



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?



Feels

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



Does

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



Political Juggernauts

A Quantitive Analysis  
Of Candidates In The  
2019 Lok Sabha  
Election

Political Juggernauts  
says law and order.  
Terrorism, Naxalism,  
religious violence and  
caste-related violence  
are important issues that  
affect the political  
environment of the  
Indian nation.

The BJP still has the  
support of many  
voters, which could  
make it difficult for  
the coalition to win  
the next general  
election.

Overall, the effect  
of this alliance on  
the future of Indian  
politics is unclear.  
The alliance ought  
to have a  
predominant effect  
on Indian politics  
or genuinely  
disappear.

To provide a strong and  
stable opposition to the  
ruling BJP. The coalition  
believes that the BJP has  
become increasingly  
authoritarian and that it is  
no longer representing the  
interests of all Indians.

To promote secularism  
and religious  
tolerance. The  
coalition is committed  
to protecting the rights  
of all religious  
minorities in India.

To strengthen the federal  
system of government. The  
coalition believes that the  
BJP has been centralizing  
power in the hands of the  
central government, and  
that this is leading to a  
decline in democracy.

Political Juggernauts feels  
that drumbeat of national  
security is hard to miss in  
this Indian election season.  
If history is any guide for  
India's current turbulent  
politics, Indian voters are  
rarely moved to cast their  
vote based on a party's  
particular foreign policy.

The government  
seems to be missing  
an opportunity to  
bring the country  
together using  
national security as a  
uniting factor, rather  
than a dividing one.

Looking back at  
previous terrorist  
attacks, even in the  
heartland of India,  
their electoral  
aftermath shows that  
national security  
hardly figures in the  
minds of Indian voters.

An individual who is  
very skilled at debating  
politics and issues  
related to it, but the  
tactics they employ to  
win arguments are often  
quite brutal and  
disrespectful.

The BJP under Modi and  
Amit Shah has seized the  
centre-stage and  
represents the politics of  
hope and change.What  
started in 2014 as a voters'  
experiment with the politics  
of hope is now a  
phenomenon, with Prime  
Minister Narendra Modi

Political Juggernauts  
means something such  
as a force, campaign,  
or movement that is  
extremely large and  
powerful and cannot  
be stopped