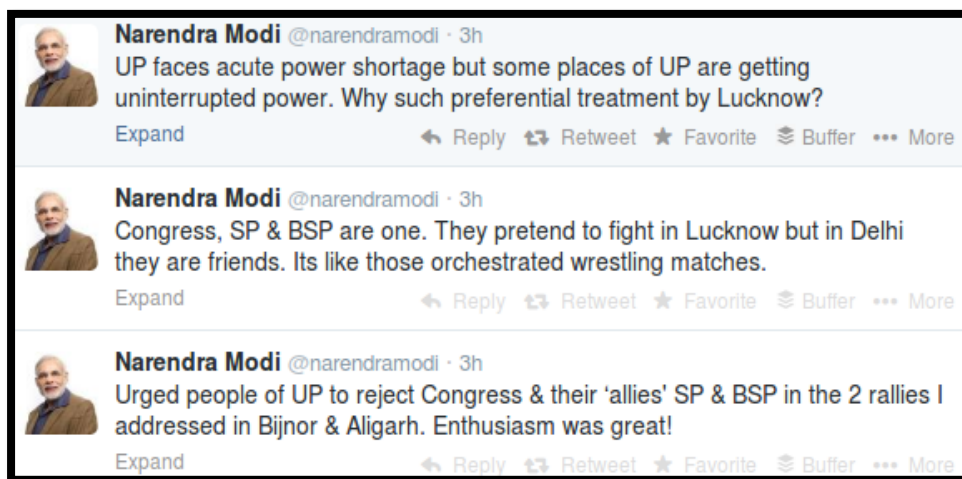
Figure 4.12 A showcase of Mr. Modi's tweets targeting Congress

Moreover, he also bashed the Congress quite frequently in his tweets. Targeting the incumbent party for poor economy and taking pot shots at Rahul Gandhi seemed to be his favourite. Even though he had managed to engage only 3% of his followers, he had derived a total engagement of 128k, which was 3X more than his closest rival, Arvind Kejriwal.
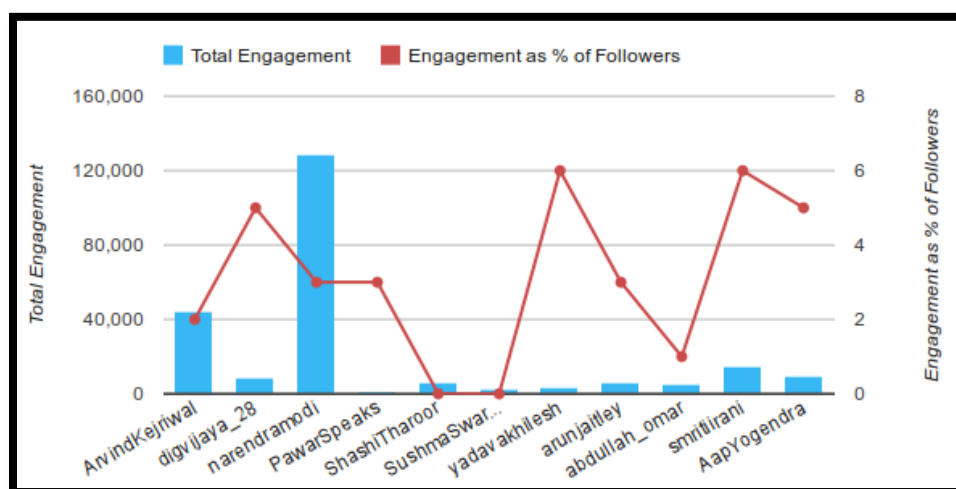
Figure 4.13 Engagement percentages of followers

He even got a flood of mentions by users on Twitter on a daily basis. Arvind Kejriwal, however, led this race for mentions. Both were neck to neck as people were talking only about these two stalwarts on Twitter.

Figure 4.14 Comparison of mentions in tweets
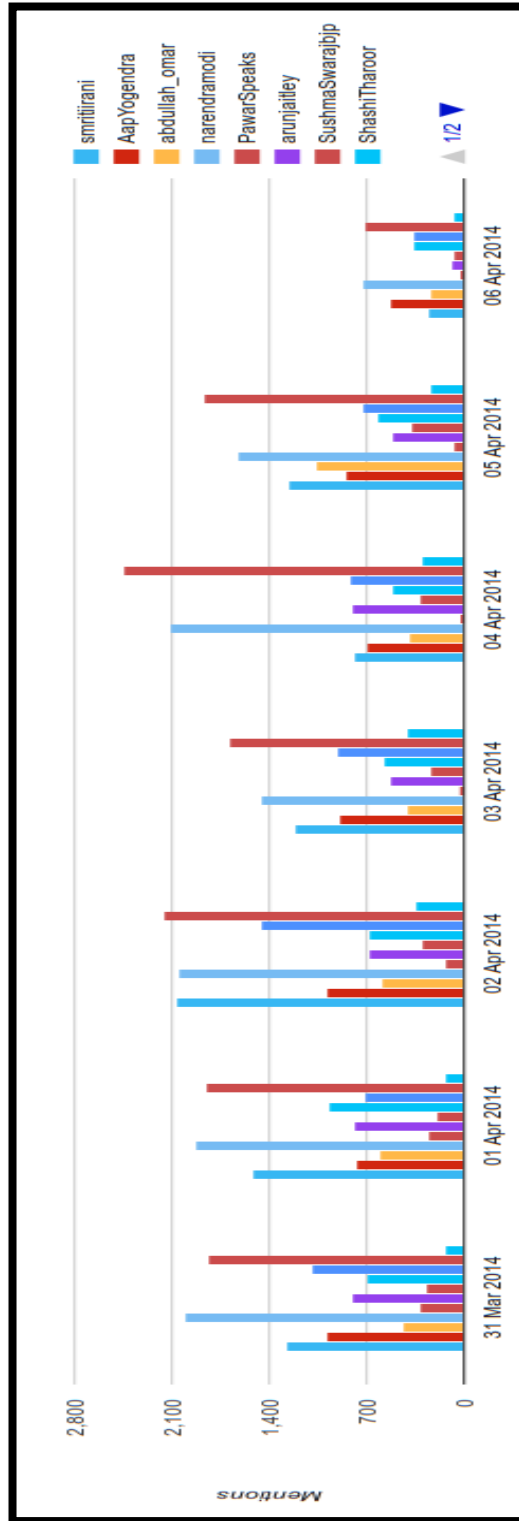
4.7.4.2   Facebook

