



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?



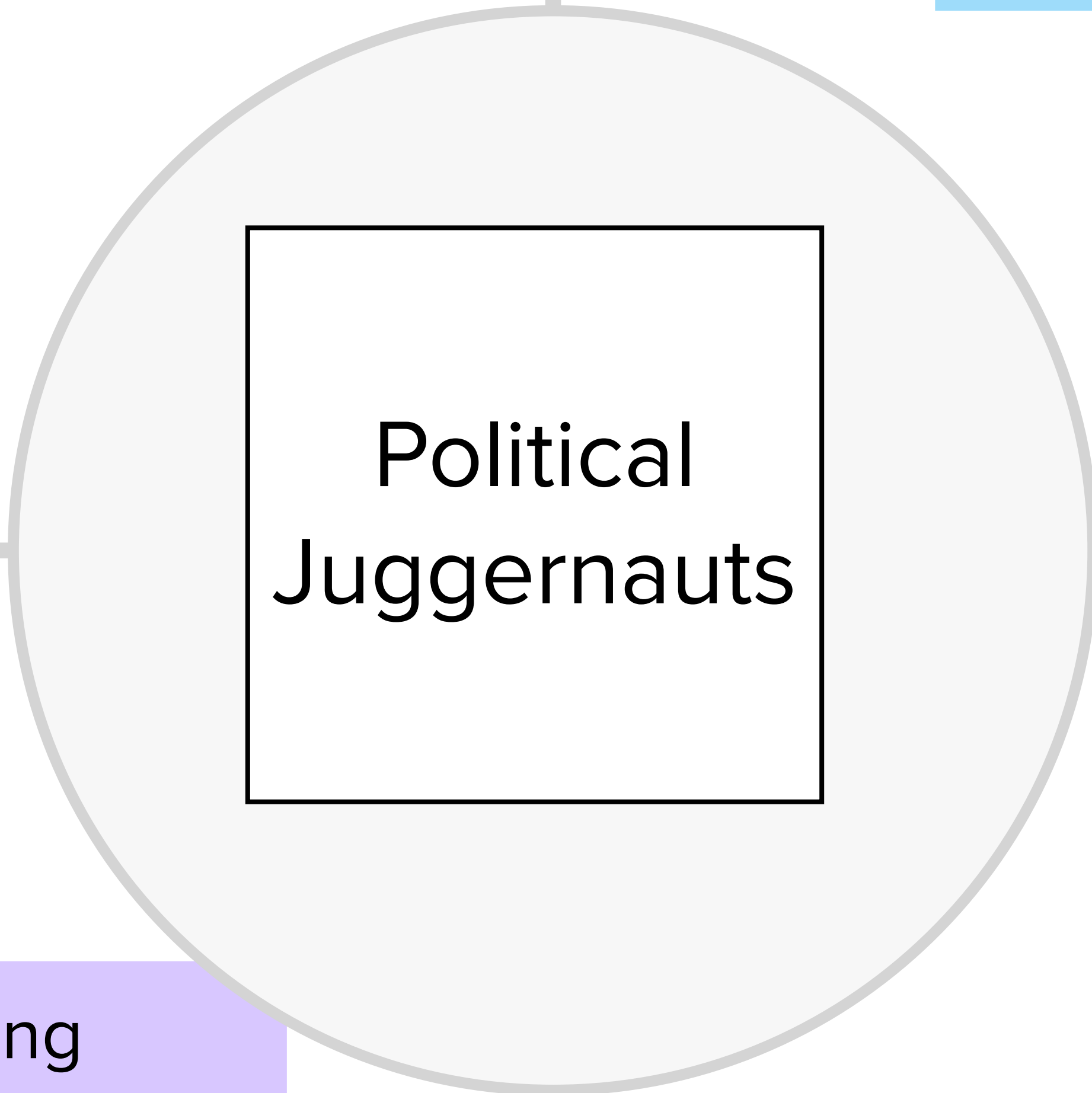
Feels

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?



IN 2019
BJP-303 seats
other NDA -47 seats
Congress-52 seats
other UPA -33seats
others -108

IN 2014
BJP-282 seats
other NDA -54 seats
congress -44 seats
other UPA -16 seats
others -147 seats

Women
voters made
their voices
heard

This election saw not
only the largest
number of female
candidates stand for
election , the number
of women who actually
won was also the
highest ever

The seven national
parties actually
fielded about the
same numberof
candidates in 2019
as they did in 2014

This was the best
year for female
candidates but
still men
dominates
national politics

Political
Juggernauts

professionally , around
39% noted to
be politicians invloved
in social works .this is
followed by 38% of
members declaring as
agriculturists and 23%
as businessman

Empowers young
people by giving them
opportunities to meet
community needs
through decision -
making and delivering
services to the
community.

Only 723 of the
8,000
canditantes were
female .That's
less than 1 in 10.

The government
increases the power of
the nation by
introducing various
schemes ,signed
contracts with national
and international deals
worldwide and more.

Around 90 crore
people were eligible
to vote in 2019 ,an
estimated 13 crore of
them were eligible
to vote for the first
time.

The BJP became
the first party to
gain majorityon
its own in three
decades.