

# GENERAL ELECTIONS 2024

*the world's biggest democracy Country*

## INTRODUCTION

On the 2024 Indian General Elections, from April 19 to June 1, will be among those epochal moments witnessed by the world's largest democracy. Reflecting an intuitively huge electoral process in India, with a gigantic population of over 1.4 billion, this reflects a rich tapestry of cultures, languages, and regional diversities that dot the country's political landscape. It was marked by very high voter turnout which was an indication of massive public engagement and interest in the democratic affairs of the land. It is the coalition dynamics that takes centre stage, as innumerable political combinations elbow each other out in the verbose backdrop of a fragmented political landscape. The ruling Bharatiya Janata Party would like to hold on to power amidst a rejuvenated challenge from the Indian National Congress and several regional parties.

A host of socio-economic issues—employment generation, inflation, rural distress, and healthcare—capture the election discourse. It is in this manner that the tripod of issues which will be primarily responsible for shaping voter preferences takes form: national security and social justice on one hand, and environmental concerns on the other. Thus, the 2024 elections will depict India's changing political, social, and economic aspirations and not be a fight amongst parties.

## KEY INSIGHTS

- High Voter Turnout
- BJP's Decline in Seats
- Coalition Government by NDA
- INDIA Coalition's Strong Performance
- Women's Voter Participation
- Controversies and Criticisms
- Electoral Reforms and Challenges
- Role of Social Media and Digital Campaigns
- Youth Voter Influence
- Influence of Caste and Community Dynamics

### 1. High Voter Turnout

- More than 642 million voters participated in the election out of 968 million eligible, which was about 66% participation. This is the highest-ever participation of women in elections, with 312 million women voters in this election. This high turnout has been interpreted to mean increased political interest and enthusiasm coming out of the electorate, particularly amongst women.

### 2. BJP's Decline in Seats

- The Bharatiya Janata Party won 240 seats compared to their previous count of 303 seats in the 2019 elections, which may be interpreted as being dissatisfied voter sentiment towards the working of the BJP government on account of economic issues, social policies, or simply local grievances. Yet, BJP remained the single largest in Lok Sabha.

### **3. Coalition Government by NDA**

- The BJP-led National Democratic Alliance put together a coalition government of 293 members. This is the third time Narendra Modi takes the oath as PM but the first time he heads a coalition government. Key allies included the TDP of Andhra Pradesh and Janata Dal of Bihar. The coalition needed many strategic negotiations and balancing of diverse regional interests to keep the government stable .

### **4. INDIA Coalition's Strong Performance**

- The coalition of opposition parties, the Indian National Developmental Inclusive Alliance, INDIA, led by the Indian National Congress, fared well by winning 234 FM seats. This can be attributed to the fact that it was able to consolidate opposition votes quite effectively and present a unified platform before the NDA on issues of governance and inclusivity.

### **5. Influence of Caste and Community Dynamics**

- The Caste-community dynamics remained an important factor in the 2024 elections, with several caste-community groups at the village level aligning themselves with political parties. It ranged from the BJP attempting to consolidate the Hindu vote by allying with OBC and Dalit leaders to the appeal made to the minority communities by the INDIA coalition; the electoral outcomes in several constituencies were determined on these lines.

### **6. Women's Voter Participation**

- Women played a huge role in this election, with 312 million women exercising their franchise. This high turnout is part of the growing trend of women political participation, influenced by various factors such as targeted welfare schemes, women's safety, and empowerment initiatives. The political parties are increasingly recognizing this fact, and hence designing policies and campaign strategies accordingly.

### **7. Controversies and Criticisms**

- The election was also marred by many controversies related to hate speech by political leaders, malfunctioning of electronic voting machines, and suppression of political rivals. The issues occupied ample space and received condemnation questioning the credibility of the electoral process in general. The Election Commission of India was under attack and became a cause for amendments to make the elections more fair, Opp.

## **8. Electoral Reforms and Challenges**

- A host of reforms involving the use of technology were introduced by the Election Commission of India to bring in transparency and speed in the electoral process. But, despite these, the problems relating to malfunctioning of electronic voting machines, suppressing of voters, and the impact of money and muscle power continued to haunt the elections. All these issues raised protests for electoral reforms as a necessity further enhancing the integrity and beauty of India's democratic process.

## **9. Role of Social Media and Digital Campaigns**

- The outreach and campaigning on social media and other digital platforms in the 2024 elections were unprecedented. Political parties, mainly BJP and the INDIA coalition, used these platforms- including Facebook, Twitter, WhatsApp, etc.- for campaigning purposes and reaching out to their voters in order to counter opposition narratives. The BJP was ably helped in this digital campaigning by its sophisticated IT cell, although the opposition also made vigorous use of these platforms to mobilize its support.

## **10. Youth Voter Influence**

- The elections were marked by a particularly strong youth voter turnout with so many first-time voters in the electorate. Issues such as employment generation, educational reforms, and e-governance initiatives polled the centrality of electioneering. The parties wooed the youth voters with food promises that promised to engage them on matters of employment or technology since this group has now started exercising increased leverage on the electoral process.

## **CONCLUSION**

Those insights provided information on all kinds of factors that made the 2024 Indian general election, bringing out important trends and developments in the country's political landscape.

## **REFERENCES**

-<https://results.eci.gov.in/PcResultGenJune2024/>