Needless to say, he had the biggest community on Facebook.
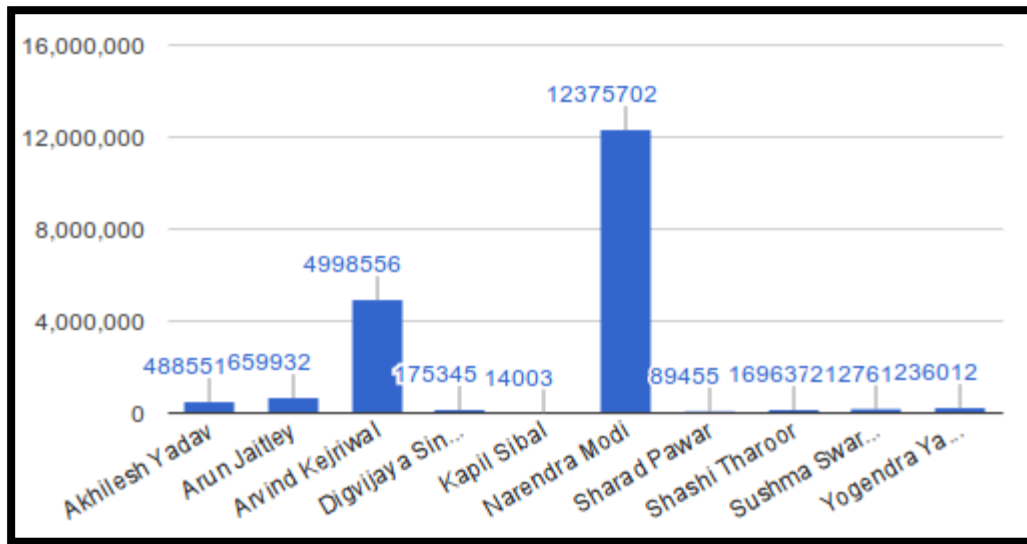
Figure 4.15 Community size on Facebook

The content shared by Narendra Modi's page was very much similar to what was shared on Twitter – less potshots on Rahul Gandhi and more images from his rallies.

Figure 4.16 Snapshot of a Facebook post by Mr. Modi regarding his rally

He had managed to engage an impressive number of people with his updates. With a total engagement of 2.35 million, he was light years ahead of any other politician out there. The closest any politician has managed to come was Arun Jaitley, with a total engagement of 143k – 1/20th of Narendra Modi's page.
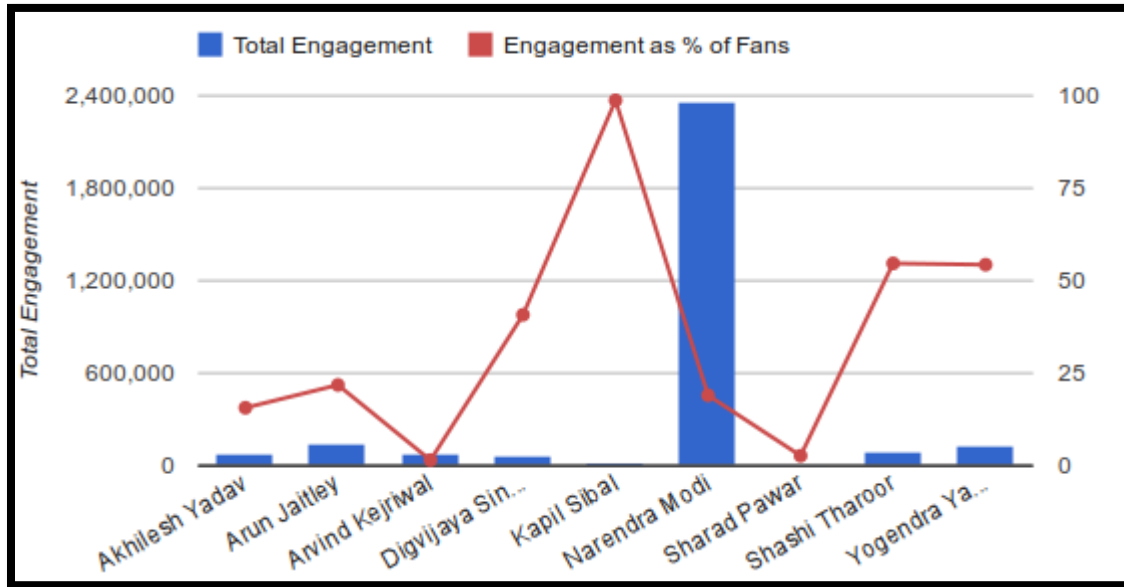
Figure 4.17 Engagement percentages of fans
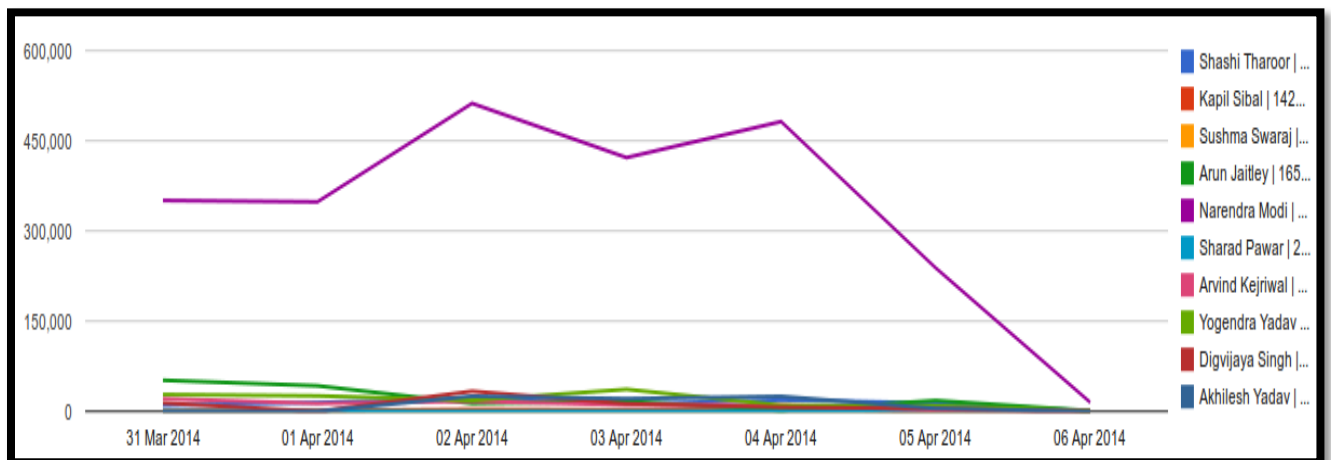
Figure 4.18 Comparison of engagement level of fans vs. time

