

## JAN DHWANI: DATA-DRIVEN STRATEGIES FOR DELHI ASSEMBLY ELECTIONS

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**ABSTRACT.** After the initial acceptance the author must prepare the manuscript according to the journal’s format. Authors should use the following style file as a template. The abstract should be short and concise. Do not use complex mathematical expressions. Only Greek alphabet letters and upper/lower case text should be used.

*Keywords.* Delhi Elections, Campaign Strategy, Policy Design, Voter Segmentation, Urban Politics

### 1. INTRODUCTION

Delhi’s assembly elections represent one of the most complex and dynamic political contests in India, shaped by the city’s unique demographic diversity, rapid urbanization, and evolving voter expectations. As a new entrant seeking to make a significant impact, this report aims to provide a comprehensive, data-driven roadmap for designing an election campaign and policy platform that can maximize electoral gains by strategically targeting Delhi’s most influential demographics.

The purpose of this report is to analyze the historical context and current challenges of Delhi’s political landscape, identify decisive voter segments, and formulate actionable policies that address their core concerns. The scope includes a critical review of past assembly elections, assessment of key demographic trends, and the development of targeted policy proposals—each rigorously evaluated for feasibility and potential impact. This approach is grounded in the recognition that Delhi’s electorate is increasingly issue-oriented, with growing fatigue over traditional identity politics and populist promises that lack effective implementation.

Delhi’s political environment is characterized by intense competition among established parties and frequent shifts in voter loyalty, particularly among the middle class, youth, women, and residents of informal settlements. The challenge for any new entrant is not only to break through entrenched party loyalties but

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also to present credible solutions to persistent issues such as inadequate civic infrastructure, air pollution, unemployment, and public safety. These challenges are compounded by administrative complexities and a history of unfulfilled promises, which have led to widespread skepticism among voters.

This report draws upon a wide range of sources, including electoral data, demographic studies, policy analyses, and field surveys, to ensure a robust and evidence-based foundation for campaign strategy and policy design. By integrating lessons from previous Delhi assembly elections and focusing on measurable, pragmatic solutions, the report seeks to equip new political entrants with the insights and tools necessary to build trust, mobilize support, and deliver tangible improvements to the lives of Delhi's citizens.

In summary, this introduction sets the stage for a detailed exploration of Delhi's political and demographic landscape, the identification of key target groups, and the formulation of a winning campaign strategy—anchored in professional rigor, feasibility, and a commitment to genuine public service.

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## 2. ANALYZING POLITICAL LANDSCAPE

Analysis of Delhi's Political and Demographic Landscape Historical Voting Patterns and Party Performance in Past Assembly Elections Delhi's assembly elections has been historically shaped by rapid urbanization, shifting class identities, and the electorate's demand for pragmatic governance over identity politics. The historical voting patterns and party performance during the past decade saw a dramatic shift. The year-wise analysis of Delhi's political scenario is as below :

2015: The Aam Aadmi Party (AAP) achieved a landslide victory by focusing on anti-corruption, improved service delivery, and grassroots mobilization. The anti-incumbency factor helped the AAP to resonate their agenda with the middle class and urban poor

2020: AAP retained power, leveraging its track record in education and health-care reforms (notably mohalla clinics and government school upgrades) and subsidized utilities, as well. The Bhartiya Janata Party (BJP) though maintained a strong base but could not counter AAP's hyper-local focus.

