



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?

Lok Sabha Election 2019

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.

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

The Bharatiya Janata Party received 37.36% of the vote, the highest vote share by a political party since the 1989 general election, and won 303 seats.

The welfare schemes for the poor and the weaker section, which form a part of almost every speech made by Modi and BJP chief Amit Shah, will be a strong selling point to win the election.

The election campaign made by the BJP was better than the Congress

A considerable part of their election speeches covered the developmental activities undertaken by the NDA government. It is not that Narendra Modi, Amit Shah and other BJP leader harped only on the air strikes and surgical strikes.

Balakot air strike helped boost PM Modi's image as a strong leader.

Prime Minister Narendra Modi has promised to build houses for all by 2022 under the Pradhan Mantri Awas Yojana.

Like building toilets under the Swachh Bharat Mission, providing gas cylinders under the Ujjwala scheme had an immediate emotional connect with the women.

The BJP is aligned with right-wing politics, and its policies adhere to Hindutva.

Houses, toilets and gas connections were the main thrust of Modi government's work in rural India.

It was a historical moment that Modi became the first non-congress PM to get re-elected with the stronger majority



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?