4.7.4.3　Pinterest

He's got a decent 2600 odd followers on <u>Pinterest</u> who kept track of his pins and shares. He had made good use of boards and kept sharing content around his campaign activities and his ideas for the growth of India.

4.7.4.4　YouTube

Boasting of more than 132k subscribers and cumulative video view count on the north of 15m, Narendra Modi's YouTube channel was filled with his speeches.

Figure 4.19 Mr. Modi's YouTube channel snapshot

Every single rally of his was captured and uploaded on his YouTube channel for his online fans to watch. These videos were then embedded on his blog and they got shared on Facebook & Twitter.

The channel was making good use of playlists and was also sharing videos with subtitles for people of different regions to view them.

4.7.4.5   Google Plus

He had a huge following on Google Plus as well – 1.267m followers. The content was strikingly similar to Facebook and saw a decent engagement.

Apart from all these platforms, he was also present on Flickr, Tumblr and StumbleUpon but was very less active. He also had a blog where he posted every month or so.

4.7.5   SMS Campaigns & Missed Calls seeking Voter ID card Number

The party built a team of over one million people to spread the party's message to voters. These supporters, not necessarily party members, used various methods, including SMS and social media, to reach out to voters. SMS's, WhatsApp texts and voice calls were made to around 130 million people.

On February 19, a week after Modi's Facebook likes hit the 10-million mark, the campaign launched a special NaMo Number. An SMS, missed call, or WhatsApp message to 78200-78200 added the user to BJP's database as a potential volunteer. Campaign sources said they received an average of 100,000 missed calls on a daily basis, and that the total interactions with people through this service had then hit 130 million-more than half of the campaign's total outreach.

The main theme of the 'NaMo number' was:

Mera vote, mera network,mere liye, desh ke liye

Build your own network of NaMo voters- Get Every NaMo Supporter to SMS their Voter ID to 7820078200 and ask them to add your mobile number at the end.

Measure your Contribution via NaMoNumber-Your NaMoNumber is the votes for NaMo that you are responsible for. The higher your NaMoNumber, the greater your impact on NaMo's success.

Mr. Modi's team also launched 'Get Out the Vote on Election Day' campaign. The online website created for this purpose 'www.NaMonumber.com" consisted of a NaMoNumber Dashboard page (once you login) which showed the voting date and mobile number for everyone in the person's network. On the voting day, the person could call and make sure that everyone in his network voted. [6]

4.7.6 Video Calls – First Politician to use Google hangout [50]

Mr. Modi left no stone unturned in giving in all his efforts to the campaign. He was the first politician in India who used video services as that of Google hangout to promote his candidature. Mr. Modi hung out on Google+ and answered questions from followers.

The 2 hour video broadcast in September on Google+ was watched by 82,000 people live on YouTube from 116 countries. In a week from the hangout, the video got nearly 555,000 views. Modi followers claimed that this was more the 712,000 views US President Barack Obama's hangout witnessed in 9 months. Modi later had more than 3 lakh people in his G+ circles.

4.7.7 Live audio-video broadcasting of speeches

Modi streamed his speech and other important events on his website live. Modi lovers got to see and hear him in his true avatar without the Television anchors trying to

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comment on everything he does. He put up his campaign schedule online for everyone to see.

To reach large public, his speeches were even live telecasted on some cinema theatres of Hyderabad to reach large masses. All his speeches were available on http://www.NarendraModi.in/liveevent/social/

CHAPTER 05: RESULT ANALYSIS

The analysis of the results which shows the final result of number of seats each party got in the general Lok Sabha election 2014.

It also includes the state wise analysis of the number of seats each party got, the number of votes received and the vote percentage share of each party.

All India

Party wise data	
Party	**Seats**
Bharatiya Janata Party	282
Communist Party of India	1
Communist Party of India (Marxist)	9
Indian National Congress	44
Nationalist Congress Party	6
Aam Aadmi Party	4
All India Anna Dravida Munnetra Kazhagam	37
All India N.R. Congress	1
All India TriNaMool Congress	34
All India United Democratic Front	3
Biju Janata Dal	20
Indian National Lok Dal	2
Indian Union Muslim League	2
Jammu & Kashmir Peoples Democratic Party	3
Janata Dal (Secular)	2
Janata Dal (United)	2
Jharkhand Mukti Morcha	2
Kerala Congress (M)	1
Lok Jan Shakti Party	6
Naga Peoples Front	1
National Peoples Party	1
Pattali Makkal Katchi	1
Rashtriya Janata Dal	4
Revolutionary Socialist Party	1
Samajwadi Party	5
Shiromani Akali Dal	4
Shivsena	18
Sikkim Democratic Front	1
Telangana Rashtra Samithi	11
Telugu Desam	16
All India Majlis-E-Ittehadul Muslimeen	1
Apna Dal	2
Rashtriya Lok Samta Party	3
Swabhimani Paksha	1
Yuvajana Sramika Rythu Congress Party	9
Independent	3
Total	**543**

