

POLITICAL JUGGERNAUTS

A Quantative Analysis of Candidates in the 2019 Lok Sabha Elections

1.INTRODUCTION:

The Lok Sabha is composed of representatives of people chosen by direct election on the basic of universal Adult Suffrage. The Consitution of India allows for a maximum of 550 members in the house, with 530 members representing the states and 20 representing the union territories. The 17th Lok Sabha was formed by the members elected in the 2019 indian general election. Elections, all across India, wee conducted in sevenphases from 11 April 2019 to 19 May 2019 by the Election Commission of India.

1 OVERVIEW

The Bharatiya Janata Party received 3736% of the vote, the height vote share by a political party since the 1989 general election, and won 33 seats, further increasing its substantial majority. In addition, the BJP-led National Democratic Allience (NDA) won 353 seats.

2 PURPOSE

There were no similar discontinuities in the previous general elections for either BJP Congress,the other major national party, as well as for state assempley elections held simultaneously with the 2019general election and those held subsequently. Moreover, BJP's disproportionate win of closely contested constituencies is primarily concentrated in states ruled by the party at the time of election.



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Persona's name

Short summary of
the persona

The lok sabha
comprises of a
total of 545
seats

The lok sabha
has 543 seats
filled by elected
representatives

The election
resulted in a
landslide victory for
the BJP which won
303 seats and
formed the
government

with 900
million eliible
voters

PM Narendra
Modi remains
his partys
main vote
getter

The 2019
election is
very
hopefully

India election
will be the
largest the
world has
seen

They are
expecting
one who will
make laws for
them

I will fulfill
peoples
expectation
feels

When people make
their own
decisions,they become
more
confident in their
abilities and are more
likely to pursure their
goals and aspirations

Frustration
when
preceiving
unfair treatment
or situation

Fear of
judgement or
negative
evaluation in
social situations

Anticipation and
enthuriansm can
lead to increased
energy and
engagement in
activities



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

[See an example](#)

Brainstorm & idea prioritization

Use this template to your own brainstorming sessions or just have a fun session with your colleagues and staff. It helps you generate ideas and sort them out into a clear plan.

- Brainstorming session
- Brainstorming session

Before you collaborate

A 10-15 minute session to get everyone on the same page. This is a chance to share your ideas and get feedback from the group.

- Brainstorming session
- Brainstorming session

Define your problem statement

What problem are you trying to solve? Please write down as many ideas as you can. This will be the basis of your brainstorming.

- Brainstorming session
- Brainstorming session

Brainstorm

Brainstorming session to generate ideas. This is a chance to share your ideas and get feedback from the group.

- Brainstorming session
- Brainstorming session

Group ideas

Brainstorming session to generate ideas. This is a chance to share your ideas and get feedback from the group.

- Brainstorming session
- Brainstorming session

Priorities

Brainstorming session to generate ideas. This is a chance to share your ideas and get feedback from the group.

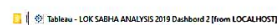
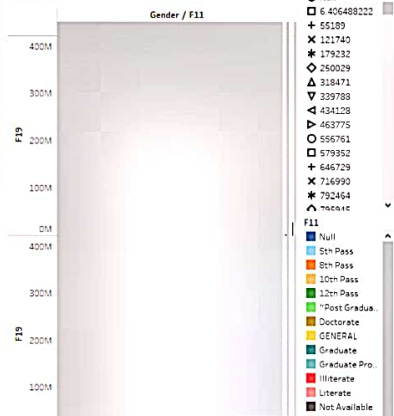
- Brainstorming session
- Brainstorming session

After you collaborate

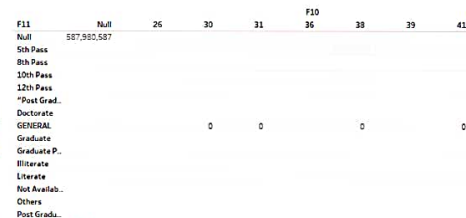
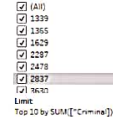
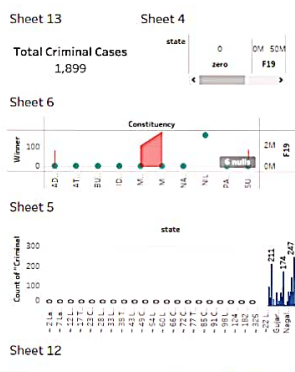
Brainstorming session to generate ideas. This is a chance to share your ideas and get feedback from the group.