2025: The latest assembly election revealed a decisive swing in middle-class votes toward the BJP. The shift was driven by economic anxieties, dissatisfaction with civic infrastructure, and a desire for tax relief and better governance. Both AAP and BJP faced criticism for unfulfilled promises and administrative gridlock, with voters expressing fatigue over freebie politics and divisive campaigns. However, the BJP, which was aided by its enormous advantages in terms of material resources and institutional power swept the show

Thus, it is quite evident that Delhi's electorate rewards tangible improvements in daily life and punishes parties for governance failures, with a growing scepticism toward both populist giveaways and identity-based appeals. Delhi Assembly Elections (2015–2025): Performance–Outcome Correlations An analysis of the

Performance-Outcome Correlations of Delhi elections from 2015 to 2025 revealed that the factors viz. governance performance, campaign strategy, manoeuvring voters' satisfaction and demographic outreach was strategically targeted to shape the electoral outcomes. The following trend-analysis contextualising each data point with underlying reasoning, highlighting the causal dynamics driving political change is enumerated below: Shifting Loyalties: Delhi's Electoral Evolution Over Time

The electoral trajectory in Delhi between 2015 and 2025 illustrates a clear alignment between campaign focus and voter priorities. AAP's dominant victories in 2015 capturing 54.3 per cent of the vote share at 40 intensity (67 of 70 seats) and in 2020 with 53.57 percent of vote share with somewhat reduced intensity of 35 (62 out of 70 seats) were driven by strong anti-corruption and education agendas, resonating with public sentiment and securing high vote shares and seat counts. However, by 2025, its emphasis on welfare schemes drastically failed to arrest a significant decline (43.55). In contrast, the BJP steadily built momentum through infrastructure promises but achieved a breakthrough by pivoting to a tax relief campaign that directly addressed middle-class discontent. This strategic shift enabled BJP to outperform AAP in both vote share and seats viz. 45.76. Voter priorities are dynamic. As Delhi's economy matured and cost-of-living pressures mounted, economic relief overtook earlier priorities like anti-corruption and basic services. Parties that failed to adapt to these evolving concerns saw their support erode, while those that did (BJP in 2025) reaped electoral gains. Electoral fortunes closely tracked the alignment between campaign focus and voter priorities. When AAP's messaging (anti-corruption, education) matched public sentiment, it won decisively. As priorities shifted (toward economic relief), BJP's targeted campaign seized the opportunity, especially as AAP's governance credibility waned. Key Insight: Delhi's electoral outcomes from 2015 to 2025 were decisively shaped by the alignment between voter priorities and campaign focus. AAP's early success was rooted in strong public demand for clean governance and education reforms, earning it over 54

The Vote Mosaic: Understanding Delhi's Diverse Voter Base" •

From 2015 to 2025, Delhi's electoral landscape underwent a dramatic transformation, driven largely by shifting voter expectations and the evolving performance of its political contenders. In 2015, the Aam Aadmi Party (AAP) emerged as a symbol of clean governance, riding a powerful wave of anti-corruption sentiment and educational reform. With an overwhelming 67 seats and 54.3. By 2020, AAP sustained its core appeal through an education-focused agenda, retaining 62 seats and 53.57. The BJP, observing this change, recalibrated its message. It built long-term momentum through infrastructure projects and, by 2025, captured voter attention with a high-intensity tax relief campaign. As AAP's appeal waned, BJP's vote share surged to 45.76. Even among loyal bases, AAP saw erosion: Muslim support dipped from 77. Ultimately, Delhi's electorate demonstrated a clear pattern: reward effective performance, reject stagnation, and prioritize relevance over rhetoric. In this evolving urban democracy, the message from voters was unmistakable—adapt or be replaced.

Voter Pulse: Reading Between the Graph Lines

Between 2015 and 2025, Delhi’s electoral outcomes reflected a consistent pattern: voter behaviour was driven by campaign alignment with evolving priorities and performance perceptions. In 2015, AAP secured a historic 67 seats with 54.3%. From 2020 to 2025, overall governance satisfaction fell to 26%. This trajectory underscores a key principle: successful campaigns must respond to shifting voter priorities with credible, performance-based strategies. In Delhi, static platforms gave way to adaptive engagement—proving that electoral victories are won not just by promises, but by their perceived delivery.

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*Note:* This draft ends here temporarily. Further sections such as methodology, results, and policy framework will be included in the final version.

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