Delhi

NCT OF Delhi Result Status

Status Known For 7 out of 7 Constituencies

Party	Won
Bharatiya Janata Party	7
Total	**7**

Party	Total votes	Vote share
BJP	3838850	46.40%
AAAP	2722887	32.90%
INC	1253078	15.10%
IND	261664	3.20%
BSP	101609	1.20%
NOTA	39690	0.50%

Bihar

Bihar Result Status

Status Known For 40 out of 40 Constituencies

Party	Won
Bharatiya Janata Party	22
Indian National Congress	2
Nationalist Congress Party	1
Janata Dal (United)	2
Lok Jan Shakti Party	6
Rashtriya Janata Dal	4
Rashtriya Lok Samta Party	3
Total	**40**

Party	Total votes	Vote share
BJP	10543023	29.40%
RJD	7224893	20.10%
JD(U)	5662444	15.80%
INC	3021065	8.40%
LJP	2295929	6.40%
IND	1533258	4.30%
BLSP	1078473	3.00%
BSP	765758	2.10%
CPI(ML)(L)	463045	1.30%
NCP	431292	1.20%
CPI	413347	1.20%
AAAP	338637	0.90%
JMM	189265	0.50%
SHS	147906	0.40%
BMUP	144964	0.40%
CPM	106297	0.30%
SP	98331	0.30%
BED	83907	0.20%
SJP(R)	56145	0.20%
JDR	53864	0.20%
NOTA	581011	1.60%

Uttar Pradesh

Uttar Pradesh Result Status

Status Known For 80 out of 80 Constituencies

Party	Won
Bharatiya Janata Party	71
Indian National Congress	2
Samajwadi Party	5
Apna Dal	2
Total	**80**

Party	Total votes	Vote share
BJP	34318576	42.30%
SP	17988792	22.20%
BSP	15914019	19.60%
INC	6061236	7.50%
IND	1414855	1.70%
AAAP	821301	1.00%
AD	812325	1.00%

RLD	689409	0.90%
PECP	500482	0.60%
QED	354578	0.40%
BMUP	153821	0.20%
CPI	129471	0.20%
NOTA	592211	0.70%

Maharashtra

Maharashtra Result Status

Status Known For 48 out of 48 Constituencies	
Party	**Won**
Bharatiya Janata Party	23
Indian National Congress	2
Nationalist Congress Party	4
Shivsena	18
Swabhimani Paksha	1
Total	**48**

Party	Total votes	Vote share
BJP	13308961	27.30%
SHS	10051090	20.60%
INC	8830902	18.10%
NCP	7782275	16.00%
IND	1584446	3.30%
BSP	1271693	2.60%
SWP	1105073	2.30%
AAAP	1089117	2.20%
MNS	708118	1.50%
PWPI	497721	1.00%
RSPS	451843	0.90%
BBM	360854	0.70%
BVA	293681	0.60%
BMUP	205544	0.40%
CPM	181629	0.40%
RPI	73984	0.20%
SP	73734	0.20%
RPI(A)	71808	0.10%
NOTA	433180	0.90%

Andaman & Nicobar Islands

Andaman & Nicobar Islands Result Status

Status Known For 1 out of 1 Constituencies	
Party	**Won**
Bharatiya Janata Party	1
Total	**1**

Party	Total votes	Vote share
BJP	90969	47.80%
INC	83157	43.70%
AAAP	3737	2.00%
IND	3511	1.80%
AITC	2283	1.20%
CPM	1777	0.90%
NCP	1151	0.60%
BSP	1139	0.60%
CPI(ML)(L)	436	0.20%

SP	379	0.20%
NOTA	1564	0.80%

Andhra Pradesh

Andhra Pradesh Result Status

Status Known For 42 out of 42 Constituencies

Party	Won
Bharatiya Janata Party	3
Indian National Congress	2
Telangana Rashtra Samithi	11
Telugu Desam	16
All India Majlis-E-Ittehadul Muslimeen	1
Yuvajana Sramika Rythu Congress Party	9
Total	**42**

Party	Total votes	Vote share
TDP	14094545	29.10%
YSRCP	139912	28.90%
TRS	6736490	13.90%
INC	5578565	11.50%
BJP	4091876	8.50%
IND	949553	2.00%
AIMIM	685729	1.40%
BSP	397534	0.80%
JaSPa	204235	0.40%
CPI	187653	0.40%
PPOI	175843	0.40%
CPM	158529	0.30%
LSP	158243	0.30%
AAAP	102381	0.20%
WPOI	92667	0.20%
NOTA	340615	0.70%

Arunachal Pradesh

Arunachal Pradesh Result Status

Status Known For 2 out of 2 Constituencies

Party	Won
Bharatiya Janata Party	1
Indian National Congress	1
Total	**2**

Party	Total votes	Vote share
BJP	275344	46.10%
INC	246084	41.20%
PPA	47018	7.90%
AITC	9135	1.50%
NCP	6065	1.00%
AAAP	3647	0.60%
IND	2362	0.40%
LB	980	0.20%
NOTA	6321	1.10%

Assam

Assam Result Status

Status Known For 14 out of 14 Constituencies

Party	Won
Bharatiya Janata Party	7

Party	Total votes	Vote share
BJP	5507152	36.50%
INC	4467295	29.60%
AIUDF	2237612	14.80%

Indian National Congress	3
All India United Democratic Front	3
Independent	1
Total	**14**

IND	1436900	9.50%
AGP	577730	3.80%
BOPF	330106	2.20%
AITC	106661	0.70%
CPM	64945	0.40%
CPI(ML)(L)	42015	0.30%
SUCI	37850	0.30%
CPI	28930	0.20%
AAAP	28613	0.20%
SP	24650	0.20%
NOTA	147057	1.00%

Chandigarh

Chandigarh Result Status	
Status Known For 1 out of 1 Constituencies	
Party	**Won**
Bharatiya Janata Party	1
Total	**1**

