

## Says

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

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

Elections, all across

conducted in seven

phases from 11 April

2019 to 19 May 2019

Commission of India.

The Congress

distress" as an

election issue.

highlighted

"agrarian

party campaign

by the Election

India, were



**Thinks** 

The Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage.

The 17th Lok

Sabha was formed

by the members

general election.

elected in the

2019 Indian

The Constitution of India allows for a maximum of 550 members in the House, with 530 members representing the States and 20 representing the Union Territories.

Lok Shaba
In
2019
Elections...

The BJP campaign highlighted that the Congress party had been in power for five generations of the Nehru dynasty and its past promises and campaign issues have been empty.

BJP's sitting MP from Navsari CR Patil, who was seeking reelection from the seat

Has registered the highest victory margin in the 2019 Lok Sabha elections.

He defeated his nearest
Congress rival
DB Patil by a record 6.89 lakh votes.

There are 8,039
candidates
contesting for 542
Parliamentary
constituency
seats.

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

its substantial majority

seats, further increasing

On average, 14.8 candidates are contesting per constituency across the country.



## 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?