- Brainstorming session
- Brainstorming session

Sheet 3



LOK SABHA ANALYSIS DASHBOARD 2



s in LG

Gender Votes Divided
by their Educational
Qualification & Gender

Gender / F11

[illegible]

Total Votes
432,571,805

Andhra

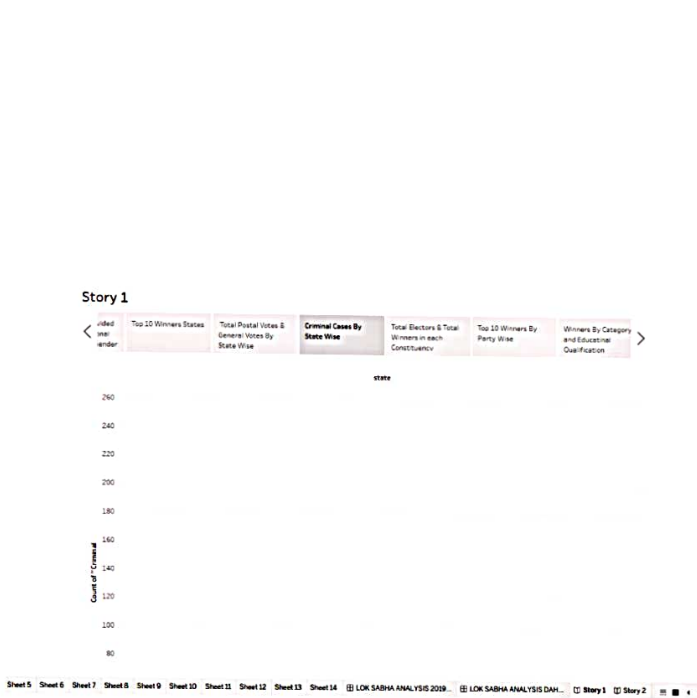
Karnata

Odisha

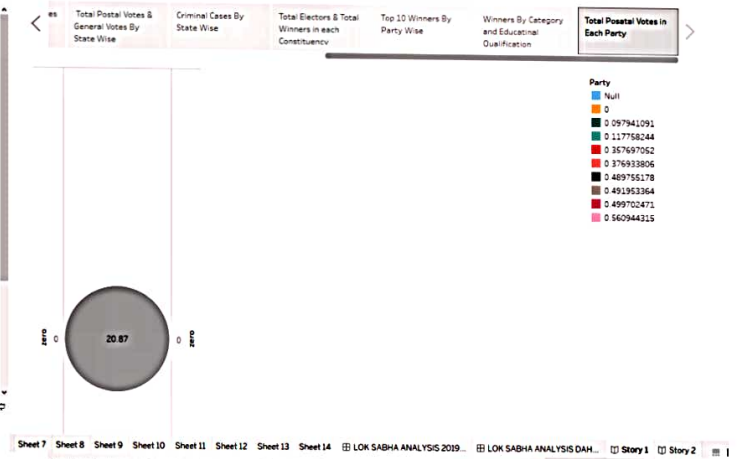
Total Criminal Cases
1,899

Total Winners
587,981,119

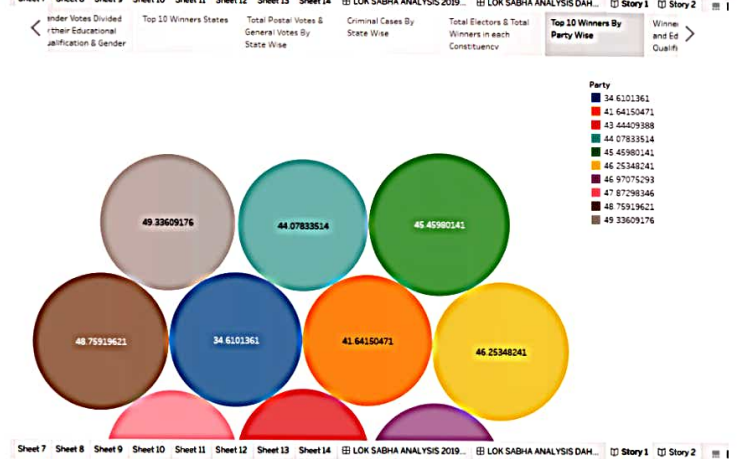
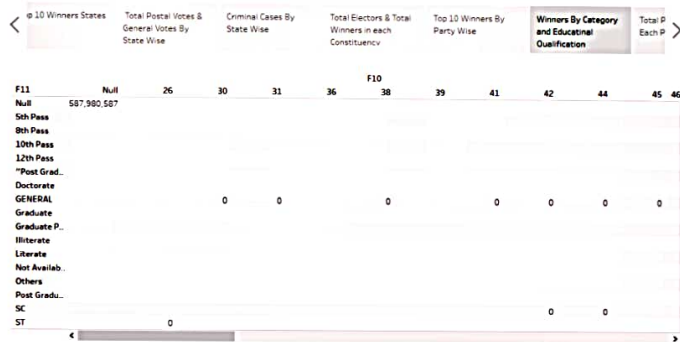
Sheet 14 | LOK SABHA ANALYSIS 20



Story 1



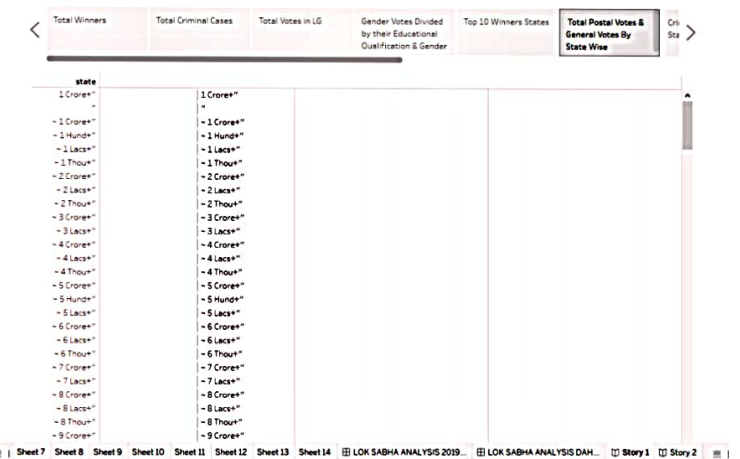
Story 1



Story 1



Story 1



4.ADVANTAGES & DISADVANTAGES

PROS:

- * When you disperse political power it allows people to product

themselves using that power for potential authoritarians(the other side of that coin is the tyranny of the majority, discussed below). Also, some argue that only you really know your best interests, and thus you should have a say in the process(even if it's through a representative)

- * Elections also confer legitimacy on a state when done fairly(but also can serve to legitimize an autocratic state if not fair).

- * Elections keep leaders complicit with at least the needs of the majority of the population, otherwise they will be voted out.

CONS:

- * voters don't have sophisticated knowledge and don't always make ideal policy decisions. Many voters are both uninformed about political issues and often use motivated reasoning because it's a shortcut and most people don't have time to become political experts.

- * this isn't too much of a problem when you have legislators with autonomy, but can become problematic when populist movements try to take the reins. Legislators, on the other hand, are usually much more technocratic and rely on experts and science to inform their policies.

5. APPLICATION:

Neelanjan Sircar analyses the campaign of the Congress party, highlighting that it is important for Congress to leverage structural factors that exist in the economy such as unemployment and rural distress in the states of Gujarat, Madhya Pradesh, Chhattisgarh, Rajasthan, where it is in direct contest with the BJP to wean away some of the votes.

6.CONCLUSION:

General elections were held in India in seven phases from 11 April to 19 May 2019 to elect the members of the 17th Lok Sabha. Votes were counted and the result was declared on 23 May. The election resulted in a landslide victory for the BJP which won 303 seats and formed the government.

7.FUTURE SCOPE:

The Lok Sabha has certain powers that make it more powerful