Party	Total votes	Vote share
BJP	191362	42.20%
INC	121720	26.80%
AAAP	108679	24.00%
BSP	15934	3.50%
IND	8496	1.90%
CPI(ML)(L)	1968	0.40%
IVD	640	0.10%
NOTA	3106	0.70%

Chhattisgarh

Chhattisgarh Result Status	
Status Known For 11 out of 11 Constituencies	
Party	**Won**
Bharatiya Janata Party	10
Indian National Congress	1
Total	**11**

Party	Total votes	Vote share
BJP	5973904	48.70%
INC	4702813	38.40%
IND	516427	4.20%
BSP	293910	2.40%
AAAP	140681	1.10%
GGP	99644	0.80%
APoI	73682	0.60%
CPI	57365	0.50%
CSM	30074	0.20%
SP	19907	0.20%
NOTA	224889	1.80%

Dadra & Nagar Haveli

Dadra & Nagar Haveli Result Status

Status Known For 1 out of 1 Constituencies	
Party	Won
Bharatiya Janata Party	1
Total	**1**

Party	Total votes	Vote share
BJP	80790	48.90%
INC	74575	45.10%
IND	2786	1.70%
NCP	1611	1.00%
BSP	982	0.60%
AAAP	621	0.40%
SHS	378	0.20%
BMUP	348	0.20%
JD(U)	232	0.10%
NOTA	2962	1.80%

Daman & Diu

Daman & Diu Result Status

Status Known For 1 out of 1 Constituencies	
Party	Won
Bharatiya Janata Party	1
Total	**1**

Party	Total votes	Vote share
BJP	46960	53.80%
INC	37738	43.30%
AAAP	729	0.80%
BSP	490	0.60%
NOTA	1316	1.50%

Goa

Goa Result Status

Status Known For 2 out of 2 Constituencies	
Party	Won
Bharatiya Janata Party	2
Total	**2**

Party	Total votes	Vote share
BJP	436679	53.40%
INC	298750	36.60%
AAAP	27103	3.30%
IND	17152	2.10%
AITC	11941	1.00%
CPI	10077	1.20%
SJP(R)	3216	0.40%
NOTA	10103	1.20%

Gujarat

Gujarat Result Status

Status Known For 26 out of 26 Constituencies	
Party	Won
Bharatiya Janata Party	26
Total	**26**

Party	Total votes	Vote share
BJP	15249243	59.10%
INC	8486083	32.90%
IND	542011	2.10%
AAAP	301558	1.20%
BSP	243949	0.90%
NCP	240466	0.90%

JD(U)	101660	0.40%
BMUP	46956	0.20%
NOTA	454880	1.80%

Haryana

Haryana Result Status

Status Known For 10 out of 10 Constituencies	
Party	**Won**
Bharatiya Janata Party	7
Indian National Congress	1
Indian National Lok Dal	2
Total	**10**

Party	Total votes	Vote share
BJP	3993527	34.75
INLD	2799899	24.4
INC	2634905	22.9
HJCBL	703698	6.1
BSP	527013	4.6
AAAP	488019	4.2
IND	191273	1.7
CPI	22068	0.25
CPM	21168	0.20%
NOTA	34225	0.30%

Himachal Pradesh

Himachal Pradesh Result Status

Status Known For 4 out of 4 Constituencies	
Party	**Won**
Bharatiya Janata Party	4
Total	**4**

Party	Total votes	Vote share
BJP	1652995	53.30%
INC	1260477	40.70%
AAAP	63351	2.00%
IND	28507	0.90%
CPM	25399	0.80%
BSP	22928	0.70%
SP	8444	0.30%
SHS	4709	0.20%
NOTA	29156	0.90%

Jammu & Kashmir

Jammu & Kashmir Result Status

Status Known For 6 out of 6 Constituencies	
Party	**Won**
Bharatiya Janata Party	3
Jammu & Kashmir Peoples Democratic Party	3
Total	**6**

Party	Total votes	Vote share
BBJP	1154220	32.40%
INC	815510	22.90%
JKPDP	732644	20.50%
JKN	396713	11.10%
IND	223498	6.30%
JPC	71154	2.00%
BSP	54091	1.50%
JKNPP	43452	1.20%
SP	6843	0.20%

AAAP	6523	0.20%
SDP	6042	0.20%
GaAP	5566	0.20%
NOTA	31550	0.90%

Jharkhand

Jharkhand Result Status

Status Known For 14 out of 14 Constituencies	
Party	**Won**
Bharatiya Janata Party	12
Jharkhand Mukti Morcha	2
Total	**14**

Party	Total votes	Vote share
BJP	5207439	40.10%
INC	1724740	13.30%
JVM	1567655	12.10%
JMM	1205031	9.30%
AJSUP	481667	3.70%
IND	426224	33%
CPI(ML)(L)	319222	2.50%
AITC	306332	2.40%
JBSP	215607	1.70%
RJD	212571	1.60%
JKP	203869	1.60%
BSP	140141	1.10%
MCO	110185	0.80%
AAAP	89302	0.70%
JD(U)	86092	0.70%
CPI	78029	0.60%
CPM	68212	0.50%
SP	57401	0.40%
JDP	41387	0.30%
BMUP	39752	0.30%
RADP	38322	0.30%
AIFB	33873	0.30%
IUML	19543	0.20%
NOTA	190927	1.50%

Karnataka

Karnataka Result Status

Status Known For 28 out of 28 Constituencies	
Party	**Won**
Bharatiya Janata Party	17
Indian National Congress	9
Janata Dal (Secular)	2
Total	**28**

Party	Total votes	Vote share
BJP	13350285	43.00%
INC	12666530	40.80%
JD(S)	3406465	11.00%
IND	483548	1.60%
BSP	265006	0.90%
AAAP	254501	0.80%
NOTA	257873	0.80%

Kerala

Kerala Result Status

Status Known For 20 out of 20 Constituencies

Party	Won
Communist Party of India	1
Communist Party of India (Marxist)	5
Indian National Congress	8
Indian Union Muslim League	2
Kerala Congress (M)	1
Revolutionary Socialist Party	1
Independent	2
Total	**20**

Party	Total votes	Vote share
INC	5590285	31.10%
CPM	3880655	21.60%
IND	2042290	11.40%
BJP	1856750	10.30%
CPI	1364010	7.60%
IUML	816226	4.50%
KEC(M)	424194	2.40%
RSP	408528	2.30%
SJD	307597	1.70%
JD(S)	303595	1.70%
SDPI	273847	1.50%
AAAP	256662	1.40%
BSP	71362	4.00%
WPOI	68332	0.40%
RSPK(B)	43051	0.20%
NOTA	210561	1.20%

Lakshadweep

Lakshadweep Result Status

Status Known For 1 out of 1 Constituencies

Party	Won
Nationalist Congress Party	1
Total	**1**

Party	Total votes	Vote share
NCP	21665	50.10%
INC	20130	46.60%
SP	488	1.10%
CPM	465	1.10%
BJP	187	0.40%
CPI	181	0.40%
NOTA	123	0.30%

Madhya Pradesh

Madhya Pradesh Result Status

Status Known For 29 out of 29 Constituencies

Party	Won
Bharatiya Janata Party	27
Indian National Congress	2
Total	**29**

Party	Total votes	Vote share
BJP	16015685	54.00%
INC	10340274	34.90%
BSP	1124772	3.80%
IND	548868	1.90%
AAAP	349488	1.20%
SP	221306	0.70%
GGP	169453	0.60%
CPI	96683	0.30%
NOTA	391837	1.30%

Manipur

Manipur Result Status

Status Known For 2 out of 2 Constituencies

Party	Won
Indian National Congress	2
Total	**2**

Party	Total votes	Vote share
INC	588872	41.70%
NPF	281133	19.90%
CPI	197428	14.00%
BJP	168271	11.90%
NCP	61662	4.40%
AITC	52655	3.70%
IND	43013	3.00%
AAAP	7606	0.50%
MDPF	2005	0.10%
NOTA	7504	0.50%

Meghalaya

Meghalaya Result Status

Status Known For 2 out of 2 Constituencies

Party	Won
Indian National Congress	1
National Peoples Party	1
Total	**2**

Party	Total votes	Vote share
INC	408925	37.90%
NPEP	239301	22.20%
IND	180658	16.80%
UDP	106817	9.90%
BJP	95979	8.90%
AAAP	8815	0.80%
CPI	7418	0.70%
NOTA	30145	2.80%

Mizoram

Mizoram Result Status

Status Known For 1 out of 1 Constituencies

Party	Won
Indian National Congress	1
Total	**1**

Party	Total votes	Vote share
INC	210485	48.60%
IND	204331	47.20%
AAAP	11890	2.70%
NOTA	6495	1.50%

Nagaland

Nagaland Result Status

Status Known For 1 out of 1 Constituencies

Party	Won
Naga Peoples Front	1
Total	**1**

Party	Total votes	Vote share
NPF	713372	68.70%
INC	313147	30.10%
SP(I)	9695	0.90%
NOTA	2696	0.30%

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Odisha

Odisha

Odisha Result Status	
Status Known For 21 out of 21 Constituencies	
Party	**Won**
Bharatiya Janata Party	1
Biju Janata Dal	20
Total	**21**

Party	Total votes	Vote share
BJD	9491497	44.10%
INC	5593123	26.00%
BJP	4638619	21.50%
IND	333209	1.50%
BSP	218410	1.00%
JMM	172984	0.80%
AOP	155900	0.70%
AAAP	147898	0.70%
CPI	65667	0.30%
APoI	46491	0.20%
OJM	44397	0.20%
CPM	35968	0.20%
AITC	30717	0.10%
NOTA	332780	1.50%

Puducherry

Puducherry Result Status	
Status Known For 1 out of 1 Constituencies	
Party	**Won**
All India N.R. Congress	1
Total	**1**

Party	Total votes	Vote share
AINRC	255826	34.60%
INC	194972	26.30%
ADMK	132657	17.90%
DMK	60580	8.20%
IND	26771	3.60%
PMK	22754	3.10%
CPI	12709	70.00%
AAAP	8307	1.10%
BSP	2060	0.30%
NOTA	22268	3.00%

Punjab

Punjab Result Status	
Status Known For 13 out of 13 Constituencies	
Party	**Won**
Bharatiya Janata Party	2
Indian National Congress	3
Aam Aadmi Party	4
Shiromani Akali Dal	4
Total	**13**

Party	Total votes	Vote share
INC	4575879	33.10%
SAD	3636148	26.30%
AAAP	3373062	24.40%
BJP	1209004	8.70%
IND	498039	3.60%
BSP	263227	1.90%
CPI	54785	0.40%
SAD(M)	35516	0.30%
NOTA	58754	0.40%

Rajasthan

Rajasthan Result Status	
Status Known For 25 out of 25 Constituencies	
Party	**Won**
Bharatiya Janata Party	25
Total	**25**

Party	Total votes	Vote share
BJP	14894748	54.90%
INC	8230001	30.40%
IND	1806658	6.70%
BSP	633783	2.33%
NPEP	325330	1.20%
AAAP	272638	1.00%
nuzp	124990	0.50%
CPM	78856	0.30%
CPI	70933	0.30%
BMUP	39487	0.10%
BYS	38633	0.10%
NOTA	327902	1.20%

Sikkim

Sikkim Result Status	
Status Known For 1 out of 1 Constituencies	
Party	**Won**
Sikkim Democratic Front	1
Total	**1**

Party	Total votes	Vote share
SDF	163698	53.00%
SKM	121956	39.50%
BJP	7279	2.40%
INC	7189	2.30%
AAAP	2541	0.80%
AITC	1972	0.60%
NOTA	4332	1.40%

Tamil Nadu

Tamil Nadu Result Status	
Status Known For 39 out of 39 Constituencies	
Party	**Won**
Bharatiya Janata Party	1
All India Anna Dravida Munnetra Kazhagam	37
Pattali Makkal Katchi	1
Total	**39**

Party	Total votes	Vote share
ADMK	179831668	44.30%
DMK	9575850	23.60%
BJP	2222090	5.50%
DMDK	2079392	5.10%
PMK	1804812	4.40%
INC	1751123	4.30%
MDMK	141753	3.50%
IND	866509	2.10%
VCK	606110	1.50%
PT	2628112	0.60%
MAMAK	236679	0.60%
CPM	220614	0.50%
CPI	219866	0.50%

IUML	205896	0.50%
AAAP	203175	0.50%
BSP	155964	0.40%
NOTA	582062	1.40%

Tripura

Tripura Result Status

Status Known For 2 out of 2 Constituencies

Party	Won
Communist Party of India (Marxist)	2
Total	**2**

Party	Total votes	Vote share
CPM	1295436	64.00%
INC	307592	15.20%
AITC	194755	9.60%
BJP	115319	5.70%
IPFT	21326	1.10%
IND	17764	0.90%
AAAP	9852	0.50%
TPGC	8952	45.00%
CPI(ML)(L)	8670	0.40%
SUCI	8202	0.40%
AMB	7031	0.30%
JMBP	5177	0.30%
NOTA	23783	1.20%

Uttarakhand

Uttarakhand Result Status

Status Known For 5 out of 5 Constituencies

Party	Won
Bharatiya Janata Party	5
Total	**5**

Party	Total votes	Vote share
BJP	2429698	55.30%
INC	1494440	34.00%
BSP	207846	4.70%
IND	76158	1.70%
AAAP	70328	1.60%
SP	17441	0.40%
CPI(ML)(L)	11392	0.30%
CPM	6577	0.10%
CPI	6525	0.10%
NOTA	48043	1.10%

West Bengal

West Bengal Result Status

Status Known For 42 out of 42 Constituencies

Party	Won
Bharatiya Janata Party	2
Communist Party of India (Marxist)	2
Indian National Congress	4

Party	Total votes	Vote share
AITC	20313280	39.30%
CPM	11720997	22.70%
BJP	8691765	16.80%
INC	4946581	9.60%
RSP	1255794	2.40%

All India TriNaMool Congress	34
Total	**42**

CPI	1202666	2.30%
AIFB	1106038	2.10%
IND	472980	0.90%
SUCI	350587	0.70%
BSP	252562	0.50%

Constituencies in which BJP was IInd		
State	**Constituency Name**	**Margin**
Andhra Pradesh	Hyderabad	202454
	Tirupati	37425
	Rajampet	174762
Arunachal Pradesh	Arunachal East	12478
Assam	Autonomous District	24095
	Barpeta	42341
	Kaliabor	93874
	Karimganj	102094
	Silchar	35241
Bihar	Araria	146504
	Kishanganj	194612
	Katihar	114740
	Purnia	116669
	Bhagalpur	9485
	Banka	10144
Chattisgarh	Durg	16848
Haryana	Rohtak	170627
Jharkhand	Rajmahal	41337
	Dumka	39030
Chattisgarh	Chikkodi	3003
	Gulbarga	74733
	Raichur	1499
	Chitradurga	101291
	Tumkur	74041
	Chamarajanagar	141182
	Bangalore Rural	231480
	Chikkaballapur	9520
Kerala	Thiruvananthapuram	15470
Madhya Pradesh	Guna	120792
	Chhindwara	116537
Maharashtra	Nanded	81455

Odissa	Bhubaneswar	189477
	Kalahandi	56347
	Bolangir	104299
	Dhenkanal	137340
	Balasore	141825
	Mayurbhanj	122866
	Keonjhar	157317
	Sambalpur	30576
	Bargarh	11178
Punjab	Amritsar	102770
Sikkim	Nar Bahadur Khatiwada	7279
Tamil Nadu	Vellore	59393
	Coimbatore	42016
	Pollachi	140974
Uttar Pradesh	Firozabad	114059
	Mainpuri	364666
	Badaun	166347
	Rae Bareli	352713
	Amethi	107903
	Kannauj	19907
	Azamgarh	63204
West Bengal	Maldaha Dakshin	164111
	Kolkatta Dakshin	136339
	Kolkatta Uttar	96226

CHAPTER 06: CONCLUSION

6.1   Introduction

This chapter concludes the dissertation by summing up various factors which Mr. Modi played well and which were responsible for his win. It compares the political campaign for two most prominent politicians, Mr. Narendra Modi and Mr. Barack Obama.

6.2   Winning factors for Mr. Modi

The campaign had the following points which they followed rigorously and because of which the party won:

6.2.1 A perfectly aligned force from teeth to tail

From the one leader (Modi) who led the fight from the front, to the last karyakarta, the BJP and RSS foot soldiers, who felt they had a personal stake in this election. When there was such an alignment from top to bottom, it was no surprise that the end-results had been so gratifying.

The boss put in a gruelling 20-hour day, cross-crossing addressing over 450 rallies in a few months, and addressing even larger audiences with his unique 3D projection technology which enabled him to be in several places at the same time.

6.2.2 Declare ambitions and goals clearly

Clearly state what you want and what you hope to achieve if you get what you want. While others pussyfooted around the idea and act coy, Modi had always been clear he wanted to be PM. This is the main reason why many voters were clear about giving him a chance.

6.2.3 Set stretch targets and align entire team to the final goal

This time, the BJP's stretch target was Mission 272+ - getting a majority for the BJP on its own. Make every last workers feel this is his target - and every worker should forget his petty quarrels and works for the larger goal.

6.2.4 Break the final target personal targets into a set of smaller targets and milestones.

The targets should be broken down into set of smaller and achievable chunks and assign it specific teams to achieve them. Mr. Modi played this card very rightly.

6.2.5 Demonstrate strength, then invite stakeholders:

Showed the stakeholders that Modi is powerful enough to hold the nation strong and invited them to vote for him.

6.2.6 Plan meticulously and in detail.

TV viewers watching Modi's speeches in various places thought it was all about oratory, but that was only one part of the Modi plan to communicate with the masses. The truth was there was an entire army of people working to support his rallies. There was a huge IT crew that monitors the buzz on social media. There was a huge contingent of on-ground researchers who thanked people who come to his rallies and seek feedback.

A Narendra Modi rally was never about just erecting a stage and giving the speakers a mike. There was water-tight security combing, there were LED screens to give everyone who attended a clear view of the man, there were speakers at vantage points to amplify every sound byte from the stage - the works. Plus there were feeds organised for the TV channels, and facilities for live streaming on the internet.

Says an *Indian Express* report from the rallies: "Narendra Modi rallies have, in recent times, gone on to become full-fledged stage productions involving light, sound, carefully

chosen music, stage design and sky cameras - all intended to enhance viewer experience and build the Modi brand."

An *Economic Times* [report](#) explained why a Modi rally was not just any event: "At every Modi meeting, an army of volunteers' combs through the crowd, gathering feedback, profiling attendees and making a headcount. Later the party's IT cell collates all the data."

6.2.7 Set the agenda and keep control.

The main issue in this election was Modi himself. All his detractors had taken him on - making him the focus of this election. This suited Modi well since this election then became a referendum on him. He had not only *set* the agenda, he *became* the agenda.

6.2.8 Attack the enemy where he is weak.

This strategy was, of course, obvious. Modi's strength had been the UPA's economic failures, and the meekness of Manmohan Singh as PM. It did not need a Modi to discover where the UPA's chinks were, but it required genius to discover whom to attack, how to attack, and for what.

6.2.9 Never play to your weakness.

Answering direct questions from aggressive TV anchors was an uncontrollable situation. As Rahul Gandhi discovered in his TV interview with Arnab Goswami in January, you can make a fool of yourself. Modi, in contrast, used only friendly interviewers for his Q&As in the initial time to build his credibility. He had learnt from bitter experience - as in the India Today Conclave in 2013, when he lost his cool following aggressive questioning about 2002.

6.3 Comparison between Mr. Modi's and Barack Obama's campaign

Many articles, publications and post have talked about the similarity between the America's president's 2012 presidential election campaign and India's Mr. Modi's Lok Sabha election campaign. In this section, some of the similarities are drawn out.

6.3.1 2012 US Election

In the 2012 US election, Barack Obama was up against Mitt Romney. While Romney did spend approx. $5M online, Obama spent over $47 Million on his digital campaign. One of the key components to the Obama's digital campaign was his website barackobama.com, a 'social network' where volunteers could sign up, enroll their friends and neighbors and help increase the virality of Obama's digital campaign.

6.3.2 The Striking Similarities b/w Barack Obama and Narendra Modi's Political Rise

6.3.2.1 Unprivileged Background

Neither Barack Obama nor Narendra Modi comes from a dynastic political family. Both of them worked their way through their respective parties and gained the support of fellow politicians before going for the top job. Obama's ethnic background and Modi's chaiwallah story were the major propellers during their election campaign.

6.3.2.2 The idea of hope

Both statesmen were brought into power by people who were tired of the status quo. If it was the Afghanistan and Iraq wars in US that people were fed up with, inept and apathetic rule in India drove despairing voters to choose Modi. Speaking the language of masses, both leaders promised to do what was necessary to restore their country to its original glory.

6.3.2.3   Certified crowd pullers

Barack Obama and Narendra Modi are both accomplished speakers and have the ability to hold a crowd together. This translates into the long queues of supporters that have come to define the strengths of both these personalities.

6.3.2.4   Use of Social Media

Barack Obama is known to be fan of technology. The social media has been exploited by both these politicians to the hilt. So much so that their respective victory tweets after winning the elections were the most retweeted tweets of the time. Obama still uses Twitter to talk about policy matters and generic stuff occasionally by tweeting with his initials.

6.3.2.5   Complete support from all sections

When Obama was chosen as President-candidate by his Republican party, many felt that his Afro-African background will not draw many voters. Similarly, Modi's tainted record during the Godhra riots was seen as an easy way to wean away Muslim votes. However, both these politicians showed that people can vote as one without ideological differences getting in the way when their time has come.

6.3.2.6   Massive Redevelopment Programmes Waiting

Barack Obama had to restructure the global recession when he took office while Narendra Modi will need to do the same with the Indian economy experiencing a slowdown and inflation chewing off peoples' savings. Apart from these, the task of reassuring and restructuring a broken country was the first thing that both leaders faced. This typically meant that, along with their unusual rise to premiership, both leaders' actions will be minutely dissected and reported upon.

6.4   Final Result

Eight months after the BJP named him its prime ministerial candidate, Narendra Modi proved he was worth the opposition the party originally encountered over its decision. Mr Modi had delivered the BJP's best result ever, giving it more than the 272 seats it needed to form a government. This was the first parliamentary majority by a single party since 1984.

With its allies, the BJP now had over 300 of the 543 parliamentary seats. The stunning numbers provided incontrovertible evidence of the "Modi wave" that the BJP name-dropped for months. The Mr Modi's phenomenal win was the colossal defeat that he had enforced upon the incumbent Congress.

6.5   Limitations

1. The data was collected from limited number of interviews and through online research. All efforts were made to contact the people associated with the party however there must be more information known only to the insiders.
2. In some instances, the data collected from the various sources didn't match and lacked coherence. However, the most credible data was chosen to be a part of the report.

6.6   Future scope

The report can be extended to include Mr. Modi's pre-nomination strategies he followed to be selected as a PM candidate. It is said that Mr. Modi's wave will last for another 10 years. The report can also include the actions, policies and current working style of Mr. Modi to form the basis for his future election's strategy and basis.

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ADHERENCE SHEET

Particulars	Last Date	Signature of Mentors	
Title of the Project/Area of Topic Finalization	19-Jan-15		
Literature Review/Objectives of the Dissertation	02-Feb-15		
Methodology	16-Feb-15		
Questionnaire/Data Collection tools	02-Mar-15		
Data Collection	23-Mar-15		
Analysis	13-Apr-15		
Conclusion and Recommendations	20-Apr-15		
First Draft	27-Apr-15		
Final Report/Binding and Submission	02-May-15		